

## Visitor's Index APRIL 2003

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of April 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (March)*	49.3	48.5	0.8	41.3	39.9	1.4
Impact	Hotel Sales (March) (6 properties not reporting)	\$6,232,880	\$7,125,963	-12.5%	\$85,033,749	\$81,743,321	4.0%
	Average Hotel Rate (March)*	\$57.30	\$56.10	2.1%	\$54.91	\$53.48	2.7%
	Revenue Par (March)	\$29.91	\$34.68	-13.8%	\$46.17	\$45.01	2.6%
	Total Retail Sales (January 2003)**	\$252,557,607	\$249,489,732	1.2%	\$252,557,607	\$249,489,732	1.2%
	Total Airport Passengers (March)*	28,771	33,046	-12.9%	76,041	88,305	-13.9%
	Visitor and Convention Services	Asheville Visitor Center	11,823	11,456	3.2%	118,857	112,412
	Black Mountain Visitor Center	1,996	2,233	-10.6%	23,316	24,559	-5.1%
	Groups Serviced - Meetings/Conventions	34	33	3.0%	257	258	-0.4%
	Groups Serviced - Motorcoach	3	7	-57.1%	56	51	9.8%
Meetings And Conventions	Convention Bookings	13	6	116.7%	131	126	4.0%
	Room Nights Generated	3,945	2,130	85.2%	42,521	54,353	-21.8%
	Number of Delegates	2,709	1,165	132.5%	40,253	38,930	3.4%
	Estimated Spending	\$1,247,485.85	\$716,331.00	74.1%	\$21,042,359.10	\$26,656,358.16	-21.1%
	Sales Leads Distributed	19	14	35.7%	217	236	-8.1%
Group Tour	Group Tours	66	93	-29.0%	702	483	45.3%
	Room Nights	1776	2,259	-21.4%	17,678	13,201	33.9%
	Estimated Spending****	\$282,838	\$343,142	-17.6%	\$2,698,351	\$1,993,839	35.3%
	Sales Leads	2	22	-90.9%	158	184	-14.1%
International	Sales Leads	1	1	0.0%	44	54	-18.5%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	31,318	26,560	17.9%	317,070	169,466	87.1%
	ExploreAsheville.com (User Sessions)**	67,221	55,601	20.9%	649,405	383,641	69.3%
	Visitor Inquiries	15,070	14,416	4.5%	90,837	97,305	-6.6%
Public Relations	Advertising Value (March)	\$989,523.85	\$64,542.01	1433.1%	\$3,499,327.53	\$4,510,807.39	-22.4%
	Column Inches (March)	1,038	672	54.4%	13,258	24,520	-45.9%
	Total Circulation (March)	20,481,113	15,974,244	28.2%	190,148,682	178,189,011	6.7%
	Significant Placements (March)	33	19	73.7%	382	381	0.3%
	Journalists Assisted	21	21	0.0%	237	229	3.5%

\* Year-to-date numbers reflect a 2003 calendar year. All other figures reflect a July 1, 2002 - June 30, 2003 fiscal year.

\*\* Official tracking of exploreasheville.com Web stats began Sept 1, 2002. There were no tourism pages on the site prior to that date. YTD figures will not reflect any calculations for July & August 2001..

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

\*\*\*Note: Beginning December 2002, retail sales totals are not comparable to previous reports. NC Dept of Revenue has changed the method for calculating sales totals.