

## Visitor's Index APRIL 2004

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 2004.

|                                 | Activity   | Current Month  | This Month Last Year | Variance Monthly | YTD Actual      | YTD Last Year   | Variance YTD |
|---------------------------------|--|----------------|----------------------|------------------|-----------------|-----------------|--------------|
| Overall Impact                  | Hotel Occupancy (March)*                               | 51.5           | 47.4                 | 4.1              | 43.7            | 40.7            | 3            |
|                                 | Hotel Sales (March)<br>(five properties not reporting) | \$6,936,245    | \$6,232,880          | 11.3%            | \$88,741,221    | \$85,033,749    | 4.4%         |
|                                 | Average Hotel Rate (March)*                            | \$58.78        | \$56.54              | 4.0%             | \$56.36         | \$54.27         | 3.9%         |
|                                 | Revenue Par (March)                                    | \$34.13        | \$30.67              | 11.3%            | \$49.41         | \$46.55         | 6.1%         |
|                                 | Total Retail Sales (September 2003)**                  | \$312,262,438  | \$290,067,662        | 7.7%             | \$2,590,274,466 | \$2,580,758,189 | 0.4%         |
|                                 | Total Airport Passengers (March)*                      | 38,283         | 30,431               | 25.8%            | 124,876         | 106,469         | 17.3%        |
| Visitor and Convention Services | Asheville Visitor Center                               | 13,602         | 11,823               | 15.0%            | 124,831         | 118,857         | 5.0%         |
|                                 | Black Mountain Visitor Center                          | 1,929          | 1,996                | -3.4%            | 22,317          | 23,316          | -4.3%        |
|                                 | Groups Serviced - Meetings/Conventions                 | 25             | 34                   | -26.5%           | 280             | 257             | 8.9%         |
|                                 | Groups Serviced - Motorcoach                           | 4              | 3                    | 33.3%            | 58              | 56              | 3.6%         |
| Meetings And Conventions        | Convention Bookings                                    | 26             | 13                   | 100.0%           | 152             | 129             | 17.8%        |
|                                 | Room Nights Generated                                  | 9,006          | 3,945                | 128.3%           | 54,566          | 39,976          | 36.5%        |
|                                 | Number of Delegates                                    | 5,775          | 2,709                | 113.2%           | 50,708          | 33,503          | 51.4%        |
|                                 | Estimated Spending                                     | \$2,952,956.35 | \$1,119,657.30       | 163.7%           | \$22,315,696.64 | \$18,183,705.12 | 22.7%        |
|                                 | Sales Leads Distributed                                | 16             | 19                   | -15.8%           | 192             | 217             | -11.5%       |
| Group Tour                      | Group Tours  | 68             | 66                   | 3.0%             | 653             | 702             | -7.0%        |
|                                 | Room Nights  | 2521           | 1776                 | 41.9%            | 19,384          | 17,678          | 9.7%         |
|                                 | Estimated Spending                                     | \$382,184      | \$282,838            | 35.1%            | 2,934,893       | \$2,698,351     | 8.8%         |
|                                 | Sales Leads  | 5              | 2                    | 150.0%           | 168             | 158             | 6.3%         |
| Visitor Inquiries               | exploreasheville.com (unique visitor)                  | 38,702         | 31,318               | 23.6%            | 431,575         | 317,070         | 36.1%        |
|                                 | exploreasheville.com (user sessions)                   | 80,747         | 67,221               | 20.1%            | 885,363         | 649,405         | 36.3%        |
|                                 | Visitor Inquiries                                      | 18,875         | 15,070               | 25.2%            | 113,179         | 90,837          | 24.6%        |
| Public Relations                | Advertising Value (March)                              | \$683,049.52   | \$989,523.85         | -31.0%           | \$6,555,029.67  | \$3,499,327.53  | 87.3%        |
|                                 | Column Inches (March)                                  | 6,402          | 1,038                | 516.8%           | 38,788          | 13,258          | 192.6%       |
|                                 | Total Circulation (March)                              | 31,441,357     | 20,481,113           | 53.5%            | 225,161,923     | 190,148,682     | 18.4%        |
|                                 | Significant Placements (March)                         | 83             | 33                   | 151.5%           | 640             | 417             | 53.5%        |
|                                 | Journalists Assisted                                   | 38             | 21                   | 81.0%            | 261             | 237             | 10.1%        |

\* Year-to-date numbers reflect a 2003 calendar year. All other figures reflect a July 1, 2003 - June 30, 2004 fiscal year.

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

\*\*An adjustment in room count was made on April 5, 2004, reducing the number of available rooms beginning January 1, 2003.