

## Visitor's Index APRIL 2005

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 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (March)*	53.9	49.8	8.2%	46.5	42.3	9.9%
Impact	Hotel Sales (March)	\$7,883,596	\$6,936,245	13.7%	\$94,123,947	\$88,741,221	6.1%
	Average Hotel Rate (March)*	\$60.63	\$58.22	4.1%	\$58.46	\$55.82	4.7%
	Revenue Par (March)	\$38.98	\$34.13	14.2%	\$52.59	\$49.41	6.4%
	Total Retail Sales (January 2005)**	\$324,238,249	\$274,817,194	18.0%	\$324,238,249	\$274,817,194	18.0%
	Total Airport Passengers *	50,466	38,283	31.8%	174,891	124,876	40.1%
Visitor and Convention Services	Asheville Visitor Center	12,449	13,602	-8.5%	123,822	124,844	-0.8%
	Black Mountain Visitor Center	1,521	1,929	-21.2%	18,636	22,317	-16.5%
	Groups Serviced - Meetings/Conventions	26	25	4.0%	210	280	-25.0%
	Groups Serviced - Motorcoach	4	4	0.0%	57	58	-1.7%
Meetings And Conventions	Convention Bookings	10	26	-61.5%	78	152	-48.7%
	Room Nights Generated	850	9,006	-90.6%	28,942	54,566	-47.0%
	Number of Delegates	1,728	5,775	-70.1%	23,424	50,708	-53.8%
	Estimated Spending	\$580,955.88	\$2,952,956.35	-80.3%	\$12,999,839.75	\$22,315,696.64	-41.7%
	Sales Leads Distributed	12	16	-25.0%	135	192	-29.7%
Group Tour	Group Tours	67	68	-1.5%	442	653	-32.3%
	Room Nights	1817	2,521	-27.9%	13105	19,384	-32.4%
	Estimated Spending	\$275,457	\$382,184	-27.9%	\$1,977,385	\$2,934,893	-32.6%
	Sales Leads	6	5	20.0%	76	168	-54.8%
Visitor Inquiries	exploreasheville.com (user sessions)	105,197	80,747	30.3%	1,107,450	885,363	25.1%
	Visitor Inquiries	14,180	18,875	-24.9%	135,354	113,179	19.6%
Public Relations	Advertising Value (March)	\$263,411.98	\$683,049.52	-61.4%	\$4,376,467.00	\$6,555,029.67	-33.2%
	Column Inches (March)	1,358	6,402	-78.8%	24,472	38,788	-36.9%
	Total Circulation (March)	17,294,252	31,441,357	-45.0%	190,836,035	225,161,923	-15.2%
	Significant Placements (March)	49	53	-7.5%	375	436	-14.0%
	Journalists Assisted	14	38	-63.2%	228	261	-12.6%

\* Year-to-date numbers reflect a 2005 calendar year. All other figures reflect a July 1, 2004 - June 30, 2005 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 rooms.