

## Visitor's Index MAY 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 May 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (April)*	60.8	65	-4.2	46.1	46.2	-0.1
Impact	Hotel Sales (April)	\$8,959,410	\$9,530,874	-6.0%	\$93,992,889	\$91,280,195	3.0%
	(2 properties not reporting)						
	Average Hotel Rate (April)*	\$63.31	\$63.80	-0.8%	\$57.48	\$57.11	0.6%
	Revenue Par (April)	\$44.43	\$47.93	-7.3%	\$46.00	\$45.30	1.5%
	Total Retail Sales (February 2003)**	\$246,016,553	\$252,396,967	-2.5%	\$498,574,160	\$501,886,699	-0.7%
	Total Airport Passengers (April)*	30,431	40,067	-24.0%	106,472	128,372	-17.1%
Visitor and Convention Services	Asheville Visitor Center	13,423	13,209	1.6%	132,280	125,621	5.3%
	Black Mountain Visitor Center	2,476	2,981	-16.9%	25,792	27,540	-6.3%
Convention Services	Groups Serviced - Meetings/Conventions	27	26	3.8%	284	284	0.0%
	Groups Serviced - Motorcoach	10	8	25.0%	64	59	8.5%
Meetings And Conventions	Convention Bookings	30	13	130.8%	161	139	15.8%
	Room Nights Generated	7,951	4,122	92.9%	50,472	58,475	-13.7%
	Number of Delegates	8,554	1,831	367.2%	48,807	40,761	19.7%
	Estimated Spending	\$2,479,250.07	\$1,283,857.00	93.1%	\$23,521,609.17	\$27,940,212.16	-15.8%
	Sales Leads Distributed	31	15	106.7%	248	251	-1.2%
Group Tour	Group Tours	52	51	2.0%	754	537	40.4%
	Room Nights	1361	1,252	8.7%	19,039	14,453	31.7%
	Estimated Spending	\$206,328	\$190,179	8.5%	2,904,679	\$2,184,017	33.0%
	Sales Leads	3	8	-62.5%	161	192	-16.1%
International	Sales Leads	0	15	-100.0%	44	55	-20.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	31,612	27,562	14.7%	348,682	197,028	77.0%
	ExploreAsheville.com (User Sessions)**	66,434	58,009	14.5%	715,839	441,650	62.1%
	Visitor Inquiries	10,330	15,052	-31.4%	101,167	112,357	-10.0%
Public Relations	Advertising Value (April)	\$202,192.15	\$142,526.02	41.9%	\$3,701,519.68	\$4,653,333.41	-20.5%
	Column Inches (April)	1,707	1,297	31.7%	14,965	25,817.00	-42.0%
	Total Circulation (April)	15,235,299	14,036,998	8.5%	205,383,981	192,226,009	6.8%
	Significant Placements (April)	34	27	25.9%	416	408	2.0%
	Journalists Assisted	18	35	-48.6%	255	264	-3.4%

\* Year-to-date numbers reflect a 2002 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 March 2002, retail sales totals are not comparable to previous reports. NC Dept of Revenue has changed the method for calculating sales totals.