

Visitor's Index MAY 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 May 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (April)*	63.4	60.2	3.2	48.6	45.5	3.1
	Hotel Sales (April)	\$9,742,289	\$8,959,140	8.7%	\$98,483,510	\$93,992,889	4.8%
	(Four properties not reporting)						
	Average Hotel Rate (April)*	\$66.68	\$62.58	6.6%	\$59.77	\$57.00	4.9%
	Revenue Par (April)	\$49.69	\$45.56	9.1%	\$49.44	\$46.45	6.4%
	Total Retail Sales (Sept 2003)**	\$312,262,438	\$290,067,662	7.7%	\$2,590,274,466	\$2,580,758,189	0.4%
	Total Airport Passengers (April)*	43,583	35,990	21.1%	168,459	142,407	18.3%
Visitor and Convention Services	Asheville Visitor Center	13,621	13,423	1.5%	138,470	132,280	4.7%
	Black Mountain Visitor Center	2,454	2,476	-0.9%	26,700	25,792	3.5%
	Groups Serviced - Meetings/Conventions	30	27	11.1%	310	284	9.2%
	Groups Serviced - Motorcoach	2	10	-80.0%	60	64	-6.3%
Meetings And Conventions	Convention Bookings	5	30	-83.3%	157	159	-1.3%
	Room Nights Generated	443	7,951	-94.4%	55,009	47,622	15.5%
	Number of Delegates	319	8,554	-96.3%	51,027	42,307	20.6%
	Estimated Spending	\$123,819.15	\$2,339,343.02	-94.7%	\$22,439,516.15	\$20,523,048.14	9.3%
	Sales Leads Distributed	23	31	-25.8%	215	248	-13.3%
Group Tour	Group Tours	40	52	-23.1%	693	754	-8.1%
	Room Nights	1004	1361	-26.2%	20,388	19,039	7.1%
	Estimated Spending	\$152,206	\$206,328	-26.2%	\$2,850,557	\$2,904,679	-1.9%
	Sales Leads	9	3	200.0%	177	161	9.9%
Visitor Inquiries	exploreasheville.com (unique visitor)	40,492	31,612	28.1%	472,067	348,682	35.4%
	exploreasheville.com (user sessions)	87,739	66,434	32.1%	973,102	715,839	35.9%
	Visitor Inquiries	12,723	10,330	23.2%	125,901	101,167	24.4%
Public Relations	Advertising Value (April)	\$739,459.63	\$202,192.15	265.7%	\$7,294,489.30	\$3,701,519.68	97.1%
	Column Inches (April)	3,245	1,707	90.1%	42,034	14,965	180.9%
	Total Circulation (April)	21,547,309	15,235,299	41.4%	246,709,232	205,383,981	20.1%
	Significant Placements (April)	48	34	41.2%	688	451	52.5%
	Journalists Assisted	32	18	77.8%	293	255	14.9%

* 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 come from Buncombe County Finance Dept.