

Visitor's Index MAY 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 (April)*	67.7	61.7	9.72%	51.9	47.2	9.96%
Impact	Hotel Sales (April)	\$10,938,821	\$9,742,289	12.3%	\$105,062,768	\$98,483,510	6.7%
	Average Hotel Rate (April)*	\$70.72	\$66.42	6.5%	\$62.42	\$59.33	5.2%
	Revenue Par (April)	\$55.83	\$49.69	12.4%	\$52.91	\$49.44	7.0%
	Total Retail Sales (February 2005)**	\$299,175,336	\$267,546,468	11.8%	\$623,413,585	\$542,363,662	14.9%
	Total Airport Passengers (May)*	55,779	43,583	28.0%	230,670	168,459	36.9%
	Visitor and Convention Services	Asheville Visitor Center	13,389	13,621	-1.7%	137,211	138,470
	Black Mountain Visitor Center	2,044	2,454	-16.7%	20,680	24,246	-14.7%
Convention Services	Groups Serviced - Meetings/Conventions	23	30	-23.3%	233	310	-24.8%
	Groups Serviced - Motorcoach	4	2	100.0%	61	60	1.7%
Meetings And Conventions	Convention Bookings	5	5	0.0%	83	157	-47.1%
	Room Nights Generated	1,760	443	297.3%	30,907	55,009	-43.8%
	Number of Delegates	4,990	319	1464.3%	29,539	51,027	-42.1%
	Estimated Spending	\$2,615,428.00	\$123,819.15	2012.3%	\$16,013,593.73	\$22,439,516.15	-28.6%
	Sales Leads Distributed	15	23	-34.8%	150	215	-30.2%
	Group Tour	Group Tours	65	40	62.5%	507	693
Tour	Room Nights	1846	1,004	83.9%	14,951	20,388	-26.7%
	Estimated Spending	\$279,854	\$152,206	83.9%	\$2,257,239	\$2,850,557	-20.8%
	Sales Leads	4	9	-55.6%	80	177	-54.8%
	Visitor Inquiries	exploreasheville.com (user sessions)	117,641	87,739	34.1%	1,225,091	993,939
	Visitor Inquiries	7,762	12,723	-39.0%	143,116	125,901	13.7%
Public Relations	Advertising Value (April)	\$189,687.40	\$739,459.63	-74.3%	\$4,566,154.40	\$7,294,489.30	-37.4%
	Column Inches (April)	1,281	3,245	-60.5%	25,753	42,034.00	-38.7%
	Total Circulation (April)	12,762,048	21,547,309	-40.8%	203,598,083	246,709,232	-17.5%
	Significant Placements (April)	27	31	-12.9%	406	467	-13.1%
	Journalists Assisted	27	32	-15.6%	255	293	-13.0%

* Year-to-date numbers reflect a 2004 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.