

Visitor's Index JUNE 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 June 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (May)*	66	61.7	4.3	50.1	49.4	0.7
Impact	Hotel Sales (May)	\$10,541,894	\$10,200,096	3.4%	\$104,534,783	\$101,480,291	3.0%
	(8 properties not reporting)						
	Average Hotel Rate (May)*	\$67.71	\$65.16	3.9%	\$60.14	\$59.20	1.6%
	Revenue Per (May)	\$50.59	\$48.99	3.3%	\$46.42	\$45.64	1.7%
	Total Retail Sales (March 2002)**	\$286,489,889	\$315,419,483	-9.2%	\$785,064,049	\$817,306,182	-3.9%
	Total Airport Passengers (May)*	35,990	44,644	-19.4%	142,462	173,016	-17.7%
Visitor and Convention Services	Asheville Visitor Center	15,236	15,065	1.1%	147,516	140,686	4.9%
	Black Mountain Visitor Center	3,331	4,065	-18.1%	29,123	31,605	-7.9%
	Groups Serviced - Meetings/Conventions	37	34	8.8%	321	318	0.9%
	Groups Serviced - Motorcoach	7	8	-12.5%	71	67	6.0%
Meetings And Conventions	Convention Bookings	10	10	0.0%	171	149	14.8%
	Room Nights Generated	2,921	1,757	66.2%	53,393	60,232	-11.4%
	Number of Delegates	1,430	985	45.2%	50,237	40,981	22.6%
	Estimated Spending	\$892,473.25	\$574,002.00	55.5%	\$24,414,082.42	\$28,514,214.16	-14.4%
	Sales Leads Distributed	15	15	0.0%	263	266	-1.1%
Group Tour	Group Tours	29	26	11.5%	783	536	46.1%
	Room Nights	1000	808	23.8%	20,039	15,261	31.3%
	Estimated Spending	\$151,600	\$122,735	23.5%	3,056,279	\$2,306,752	32.5%
	Sales Leads	7	8	-12.5%	168	200	-16.0%
International	Sales Leads	10	35	-71.4%	54	90	-40.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	39,348	33,564	17.2%	388,030	230,592	68.3%
	ExploreAsheville.com (User Sessions)**	80,457	67,249	19.6%	796,296	508,899	56.5%
	Visitor Inquiries****	12,842	9,779	31.3%	114,009	122,136	-6.7%
Public Relations	Advertising Value (May)	\$107,630.63	\$104,264.04	3.2%	\$3,809,150.31	\$4,757,597.45	-19.9%
	Column Inches (May)	1,258	928	35.6%	16,223	26,745	-39.3%
	Total Circulation (May)	17,915,267	10,095,038	77.5%	223,299,248	202,321,047	10.4%
	Significant Placements (May)	41	32	28.1%	457	440	3.9%
	Journalists Assisted	28	14	100.0%	283	278	1.8%

* Year-to-date numbers reflect a 2003 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.

****12,000 leads from Blue Ridge Parkway Guide included in 01-02 YTD figures. Leads appeared in August 01.