

Visitor's Index JUNE 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 June 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (May)*	63.1	66.0	-2.9	51.6	49.7	1.9
	Hotel Sales (May) (4 properties not reporting)	\$10,835,058	\$10,541,894	2.8%	\$109,318,568	\$104,534,783	4.6%
	Average Hotel Rate (May)*	\$69.30	\$66.69	3.9%	\$62.26	\$59.63	4.4%
	Revenue Par (May)	\$53.66	\$51.88	3.4%	\$49.82	\$46.95	6.1%
	Total Retail Sales (Nov 2003)**	\$326,242,092	\$283,694,584	15.0%	\$3,196,483,553	\$3,146,745,867	1.6%
	Total Airport Passengers (May)*	43,583	35,990	21.1%	168,459	142,407	18.3%
Visitor and Convention Services	Asheville Visitor Center	15,191	15,236	-0.3%	153,661	147,516	4.2%
	Black Mountain Visitor Center	3,296	3,331	-1.1%	29,996	29,123	3.0%
	Groups Serviced - Meetings/Conventions	31	37	-16.2%	341	321	6.2%
	Groups Serviced - Motorcoach	8	7	14.3%	68	71	-4.2%
Meetings And Conventions	Convention Bookings	13	10	30.0%	170	169	0.6%
	Room Nights Generated	2,796	2,921	-4.3%	57,805	50,915	13.5%
	Number of Delegates	2,886	1,430	101.8%	53,913	43,487	24.0%
	Estimated Spending	\$1,101,475.65	\$878,387.50	25.4%	\$23,540,991.80	\$21,401,435.64	10.0%
	Sales Leads Distributed	9	15	-40.0%	224	263	-14.8%
Group Tour	Group Tours	36	29	24.1%	729	783	-6.9%
	Room Nights	1007	1000	0.7%	21,395	20,039	6.8%
	Estimated Spending	\$152,661	\$151,600	0.7%	3,003,218	3,056,279	-1.7%
	Sales Leads	2	7	-71.4%	179	168	6.5%
Visitor Inquiries	exploreasheville.com (unique visitor)	46,069	39,348	17.1%	518,136	388,030	33.5%
	exploreasheville.com (user sessions)	100,552	80,457	25.0%	1,073,654	796,296	34.8%
	Visitor Inquiries	18,028	12,842	40.4%	143,929	114,009	26.2%
Public Relations	Advertising Value (May)	\$264,908.40	\$107,630.63	146.1%	\$7,559,397.70	\$3,809,150.31	98.5%
	Column Inches (May)	1,761	1,258	40.0%	43,794	16,223	170.0%
	Total Circulation (May)	24,097,261	17,915,267	34.5%	270,806,493	223,299,248	21.3%
	Significant Placements (May)	49	41	19.5%	737	492	49.8%
	Journalists Assisted	34	28	21.4%	327	283	15.5%

* 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.