

Visitor's Index JUNE 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 June 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (May)*	68.5	61.9	10.66%	55.2	50.3	9.74%
Impact	Hotel Sales (May)	\$11,832,606	\$10,835,058	9.2%	\$116,895,375	\$109,318,568	6.9%
	Average Hotel Rate (May)*	\$73.19	\$68.73	6.5%	\$65.16	\$61.73	5.6%
	Revenue Par (May)	\$58.44	\$53.66	8.9%	\$53.43	\$49.82	7.2%
	Total Retail Sales (March 2005)**	\$362,710,082	\$307,441,785	18.0%	\$986,123,667	\$849,805,447	16.0%
	Total Airport Passengers (June)*	61,759	54,224	13.9%	292,429	222,683	31.3%
	Visitor and Convention Services	Asheville Visitor Center	15,193	15,191	0.0%	152,404	153,661
	Black Mountain Visitor Center	2,931	3,296	-11.1%	23,611	27,542	-14.3%
	Groups Serviced - Meetings/Conventions	35	31	12.9%	268	341	-21.4%
	Groups Serviced - Motorcoach	5	8	-37.5%	65	68	-4.4%
Meetings And Conventions	Convention Bookings	2	13	-84.6%	96	170	-43.5%
	Room Nights Generated	80	2,796	-97.1%	35,428	57,805	-38.7%
	Number of Delegates	120	2,886	-95.8%	31,492	53,913	-41.6%
	Estimated Spending	\$45,093.60	\$1,101,475.65	-95.9%	\$17,767,734.77	\$23,540,991.80	-24.5%
	Sales Leads Distributed	3	9	-66.7%	160	224	-28.6%
Group Tour	Group Tours	17	36	-52.8%	524	729	-28.1%
	Room Nights	473	1,007	-53.0%	15,424	21,395	-27.9%
	Estimated Spending	\$71,707	\$152,661	-53.0%	\$2,338,278	\$3,003,218	-22.1%
	Sales Leads	14	2	600.0%	94	179	-47.5%
Visitor Inquiries	exploreasheville.com (user sessions)	138,632	100,552	37.9%	1,363,723	1,094,491	24.6%
	Visitor Inquiries	12,330	18,028	-31.6%	155,446	143,929	8.0%
Public Relations	Advertising Value (May)	\$483,782.99	\$264,908.40	82.6%	\$5,049,937.39	\$7,559,397.70	-33.2%
	Column Inches (May)	935	1,761	-46.9%	26,687	43,794	-39.1%
	Total Circulation (May)	8,563,451	24,097,261	-64.5%	212,161,534	270,806,493	-21.7%
	Significant Placements (May)	20	27	-25.9%	426	494	-13.8%
	Journalists Assisted	25	34	-26.5%	280	327	-14.4%

* 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.