

## Visitor's Index JULY 2002

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 July 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (June)*	70.7	66.6	4.1	53.0	50.1	2.9
Impact	Hotel Sales (June) (6 properties did not report)	\$11,565,299	\$10,835,929	6.7%	\$113,045,590	\$99,301,180	13.8%
	Average Hotel Rate (June)*	\$69.48	\$66.44	4.6%	\$61.50	\$58.44	5.2%
	Revenue Par (June)	\$57.35	\$54.49	5.2%	\$46.61	\$42.03	10.9%
	Total Retail Sales (March 2002)**	\$315,419,483	(see note below)	N/A	\$817,306,182	(see note below)	N/A
	Total Airport Passengers (June)*	48,593	53,331	-8.9%	221,609	236,286	-6.2%
	Visitor and Convention Services	Asheville Visitor Center	18,306	17,492	4.7%	18,306	17,492
	Black Mountain Visitor Center	4,803	3,718	29.2%	4,803	3,718	29.2%
	Groups Serviced - Meetings/Conventions	31	32	-3.1%	31	32	-3.1%
	Groups Serviced - Motorcoach	8	3	166.7%	8	3	166.7%
Meetings And Conventions	Convention Bookings	9	9	0.0%	9	9	0.0%
	Room Nights Generated	2,029	1,895	7.1%	2,029	1,895	7.1%
	Number of Delegates	1,035	1,025	1.0%	1,035	1,025	1.0%
	Estimated Spending	\$713,103.00	\$624,549.61	14.2%	\$713,103.00	\$624,549.61	14.2%
	Sales Leads Distributed	9	22	-59.1%	9	22	-59.1%
Group Tour	Group Tours	16	18	-11.1%	16	18	-11.1%
	Room Nights	291	260	11.9%	291	260	11.9%
	Estimated Spending	\$44,203	\$39,494	11.9%	\$44,203	\$39,494	11.9%
	Sales Leads	5	8	-37.5%	5	8	-37.5%
International	Sales Contacts	2	0	200.0%	2	0	200.0%
Inquiries	ExploreAsheville.com (Unique Visitors)**	33,583	N/A	N/A	33,583	N/A	N/A
	ExploreAsheville.com (User Sessions)**	67,332	N/A	N/A	67,332	N/A	N/A
	Visitor Inquiries	12,018	10,247	17.3%	12,018	10,247	17.3%
Public Relations	Advertising Value (June)	\$532,553.45	\$439,346.40	21.2%	\$532,553.45	\$439,346.40	21.2%
	Column Inches (June)	1,160	1,090	6.4%	1,160	1,090	6.4%
	Total Circulation (June)	16,345,388	17,301,642	-5.5%	16,345,388	17,301,642	-5.5%
	Significant Placements (June)	32	33	-3.0%	32	33	-3.0%
	Journalists Assisted	34	21	61.9%	34	21	61.9%

\* Year-to-date numbers reflect a 2002 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.