

Visitor's Index JULY 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 July 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (June)*	69.5	70.9	-1.4	53.1	53	0.1
	STR City Comparative(June)*	67.6	71.2	-5.1%	53.1	53.8	-0.7
Impact	Hotel Sales (June) (2 properties not reporting)	\$11,041,652	\$11,565,299	-4.5%	\$115,576,435	\$113,045,590	2.2%
	Average Hotel Rate (June)*	\$71.13	\$68.97	3.1%	\$62.47	\$61.39	1.8%
	STR Comparative(June)*	\$82.33	\$79.97	3.0%	\$71.83	\$71.36	0.7%
	Revenue Par (June)	\$54.75	\$57.40	-4.6%	\$47.11	\$46.62	1.1%
	Total Retail Sales (March 2003)**	\$286,489,889	\$315,419,483	-9.2%	\$785,064,049	\$817,306,182	-3.9%
	Total Airport Passengers (June)*	43,322	48,593	-10.8%	185,784	221,609	-16.2%
Visitor and Convention Services	Asheville Visitor Center	18,352	18,306	0.3%	18,352	18,306	0.3%
	Black Mountain Visitor Center	4,595	4,803	-4.3%	4,595	4,803	-4.3%
	Groups Serviced - Meetings/Conventions	32	31	3.2%	32	31	3.2%
	Groups Serviced - Motorcoach	9	8	12.5%	9	8	12.5%
Meetings And Conventions	Convention Bookings	14	9	55.6%	14	9	55.6%
	Room Nights Generated	2,284	2,029	12.6%	2,284	2,029	12.6%
	Number of Delegates	1,314	1,035	27.0%	1,314	1,035	27.0%
	Estimated Spending	\$739,723.49	\$712,103.10	3.9%	\$739,723.49	\$712,103.10	3.9%
	Sales Leads Distributed	19	18	5.6%	19	18	5.6%
Group Tour	Group Tours	18	16	12.5%	18	16	12.5%
	Room Nights	558	291	91.8%	558	291	91.8%
	Estimated Spending	\$84,760	\$44,203	91.8%	84,760	\$44,203	91.8%
	Sales Leads	9	5	80.0%	9	5	80.0%
International	Sales Leads	0	2	-100.0%	0	2	-100.0%
	ExploreAsheville.com (Unique Visitors)	42,880	33,583	27.7%	42,880	33,583	27.7%
Visitor Inquiries	ExploreAsheville.com (User Sessions)	91,871	67,332	36.4%	91,871	67,332	36.4%
	Visitor Inquiries	16,091	12,018	33.9%	16,091	12,018	33.9%
Public Relations	Advertising Value (June)	\$176,438.48	\$532,553.45	-66.9%	\$176,438.48	\$532,553.45	-66.9%
	Column Inches (June)	962	1,160	-17.1%	962	1,160.00	-17.0%
	Total Circulation (June)	12,883,953	16,345,388	-21.2%	12,883,953	16,345,388	-21.2%
	Significant Placements (June)	38	32	18.8%	38	32	18.8%
	Journalists Assisted	19	34	-44.1%	19	34	-44.1%

* 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 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.