

## Visitor's Index JULY 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 July 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (June)*	71.3	70.3	1	55	53.1	1.9
	Hotel Sales (June)	\$11,671,533	\$11,041,652	5.7%	\$120,990,101	\$115,576,435	4.7%
	Average Hotel Rate (June)*	\$72.47	\$69.92	3.6%	\$64.46	\$61.85	4.2%
	Revenue Par (June)	\$59.73	\$56.15	6.4%	\$49.93	\$47.69	4.7%
	Total Retail Sales (Feb 2004)**	\$267,546,468	\$246,016,553	8.8%	\$498,574,160	\$542,363,662	-8.1%
	Total Airport Passengers (July)*	57,445	48,390	18.7%	280,128	234,174	19.6%
Visitor and Convention Services	Asheville Visitor Center	19,203	18,352	4.6%	19,203	18,352	4.6%
	Black Mountain Visitor Center	3,431	4,595	-25.3%	3,431	4,595	-25.3%
	Groups Serviced - Meetings/Conventions	22	32	-31.3%	22	32	-31.3%
	Groups Serviced - Motorcoach	0	9	-100.0%	0	9	-100.0%
Meetings And Conventions	Convention Bookings	7	14	-50.0%	7	14	-50.0%
	Room Nights Generated	770	2,284	-66.3%	770	2,284	-66.3%
	Number of Delegates	678	1,314	-48.4%	678	1,314	-48.4%
	Estimated Spending	\$276,198.00	\$739,723.49	-62.7%	\$276,198.00	\$739,723.49	-62.7%
	Sales Leads Distributed	17	19	-10.5%	17	19	-10.5%
Group Tour	Group Tours	23	18	27.8%	23	18	27.8%
	Room Nights	623	558	11.6%	623	558	11.6%
	Estimated Spending	\$94,447	\$84,760	11.4%	\$94,447	\$84,760	11.4%
	Sales Leads	2	9	-77.8%	2	9	-77.8%
Visitor Inquiries	exploreasheville.com (user sessions)	119,848	91,871	30.5%	119,848	91,871	30.5%
	Visitor Inquiries	38,813	16,091	141.2%	38,813	16,091	141.2%
Public Relations	Advertising Value (June)	\$918,081.91	\$176,438.48	420.3%	\$918,081.91	\$176,438.48	420.3%
	Column Inches (June)	6,280	962	552.6%	6,280	962.25	552.6%
	Total Circulation (June)	28,928,735	12,883,953	124.5%	28,928,735	12,883,953	124.5%
	Significant Placements (June)	63	38	65.8%	63	38	65.8%
	Journalists Assisted	36	18	100.0%	36	18	100.0%

\* 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.