

Visitor's Index JULY 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 July 2005.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	74.1	68.5	8.2%	58.3	53.3	9.4%
Hotel Occupancy (June)*	\$13,050,719	\$11,671,533	11.8%	\$129,946,093	\$120,990,101	7.4%
Average Hotel Rate (June)*	\$77.79	\$71.65	8.6%	\$67.83	\$63.86	6.2%
Revenue Per (June) ***	\$67.75	\$59.73	13.4%	\$54.58	\$49.93	9.3%
Total Retail Sales (April 2005)**	\$349,448,685	\$291,085,983	20.0%	\$1,335,572,352	\$1,140,891,430	17.1%
Total Airport Passengers (July)	64,433	57,445	12.2%	356,862	280,128	27.4%
Visitor and Convention Services	18,523	19,203	-3.5%	18,523	19,203	-3.5%
Asheville Visitor Center	2,991	3,431	-12.8%	2,991	3,431	-12.8%
Black Mountain Visitor Center	32	22	45.5%	32	22	45.5%
Groups Serviced - Meetings/Conventions	5	0	500.0%	5	0	500.0%
Groups Serviced - Motorcoach	10	7	42.9%	10	7	42.9%
Conventions	1,432	770	86.0%	1,432	770	86.0%
Convention Bookings	680	678	0.3%	680	678	0.3%
Room Nights Generated	\$310,751.40	\$276,198.00	12.5%	\$310,751.40	\$276,198.00	12.5%
Number of Delegates	22	17	29.4%	22	17	29.4%
Estimated Spending	16	12	33.3%	16	12	33.3%
Sales Leads Distributed	393	390	0.8%	393	390	0.8%
Group Tours	\$59,579	\$59,124	0.8%	\$59,579	\$59,124	0.8%
Room Nights	0	17	-100.0%	0	17	-100.0%
Estimated Spending	129,659	121,208	7.0%	129,659	121,208	7.0%
Sales Leads	8,369	38,813	-78.4%	8,369	38,813	-78.4%
Group Tour	\$234,680.93	\$918,081.91	-74.4%	\$234,680.93	\$918,081.91	-74.4%
Visitor Inquiries	3,199	6,280	-49.1%	3,199	6,279.75	-49.1%
exploreasheville.com (user sessions)	8,834,713	28,928,735	-69.5%	8,834,713	28,928,735	-69.5%
Visitor Inquiries	16	52	-69.2%	16	52	-69.2%
Public Relations						
Advertising Value (June)						
Column Inches (June)						
Total Circulation (June)						
Significant Placements (June)						

* Year-to-date numbers reflect a 2005 calendar year. All other figures reflect a July 1, 2005 - June 30, 2006 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures come from Buncombe County Finance Dept.