

## Visitor's Index AUGUST 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 August 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (July)*	76.6	73.7	2.9	56.5	53.5	3
Impact	Hotel Sales (July)	\$14,053,748	\$13,108,583	7.2%	\$14,053,748	\$13,108,583	7.2%
	(3 properties not reporting)						
	Average Hotel Rate (July)*	\$77.20	\$72.34	6.7%	\$64.57	\$61.24	5.4%
	Revenue Par (July)	\$67.44	\$63.79	5.7%	\$67.44	\$63.79	5.7%
	Total Retail Sales (May 2002)**	\$285,020,338	(see note below)	N/A	\$1,393,654,235	(see note below)	N/A
	Total Airport Passengers (July)*	50,709	61,012	-16.9%	272,318	297,298	-8.4%
Visitor and Convention Services	Asheville Visitor Center	16,786	13,803	21.6%	35,092	31,295	12.1%
	Black Mountain Visitor Center	3,672	3,530	4.0%	8,475	7,248	16.9%
	Groups Serviced - Meetings/Conventions	34	41	-17.1%	65	73	-11.0%
	Groups Serviced - Motorcoach	5	8	-37.5%	12	11	9.1%
Meetings And Conventions	Convention Bookings	16	16	0.0%	25	25	0.0%
	Room Nights Generated	9,427	4,566	106.5%	11,456	6,461	77.3%
	Number of Delegates	9,360	2,658	252.1%	10,398	3,680	182.6%
	Estimated Spending	\$4,567,311.00	\$1,614,918.80	182.8%	\$5,280,414.00	\$2,239,468.41	135.8%
	Sales Leads Distributed	11	37	-70.3%	29	59	-50.8%
Group Tour	Group Tours	18	13	38.5%	34	31	9.7%
	Room Nights	869	604	43.9%	1,160	864	34.3%
	Estimated Spending	\$132,001	\$91,748	43.9%	176,204	\$131,242	34.3%
	Sales Leads	12	9	33.3%	17	17	0.0%
International	Sales Leads	1	1	0.0%	3	1	200.0%
Inquiries	ExploreAsheville.com (Unique Visitors)**	38,306	N/A	N/A	71,889	N/A	N/A
	ExploreAsheville.com (User Sessions)**	72,746	N/A	N/A	140,078	N/A	N/A
	Visitor Inquiries	11,066	21,698	-49.0%	23,084	31,945	-27.7%
Public Relations	Advertising Value (July)	\$149,140.37	\$438,626.09	-66.0%	\$681,693.82	\$877,972.49	-22.4%
	Column Inches (July)	816	590	38.3%	1,977	1,680	17.7%
	Total Circulation (July)	16,240,283	12,796,879	26.9%	32,585,671	30,098,521	8.3%
	Significant Placements (July)	34	21	61.9%	66	54	22.2%
	Journalists Assisted	25	22	13.6%	59	43	37.2%

\* 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.