

Visitor's Index AUGUST 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 August 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	Hotel Occupancy (July)*	78.2	76.4	1.8	56.8	56.4	0.4
	STR City Comparative (July)*	77.4	76.4	1	56.8	57.1	-0.3
	Hotel Sales (July) (2 properties not reporting)	\$14,770,271	\$14,053,748	5.1%	\$14,770,271	\$14,053,748	5.1%
	Average Hotel Rate (July)*	\$80.68	\$77.27	4.4%	\$65.89	\$64.56	2.1%
	STR City Comparative (July)*	\$92.05	\$87.76	4.9%	\$75.75	\$74.59	1.6%
	Revenue Par (July)	\$70.88	\$67.44	5.1%	\$70.88	\$67.44	5.1%
	Total Retail Sales (March 2003)**	\$286,489,889	\$315,419,483	-9.2%	\$785,064,049	\$817,306,182	-3.9%
	Total Airport Passengers (July)*	48,390	50,709	-4.6%	234,174	272,318	-14.0%
Visitor and Convention Services	Asheville Visitor Center	16,663	16,789	-0.8%	34,985	35,092	-0.3%
	Black Mountain Visitor Center	3,594	3,672	-2.1%	8,189	8,475	-3.4%
Conventions	Groups Serviced - Meetings/Conventions	39	34	14.7%	71	65	9.2%
	Groups Serviced - Motorcoach	9	5	80.0%	18	12	50.0%
Meetings And Conventions	Convention Bookings	10	14	-28.6%	24	23	4.3%
	Room Nights Generated	1,690	6,402	-73.6%	3,974	8,341	-52.4%
	Number of Delegates	965	4,360	-77.9%	2,279	5,395	-57.8%
	Estimated Spending	\$488,984.90	\$2,519,311.33	-80.6%	\$1,228,708.39	\$3,232,414.30	-62.0%
	Sales Leads Distributed	15	11	36.4%	34	20	70.0%
Group Tour	Group Tours	20	18	11.1%	38	34	11.8%
	Room Nights	565	869	-35.0%	1,123	1,160	-3.2%
	Estimated Spending	\$85,824	\$132,001	-35.0%	170,584	\$176,204	-3.2%
	Sales Leads	4	12	-66.7%	13	17	-23.5%
International	Sales Leads	0	1	-100.0%	0	3	-100.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)	43,818	38,306	14.4%	86,698	71,889	20.6%
	ExploreAsheville.com (User Sessions)	92,746	72,746	27.5%	184,617	140,078	31.8%
	Visitor Inquiries	16,397	11,066	48.2%	32,488	23,084	40.7%
Public Relations	Advertising Value (July)	\$235,542.44	\$149,140.37	57.9%	\$411,980.92	\$681,693.82	-39.6%
	Column Inches (July)	1,889	816	131.5%	2,852	1,976.50	44.3%
	Total Circulation (July)	19,593,444	16,240,283	20.6%	32,477,397	32,585,671	-0.3%
	Significant Placements (July)	54	34	58.8%	92	66	39.4%
	Journalists Assisted	19	25	-24.0%	37	59	-37.3%

* 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.