

Visitor's Index AUGUST 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 August 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (July)	78.5	77.9	0.6	58.2	56.6	1.6
Impacet	Hotel Sales (July)	\$15,286,331	\$14,770,271	3.5%	\$15,286,331	\$14,770,271	3.5%
	(Five properties not reporting)						
	Average Hotel Rate (July)	\$83.64	\$80.47	3.9%	\$68.22	\$65.55	4.1%
	Revenue Par (July)	\$75.46	\$72.69	3.8%	\$75.46	\$72.69	3.8%
	Total Retail Sales (No Change since Feb)	\$267,546,468	\$246,016,553	8.8%	\$498,574,160	\$542,363,662	-8.1%
	Total Airport Passengers (August)			Appx. 20-21%			Appx. 20-21%
	(Numbers not available at this time)						
Visitor and	Asheville Visitor Center	16,263	16,663	-2.4%	35,466	35,015	1.3%
Convention	Black Mountain Visitor Center	3,136	3,594	-12.7%	6,567	8,189	-19.8%
Services	Groups Serviced - Meetings/Conventions	33	39	-15.4%	55	71	-22.5%
	Groups Serviced - Motorcoach	8	9	-11.1%	8	18	-55.6%
Meetings	Convention Bookings	8	10	-20.0%	15	24	-37.5%
And	Room Nights Generated	3,090	1,690	82.8%	3,860	3,974	-2.9%
Conventions	Number of Delegates	2,380	965	146.6%	3,058	2,279	34.2%
	Estimated Spending	\$1,208,426.20	\$488,984.90	147.1%	\$1,464,624.20	\$1,192,537.80	22.8%
	Sales Leads Distributed	13	15	-13.3%	30	34	-11.8%
Group	Group Tours	29	20	45.0%	52	38	36.8%
Tour	Room Nights	1448	565	156.3%	2,071	1,123	84.4%
	Estimated Spending	\$219,517	\$85,654	156.3%	313,964	\$170,584	84.1%
	Sales Leads	5	4	25.0%	7	13	-46.2%
Visitor	exploreasheville.com (user sessions)	130,257	92,746	40.4%	250,105	184,617	35.5%
Inquiries	Visitor Inquiries	15,111	16,397	-7.8%	15,111	16,397	-7.8%
Public	Advertising Value (Aug)	\$791,326.18	\$235,542.44	236.0%	\$1,709,408.09	\$411,980.92	314.9%
Relations	Column Inches (Aug)	5,318	1,889	181.5%	11,597	2,852	306.6%
	Total Circulation (Aug)	29,501,745	19,593,444	50.6%	58,430,480	32,477,397	79.9%
	Significant Placements (Aug)	56	27	107.4%	108	43	151.2%
	Journalists Assisted	30	19	57.9%	66	37	78.4%