

Visitor's Index SEPTEMBER 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 September 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (August)*	68.4	67.3	1.1	58	55.3	2.7
Impact	Hotel Sales (August)	\$12,405,751	\$11,219,072	10.6%	\$26,459,499	\$24,327,655	8.8%
	Average Hotel Rate (August)*	\$72.18	\$68.10	6.0%	\$65.73	\$62.31	5.5%
	Revenue Par (August)	\$59.53	\$54.59	9.0%	\$63.49	\$59.19	7.3%
	Total Retail Sales (June 2002)**	\$285,020,338	(see note below)	NA	\$1,393,654,235	(see note below)	NA
	Total Airport Passengers (August)*	46,698	59,854	-22.0%	319,016	357,152	-10.7%
Visitor and Convention Services	Asheville Visitor Center	13,606	10,804	25.9%	48,698	42,099	15.7%
	Black Mountain Visitor Center	2,729	2,343	16.5%	11,204	9,591	16.8%
	Groups Serviced - Meetings/Conventions	51	44	15.9%	116	117	-0.9%
	Groups Serviced - Motorcoach	5	9	-44.4%	18	20	-10.0%
Meetings And Conventions	Convention Bookings	11	15	-26.7%	35	40	-12.5%
	Room Nights Generated	1,170	4,950	-76.4%	12,001	11,411	5.2%
	Number of Delegates	598	2,395	-75.0%	10,993	6,075	81.0%
	Estimated Spending	\$341,865.86	\$1,587,956.60	-78.5%	\$5,452,180.29	\$3,827,424.56	42.5%
	Sales Leads Distributed	30	20	50.0%	59	79	-25.3%
Group Tour	Group Tours	61	63	-3.2%	95	94	1.1%
	Room Nights	2,172	1,557	39.5%	3,332	2,421	37.6%
	Estimated Spending	\$329,927	\$236,508	39.5%	506,131	\$367,750	37.6%
	Sales Leads	26	19	36.8%	43	36	19.4%
International	Sales Leads	8	0	800.0%	9	1	800.0%
Inquiries	ExploreAsheville.com (Unique Visitors)**	44,927	16,837**	166%**	116,816	16,837**	594%**
	ExploreAsheville.com (User Sessions)**	86,056	37,329**	130.5%**	226,134	37,329**	506%**
	Visitor Inquiries	14,209	10,825	31.3%	37,293	42,770	-12.8%
Public Relations	Advertising Value (August)	\$196,772.73	\$236,844.27	-16.9%	\$878,466.55	\$1,114,816.76	-21.2%
	Column Inches (August)	1,335	1,283	4.1%	3,312	2,963.00	11.8%
	Total Circulation (August)	29,462,157	14,731,249	100.0%	62,047,828	44,829,770	38.4%
	Significant Placements (August)	69	33	109.1%	135	87	55.2%
	Journalists Assisted	37	28	32.1%	96	71	35.2%

* Year-to-date numbers reflect a 2002 calendar year. All other figures reflect a July 1, 2001 - 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.