

Visitor's Index SEPTEMBER 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 September 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (August)*	61.1	69.5	-8.4	57.4	58.2	-0.8
	STR City Comparison (August)	63	69.2	-6.2	57.6	58.8	-1.2
Impact	Hotel Sales (August) (1 properties not reporting)	\$12,650,904	\$12,405,751	2.0%	\$27,421,175	\$26,489,499	3.5%
	Average Hotel Rate (August)*	\$76.31	\$72.35	5.5%	\$67.30	\$65.77	2.3%
	STR City Comparison (August)	\$91.60	\$84.37	8.6%	\$77.96	\$76.05	2.5%
	Revenue Par (August)	\$60.71	\$59.53	2.0%	\$65.79	\$63.49	3.6%
	Total Retail Sales (March 2003)**	\$286,489,889	\$315,419,483	-9.2%	\$785,064,049	\$817,306,182	-3.9%
	Total Airport Passengers (August)*	43,829	46,698	-6.1%	278,003	319,016	-12.9%
	Visitor and Convention Services	Asheville Visitor Center	13,416	13,606	-1.4%	48,431	48,698
Black Mountain Visitor Center		2,426	2,729	-11.1%	10,615	11,204	-5.3%
Convention Services	Groups Serviced - Meetings/Conventions	53	51	3.9%	124	116	6.9%
	Groups Serviced - Motorcoach	10	5	100.0%	28	18	55.6%
Meetings And Conventions	Convention Bookings	8	11	-27.3%	32	34	-5.9%
	Room Nights Generated	2,681	1,170	129.1%	6,655	9,601	-30.7%
	Number of Delegates	1,365	598	128.3%	3,644	5,993	-39.2%
	Estimated Spending	\$744,044.40	\$341,865.86	117.6%	\$1,972,752.79	\$3,574,280.10	-44.8%
	Sales Leads Distributed	26	30	-13.3%	60	50	20.0%
Group Tour	Group Tours	71	61	16.4%	109	95	14.7%
	Room Nights	2,778	2,172	27.9%	3,901	3,332	17.1%
	Estimated Spending	\$421,145	\$329,927	27.6%	591,729	\$506,131	16.9%
	Sales Leads	9	26	-65.4%	22	43	-48.8%
International	Sales Leads	0	8	-100.0%	0	9	-100.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)	53,178	44,927	18.4%	139,876	116,816	19.7%
	ExploreAsheville.com (User Sessions)	110,354	86,056	28.2%	294,971	226,134	30.4%
	Visitor Inquiries	13,167	14,209	-7.3%	45,655	37,293	22.4%
Public Relations	Advertising Value (August)	\$255,837.92	\$196,772.73	30.0%	\$609,320.67	\$878,466.55	-30.6%
	Column Inches (August)	1,736	1,335	30.1%	4,588	3,312.00	38.5%
	Total Circulation (August)	21,491,653	29,462,157	-27.1%	53,969,050	62,047,828	-13.0%
	Significant Placements (September)	56	69	-18.8%	146	135	8.1%
	Journalists Assisted	35	37	-5.4%	71	96	-26.0%

* 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.