

## Visitor's Index SEPTEMBER 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 September 2004.

	294971	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	Hotel Occupancy (Aug) *	67	66.6	0.4	58.3	57	1.3
	Hotel Sales (Aug)	\$12,453,726	\$12,650,904	-1.6%	\$27,740,057	\$27,421,175	1.2%
	(4 Hotels Not Reporting)						
	Average Hotel Rate (Aug) *	\$73.83	\$75.07	-1.7%	\$68.54	\$66.49	3.1%
	Revenue Par (Aug)	\$61.47	\$62.26	-1.3%	\$68.46	\$67.47	1.5%
	Total Retail Sales (March) *	\$307,441,785	\$286,489,889	7.3%	\$849,805,447	\$785,064,049	8.2%
	Total Airport Passengers (Aug)	43,398	37,791	14.8%	375,809	315,794	19.0%
Visitor and Convention Services	Asheville Visitor Center	11,664	13,416	-13.1%	47,130	48,431	-2.7%
	Black Mountain Visitor Center	1,781	2,426	-26.6%	8,348	10,615	-21.4%
	Groups Serviced - Meetings/Conventions	42	53	-20.8%	97	124	-21.8%
	Groups Serviced - Motorcoach	5	10	-50.0%	13	28	-53.6%
Meetings And Conventions	Convention Bookings	4	8	-50.0%	19	32	-40.6%
	Room Nights Generated	991	2,681	-63.0%	4,851	6,655	-27.1%
	Number of Delegates	1,280	1,365	-6.2%	4,338	3,644	19.0%
	Estimated Spending	\$705,057.45	\$609,181.90	15.7%	\$2,189,681.60	\$1,972,752.79	11.0%
	Sales Leads Distributed	15	26	-42.3%	44	60	-26.7%
Group Tour	Group Tours	33	71	-53.5%	62	109	-43.1%
	Room Nights	1036	2,778	-62.7%	2,546	3,901	-34.7%
	Estimated Spending	\$157,058	\$421,145	-62.7%	\$376,575	\$591,729	-36.4%
	Sales Leads	6	9	-33.3%	11	22	-50.0%
Visitor	exploreasheville.com (user sessions)	128,571	110,354	16.5%	378,676	294,971	28.4%
	Visitor Inquiries	16,603	16,397	1.3%	70,529	32,488	117.1%
Public Relations	Advertising Value (August)	\$206,584.53	\$255,837.92	-19.3%	\$1,915,992.62	\$667,818.84	186.9%
	Column Inches (August)	2,217	1,736	27.7%	13,814	4,588.00	201.1%
	Total Circulation (August)	19,483,261	21,491,653	-9.3%	77,913,741	53,969,050	44.4%
	Significant Placements (August)	27	33	-18.2%	135	76	77.6%
	Journalists Assisted	42	34	23.5%	108	71	52.1%

\* Year-to-date numbers reflect a 2004 calendar year. All other figures reflect a July 1, 2004 - June 30, 2005 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.