

Visitor's Index OCTOBER 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 October 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (September)*	64	59.4	4.6	58.7	55.7	3
Impact	Hotel Sales (September) (2 properties not reporting)	\$10,653,509	\$9,884,534	7.8%	\$37,113,008	\$34,212,189	8.5%
	Average Hotel Rate (September)*	\$68.25	\$64.89	5.2%	\$66.03	\$62.61	5.5%
	Revenue Par (September)	\$52.83	\$49.70	6.3%	\$60.01	\$56.10	7.0%
	Total Retail Sales (June)**	\$304,900,416	(see note below)	N/A	\$1,698,554,651	(see note below)	N/A
	Total Airport Passengers (September)*	38,307	31,196	22.8%	357,323	388,348	-8.0%
	Visitor and Convention Services	Asheville Visitor Center	18,921	16,345	15.8%	67,619	58,444
	Black Mountain Visitor Center	4,487	4,606	-2.6%	15,691	14,197	10.5%
	Groups Serviced - Meetings/Conventions	44	41	7.3%	160	157	1.9%
	Groups Serviced - Motorcoach	7	4	75.0%	25	24	4.2%
Meetings And Conventions	Convention Bookings	23	14	64.3%	58	54	7.4%
	Room Nights Generated	6,471	8,885	-27.2%	18,472	20,296	-9.0%
	Number of Delegates	4,947	5,927	-16.5%	15,940	12,002	32.8%
	Estimated Spending	\$3,125,174.37	\$7,471,160.89	-58.2%	\$8,577,354.66	\$11,298,585.45	-24.1%
	Sales Leads Distributed	43	31	38.7%	102	110	-7.3%
Group Tour	Group Tours	95	94	1.1%	190	188	1.1%
	Room Nights	2981	2,792	6.8%	6,313	5,213	21.1%
	Estimated Spending	\$452,814	\$424,105	6.8%	958,945	\$791,855	21.1%
	Sales Leads	6	8	-25.0%	49	44	11.4%
International	Sales Leads	20	0	2000.0%	29	21	38.1%
	ExploreAsheville.com (Unique Visitors)**	41,765	34,045	22.7%	158,581	50,882	211.7%
Inquiries	ExploreAsheville.com (User Sessions)**	85,682	75,698	13.2%	311,816	113,027	175.9%
Inquiries	Visitor Inquiries	11,372	7,775	46.3%	48,665	50,545	-3.7%
Public Relations	Advertising Value (September)	\$635,585.98	\$195,946.04	224.4%	\$1,514,052.53	\$1,310,762.80	15.5%
	Column Inches (September)	1,765	1,091	61.8%	5,077	4,053.00	25.3%
	Total Circulation (September)	18,828,583	14,592,163	29.0%	80,876,411	59,421,933	36.1%
	Significant Placements (September)	51	54	-5.6%	135	141	-4.3%
	Journalists Assisted	35	40	-12.5%	131	111	18.0%

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