

Visitor's Index OCTOBER 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 October 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (September)*	62.3	63.8	-1.5	58.7	58.8	-0.1
	STR City Comparison (September)	61.7	64.2	-2.5	58.6	59.4	-0.8
Impact	Hotel Sales (September) (3 properties not reporting)	\$10,307,136	\$10,653,509	-3.3%	\$37,728,311	\$37,113,008	1.7%
	Average Hotel Rate (September)*	\$71.19	\$68.43	4.0%	\$67.73	\$68.43	-1.0%
	STR Clity Comparison (September)	\$83.64	\$82.04	2.0%	\$78.34	\$76.80	2.0%
	Revenue Par (September)	\$51.11	\$52.83	-3.3%	\$61.01	\$60.01	1.7%
	Total Retail Sales (March 2002 & 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	319,019	-12.9%
	Visitor and Convention Services	Asheville Visitor Center	20,296	18,921	7.3%	69,086	67,619
	Black Mountain Visitor Center	3,629	4,487	-19.1%	14,244	15,691	-9.2%
	Groups Serviced - Meetings/Conventions	47	44	6.8%	171	160	6.9%
	Groups Serviced - Motorcoach	5	7	-28.6%	33	25	32.0%
Meetings And Conventions	Convention Bookings	23	22	4.5%	55	57	-3.5%
	Room Nights Generated	9,267	6,021	53.9%	15,922	18,022	-11.7%
	Number of Delegates	9,467	3,447	174.6%	12,111	14,440	-16.1%
	Estimated Spending	\$13,021,673.33	\$2,279,669.37	471.2%	\$14,994,426.12	\$7,731,849.66	93.9%
	Sales Leads Distributed	20	43	-53.5%	80	102	-21.6%
Group Tour	Group Tours	54	95	-43.2%	163	190	-14.2%
	Room Nights	1,537	2,981	-48.4%	5,438	6,313	-13.9%
	Estimated Spending	\$233,009	\$452,814	-48.5%	824,738	\$958,945	-14.0%
	Sales Leads	9	6	50.0%	31	49	-36.7%
International	Sales Leads			#DIV/0!			#DIV/0!
	ExploreAsheville.com (Unique Visitors)	57,686	41,765	38.1%	197,562	158,581	24.6%
Visitor Inquiries	ExploreAsheville.com (User Sessions)	124,428	85,682	45.2%	419,399	311,816	34.5%
	Visitor Inquiries	6,880	11,372	-39.5%	52,535	48,665	8.0%
Public Relations	Advertising Value (September)	\$181,827.74	\$635,585.98	-71.4%	\$849,646.58	\$1,514,052.53	-43.9%
	Column Inches (September)	2,641	1,765	49.6%	7,228	5,077.00	42.4%
	Total Circulation (September)	8,561,077	18,828,583	-54.5%	62,530,127	80,876,411	-22.7%
	Significant Placements (September)	46	51	-9.8%	148	186	-20.4%
	Journalists Assisted	41	35	17.1%	71	131	-45.8%

* 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.