

Visitor's Index OCTOBER 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 October 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	Hotel Occupancy (Sept)	66.7	60.2	6.5	59	57.4	1.6
	Hotel Sales (Sept)	\$10,462,428	\$10,307,136	1.5%	\$38,202,484	\$37,728,311	1.3%
	Average Hotel Rate (Sept)	\$69.72	\$69.33	0.6%	\$68.81	\$66.81	3.0%
	Revenue Par (Sept)	\$53.37	\$52.41	1.8%	\$63.54	\$62.56	1.6%
	Total Retail Sales (April 2004)	\$291,085,983	\$289,798,437	0.4%	\$1,140,891,430	\$1,074,862,486	6.1%
	Total Airport Passengers (Oct)	54,510	46,909	16.2%	430,319	362,703	18.6%
Visitor and Convention Services	Asheville Visitor Center	21882	20296	7.8%	69012	68727	0.4%
	Black Mountain Visitor Center	3,072	3,629	-15.3%	11,374	14,244	-20.1%
	Groups Serviced - Meetings/Conventions	34	47	-27.7%	131	171	-23.4%
	Groups Serviced - Motorcoach	5	5	0.0%	18	33	-45.5%
Meetings And Conventions	Convention Bookings	7	23	-69.6%	25	55	-54.5%
	Room Nights Generated	1,350	9,267	-85.4%	6,151	15,922	-61.4%
	Number of Delegates	745	9,467	-92.1%	5,053	13,111	-61.5%
	Estimated Spending	\$406,782.08	\$13,021,673.33	-96.9%	\$2,558,415.00	\$14,994,426.12	-82.9%
	Sales Leads Distributed	8	20	-60.0%	52	80	-35.0%
Group Tour	Group Tours	64	77	-16.9%	126	163	-22.7%
	Room Nights	2063	2,981	-30.8%	4,609	5,755	-19.9%
	Estimated Spending	\$312,751	\$451,920	-30.8%	689,326	\$872,796	-21.0%
	Sales Leads	4	8	-50.0%	15	30	-50.0%
Visitor Inquiries	exploreasheville.com (user sessions)	146,609	124,428	17.8%	525,285	419,399	25.2%
	Visitor Inquiries	17,018	6,880	147.4%	87,547	52,535	66.6%
Public Relations	Advertising Value (September)	\$1,238,625.85	\$786,349.50	57.5%	\$3,154,618.47	\$1,454,168.34	116.9%
	Column Inches (September)	2,592.25	2,641	-1.8%	16,407	7,228	127.0%
	Total Circulation (September)	17,453,125	8,561,077	103.9%	95,366,866	62,530,127	52.5%
	Significant Placements (September)	36	37	-2.7%	171	113	51.3%
	Journalists Assisted	22	41	-46.3%	130	112	16.1%

* 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.