

Visitor's Index NOVEMBER 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 November 2002.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (October)*	75.2	75.2	0	60.4	57.7	2.7
Impact	Hotel Sales (October) (4 properties not reporting)	\$14,977,489	\$13,735,770	9.0%	\$52,090,497	\$47,947,959	8.6%
	Average Hotel Rate (October)*	\$80.02	\$78.30	2.2%	\$67.83	\$64.69	4.9%
	Revenue Par (October)	\$71.88	\$66.84	7.5%	\$63.00	\$58.81	7.1%
	Total Retail Sales (August 2002)***	\$289,360,453	(see note below)	NA	\$1,987,915,104	(see note below)	NA
	Total Airport Passengers (October)	44,130	43,858	0.6%	401,453	432,206	-7.1%
	Visitor and Convention Services	Asheville Visitor Center	11,057	10,302	7.3%	78,676	68,746
	Black Mountain Visitor Center	2,242	2,626	-14.6%	17,933	16,823	6.6%
	Groups Serviced - Meetings/Conventions	23	29	-20.7%	183	186	-1.6%
	Groups Serviced - Motorcoach	7	0	700.0%	32	24	33.3%
Meetings And Conventions	Convention Bookings	20	16	25.0%	78	70	11.4%
	Room Nights Generated	5,936	5,634	5.4%	24,408	25,930	-5.9%
	Number of Delegates	3,580	4,030	-11.2%	19,520	16,032	21.8%
	Estimated Spending	\$2,161,678.70	\$2,573,163.00	-16.0%	\$10,739,033.36	\$13,871,748.45	-22.6%
	Sales Leads Distributed	29	23	26.1%	131	133	-1.5%
Group Tour	Group Tours	115	128	-10.2%	305	316	-3.5%
	Room Nights	3097	3,480	-11.0%	9,410	8,693	8.2%
	Estimated Spending	\$470,434	\$528,612	-11.0%	1,429,379	\$1,320,467	8.2%
	Sales Leads	9	5	80.0%	58	49	18.4%
International	Sales Leads	0	0	0.0%	29	1	2800.0%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	29,020	23,497	23.5%	187,601	74,379	152.2%
	ExploreAsheville.com (User Sessions)**	60,044	51,629	16.3%	371,860	164,656	125.8%
	Visitor Inquiries	4,022	7,199	-44.1%	52,687	57,744	-8.8%
Public Relations	Advertising Value (October)	\$310,151.12	\$263,900.32	17.5%	\$1,824,203.65	\$1,574,663.12	15.8%
	Column Inches (October)	1,975	2,409	-18.0%	7,052	6,462	9.1%
	Total Circulation (October)	36,403,426	19,296,531	88.7%	117,279,837	78,718,464	49.0%
	Significant Placements (October)	63	46	37.0%	186	187	-0.5%
	Journalists Assisted	16	21	-23.8%	134	132	1.5%

* 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.