

Visitor's Index November 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 November 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (October)*	75.5	75.1	0.4	60.6	60.5	0.1
	STR City Occupancy Comparison (October)	75.2	75.2	0.0%	60.6	61.1	-0.8%
Impact	Hotel Sales (October) (4 properties not reporting)	\$15,515,703	\$14,977,489	3.6%	\$53,244,014	\$52,090,497	2.2%
	Average Hotel Rate (October)*	\$85.17	\$79.39	7.3%	\$69.74	\$67.74	3.0%
	STR City ADR Comparison (October)	\$98.28	\$92.87	5.8%	\$80.84	\$79.01	2.3%
	Revenue Par (October)	\$74.46	\$71.88	3.6%	\$64.40	\$63.00	2.2%
	Total Retail Sales (May)**	\$282,577,585	\$285,020,338	-0.9%	\$1,357,440,071	\$1,393,654,235	-2.6%
	Total Airport Passengers (November)*	38,422	33,266	15.5%	401,125	434,719	-7.7%
	Visitor and Convention Services	Asheville Visitor Center	10,686	11,057	-3.4%	79,413	78,676
Black Mountain Visitor Center		1,806	2,242	-19.4%	16,050	17,933	-10.5%
Groups Serviced - Meetings/Conventions		26	23	13.0%	197	183	7.7%
Groups Serviced - Motorcoach		6	7	-14.3%	39	32	21.9%
Meetings And Conventions	Convention Bookings	15	20	-25.0%	70	76	-7.9%
	Room Nights Generated	5,965	5,936	0.5%	21,887	21,558	1.5%
	Number of Delegates	3,322	3,980	-16.5%	16,433	13,520	21.5%
	Estimated Spending	\$1,571,984.00	\$2,161,678.70	-27.3%	\$16,566,410.22	\$8,014,628.36	106.7%
	Sales Leads Distributed	14	29	-51.7%	94	131	-28.2%
Group Tour	Group Tours	112	115	-2.6%	298	305	-2.3%
	Room Nights	2959	3,097	-4.5%	9,346	9,410	-0.7%
	Estimated Spending	\$448,585	\$470,434	-4.6%	1,413,856	\$1,429,379	-1.1%
	Sales Leads	27	9	200.0%	57	58	-1.7%
International	Sales Leads	0	0	0.0%	1	29	-96.6%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)	31,353	29,020	8.0%	228,915	187,601	22.0%
	ExploreAsheville.com (User Sessions)	65,647	60,044	9.3%	485,046	371,860	30.4%
	Visitor Inquiries	5,513	4,022	37.1%	58,048	52,687	10.2%
Public Relations	Advertising Value (October)	\$1,400,919.60	\$310,151.12	351.7%	\$2,855,087.94	\$1,824,203.65	56.5%
	Column Inches (October)	6,834	1,975	246.0%	14,603	7,052.00	107.1%
	Total Circulation (October)	28,054,609	36,403,426	-22.9%	90,584,736	117,279,836	-22.8%
	Significant Placements (October)	82	63	30.2%	276	249	10.8%
	Journalists Assisted	14	13	7.7%	126	144	-12.5%

* 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 come from Buncombe County Finance Dept.