

## Visitor's Index NOVEMBER 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 November 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (October) *	77.3	75.5	1.8	60.9	60.6	0.3
Impact	Hotel Sales (October)	\$16,624,850	\$15,515,703	7.1%	\$54,827,335	\$53,244,014	3.0%
	Average Hotel Rate (October) *	\$86.13	\$85.17	1.1%	\$71.06	\$69.74	1.9%
	Revenue Per (October)	\$82.06	\$74.46	10.2%	\$68.21	\$64.40	5.9%
	Total Retail Sales (May) *	\$311,156,286	\$282,577,585	10.1%	\$1,452,047,716	\$1,357,440,071	7.0%
	Total Airport Passengers (November) *	46,782	38,422	21.8%	477,101	401,127	18.9%
Visitor and Convention Services	Asheville Visitor Center	11,258	10,686	5.4%	145,103	140,324	3.4%
	Black Mountain Visitor Center	1,318	1,806	-27.0%	12,692	16,050	-20.9%
Conventions	Groups Serviced - Meetings/Conventions	28	26	7.7%	159	197	-19.3%
	Groups Serviced - Motorcoach	6	6	0.0%	24	39	-38.5%
Meetings And Conventions	Convention Bookings	5	15	-66.7%	30	70	-57.1%
	Room Nights Generated	1,200	5,965	-79.9%	7,351	21,887	-66.4%
	Number of Delegates	1,175	3,322	-64.6%	6,228	16,433	-62.1%
	Estimated Spending	\$441,541.50	\$1,552,631.23	-71.6%	\$2,999,957.58	\$16,566,410.22	-81.9%
	Sales Leads Distributed	11	14	-21.4%	63	94	-33.0%
Group Tour	Group Tours	93	112	-17.0%	219	298	-26.5%
	Room Nights	2813	2959	-4.9%	7,422	9,346	-20.6%
	Estimated Spending	\$426,451	\$448,584	-4.9%	\$1,115,777	\$1,413,856	-21.1%
	Sales Leads	28	27	3.7%	43	57	-24.6%
Visitor Inquiries	exploreasheville.com (user sessions)	90,885	65,647	38.4%	616,170	485,046	27.0%
	Visitor Inquiries	5,609	5,513	1.7%	93,156	58,048	60.5%
Public Relations	Advertising Value (October)	\$280,956.95	\$1,400,919.60	-79.9%	\$3,435,575.42	\$2,855,087.94	20.3%
	Column Inches (October)	1,856	6,834	-72.8%	18,263	14,063	29.9%
	Total Circulation (October)	28,738,628	28,054,609	2.4%	124,105,494	90,584,736	37.0%
	Significant Placements (October)	73	59	23.7%	244	172	41.9%
	Journalists Assisted	11	14	-21.4%	141	123	14.6%

\* 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.