

Visitor's Index December 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 December 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (November)*	58.7	58.7	0	60.4	60.3	0.1
	STR City Occ Comparison (November)	58.8	58.7	0.1	60.5	60.9	-0.4
Impact	Hotel Sales (November) (3 properties not reporting)	\$9,831,328	\$9,650,115	1.9%	\$63,075,342	\$61,740,612	2.2%
	Average Hotel Rate (November)*	\$66.56	\$64.52	3.2%	\$69.45	\$67.46	2.9%
	STR City ADR Comparison (November)	\$79.43	\$78.04	1.8%	\$80.70	\$78.93	2.2%
	Revenue Par (November)	\$49.15	\$47.85	2.7%	\$61.43	\$60.03	2.3%
	Total Retail Sales (May 2003)**	\$282,577,585	\$285,020,336	-0.9%	\$1,357,440,071	\$1,393,654,235	-2.6%
	Total Airport Passengers (December)*	40,686	35,072	16.0%	441,811	469,791	-6.0%
Visitor and Convention Services	Asheville Visitor Center	9,397	7,929	18.5%	88,810	86,605	2.5%
	Black Mountain Visitor Center	1,109	1,099	0.9%	17,159	19,032	-9.8%
	Groups Serviced - Meetings/Conventions	6	3	100.0%	203	186	9.1%
	Groups Serviced - Motorcoach	2	2	0.0%	41	34	20.6%
Meetings And Conventions	Convention Bookings	14	10	40.0%	84	86	-2.3%
	Room Nights Generated	5,206	1,640	217.4%	27,093	23,018	17.7%
	Number of Delegates	8,103	1,175	589.6%	24,536	14,695	67.0%
	Estimated Spending	\$4,559,155.20	\$542,063.40	741.1%	\$14,371,922.40	\$8,630,124.58	66.5%
	Sales Leads Distributed	14	12	16.7%	108	143	-24.5%
Group Tour	Group Tours	132	141	-6.4%	430	446	-3.6%
	Room Nights	3502	3,550	-1.4%	12,848	12,960	-0.9%
	Estimated Spending	\$530,180	\$539,245	-1.7%	1,944,036	\$1,968,624	-1.2%
	Sales Leads	26	39	-33.3%	83	97	-14.4%
International	Sales Leads	4	14	-71.4%		43	-100.0%
Visitor Inquiries	exploreasheville.com (unique visitor)	31,546	22,675	39.1%	260,461	210,276	23.9%
	exploreasheville.com (user sessions)	59,613	47,905	24.4%	544,659	419,765	29.8%
	Visitor Inquiries	3,698	4,131	-10.5%	61,746	56,818	8.7%
Public Relations	Advertising Value (November)	\$493,512.14	\$200,658.34	145.9%	\$3,348,600.08	\$2,024,861.99	65.4%
	Column Inches (November)	2,185	1,002	118.1%	16,247	8,054	101.7%
	Total Circulation (November)	12,384,045	20,425,167	-39.4%	102,968,781	137,705,004	-25.2%
	Significant Placements (November)	40	41	-2.4%	316	290	9.0%
	Journalists Assisted	17	17	0.0%	143	161	-11.2%

* 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.

Note: An adjustment has been made to the Meetings & Conventions Estimated Spending for 2003 and 2002.