

## Visitor's Index DECEMBER 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 (November)*	61.8	58.7	3.1	61	60.4	0.6
Impact	Hotel Sales (November)	\$10,486,831	\$9,831,328	6.7%	\$65,314,166	\$63,075,342	3.5%
	Average Hotel Rate (November)*	\$66.74	\$66.56	0.3%	\$70.66	\$69.45	1.7%
	Revenue Par (November)	\$53.49	\$49.15	8.8%	\$65.32	\$61.43	6.3%
	Total Retail Sales (June)*	\$323,252,660	\$318,661,257	1.4%	\$1,775,300,376	\$1,676,101,328	5.9%
	Total Airport Passengers (December)*	46,561	40,686	14.4%	523,662	441,811	18.5%
	Visitor and Convention Services	Asheville Visitor Center	9,455	9,397	0.6%	89,725	88,810
	Black Mountain Visitor Center	1,308	1,109	17.9%	14,000	17,159	-18.4%
	Groups Serviced - Meetings/Conventions	3	6	-50.0%	162	203	-20.2%
	Groups Serviced - Motorcoach	0	2	-100.0%	24	41	-41.5%
Meetings And Conventions	Convention Bookings	7	14	-50.0%	37	84	-56.0%
	Room Nights Generated	1,970	5,206	-62.2%	9,321	27,093	-65.6%
	Number of Delegates	1,220	8,103	-84.9%	7,448	24,536	-69.6%
	Estimated Spending	\$678,282.90	\$4,559,155.20	-85.1%	\$3,678,240.48	\$14,371,922.40	-74.4%
	Sales Leads Distributed	9	14	-35.7%	72	108	-33.3%
Group Tour	Group Tours	106	132	-23.2%	325	430	-24.4%
	Room Nights	2690	3502	-23.1%	10,112	12,848	-21.3%
	Estimated Spending	\$407,804	\$530,180	-23.1%	\$1,523,581	\$1,944,036	-21.6%
	Sales Leads	6	26	-76.9%	49	83	-41.0%
Visitor Inquiries	exploreasheville.com (user sessions)	86,009	59,613	44.3%	702,179	544,659	28.9%
	Visitor Inquiries	8,733	3,698	136.2%	101,889	61,746	65.0%
Public Relations	Advertising Value (November)	\$259,485.53	\$493,512.14	-47.4%	\$3,695,060.95	\$3,348,600.08	10.3%
	Column Inches (November)	1,895	2,185	-13.3%	20,158	16,247	24.1%
	Total Circulation (November)	20,349,038	12,384,045	64.3%	144,454,532	102,968,781	40.3%
	Significant Placements (November)	32	27	18.5%	276	199	38.7%
	Journalists Assisted	15	17	-11.8%	156	143	9.1%

\* 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.