

Summary of Visitor-Related Performance Measures Against Benchmarks

QUANTITATIVE INPUT	FY 2005-2006	Variance to Benchmark
Organizations Updated in Inventory	3,520	N/A
Brand Defense and Scrubs Executed	222	28.3% up
DCVB Group Sales & Services Activity		
Prospects Contacted	14,459	74.9% up
Leads Distributed	354	17.6% up
Proactive vs. Reactive Leads	65% - 35%	N/A
Groups Booked	283	8.8% up
Room Nights Generated	57,999	23.9% up
Groups Serviced	829	7% up
VIC Walk-Ins	12,149	0.02% dn
Media Stories Assisted	1,341	11.2% up
News Releases Distributed	38	35.7% up
Advertisements Placed	46	4.5% up
Distribution of White Papers, Reports, Newsletters to Community Stakeholders	113 items to 52,861 recipients	91 items to 49,612 recipients
Direct Mail (email) Promotions	23 promotions 28,663 recipients	12 promotions 18,014 recipients
Literature Distributed	531,306	1.4% up
Visitor Inquiries Generated	1,316,175	27.1% up
Website User Sessions	1,275,223	28.4% up
Traditional Advertising	40,952	24.1% up
QUANTITATIVE OUTCOME		
Lodging Room Occupancy Taxes		
Total Amount Generated	\$7.7 million	13.8% up
Amount to Self-Fund Promotion	\$2.6 million	18.2% up
Total Annual Visitation (CY 2005)	5.3 million	1.9% up
Visitor Spending (CY 2005)	\$780 million	1.6% up
Visitor Economic Impact (CY 2005)	\$542.7 million	7.6% up
Visitor-Related Jobs (CY 2005)	11,571	4.7% up
Visitor-Generated Tax Revenue (CY 2005)		
Local	\$45.6 million	40.6% up (since 2000)
Return on Investment — \$ of Local Tax Revenue Generated by Visitors to \$ of Destination Promotion		
Overall Local Tax Revenue	18 to 1	N/A
Sales and Occupancy Tax Portion of Local Tax Revenue	10 to 1	N/A
Directly Influenced by DCVB	6 to 1	N/A
Lodging Rooms Sold (CY 2005)	1.7 million	.8% up
Lodging (CYTD 2006)		
Avaliable Rooms Occupied	67.8%	3% up
Average Rate For Rooms Sold	\$88.90	11.7% up
Overall Revenue per Room	\$60.31	15.1% up
Overall Conventions & Groups Occurring		
By Groups	4,617	4.0% up
By Attendance	165,088	6.2% up
By Room Nights	251,931	6.2% up
Feature and Event Attendance (indexed)	2,347,120	8.6% up
% Growth (Since 89-90) Visitor-Generated		
Local Tax Revenue	271%	N/A
Visitation	129%	N/A
Spending	467%	N/A

Sources: Durham Convention & Visitors Bureau; The Catevo Group; D.K. Shifflet & Associates; Global Insight; and Opinion Research Corporation

QUALITATIVE INPUT	FY 2005-2006	Variance to Benchmark
Technology Productivity Enhancements Implemented	73	N/A
Innovations Developed	26	4% up
DCVB Group Sales Room Nights Booked per FTE	27,618	12.1% up
DCVB Group Sales Leads Distributed per FTE	196	13.9% up
Room Nights booked per 1,000 square feet of meeting space in major meeting hotels and convention center	445	30% above the benchmark
Co-op Partners Participating in DCVB Sales Promotions	11 sales promotions 30 co-op partners	57.1% up 25% up
% of Groups Utilizing DCVB Services	72.2%	5% dn
Advertising Co-ops Initiated	5 co-op ads 20 partners total	4 co-op ads 21 partners total
Staffed Information Desks Provided for Groups	24	14.3% up
Backgrounders/Evergreens Created and Posted	121	39.1% up
Earned Media Equivalent in Paid Advertising	\$6.67 billion	N/A
Total Cost Per Inquiry Generated	\$1.50	55.9% lower
% Inquirers Converting to Visitors	71%	N/A
QUALITATIVE OUTCOME		
# of DCVB Group Leads Accommodated by Lodging and Meeting Facilities	66%	13.2% dn
Resident Perceptions of DCVB		
Ratio Very Positive to Very Negative	4.5 to 1	2.4 to 1
Ratio Positive to Negative	3.5 to 1	2.9 to 1
Value Generated from Strategic Stakeholder Relationships	\$284,394	125.4% up
Awards, Honors, and Recognitions of DCVB	24	17
Community Stakeholder Satisfaction Level	8 - Significantly Exceeds Expectations	7 - Well Above Standards
Overall Satisfaction Levels Reported		
By Visitors	4.16	5.6% up
By Meeting and Event Planners	4.54	0.2% up
By Taxicab Users	3.82	9.8% up
By Visitor Center Users	4.58	6.3% up
By Website Users	3.94	3.9% dn
Visitors By Purpose	% Leisure % Business	% Leisure % Business
Total Visitors	76% 24%	77% 23%
Overnight Visitors by Purpose	63% 36%	63% 36%
Day Visitors by Purpose	79% 21%	81% 19%
Place-based Assets	# Completed since 1990: 25	# Currently Under Development: 70
Awareness of Durham in National Polls	54%	8% up
Image of Durham	<i>Ratio Positive to Negative</i>	<i>Ratio Positive to Negative</i>
Durham Residents	7.9 to 1	1.5 to 1
Southern Residents	7.2 to 1	3.3 to 1
US Residents	6.3 to 1	3 to 1
Orange County Residents	4.6 to 1	0.92 to 1
Wake County Residents	2.8 to 1	0.76 to 1