

# Total Visitation to Durham in Person-Stays, 2008

(Including Day Trip Visitors)

	Total Visitor Person-Trips to Durham	Durham's Potential Fair Share	Goal
<b>Total Visitors</b>	<b>6.04 million</b>	<b>12.66 million</b>	<b>Grow</b>
	Percent of Total for Durham	Percent of Total for U.S.	Goal
<b>Total Day Visitors</b>	<b>82.0%</b>	<b>51.2%</b>	<b>Sustain &amp; Convert to Overnight</b>
<b>Total Overnight Visitors</b>	<b>18.0%</b>	<b>48.9%</b>	<b>Grow</b> Relative to Supply
<b>Total Business Visitors</b>	<b>32.3%</b>	<b>25.0%</b>	<b>Sustain/Supplant</b>
Transient Business	27.5%	15.5%	Sustain/Supplant
Convention and Meetings	4.8%	9.5%	Sustain/Supplant*
<b>Total Leisure and Personal Visitors</b>	<b>67.7%</b>	<b>75.0%</b>	<b>Grow</b>
Getaway/Vacation/Events	14.3%	31.9%	Grow
Visiting Friends and Relatives	30.2%	24.7%	Sustain & Convert to Overnight
Personal (healthcare, weddings, etc.)	24.0%	18.5%	Sustain

\* Durham is actually over Fair Market Share in commercial lodging room-nights generated by conventions and meetings. It is below market share on this chart because attendance information is reported by hotels and planners, which typically under-report day visitors.

Sources: D.K. Shifflet 2006 Durham Visitor Profile; D.K. Shifflet 2008 Durham and US Volume Estimates; TIA Domestic Travel Market Report 2007; TIA US Domestic Business and Convention Travel 2007; Smith Travel Research Durham Lodging Outlook Survey, December 2008- Audited

