

20 Year Durham NC Scorecard

Selected Visitor-Related Performance Indicators

Durham Convention & Visitors Bureau

	1989-90 (CY) = 1989	1990-91 (CY) = 1990	1991-92 (CY) = 1991	1992-93 (CY) = 1992	1993-94 (CY) = 1993	1994-95 (CY) = 1994	1995-96 (CY) = 1995	1996-97 (CY) = 1996	1997-98 (CY) = 1997	1998-99 (CY) = 1998
Visitation (Calendar Year)	N/A	2.3M (CY)	2.5M (CY)	2.65M (CY)	3.2M (CY)	3.45M (CY)	3.97M (CY)	4.25M (CY)	4.41M (CY)	4.64M (CY)
Visitor Spending in Durham (Calendar Year) ¹	\$186M (CY)	\$213M (CY)	\$219M (CY)	\$235.7M (CY)	\$251.6M (CY)	\$277.9M (CY)	\$308.1M (CY)	\$331M (CY)	\$350.5M (CY)	\$371.6M (CY)
Visitor-Related Jobs (Calendar Year)	5,270 (CY)	6,035 (CY)	6,205 (CY)	6,612 (CY)	7,059 (CY)	7,796 (CY)	8,644 (CY)	9,287 (CY)	9,932 (CY)	10,528 (CY)
Occupancy Tax Revenues / Community-wide Collected City / County ²	\$1,357,328	\$1,426,603	\$2,375,924	\$2,862,391	\$3,243,788	\$3,543,592	\$3,945,773	\$4,419,201	\$4,691,811	\$4,954,916
Total Visitor-Related Tax Revenue	\$12.5M (CY)	\$14.2M (CY)	\$15.5M (CY)	\$17M (CY)	\$18.3M (CY)	\$20.2M (CY)	\$22.4M (CY)	\$24.3M (CY)	\$25.7M (CY)	\$27.1M (CY)
Local ¹	\$4.17 (CY)	\$4.73 (CY)	\$5.17 (CY)	\$5.67 (CY)	\$6.10 (CY)	\$6.73 (CY)	\$7.47 (CY)	\$8.10 (CY)	\$8.57 (CY)	\$9.03 (CY)
State ¹	\$8.33 (CY)	\$9.47 (CY)	\$10.33 (CY)	\$11.33 (CY)	\$12.20 (CY)	\$13.47 (CY)	\$14.93 (CY)	\$16.20 (CY)	\$17.13 (CY)	\$18.07 (CY)
Lodging Occupancy / Community-wide (Calendar Year) ³	54.91% (CY)	56.29% (CY)	59.32% (CY)	60.94% (CY)	66.28% (CY)	71.46% (CY)	74%(CY)	74.43%(CY)	72.62%(CY)	69.1%(CY)
Lodging Average Daily Rate /Community-wide (Calendar Year)	\$57.81 (CY)	\$52.36 (CY)	\$53.8 (CY)	\$53.87 (CY)	\$55.02 (CY)	\$56.76 (CY)	\$61.89(CY)	\$69.48(CY)	\$74.94(CY)	\$76.21(CY)
Lodging Revenue per Room /Community-wide (Calendar Year)	\$22.71(CY)	\$23.68 (CY)	\$24.86 (CY)	\$27.79 (CY)	\$30.95 (CY)	\$34.46 (CY)	\$40.05(CY)	\$45.82(CY)	\$49.91(CY)	\$48.22(CY)
Literature distributed / DCVB	1,342	68,250	137,420	161,386	197,846	365,293	418,183	465,170	483,504	614,376
Media Stories Assisted / DCVB	48	90	133	157	139	188	241	283	286	462
Visitor Inquiries Fulfilled / DCVB ⁴	1,214	3,986	14,928	17,922	27,178	32,870	78,368	167,676	263,777	430,127
Conventions Serviced / DCVB	81	158	340	414	439	606	611	673	723	760
Courtesy Bids / DCVB	166	147	210	293	304	508	402	312	349	292
Conventions & groups occurring /Community-wide	2,442	4,371	4,426	5,029	5,568	5,919	5,281	4,271	4,256	3,966
Total Attendance	90,489	227,957	143,998	164,211	186,676	157,315	150,063	151,510	145,116	135,778
Room Nights	122,089	189,964	194,283	221,554	251,864	240,069	229,003	231,210	221,452	207,203
New leads distributed to hotels / DCVB	38	54	77	97	206	215	272	281	291	309
Total Attendance ⁵	\$4,579,487	\$6,905,802	\$5,026,422	\$8,648,817	\$34,932,894	\$36,184,561	\$29,294,963	\$27,697,020	\$35,293,482	\$26,844,335
Room Nights	\$7,785,128	\$11,739,863	\$8,544,918	\$14,702,989	\$59,385,921	\$61,513,753	\$49,801,437	\$47,084,933	\$59,998,920	\$45,635,369
New Convention Bookings / DCVB	20	38	66	79	120	201	209	239	325	274
Total Attendance	11,588	14,072	26,933	37,888	86,320	100,281	94,373	49,454	65,456	54,643
Room Nights	14,824	19,962	25,479	28,414	46,033	47,037	52,868	47,134	47,103	43,237
Other Bookings Processed / DCVB	166	106	157	188	196	356	305	182	198	162
Room Nights	17,831	16,385	30,596	28,763	31,044	22,848	27,016	21,982	33,024	46,794
Convention & Group Bookings / Community-wide ⁶	N/A	2,854	4,257	4,653	4,985	5,369	5,214	4,608	3,889	3,755
By attendance	N/A	161,552	159,207	178,822	187,892	142,625	156,585	179,207	148,532	141,719
By room nights	N/A	134,627	214,803	241,268	253,505	217,652	238,955	273,477	226,666	216,270

¹ New methodology using the IMPLAN model was used in a study on the economic impact of visitors to Durham beginning in 1999. Beginning in 2001, Global Insights and D.K. Shifflet used the IMPLAN model and another study that estimated Durham's visitor volume to include all day visitors to compute economic impact. In 2004, the methodology was updated to employ the new North American Industry Classification System replacing the manufacturing-based Standard Industry Classification system used since the 1930's.

² The occupancy tax was increased from 5% to 6% in March, 2003.

³ Accounting for guest rooms temporarily absorbed by NCCU students. The adjusted YE occupancy for 2003 is 62.3%.

⁴ Effective 95/96, Visitor Inquiry totals incorporate web user sessions.

⁵ Convention delegate spending changed dramatically between 92/93 and 93/94 due to convention spending upgrade from IACVB. 93/94 through 97/98 is recommended for use in determining a trendline.

⁶ 90/91 Convention Bookings Community-wide reflects only a 6-month period due to start-up period of delegate statistics collections.

⁷ Numbers were adjusted in earlier years to reflect a proportional shift to a 5-point Likert scale from a 3-point scale.

Source: Smith Travel Research, D.K. Shifflet, Durham Convention & Visitors Bureau



20 Year Durham NC Scorecard

Selected Visitor-Related Performance Indicators

Durham Convention & Visitors Bureau

	1999-2000 (CY) = 1999	2000-2001 (CY) =2000	2001-2002 (CY) =2001	2002-2003 (CY) =2002	2003-2004 (CY) =2003	2004-2005 (CY) =2004	2005-2006 (CY) =2005	2006-2007 (CY) =2006	2007-2008 (CY) =2007	2008-2009 (CY) =2008
Visitation (Calendar Year)	5.0M (CY)	5.5M (CY)	5.2M (CY)	5.1M (CY)	5M (CY)	5.2M (CY)	\$5.26M (CY)	\$5.46M (CY)	\$5.79M (CY)	\$6.04M (CY)
Visitor Spending on Trips to Durham ¹	N/A	\$747.7M (CY)	\$850M (CY)	\$771.6 (CY)	\$777M (CY)	\$768.43 (CY)	\$780.24 (CY)	\$834.9M (CY)	\$862.9M (CY)	\$848.2M (CY)
Visitor Spending in Durham (Calendar Year) ¹	\$521M (CY)	\$598.1M (CY)	\$679.9M (CY)	\$617.2M (CY)	\$621.2M (CY)	\$614.4M (CY)	\$640.8M(CY)	\$667.8M(CY)	\$690.2M (CY)	\$678.6M (CY)
Total Value Added to the Durham Economy (Calendar Year)	N/A	\$456.5M (CY)	\$485.3M (CY)	\$442M (CY)	\$444.4M (CY)	\$437M (CY)	\$438.8M (CY)	\$465.2M (CY)	\$480.8M (CY)	\$474.8M (CY)
Visitor-Related Jobs (Calendar Year)	10,244 (CY)	10,682 (CY)	10,677(CY)	9,428 (CY)	9,962 (CY)	11,048 (CY)	11,571 (CY)	12,271 (CY)	10,334 (CY)	10,158 (CY)
Occupancy Tax Revenues / Community-wide Collected City / County ²	\$5,528,744	\$6,030,354	\$5,353,548	\$6,322,506	\$6,321,746	\$6,744,166	\$7,688,386	\$8,561,624	\$8,901,086	\$7,691,449
Total Visitor-Related Tax Revenue	\$49.36M (CY)	\$57.9M (CY)	\$63.63M (CY)	\$63.17M (CY)	\$64.7M (CY)	\$70.9M (CY)	\$72.2M (CY)	\$76.7M (CY)	\$79.2M (CY)	\$78M (CY)
Local ¹	\$15.95 (CY)	\$18.60 (CY)	\$27.03 (CY)	\$26.48 (CY)	\$26.20 (CY)	\$36.00 (CY)	\$36.80 (CY)	\$39.40 (CY)	\$40.70 (CY)	\$40.10 (CY)
State ¹	\$33.41 (CY)	\$39.30 (CY)	\$36.60 (CY)	\$36.69 (CY)	\$38.50 (CY)	\$34.90 (CY)	\$35.40 (CY)	\$37.30 (CY)	\$38.50 (CY)	\$37.90 (CY)
Lodging Occupancy / Community-wide (Calendar Year) ³	65%(CY)	68.7% (CY)	62.9% (CY)	62.1% (CY)	63.7% (CY)	65.4% (CY)	65% (CY)	66.9% (CY)	67.2% (CY)	56.88% (CY)
Lodging Average Daily Rate /Community-wide (Calendar Year)	\$77.57(CY)	\$78.64 (CY)	\$77.27 (CY)	\$74.6 (CY)	\$72.57 (CY)	\$74.46 (CY)	\$79.42 (CY)	\$88.91 (CY)	\$94.08 (CY)	\$88.6(CY)
Lodging Revenue per Room /Community-wide (Calendar Year)	\$50.43(CY)	\$54.03 (CY)	\$48.6 (CY)	\$46.33 (CY)	\$46.22 (CY)	\$48.7 (CY)	\$51.623 (CY)	\$59.48079 (CY)	\$63.2 (CY)	\$50.4 (CY)
Literature distributed / DCVB	600,726	624,744	454,802	611,554	737,225	670,760	531,306	523,390	533,801	373,052
Media Stories Assisted / DCVB	600	610	666	771	771	1206	1341	1297	1670	2238
Visitor Inquiries Fulfilled / DCVB ⁴	831,209	879,561	873,788	982,402	922,732	1,032,300	1,312,338	1,568,040	725,243	700,529
Conventions Serviced / DCVB	757	892	896	793	921	775	829	785	797	767
Courtesy Bids / DCVB	266	272	191	184	191	223	225	182	23	33
Conventions & groups occurring /Community-wide	4,004	4,173	3,998	4,114	4,117	4,440	4,555	4,068	5,036	4,177
Total Attendance	132,947	151,601	135,816	133,931	147,229	155,435	163,343	142,874	185,549	148,384
Room Nights	202,883	231,350	207,261	204,384	224,678	237,200	249,268	218,031	283,156	226,258
New leads distributed to hotels / DCVB	376	383	337	295	341	301	321	217	300	308
Total Attendance ⁵	\$39,419,937	116495	103943	85069	178524	89134	82590	50916	113351	76091
Room Nights	\$67,013,893	123317	110927	104865	185161	49532	24409	20470	127644	98808
New Convention Bookings / DCVB	391	435	312	222	248	260	283	168	238	268
Total Attendance	84,775	110,734	79,719	58,126	87,731	71,692	60,304	32,866	58,486	56,506
Room Nights	56,669	72,797	60,611	42,057	48,183	46,800	57,999	37,141	54,126	52,978
Other Bookings Processed / DCVB	89	81	76	123	157	179	191	158	18	33
Room Nights	11,940	8,342	11,549	21,989	21,124	26,144	32,748	17,402	682	1,209
Convention & Group Bookings / Community-wide ⁶	3,282	3,575	3,511	3,692	3,643	3,532	3,571	2,941	3,808	3,544
By attendance	135,832	144,828	110,280	113,662	127,679	140,216	136,118	135,466	148,265	124,032
By room nights	207,286	221,013	168,291	173,453	194,844	213,976	207,722	206,727	226,258	189,278

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