

22 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	1999-2000 (CY) = 1999
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)	5.0M (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)	\$521M (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)	10,244 (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	\$5,528,744
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)	\$49.36M (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)	\$15.95 (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)	\$33.41 (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)	65% (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)	\$77.57 (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)	\$50.43 (CY)
Literature distributed / DCVB	1,342	68,250	137,420	161,386	197,846	365,293	418,183	465,170	483,504	614,376	600,726
Media Stories Assisted / DCVB	48	90	133	157	139	188	241	283	286	462	600
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	831,209
Conventions Serviced / DCVB	81	158	340	414	439	606	611	673	723	760	757
Courtesy Bids / DCVB	166	147	210	293	304	508	402	312	349	292	266
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	4,004
Total Attendance	90,489	227,957	143,998	164,211	186,676	157,315	150,063	151,510	145,116	135,778	132,947
Room Nights	122,089	189,964	194,283	221,554	251,864	240,069	229,003	231,210	221,452	207,203	202,883
New leads distributed to hotels / DCVB	38	54	77	97	206	215	272	281	291	309	376
Total Attendance	20,883	52,505	26,067	45,975	160,000	166,560	86,481	80,838	87,560	84,756	116,495
Room Nights	29,368	22,602	25,468	45,726	85,946	73,952	49,801,437	93,051	122,946	85,483	123,317
New Convention Bookings / DCVB	20	38	66	79	120	201	209	239	325	274	391
Total Attendance	11,588	14,072	26,933	37,888	86,320	100,281	94,373	49,454	65,456	54,643	84,775
Room Nights	14,824	19,962	25,479	28,414	46,033	47,037	52,868	47,134	47,103	43,237	56,669
Other Bookings Processed / DCVB	166	106	157	188	196	356	305	182	198	162	89
Room Nights	17,831	16,385	30,596	28,763	31,044	22,848	27,016	21,982	33,024	46,794	11,940
Convention & Group Bookings / Community-wide ⁵	N/A	2,854	4,257	4,653	4,985	5,369	5,214	4,608	3,889	3,755	3,282
By attendance	N/A	161,552	159,207	178,822	187,892	142,625	156,585	179,207	148,532	141,719	135,832
By room nights	N/A	134,627	214,803	241,268	253,505	217,652	238,955	273,477	226,666	216,270	207,286

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

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



22 Year Durham NC Scorecard

Selected Visitor-Related Performance Indicators

Durham Convention & Visitors Bureau

	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	2009-2010 (CY) =2009	2010-2011 (CY) =2010
Visitation (Calendar Year)	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)	\$6.31M (CY)	\$6.8M (CY)
Visitor Spending on Trips to Durham ¹	\$747.70M (CY)	\$850.0M (CY)	\$771.60 (CY)	\$777.0M (CY)	\$768.43 (CY)	\$780.24 (CY)	\$834.90M (CY)	\$862.90M (CY)	\$848.20M (CY)	\$784.60M (CY)	\$856.2M (CY)
Visitor Spending in Durham (Calendar Year) ¹	\$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)	\$627.7M (CY)	\$685M (CY)
Total Value Added to the Durham Economy (Calendar Year)	\$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)	\$438.6M (CY)	\$478.6M (CY)
Visitor-Related Jobs (Calendar Year)	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)	10,662 (CY)	11,622 (CY)
Occupancy Tax Revenues / Community-wide Collected City / County ²	\$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	\$6,723,032	\$7,360,360
Total Visitor-Related Tax Revenue	\$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)	\$72.1M (CY)	\$78.6M (CY)
Local ¹	\$18.60 (CY)	\$27.03 (CY)	\$26.48 (CY)	\$26.20 (CY)	\$36.00 (CY)	\$36.80 (CY)	\$39.40 (CY)	\$40.70 (CY)	\$40.10M (CY)	\$37.1M (CY)	\$40.4 (CY)
State ¹	\$39.30 (CY)	\$36.60 (CY)	\$36.69 (CY)	\$38.50 (CY)	\$34.90 (CY)	\$35.40 (CY)	\$37.30 (CY)	\$38.50 (CY)	\$37.90M (CY)	\$35M (CY)	\$38.2 (CY)
Lodging Occupancy / Community-wide (Calendar Year) ³	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)	60% (CY)	63% (CY)
Lodging Average Daily Rate / Community-wide (Calendar Year)	\$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)	\$80.19 (CY)	\$81.62 (CY)
Lodging Revenue per Room / Community-wide (Calendar Year)	\$54.03 (CY)	\$48.6 (CY)	\$46.33 (CY)	\$46.22 (CY)	\$48.7 (CY)	\$51.623 (CY)	\$59.48 (CY)	\$63.20 (CY)	\$50.40 (CY)	\$48.08 (CY)	\$51.41 (CY)
Literature distributed / DCVB	624,744	454,802	611,554	737,225	670,760	531,306	523,390	533,801	373,052	403,932	375,194
Media Stories Assisted / DCVB	610	666	771	771	1,206	1,341	1,297	1,670	2,238	2,126	1,827
Visitor Inquiries Fulfilled / DCVB ⁴	879,561	873,788	982,402	922,732	1,032,300	1,312,338	1,568,040	725,243	700,529	695,257	719,685
Conventions Serviced / DCVB	892	896	793	921	775	829	785	797	767	559	507
Courtesy Bids / DCVB	272	191	184	191	223	225	182	23	33	27	24
Conventions & groups occurring / Community-wide	4,173	3,998	4,114	4,117	4,440	4,555	4,068	5,036	4,177	3,528	3,781
Total Attendance	151,601	135,816	133,931	147,229	155,435	163,343	142,874	185,549	148,384	93,056	101,820
Room Nights	231,350	207,261	204,384	224,678	237,200	249,268	218,031	283,156	226,258	170,417	186,443
New leads distributed to hotels / DCVB	383	337	295	341	301	321	217	300	308	166	239
Total Attendance	116,495	103,943	85,069	178,524	89,134	82,590	50,916	113,351	76,091	36,549	106,404
Room Nights	123,317	110,927	104,865	185,161	49,532	24,409	20,470	127,644	98,808	38,308	94,856
New Convention Bookings / DCVB	435	312	222	248	260	283	168	238	268	150	144
Total Attendance	110,734	79,719	58,126	87,731	71,692	60,304	32,866	58,486	56,506	32,750	57,854
Room Nights	72,797	60,611	42,057	48,183	46,800	57,999	37,141	54,126	52,978	34,678	40,624
Other Bookings Processed / DCVB	81	76	123	157	179	191	158	18	33	274	274
Room Nights	8,342	11,549	21,989	21,124	26,144	32,748	17,402	682	1,209	14,831	17,388
Convention & Group Bookings / Community-wide ⁵	3,575	3,511	3,692	3,643	3,532	3,571	2,941	3,808	3,544	2,494	2,857
By attendance	144,828	110,280	113,662	127,679	140,216	136,118	135,466	148,265	124,032	60,947	103,777
By room nights	221,013	168,291	173,453	194,844	213,976	207,722	206,727	226,258	189,278	111,607	190,039

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