

Durham 2010 Year-End Visitor-Related Performance

(compared to 2009)



Number of visitors to Durham (6.31 million)*



Revenue per hotel room (\$47.98)



Attendance at historic sites, sports venues, festivals,
nature areas, museums, performance venues (3.3 million)



Visitor-related RDU enplanements



Taxable visitor spending in lodging, restaurants,
shopping, entertainment, transportation



Visitor inquiries for future visits



Conventions and meetings occurring



Leads qualified for future convention bookings

**Latest figures available are 2009*

Source: Durham Convention & Visitors Bureau