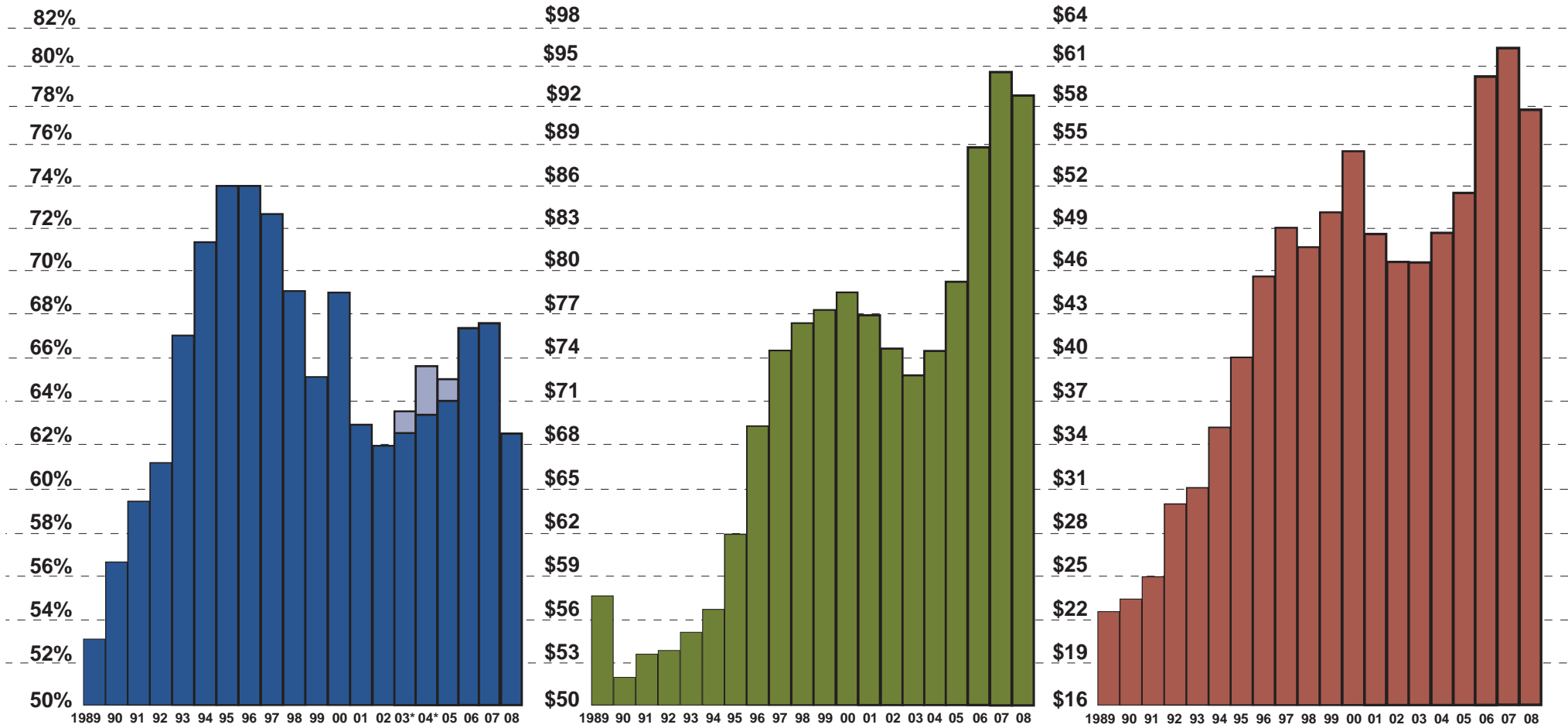


Durham Lodging Indicators 1989-2008



Durham Occupancy Rate ¹

■ Guest rooms temporarily absorbed by NCCU students.

Durham Average Daily Rate ²

- 1 Average Occupancy
- 2 Average Rate for Occupied Rooms Only
- 3 Gross Revenue Per Room Vacant or Occupied

Durham Lodging Index ³

Source: Smith Travel Research, DCVB (2009)