









Durham 2005 – 2006

Year-End Visitor-Related Performance

Source: DCVB

-  **+1.2%** Number of Visitors to Durham (5.26 Million)*
-  **+1.6%** Percent of available lodging guest rooms occupied (65%)
-  **+8.6%** Attendance at historic sites, sports venues, festivals, nature areas, museums, performance venues (2,347,120)
-  **+3.1%** Visitor related RDU enplanements (1,355,004)
-  **+7.6%** Taxable visitor spending in lodging, restaurants, shopping, entertainment, transportation (\$542.7 million)*
-  **+27.1%** Visitor inquiries for future visits (1,312,525)
-  **+6.2%** Conventions and meetings occurring (4,617 representing 251,931 room-nights)
-  **+6.6%** Leads qualified for future convention bookings (321)

*Calendar Year 2005