

**Abbreviated Scorecard**  
**Durham, NC Visitor-Related Performance Indicators**  
**Durham Convention & Visitors Bureau**  
**January, 2012**  
*(FY except where noted)*

	YTD	PYTD	Variance
<b>Visitation (CY as of Dec)</b>			1.3%
<b>Guest Rooms Available (CY as of Dec)</b>	7,644	7,644	0.0%
<b>Lodging Occupancy Community-Wide (CY as of Dec)</b>	61.5%	60.8%	1.2%
<b>Lodging Average Rate/Community-Wide (CY as of Dec)</b>	\$81.57	\$78.97	3.3%
<b>Lodging Revenue per Room/Community-Wide (CY as of Dec)</b>	\$50.18	\$47.98	4.6%
<b>Visitor Tax Collected / Community Wide</b>	\$4,423,308	\$4,217,148	4.9%
<b>Visitor Literature Distributed / DCVB</b>	208,923	229,850	-9.1%
<b>Media/Publicity/Stories Assisted/DCVB</b>	884	863	2.4%
<b>Visitor Inquiries Fulfilled / DCVB</b>	412,370	409,807	0.6%
Traditional Inquiries	14,188	14,858	-4.5%
Website User Sessions	398,182	394,949	.8%
<b>Visitor Information Center Parties Serviced/DCVB</b>	2,912	3,240	-10.1%
<b>Conventions &amp; Groups Serviced/DCVB</b>	332	281	18.1%
<b>Courtesy Bids/DCVB</b>	19	14	35.7%
<b>Conventions &amp; Group Occurring/Community-Wide</b>			
Groups	2,161	2,162	.0%
Attendance	57,926	60,354	-4.0%
Room Nights	106,067	110,514	-4.0%
<b>New Leads Distributed to Hotels/DCVB</b>			
By Groups	167	157	6.4%
By Attendance	76,902	71,554	7.5%
By Room Nights	55,138	70,567	-21.9%
<b>New Convention &amp; Group Bookings/DCVB</b>			
By Groups	145	86	68.6%
By Attendance	49,996	31,278	59.8%
By Room Nights	45,722	23,749	92.5%
<b>New Convention &amp; Group Bookings/Community Wide</b>			
Groups	1,693	1,536	10.2%
Attendance	55,275	55,624	-.6%
Room Nights	101,218	101,866	-.6%
<b>Durham Visitor Airport Enplanements</b>	809,361	811,667	-0.3%
<b>Visitor Feature Attendance</b>	2,129,938	2,220,224	-4.1%