

The Economic Impact of Tourism in Durham North Carolina in 2016

The economic impact of visitors and visitor spending in Durham County is estimated based on survey research conducted by Longwood's International, a national consumer research firm, and Tourism Economics, an Oxford Economics Company. Visitors are defined as those who come to Durham for purposes other than school or work, including day and overnight visitors, whose trips deviate from their normal routine.*

- **15.8 million visitors came to Durham County in 2016, a 4.4% increase over 2015**
 - 11.1 million (70.7%) came to Durham for the day; 4.7 million (29.3%) were overnight visitors
 - 89% of all visitors came for leisure purposes while 11% came for business purposes
- **Durham visitors spent \$928 million, a 5.5% increase over 2015, translating to more than \$2.5 million in spending every day**
 - \$289.6 million was spent on food and beverages (31.2%)
 - \$206.9 million was spent in retail establishments (22.3%)
 - \$203.0 million was spent on lodging (21.9%)
 - \$129.3 million was spent on local transportation (13.9%)
 - \$98.7 million was spent on recreation and entertainment (10.6%)
- **Including indirect and induced impacts, visitors generated \$1.2 billion in total business sales**
 - Some other industries benefitting from tourism sales include FIRE (finance, insurance and real estate), business services, education, and health care
- **Visitors generated \$188.6 million in tax revenues**
 - \$54.1 million in tax revenue for local governments
 - \$60.4 million in state tax revenue
 - \$74.1 million in federal tax revenue
 - Without visitors, each household would need to contribute an additional \$965 annually to maintain the current level of public services provided by state and local governments
- **Including direct, indirect and induced impacts, 12,984 jobs were sustained by visitors to Durham accounting for \$387 million in labor income (compensation)**
 - Approximately 5.2% (1 in 19) of all jobs in Durham County were sustained by tourism
 - Employment in the tourism sector grew 18.4% since 2010 outpacing total job growth of 12.2% in Durham County.

*The total impact of tourism includes direct visitor spending, indirect impacts, and induced impacts. Direct visitor spending creates economic value within specific visitor-related sectors such as lodging, recreation, and transportation. Indirect benefits accrue to those sectors that provide goods and services as inputs into production such as food wholesalers, utilities, and financial or legal services. Induced benefits are generated when employees whose incomes are driven directly or indirectly by tourism, spend a portion of that income in the local economy.

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Data Sources: Tourism Economics, Longwoods International, and DCVB