

Volume and Spending Estimates

based on Global Insights IMPLAN data
and D.K. Shifflet volume estimates

	1990-91	1995-96	2000-2001	2005-2006	2008-2009	2009-2010	2010-2011	Variance over last year
Visitation* (Calendar Year)	2.3	4.0	5.5	5.3	6.04	6.3	6.88	9.0%
Visitor Spending* on Trips to Durham			\$747.7	\$780.2	\$848.2	\$784.6	\$903.6	15.2%
Visitor Spending* in Durham			\$598.1	\$640.8	\$678.6	\$627.7	\$704.7	12.3%
Value Added* to the Durham Economy (Calendar Year)	\$213.0	\$308.1	\$456.5	\$438.8	\$474.8	\$438.6	\$502.3	14.5%
Visitor-Related Jobs (Calendar Year)	6,035	8,644	10,682	10,245	10,958	10,662	12,519	17.4%
Occupancy Tax Revenues / Community-wide Collected City / County	\$1,426,603	\$3,945,773	\$6,030,354	\$7,688,386	\$7,691,180	\$6,723,033	\$7,360,360	9.5%
Total Visitor-Related Tax Revenue* (Calendar Year - State & Local)	\$14.2	\$22.4	\$57.9	\$72.2	\$77.9	\$72.1	\$78.2	8.5%
Total Visitor-Related Tax Revenue*						\$145.6	\$154.2	5.9%
Local	\$4.7	\$7.5	\$18.6	\$36.8	\$40.1	\$37.1	\$38.7	4.4%
State	\$9.5	\$14.9	\$39.3	\$35.4	\$37.9	\$35.0	\$39.5	12.7%
Federal			\$72.3	\$77.9	\$79.5	\$73.6	\$76.0	3.3%

*in millions