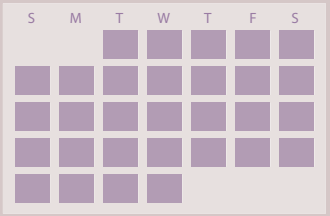
The **Economic Impact** of **Visitors** to Durham

6.88 million
Number of visitors to Durham in 2010

THAT EQUALS



573,333 visitors each month

132,308 visitors each week

18,849 visitors each day

These visitors spent a total of
$903 million
on their trips, of which
$704.7 million
was spent in Durham

THAT EQUALS

$1.9 million each day

Almost as if someone were dropping $1,000 bills on Durham every MINUTE!

Even after some of that money 'leaked' out of Durham,* the overall value added was

$502 million

All of these activities and spending equated to
12,519 jobs

** not all goods and services purchased in Durham are supplied by businesses located in Durham*

DURHAM
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