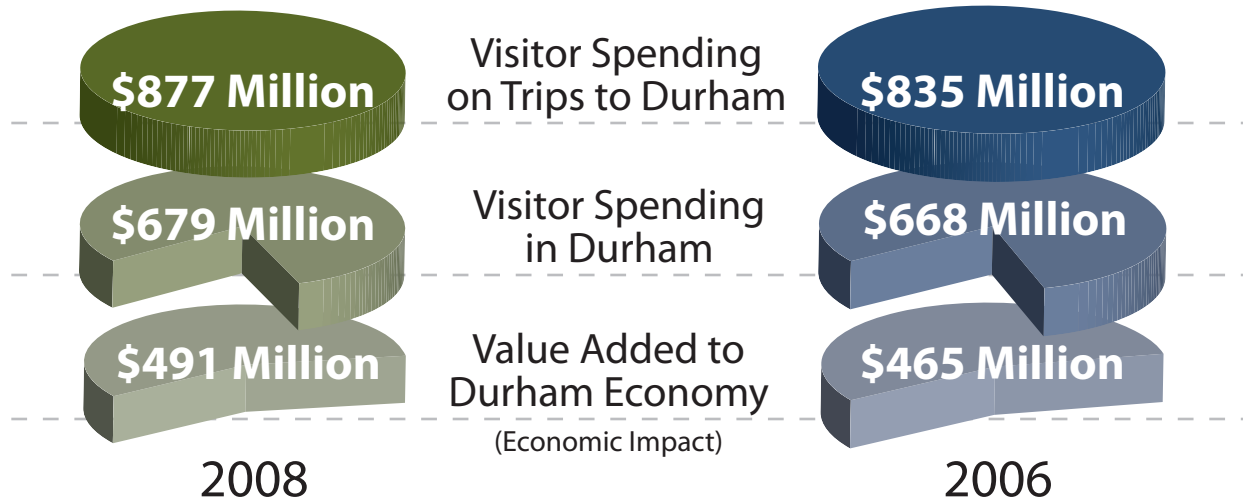


# Visitor-Generated “Added Value” to the Durham Economy

*44% of visitor spending is lost to “import leakage”  
when goods and services are purchased outside Durham or  
Durham visitors are misdirected to other communities  
for goods/services available in Durham*



Source: Global Insight & DCVB, 2009