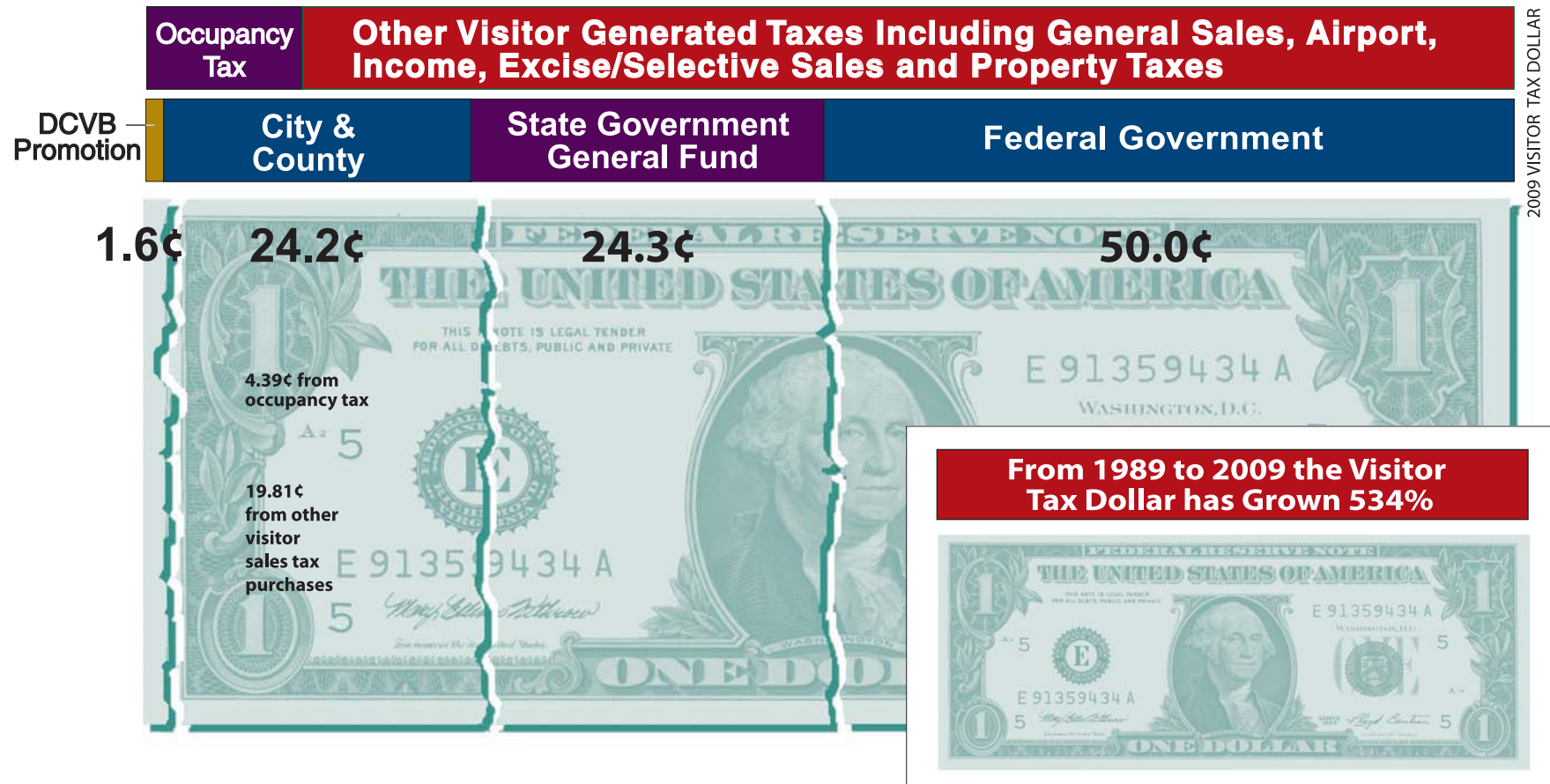


Year 2009 Durham Visitor-Generated Tax Dollar

Visitors Generated \$145.6 million in tax revenue in 2009 – \$37.1 million stayed locally



CURRENT OVERALL DURHAM VISITOR TAX BURDEN

Lodging	Restaurants	Retail	Groceries	Gasoline	Airport	Car Rental in Durham	Car Rental at Airport
12.75%	6.75%	6.75%	2%	50.2¢ Gal	7.5%	16%	25.61%