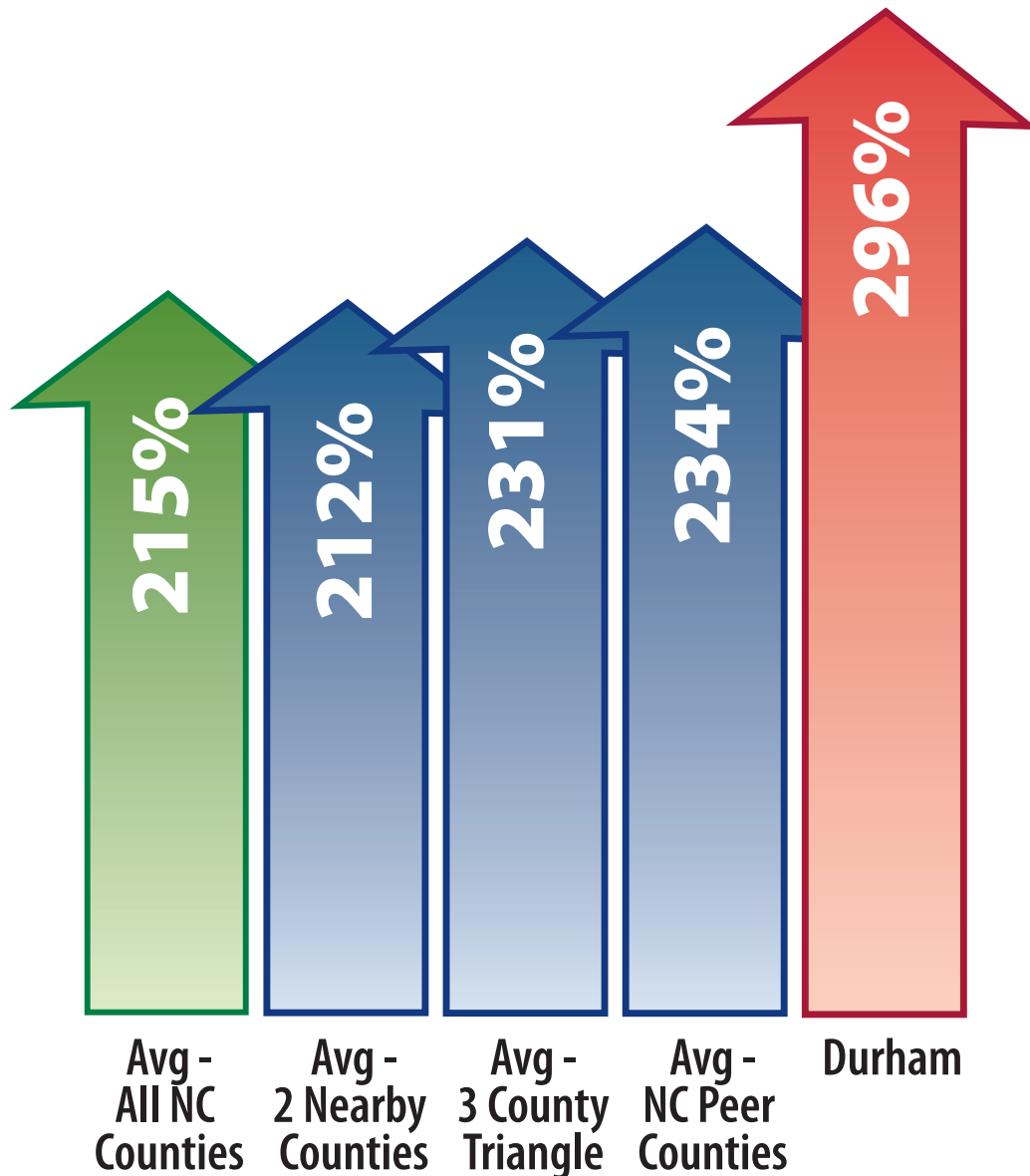


Percent Change in Local Sales and Occupancy Taxes Generated by Visitors

17 Years (1990-2006)



Note: The 17 years spans the time since Durham commenced destination marketing

Source: The State computes impact for each County using the TEIM or Travel Economic Impact Model. Durham Convention and Visitors Bureau