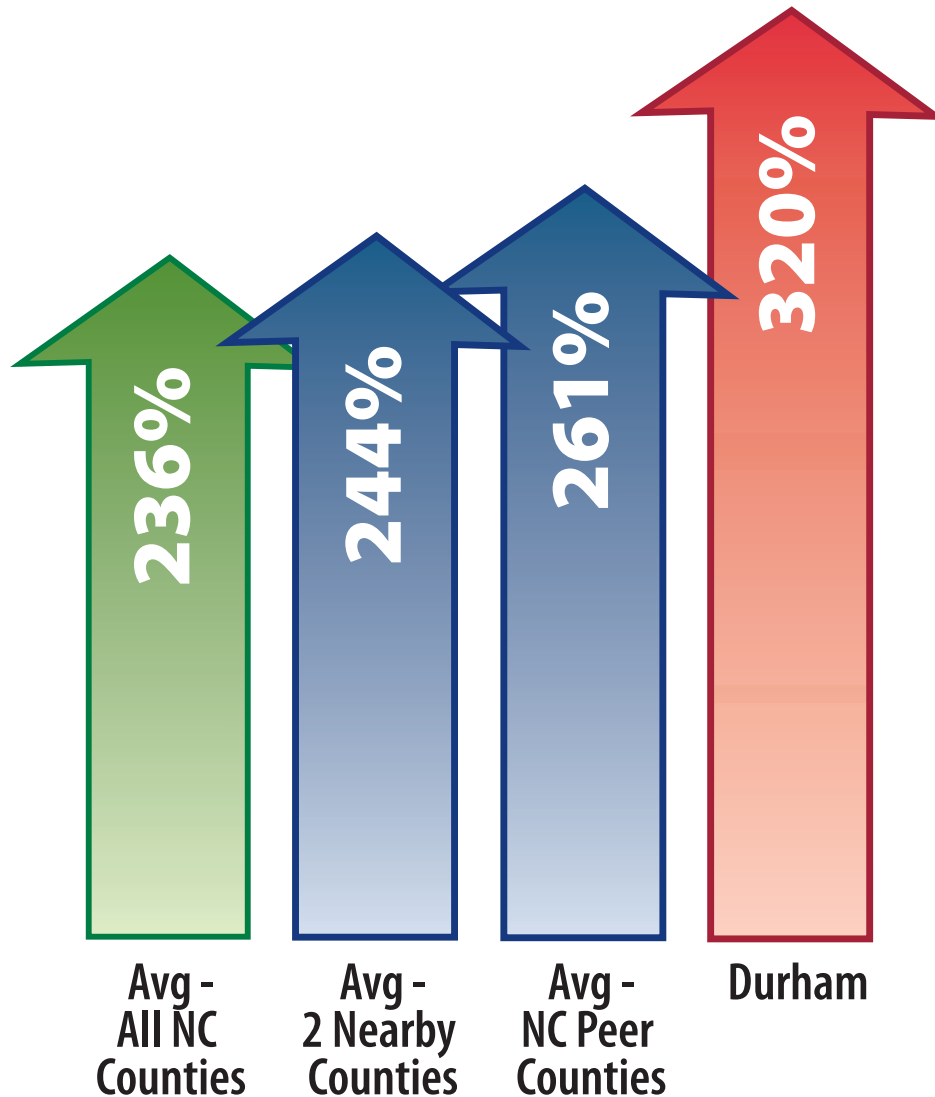


# Percent Change in Local Sales and Occupancy Taxes Generated by Visitors

18 Years (1990-2007)



*Note: The 18 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*