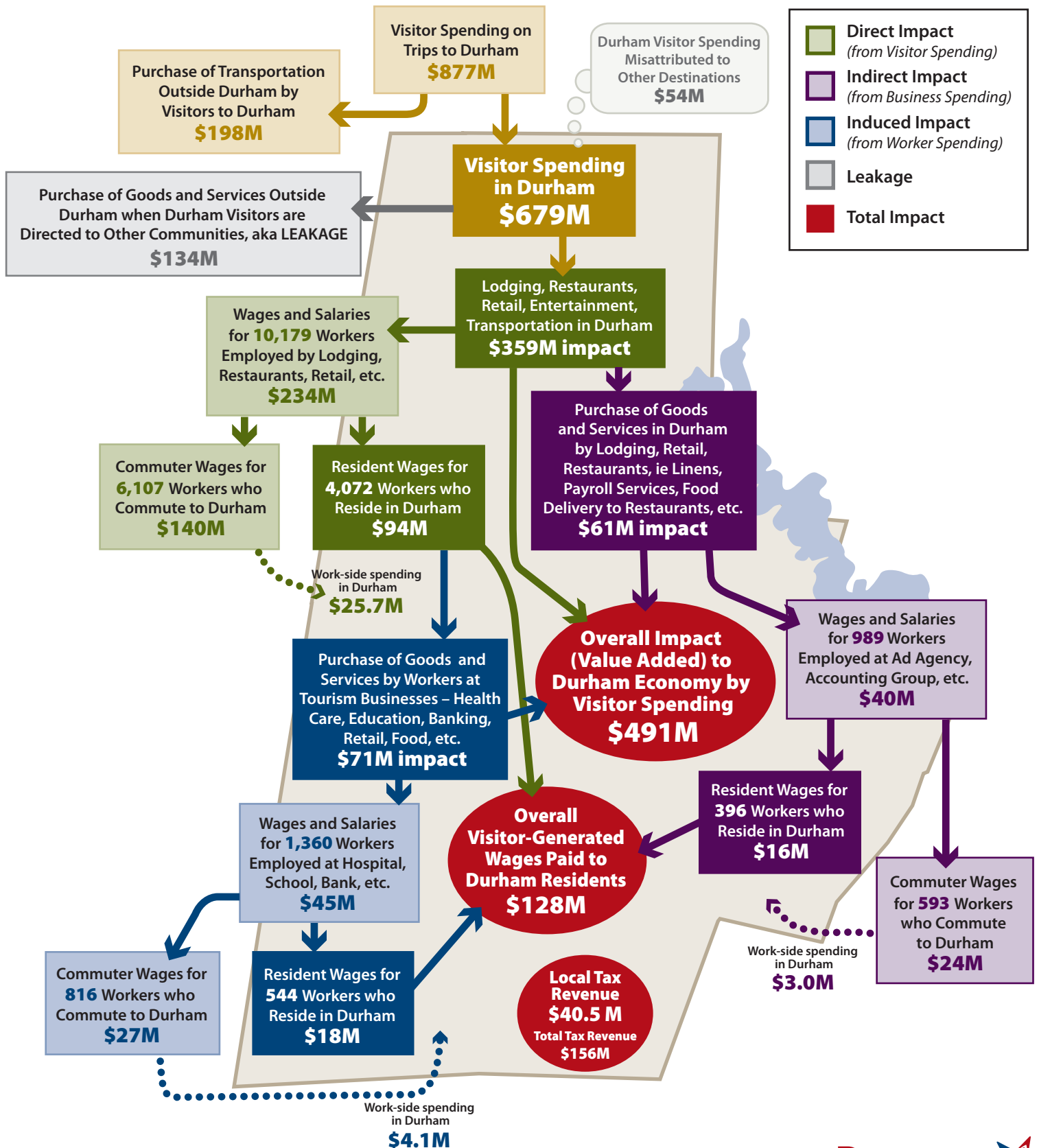


# Economic Impact of Visitors to Durham in 2008

*Delineating Direct, Indirect, Induced Impact, Leakage & Misattributed Spending*



- **Direct Impact**  
(from Visitor Spending)
- **Indirect Impact**  
(from Business Spending)
- **Induced Impact**  
(from Worker Spending)
- **Leakage**
- **Total Impact**

\* Dotted lines estimated based on studies of work-side spending by commuters.