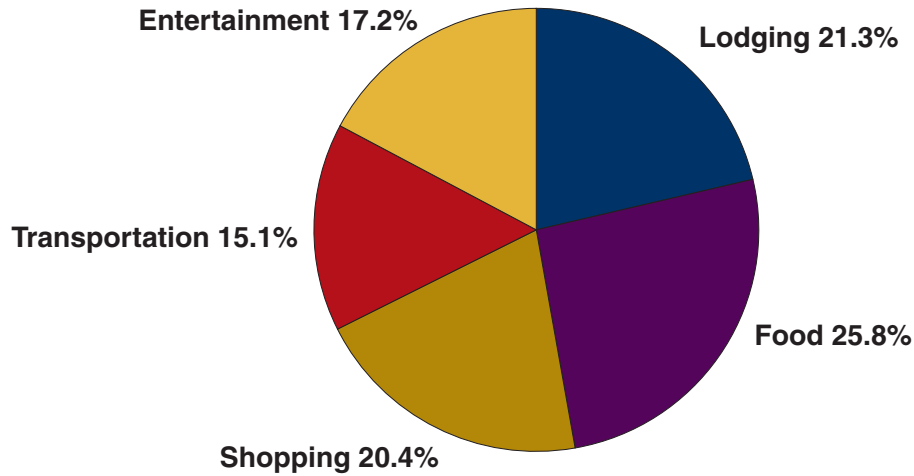
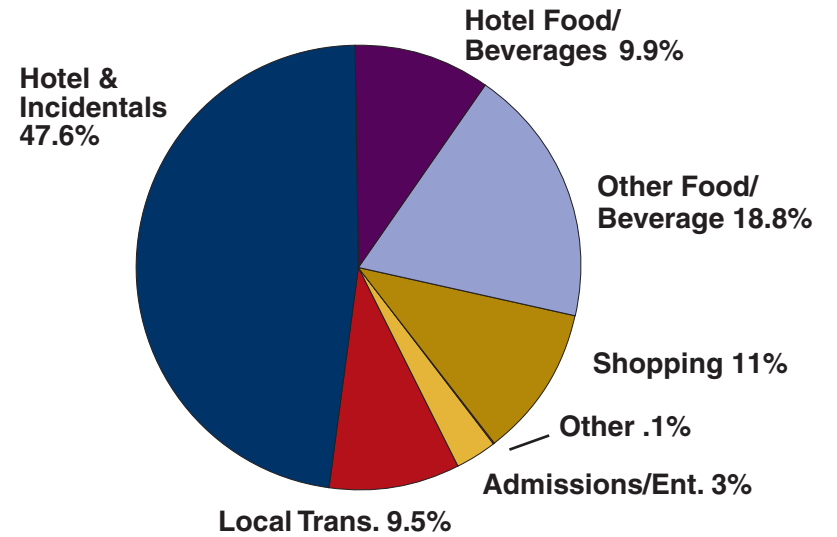


# DURHAM VISITOR SPENDING

\$690.2 million is spent in Durham by visitors each year on:



Of this, \$104 million is associated with meetings & conventions and spent as follows:



\*Based on IMPLAN input/output analysis

\*Varies from IMPLAN input/output analysis due to different capture methodology for transportation spending

Source: Global Insight, DMAI, D.K. Shifflet & Associates, DCVB (2007)