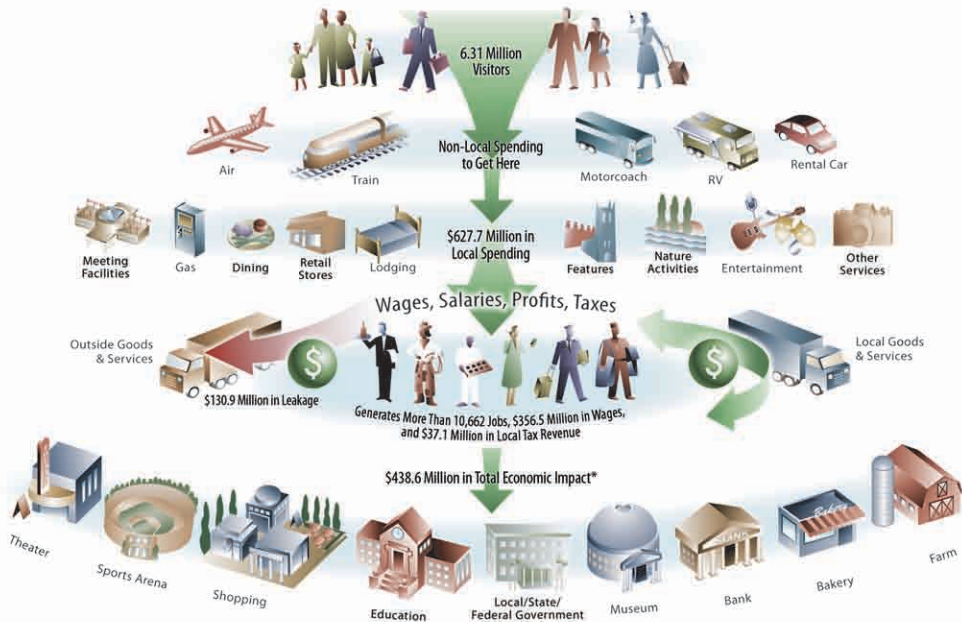


# The Power of Visitors

## How Visitors Benefit Durham



Source: Adapted by DCVB from similar chart created by the Travel Industry Association of America  
D.K. Shifflet and Associates  
IHS Global Insights

\*Total Economic Impact is less than spending due to leakage that occurs when sales to visitors are comprised of products and services that do not originate in Durham. For example, a visitor buys a t-shirt for \$19.99. The t-shirt was purchased by the retailer from a manufacturer in China, therefore a portion of the impact immediately leaves Durham. Or, a visitor buys a meal in a Durham restaurant for \$25.00. The restaurant purchases part of their food from an out of state vendor but all of their produce from a Durham farmer, resulting in a portion of the impact leaving Durham.