



Tickets Sold	<b>85,000+</b>
Shows in Durham	<b>32</b>
First Time Attendees to DPAC	<b>59,500</b>
Estimated Overnight Visitors	<b>8,500</b>
Estimated Day Visitors	<b>46,835</b>
Estimated Spending by Visitors	<b>\$7.1 million</b>
Total Value Added to Durham's Economy	<b>\$6.3 million</b>
Tax Revenue Generated for Local Governments	<b>\$300,000</b>

Source: DCVB, DPAC; Spending impact calculated using IMPLAN data from IHS Global Insights