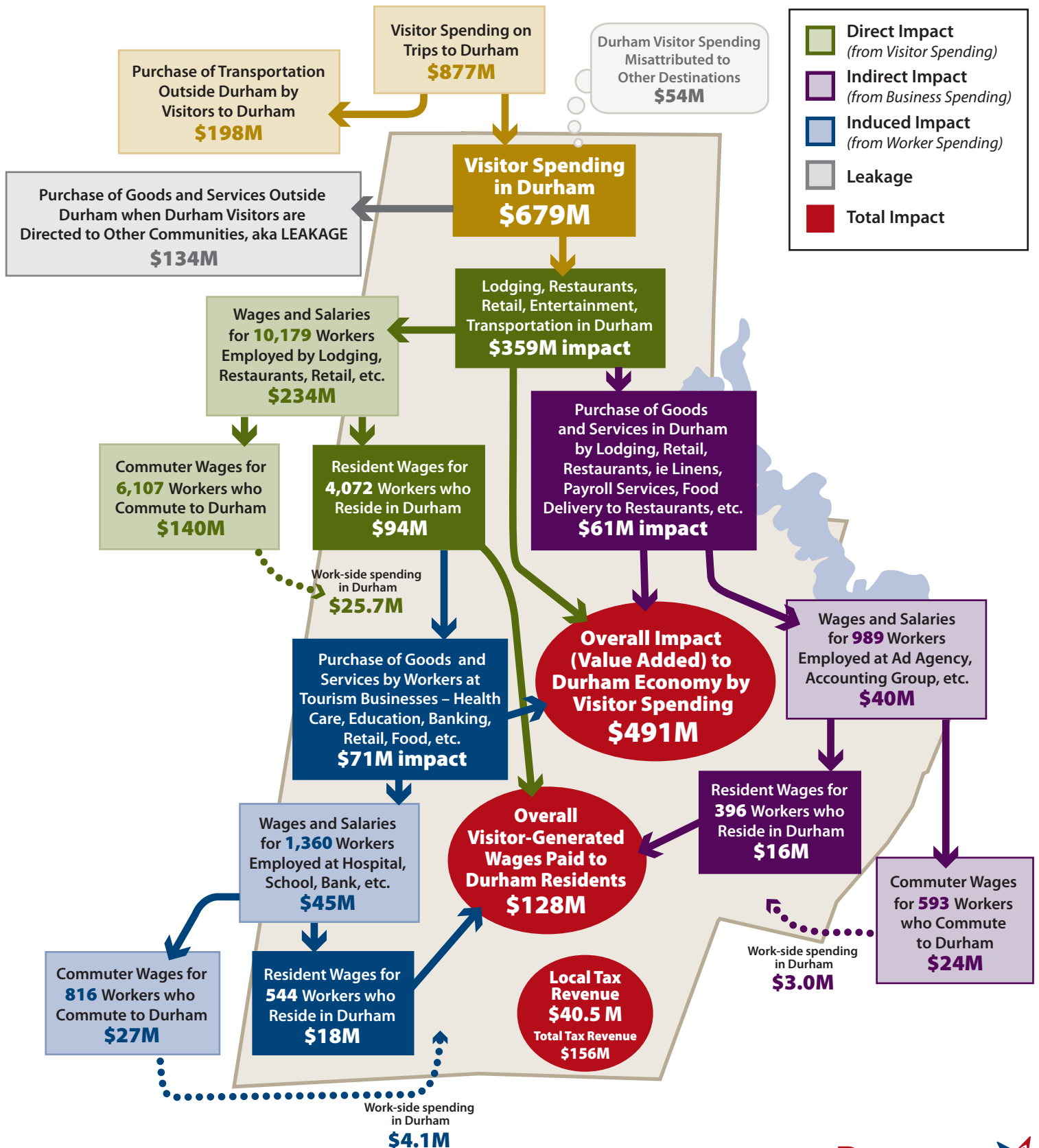


Economic Impact of Visitors to Durham in 2008

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.