

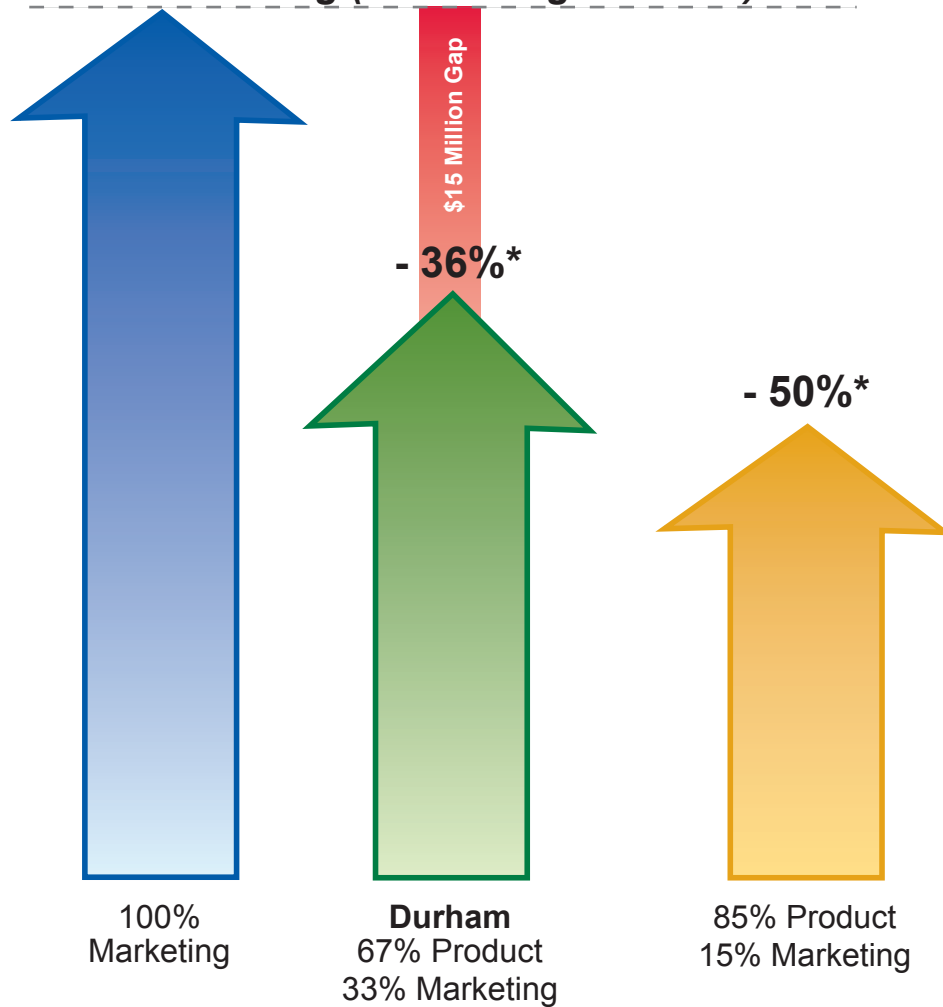
A Tale of Three Destinations

An Illustration of the Power of Marketing

Three Approaches to Visitor Development & Results

In terms of 2008 Visitor Generated Local Sales Tax Revenue Per 1000 Residents

**Benchmark Community -
100% marketing (25% TDA grant fund)**



* Less Visitor Generated Related Local Tax Revenue Per 1000 Residents

Source: TEIM, Benchmark Studies