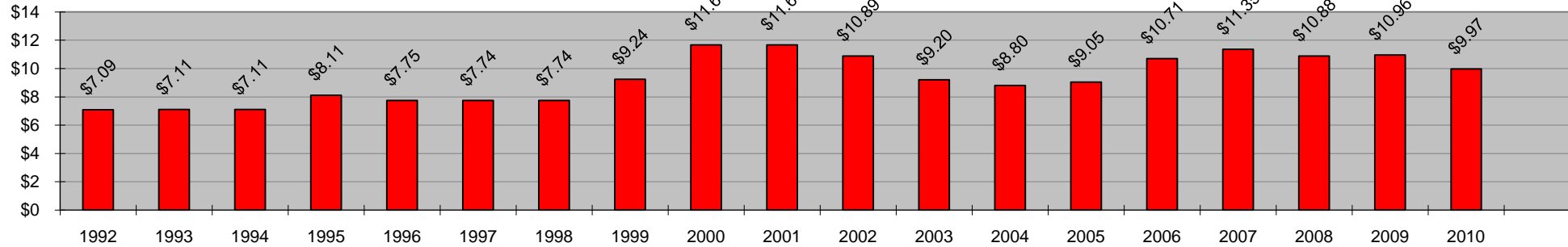


## Department of Tourism Summary of Investments, Economic Impact and Jobs 1992-2010

### Promotional Investments (in millions)

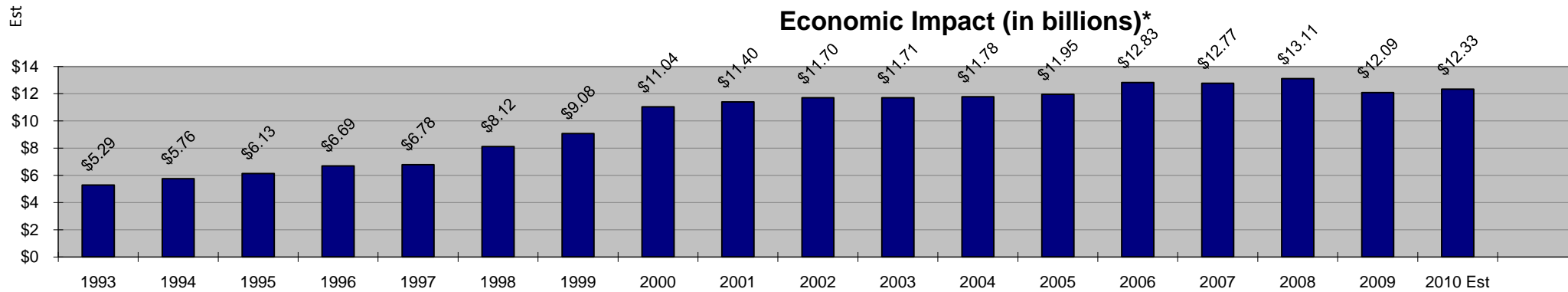


**64.5% Increase (7.2% annually)  
1992-2001**

**22% Decrease (5.5% annually)  
2001-2005**

**6.9% Decrease (1.7% annually)  
2006-2010**

### Economic Impact (in billions)\*

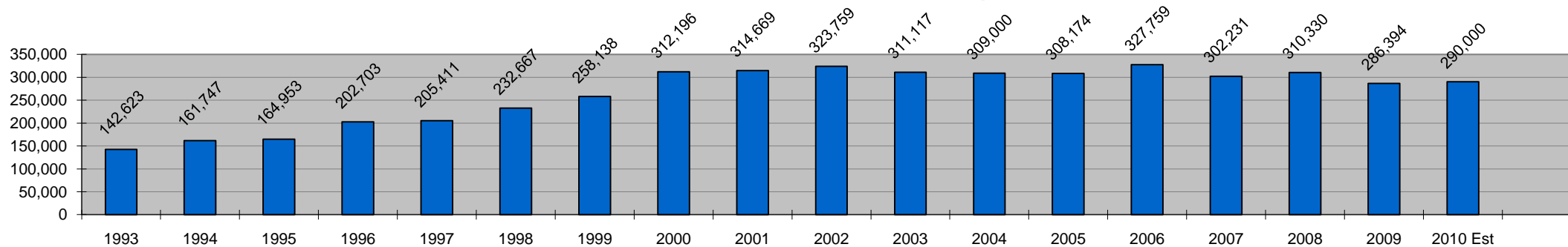


**115% Increase (14.3% annually)  
\$6.1 Billion Increase  
1993-2001**

**4.8% Increase (1.2% annually)  
\$91 Million Increase  
2001-2005**

**4.1% Decrease (1% annually)  
\$500 Million Decrease  
2006-2010**

### Full-Time Job Equivalent\*



**120% Increase  
172,000 New Jobs  
1993-2001**

**2.1% Decrease  
6,495 Lost Jobs  
2001-2005**

**11.5% Decrease  
37,759 Lost Jobs  
2006-2010**

\* Davidson-Peterson and Associates