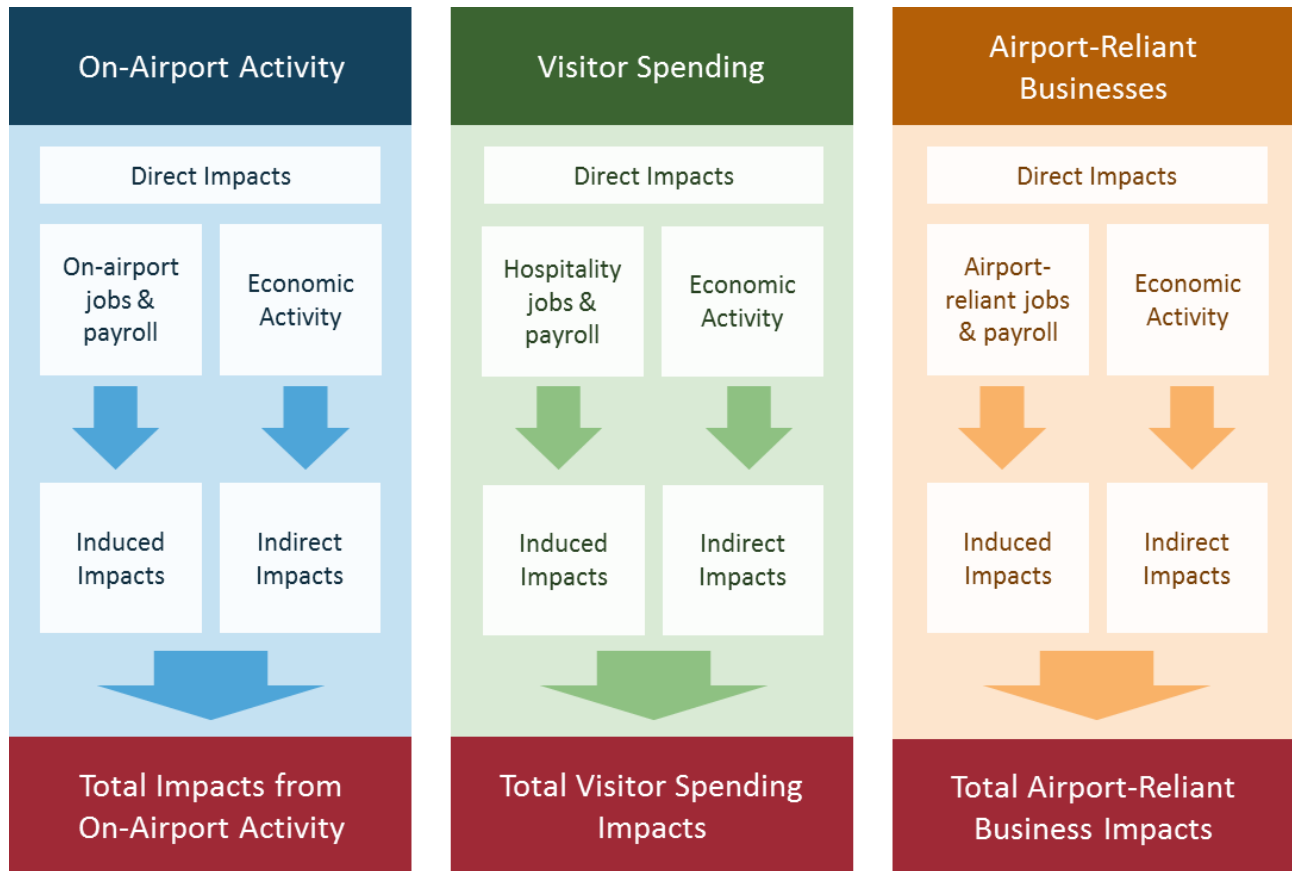


Anatomy of an Impact Study



Source: Adapted from Figure 1-1, *Virginia Airport System Economic Impact Study Technical Report, 2011*.

Note: Some studies of airports use terminology that differs from the structure presented above. In some studies, direct impacts are termed “primary impacts.” These studies may describe visitor spending effects as “indirect impacts” while grouping true induced and indirect impacts under the singular heading of “multiplier impacts.” As this alternate terminology is inconsistent with that used more broadly in assessments of economic impacts (beyond aviation), we follow the more widely accepted structure of direct, indirect, and induced effects.