



* Fiscal years; Based on domestic advertising media purchase, advertising production and sales promotion reported by Explore Minnesota Tourism (EMT) to the Travel Industry Association of America; Inflation line displays growth from the FY 2000 advertising budget if the budget had increased at the rate of inflation.

<u>Fiscal Year</u>	<u>EMT Advertising Budget</u>	<u>Inflation</u>
2000	3,356,000	3,356,000
2001	3,234,750	3,496,966
2002	3,267,100	3,594,635
2003	2,932,056	3,641,960
2004	2,764,400	3,727,546
2005	3,113,200	3,842,333

CPI - Inflation Final 060926.xls, based on CPI - Inflation 060926.xls and CPI - Inflation 060620a.xls