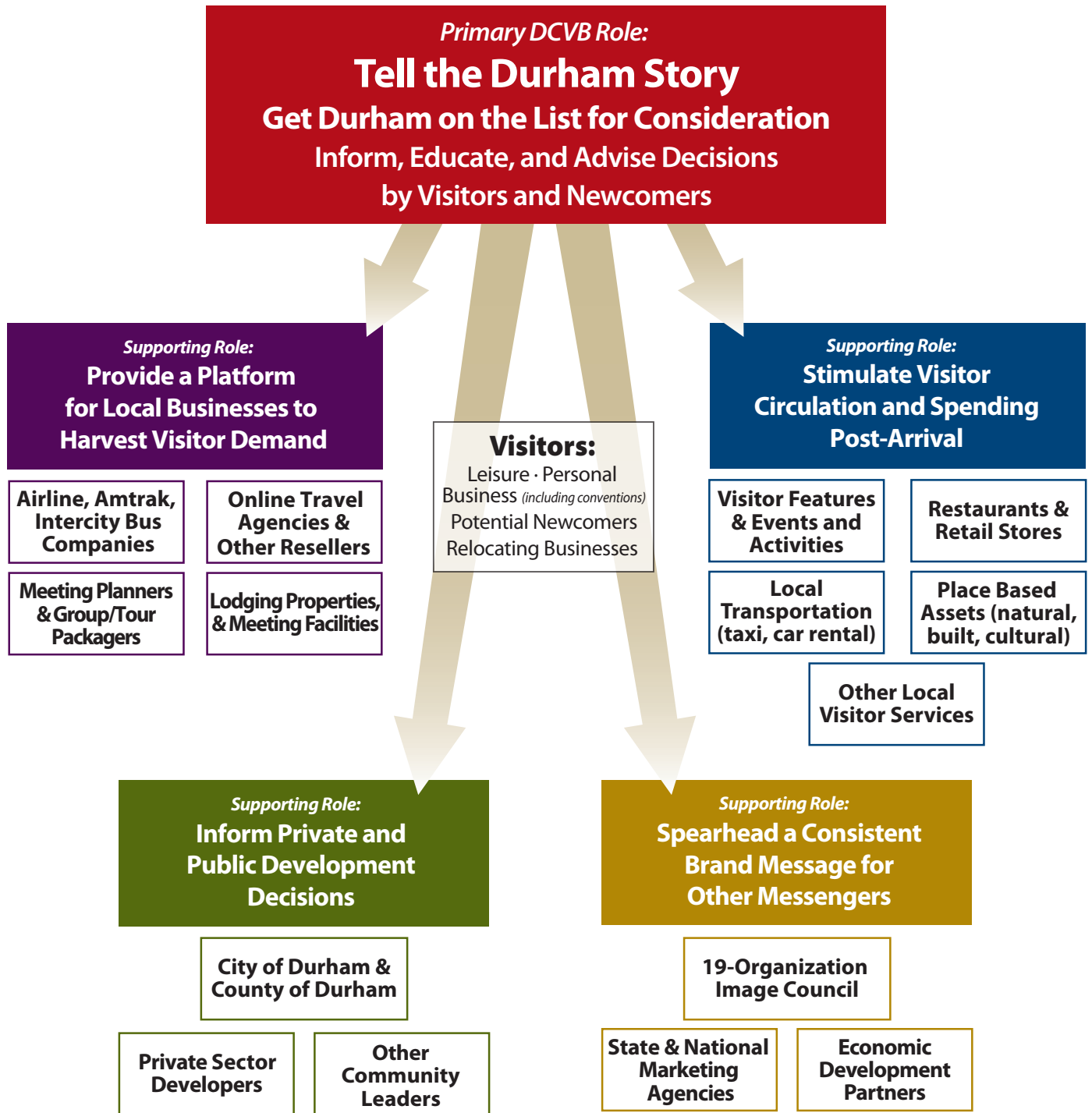


# The Roles of DCVB



*Destination Marketing is a proactive, strategic, visitor-centered approach to the economic and cultural development of Durham, which balances and integrates the interests of visitors, service providers, and the community.*

Source: DCVB