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DURHAM

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DURHAM CONVENTION & VISITORS BUREAU

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Former Tobacco Town, Now One of Healthiest

Durham North Carolina residents are proud of their blue collar, factory town roots. Residents are proud of that heritage because it contributes to the authenticity that makes Durham popular with the “creative class.”

But Durham is also earning rankings that belie its heritage as a city built on tobacco and a reputation for nightlife that brought author Thomas Wolfe to quip, “I live in Chapel Hill [he attended UNC], but I spend my nights in Durham.”

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15 Things to Expect from a Destination Marketing Organization (DMO)

Twenty years after [DCVB's](#) launch as the community's marketing agency, it remains a challenge to make sure visitor-related businesses, organizations, and other stakeholders know what they can expect of a destination marketing organization (DMO). Here are just 15 things a stakeholder can expect:

- To be incorporated into the community's story and woven where appropriate into marketing messages to draw attention to the community as a destination.



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Non-Profit Theaters Outpacing Audience Growth

The [National Endowment for the Arts \(NEA\)](#) has just published a study providing benchmarks for non-profit theaters entitled *Growth and Challenges in Non-Profit Theater*. The seven points briefly bulleted below appear in the study. While Durham, NC in most areas appears to buck the trends, the study provides valuable benchmarks and may foreshadow potential challenges in the future.

- Nationwide, between 1990 and 2005, the number of non-profit theaters jumped 100%.



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"Driven by Visionaries, Dominated by Innovation and

Fueled by the Promise of Something New!"

A community's true brand is almost temporal. Rather than a snappy slogan about the present, it is to paraphrase the words of Dr. Scott Russell Sanders, "as though it belongs where it is, as though it has grown there, shaped by weather and geography, rather than being imported from elsewhere and set down arbitrarily like a mail-order kit."

You can see and feel that kind of resonance from the "overarching" Durham brand in the way it was articulated this month in [NC Signature Magazine](#). The author links values at the core of Durham's current overarching brand, distilled just 26 months ago with the values of Durham's past:



"With its tobacco manufacturing days behind it, downtown Durham throws open the doors to its future in much the same way that defined its past – driven by visionaries, dominated by innovation, and fueled by the promise of something new."

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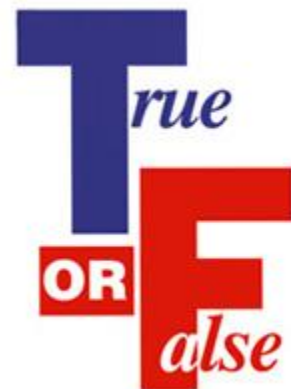
Space Race Hyperbole Masks Reality

There has always been rivalry of sorts between some visitor segments, but the "space race" by communities in just the past 10 years to add 22 million square feet of convention center space with 8 million more in the pipeline has led to a bit of hyperbole about travelers attending conventions, meetings, seminars, and training meetings. Here are 10 take-away distilled findings in the [U.S. Travel Association](#) (formerly TIA) 2007 Domestic Travel Report.

True or False? Conventions are a much bigger segment of travel.

False: Conventions are 10% of overall travel, down each year from 15% in 1996. Getaway weekend travel is 11% and general vacations 8% of overall travel, the former up and the latter steady since 1996.

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Travel Spending

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