

NEWS SERVICE

**DURHAM**

*Where great things happen*



DURHAM CONVENTION & VISITORS BUREAU  
*20 Years of Visitor-Related Economic & Cultural Development*

March 18, 2009

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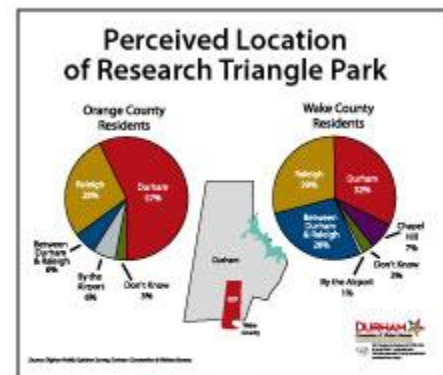
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## Familiar Face, Mistaken Identity

North Carolinians in a 100 mile radius are familiar with many of Durham's visitor features, but often it appears they don't know they are located in Durham.

A year-long survey in 2008 by [DK Shifflet](#), conducted for the [Durham Convention & Visitors Bureau](#), studied the awareness level of residents in a 100 mile radius of 22 Durham features. It found that three Durham features rank in the top five, including [Research Triangle Park](#) 93.6%, [The Streets At Southpoint](#) 91% and the [Museum of Life & Science](#) 87.1%.

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## Spotlight - Annual Tribute Luncheon Honoree: A Seed Was Just the Beginning

In 1994, when Brenda Brodie and Annice Kenan co-founded [SEEDS](#), it was the beginning of something that would grow and grow and grow.

SEEDS stands for South Eastern Efforts Developing Sustainable Spaces. A small two-acre plot, rented for \$1 a year in distressed Northeast Central Durham, was selected because it was near their first partner, Phoenix House, a



transitional program for homeless men. But it rapidly blossomed into much, much more.

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## Is Slow Tourism Next?

Many futurists, professionals who foresee trends, project that travel by 2020 will see a fundamental change from the type of tourism ushered in after World War II with the advent of commercial jet travel.



The changes will be accelerated by higher costs and environmental concerns. Tourism has always been an innovative sector of the economy, some industries more than others. Here are some changes the Durham Convention & Visitor Bureau has gleaned from reports about trends that may emerge in the next 10 years.

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## Compression is Key to Downtown Staffing

Restaurants and retail stores are increasingly utilizing the weekly Durham eCalendar to calibrate staffing and hours. By clicking on the “Downtown Events” button, they can quickly evaluate the special events, performances, festivals, ballgames and conventions that occur on any one day or evening in a concentrated geographic area.

Approximately 2 million visitors and residents come Downtown now each year, but what matters most to staffing or expanding hours for a restaurant or retail shop is the collective surge on a given day or night.

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## Festival Nets \$1.7 Million to Durham

[Full Frame Documentary Film Festival](#) annually adds \$1.7 million in value to the Durham economy. The impact was computed using the reputable input-output model by the [Durham Convention & Visitors Bureau](#).



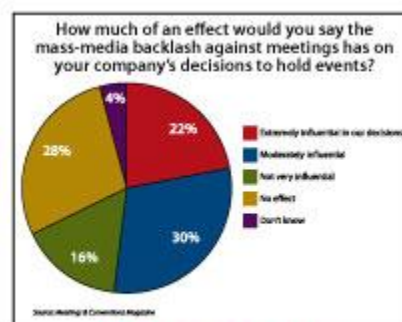
The impact analysis nets out the impact of jobs held by non-residents or supplies and services purchased outside Durham that often inflate estimates. Studies show that from within a 100 mile radius, nearly 7% of day-trip visitors attend Durham's festivals with 3.4% identifying festivals as main reason for a trip.

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## Media-Driven Morality Plays Contributing to Collapse

While it has been a topic of conjecture for some time, evidence surfacing from within the news media indicates the media itself could be contributing to the economic downturn.

A survey of corporate meeting planners by [Meetings & Conventions Magazine](#), for instance, reveals that even with 91% of the respondents not involved in TARP, or so-called bailout funds, the anger and backlash stirred by mass media has had an extremely strong or moderate impact on meeting planning decisions in more than 50% of the businesses, and resulted in cancellation of one out of every five meetings.



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Demographics of Internet Users

[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally

accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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