
NEWS SERVICE

DURHAM



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DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

April 16, 2009

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Three Initiatives Signal NCCU's Tourism Focus

During its 100 year anniversary, [North Carolina Central University](#) is launching three initiatives to prepare students in one of the world's largest sectors: tourism.

Durham emerged in the 1990's as one of the State's leading visitor destinations, and NCCU seized the initiative to prepare students for careers in any one of many different industries in the tourism sector including restaurants, event management, lodging, etc.



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Jazz, Art & Duo Festivals This Weekend

Catching their breath from [Full Frame Documentary Film Festival](#), the opening of the [Durham Bulls](#) season and [Broadway's Legally Blonde](#) show, and before the launch of the [American Dance Festival](#), Durham residents and visitors will see three unique festivals this weekend.

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Annual Tribute Luncheon

April 29, 2009 · 11:30 am - 1:00 pm
on The Stage at Durham Performing Arts Center

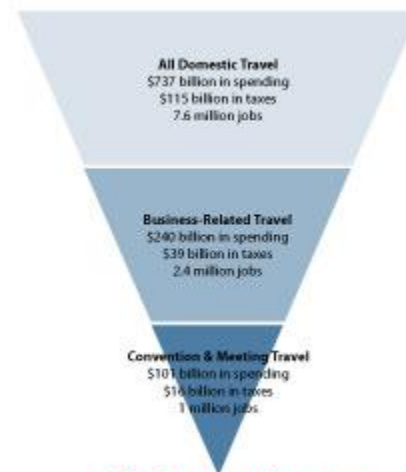
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Dodging Asteroids - 4 Changes That Will Impact Tax Revenue

Dodging asteroids is a warning for community marketing agencies to heed, according to futurist Karl Albrecht. Communities are increasingly reliant on visitor commerce. Community marketing agencies like [DCVB](#) are self-funded. Infrastructure requirements are low compared to other types of development, and visitor generated taxes lessen the burden on residents. So what's the problem?

“Asteroids” aren’t just limited to the [dramatic downturns after the terrorism in 2001 or the current economic downturn since 2007](#). While they hamstring promotion just when it is needed most (DCVB has cut budgets recently by 20% and eliminated 6 positions), what is more concerning are the “asteroids” organic to travel itself.

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Visitors Help Justify Billions in Capital Investment

Communities generally value visitors for what they spend during a trip and the tax revenues that spending generates. But this kind of impact is only the tip of the proverbial iceberg.

When Durham, NC chartered [DCVB](#) 20 years ago as its community marketing organization it began aggressively fueling much greater visitor demand. Constantly refueling and growing visitation over this time span has generated more than \$9 Billion in taxable consumer spending. But the increased visitation *is also* significantly responsible for fueling \$2.2 billion in public and private capital investment during the last 15 years.

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[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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