
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

May 29, 2009

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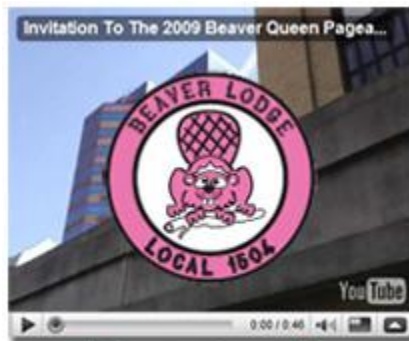
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Annual Beaver Pageant - Essence of Durham

Part of what makes Durham distinct can be found in the roots of the [Annual Beaver Pageant](#), a funky, entertaining event honed for residents and visitors alike by the [Duke Park Neighborhood](#).

Recently, [some yards in the DPN began to flood](#). It was soon discovered that the neighborhood, less than a mile from Downtown Durham is adjacent to one of the biggest beaver ponds in this half of the State of North Carolina.

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The Tangible & Intangible Impact of the Filming of *Main Street*

As [Durham's Film Office](#), the [Durham Convention & Visitors Bureau](#) periodically conducts analysis on the post production impact on the community.

This typically involves the value added to the Durham economy and often much more. Every production is important to the community, but DCVB divides productions into three categories: "low intensity" such as *The Program*, "medium intensity" such as *Kiss the Girls* and "high intensity" such as *Bull Durham*.



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10 Year Focus Closes Durham Leisure Gap

Ten years ago, the [DCVB Tourism Development Authority](#) made a strategic decision to diversify Durham’s tourism visitation by amplifying its marketing efforts to draw leisure travelers, a segment that was rapidly growing, but one in which Durham was underperforming.

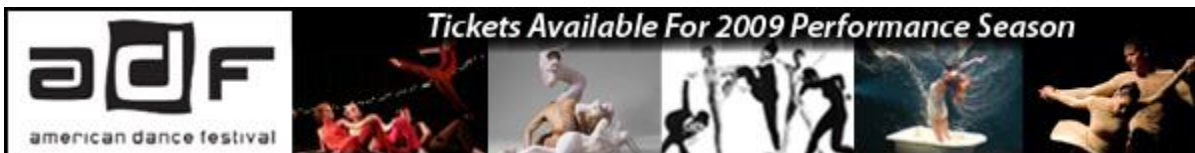
The effort has paid off by closing the gap to reach fair market share by nearly 40%, an achievement made even more remarkable because Durham deploys only half the State House guideline and just over half as much of the “room occupancy and tourism development tax” to community marketing compared to the national peer benchmark.

Durham Visitor Market Share Analysis

	Total Room Nights	Room Nights Per Day	% of Total for Durham	% of Total for US	Fair Market Share	Gap To Close	% Gap from Existing	GOAL
Total Room Nights Sold in Durham in 2007	1,702,000	4,689	100.0%	100.0%	1,608,419	None (0.000 over)		Current Status
Total Overnight Business Overall	162,200	1,620	34.2%	22.8%	388,974	None (207.200 over)		Target
Personal Services	60,400	1,607	12.0%	11.0%	264,404	None (104.000 over)		Target
Corporate/Incentive	20,000	910	5.3%	11.0%	197,432	None (177.000 over)		Target
Total Overnight Leisure and Personal Overall	1,110,000	3,080	65.8%	79.4%	1,360,756	190,183	17.1%	Target
Corporate/Incentive Events	10,000	1,000	0.6%	10.7%	477,203	240,203	22.4%	Target
Leisure Events and Activities	100,000	1,000	5.9%	10.3%	318,200	12,000	2.0%	Target
Personal Services, Incentive, etc.	100,000	1,000	5.9%	9.0%	110,000	None (10.000 over)		Target

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Duke Program to Connect Students & Durham

[Duke University’s Office of Student Activities](#) is launching an aggressive new program based on best practices to encourage students to become an active part of the community and to help students explore Durham.



The program, branded “The Hub – Your Connection To Durham” will launch an all-new website in August, and a kiosk and information center is being readied in the Bryan University Center. The Hub organizers are working closely with Durham’s marketing agency, the [Durham Convention & Visitors Bureau](#) because of its comprehensive inventory of events, activities, restaurants, history sites, galleries, theaters, sports venues, etc.

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1,000 Domestic Airplanes Being Equipped with Wi-Fi

According to a report by Joe Sharkey published in *The New York Times*, by the end of the year, 1,000 commercial airplanes flying routes in the US will offer passengers access to Wi-Fi. [Click here to read the report](#) on tourism's newest innovation.



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