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## New Downtown Guide and Walking Tour

Collaborating with other organizations is important anytime, but especially when budgets are tight. But even when everything is running smoothly, collaborations make a lot of sense because two organizations with two different missions will ultimately bring to the table diverse ideas on what their stakeholders want and need. The end result is better.

In this spirit, the [Durham Convention & Visitors Bureau](#) has partnered with [Downtown Durham Inc.](#) to combine DDI's *Downtown Restaurant & Shopping Guide* with DCVB's *Downtown Durham Walking Tour* and produce the new [Downtown Durham Guide and Walking Tour](#). The Guide includes information about Downtown's dining, shopping, and entertainment options in an easy-to-access format. It also includes route information for the Downtown portion of the new [Bull City Connector](#), launching Monday, August 16.

The Walking Tour is still included and covers a main route around the Downtown Loop, with additional extensions branching out to the Central Park, Warehouse, Brightleaf, American Tobacco, Government Services, and Golden Belt districts. The Downtown Walking Tour is approximately two miles with an estimated walking time of 65 minutes for the main route. Additional extensions can take two to three hours.

The Guides will make their debut on the Bull City Connector Monday morning. They will also be available at the Official Durham Visitor Information Center, Downtown Durham, Inc., as well as in Downtown businesses, Durham lodging properties, Duke University's campus, and several other points throughout Durham.



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## Bull City...Beer City

To say that beer has risen to an art form from a gritty and largely blue-collar past in the US is an understatement. Like Durham, craft beers are unique, diverse, and interesting.

So then it is only fitting that Durham be something of a nexus for the development and appreciation of craft beer...and that it is. There is something of a beer vortex in the Bull City right now, and looking into that swirl, one will see some exciting developments close at hand.

#1 - It seems almost superfluous to again mention [Fullsteam Brewery](#). Amidst a flurry of local and national media attention, this new brewery is opening to the general public on Friday, August 13th. The date is important to owner Sean Wilson because it is the five-year anniversary of the Pop the Cap movement he spearheaded to lift the cap on the permissible level of alcohol in beer sold in NC.



It's important to everyone else because now folks can visit and hoist a pint. The brewery also begins [selling growlers](#) at the Durham Farmers' Market this coming Wednesday – they must be pre-ordered online. Hit the link for more information about all of the above and know that you'll be greeted by a [very important mascot](#) when you get to the brewery at [726 Rigsbee Avenue in Durham](#).

[Click here](#) to continue reading about the beer developments in Durham.

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## New Theater Seasons Aboard

It's official: Durham theaters have announced their lineups for the 2010-2011 season and it is evident Durham is Where Great Theater Happens.

[Manbites Dog Theater](#) is kicking their new season of nine shows off October 7-23 with *Breadcrumbs* by Jennifer Haley. Tickets will go on sale September 6. [Click here](#) for more information about the entire season and to purchase tickets.

[Duke Performances](#) has also released a lineup for their upcoming season. Check out performances by the legendary Merce Cunningham Dance Company, Brooklyn Rider, Loudon Wainwright III & Friends, Carolina Chocolate Drops, and others. For ticket and schedule information, [click here](#).



[The Carolina Theatre](#) has announced its 2010-2011 Star Series and highlights include an opening weekend celebration featuring Mavis Staples and The David Sanborn Trio, Betty Buckley – Broadway by Request, The Harlem Gospel Choir, Cirque Mechanics Boom Town, and Ladysmith Black Mambazo. [Click here](#) for more information and to purchase tickets.

And last but not least, individual tickets for the [DPAC – Durham Performing Arts Center's](#) 2010-2011 SunTrust Broadway Series are now on sale. Don't miss a chance to see one of these fabulous shows. Visit [www.dpacnc.com](http://www.dpacnc.com) for more information.

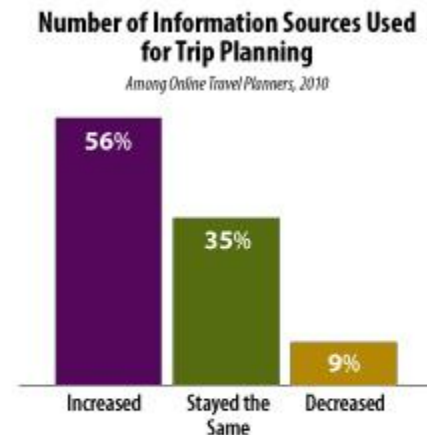


## Number of Internet Users Flat, Yet Growth Seen in Destination Marketing Opportunity

In 1995, the Durham Convention and Visitors Bureau launched its website: [www.durham-nc.com](http://www.durham-nc.com). Some met the decision with derision and wondered why the organization simply didn't buy more print ads and utilize more traditional marketing methods that wouldn't be a "waste" of tax dollars. However, research has shown in the past 15 years that DCVB's decision was well-founded, and a new study by the US Travel Association provides the latest concrete numbers behind the growth of the online travel industry.

Though the number of adult internet users in the US has remained steady at 168 million, or 74 percent, in the last five years, the internet has radically changed the manner in which US adults obtain travel-related information, according to the 2010 Travelers' Use of the Internet survey by the USTA. Those numbers are expected to grow as younger internet users "age in" to adulthood and replace users with more limited scopes of interaction.

For destination marketing organizations like the DCVB, the more interesting numbers are those showing use of the internet for planning of both business and leisure travel.



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A Fare-FREE Route from Duke University to Golden Belt,  
Including Ninth Street & Downtown Durham

**Launching August 16! Find out more about the Connector ►**

## "Energy Measurement: The Key to Energy Success" Free Webinar

Durham currently has 19 businesses certified or working toward Green Plus certification. These include [The King's Daughters Inn](#), who was recently honored as the Green Plus Sustainable Enterprise of the Year, and the [Durham Convention & Visitors Bureau](#), which was the first organization of its type in the nation to be certified.

Curious how The King's Daughters Inn practices sustainability? Owners and Innkeepers Colin and Deanna Crossman will discuss the Inn's energy management and measurement systems in a free webinar hosted by The Center for Sustainable Tourism at East Carolina University on Thursday, September 2, from 10:30-11:30am.



The free webinar, "Energy Measurement: The Key to Energy Success" will focus on energy measurement and benchmarking for the tourism industry and how monitoring energy consumption better can lead to improved energy performance and cost reductions. In addition to the Crossmans, John Meeks, President of Apple Blossom Insulators, will discuss general information on energy measurement and energy audits.

For more information about the free webinar, and to register, [click here](#).

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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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