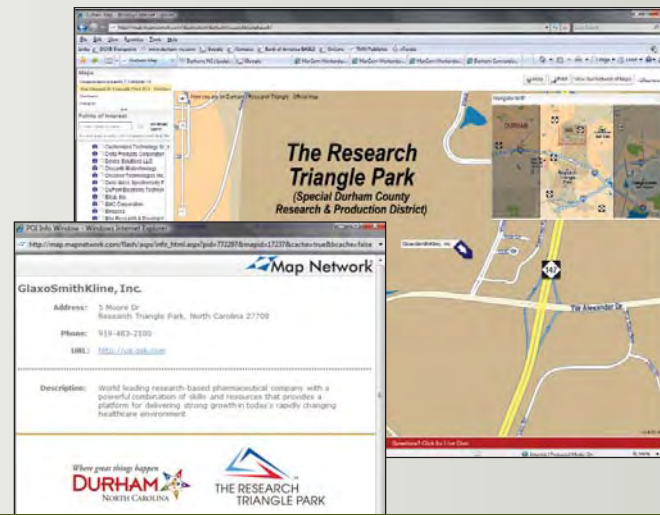


Click on the (+) button in your browser to zoom in.

Interactive Online Maps

► DCVB teamed with a division of [Navteq](#), provider of the backbone for online mapping services, to create and launch a custom [Durham online map](#), populated with more than 1,000 searchable points of interest. Maps are the “face” of a destination for visitors and newcomers.

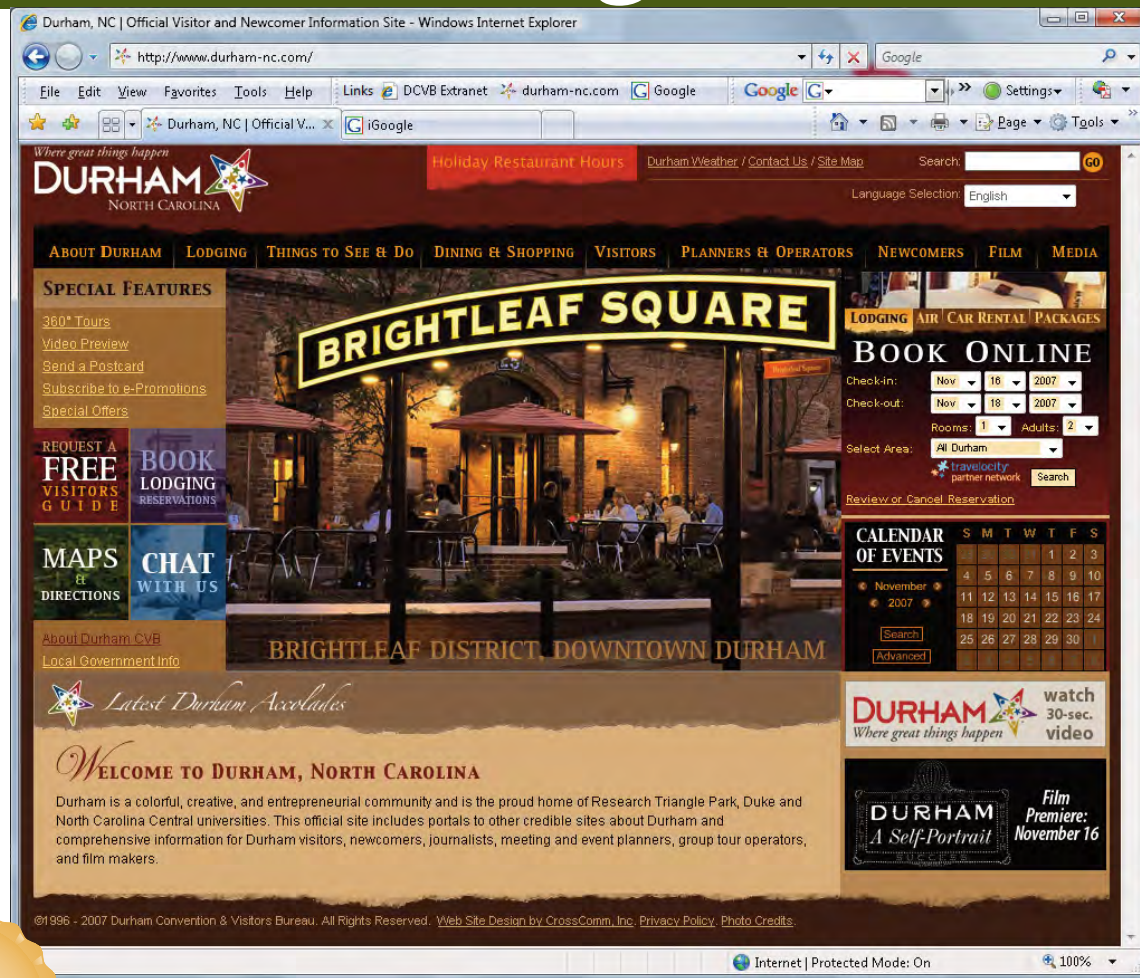


Durham Memorabilia

◀▶ DCVB partnered with Amazon to create [www.durhamstuff.com](#) and populate it with items featuring the overarching Durham brand and other items produced by Durham festivals, restaurants, etc. that are not in stores.



Paid Advertising and Direct & Electronic Marketing



www.durham-nc.com

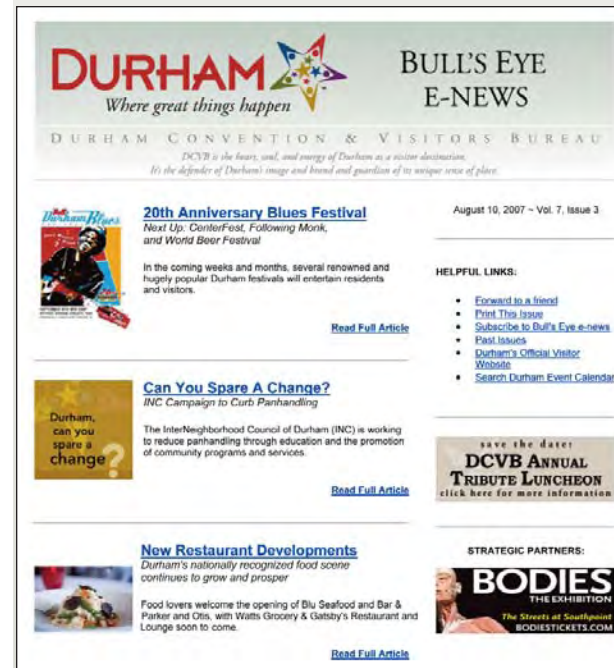
▲ For the second consecutive year, DCVB's official [Durham website](#) for visitors including newcomers ranked #1 in North America. The newly-redesigned site generated more than 1.5 million user sessions from 110+ countries to learn about Durham, book lodging rooms, search events, seek background information, submit RFPs for conventions and meetings, and plan things to see and do.

“I continue to be amazed at what you all achieve at DCVB every day.”

- Dr. Barry A. Van Deman, President, Museum of Life and Science

e-Marketing

▼ DCVB launches periodic [e-calendars](#) and [e-newsletters](#) to empower and inform nearly 3,000 connectors and opinion-leaders to help them leverage the Durham story.



Paid Advertising

▲ With insufficient funds to use broadcast advertising mediums, DCVB deployed advertisements in niche publications to mine nearly 450,000 inquires from households interested in visiting Durham.