

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

“I have no idea what magic wand you have, but I received the fastest turn-around I have ever seen from a city...without the support of [your] great CVB we would never be able to accomplish things like this on such insane timelines.”

- Shannon L. Duke, Score Soccer Club

### Prospecting

▶ DCVB works with Durham-based meeting planners, local contacts with associations, and corporations to partner with the community to bring group events back home to Durham, and to spread the word about Durham as a group destination. Durham hosted nearly 4,500 conventions, meetings, and groups during the year.



# Direct Group Sales *and* Sales Promotions

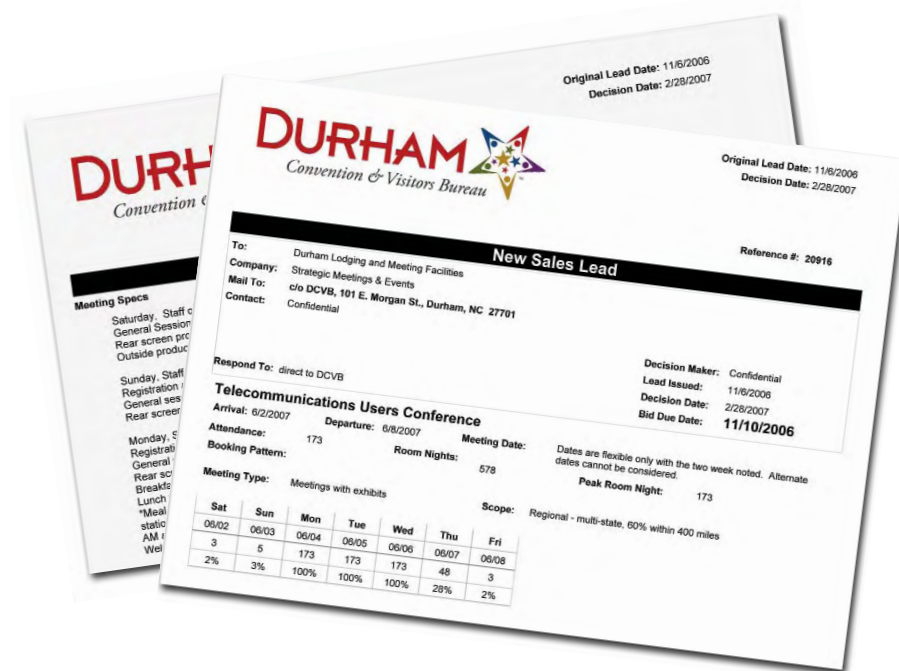


### Sales Promotions & Tradeshows

◀ DCVB conducted or participated in 36 sales promotions to reach corporate and association meeting planners with the Durham story including 13 co-op sales promotions that could involve other Durham stakeholders.

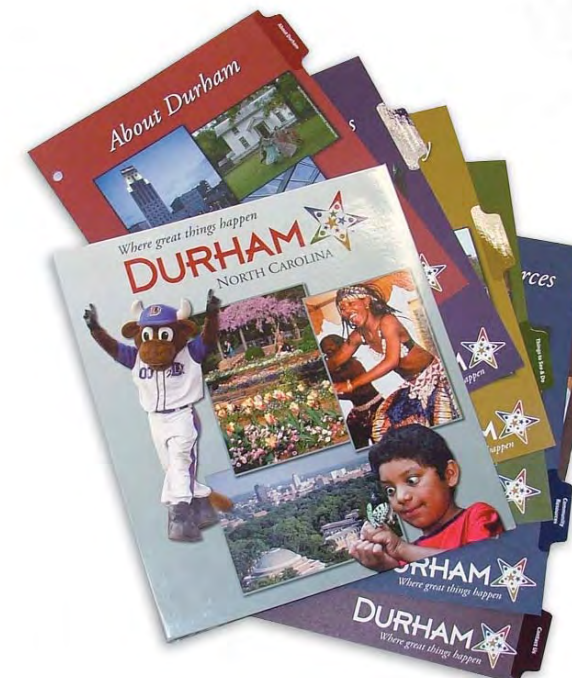
### Sales Pipeline

▲ DCVB uses a wide range of marketing activities to get Durham on the list for consideration for group events, none more important than Group Sales and Service. Nearly 15,000 contacts were prospected during the year, generating 231 qualified leads, and booking 166 groups representing nearly 40,000 room-nights.



### Formal Proposals

▶ DCVB's Official Durham Meeting and Event Planners Guide is distributed to prospected and qualified planners and is customized to embrace formal proposals.



“Thanks to...everyone at the Durham CVB for being such a great supporter of AENC. We really appreciate all you do for us.”

- Jim Thompson, Executive Director, Association Executives of North Carolina