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May 2, 2006 ~ Vol. 5, Issue 9

[3 Simple Steps to Post Events to Calendar](#)



Primers on Subscribing to Weekly eCalendar, Updating Inventories

Use these three simple steps to add or update event information in the Official Durham Community Event Calendar.

[Read Full Article](#)

10th ANNUAL HOME TOUR
explores
OLD NORTH DURHAM
MAY 6, 2006 10AM TO 6PM
HISTORIC PRESERVATION SOCIETY OF DURHAM
BUY TICKETS Click here to purchase tickets now!

Happy Birthday
to a DCVB
partner...
April 27, 1906-2006
GREATER DURHAM
1906
100!
2006
CHAMBER OF COMMERCE

[Durham's Image Holds Tough](#)

31% Positive, 21% Neutral, 7% Negative, 39% Uninformed



Since anecdotal comments and opinions (negative or positive) are dangerously unreliable, DCVB conducts scientific marketing research like opinion polls.

[Read Full Article](#)

Happy Birthday to the Durham
May 1, 1906 Coca-Cola May 1, 2006
Bottling Company!

STRATEGIC Partners:



Durham, Chapel Hill & Research Triangle region's home for up-to-the-minute news, sports, and weather.

[Partnership to Protect Air, Water, & Special Places](#)

Bond Issue Would Conserve One Million Acres



North Carolina loses 100,000 acres each year to population pressures. To expand conservation trusts, the Land For Tomorrow Partnership has recommended the passage of a 2006 bond initiative that would generate \$200 million per year for five years.

[Read Full Article](#)

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- [Durham's Official Visitor Website](#)
- [Search Durham Event Calendar](#)

[Duke's Economic Impact on Durham](#)

18-Page Study Measures Durham's Largest Employer



Study, titled "Durham and Duke," estimates Duke University's total annual economic impact on the city and county of Durham at \$3.2 billion, and is a measure of the "town-gown" relationship.

[Read Full Article](#)

[See America Week: May 13-21](#)

Economic, Cultural, and Social Benefits of Travel



See America Week is when communities recognize tourism's economic, cultural, and social benefits, as well as encourage Americans to visit the nation's cultural and natural resources.

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REGULAR FEATURES:

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Recent Changes, Promotions, and Awards

[What They Are Saying](#)

National or Southeast Media Quotes About Durham

[Factoid](#)

National Travel and Tourism Facts

[Durham Community Event Calendar](#)

Searchable Durham Event Calendar and Printable 3-Week Snapshots of Upcoming Durham Events

[Visitor-Related Performance Indicators](#) [41k PDF]

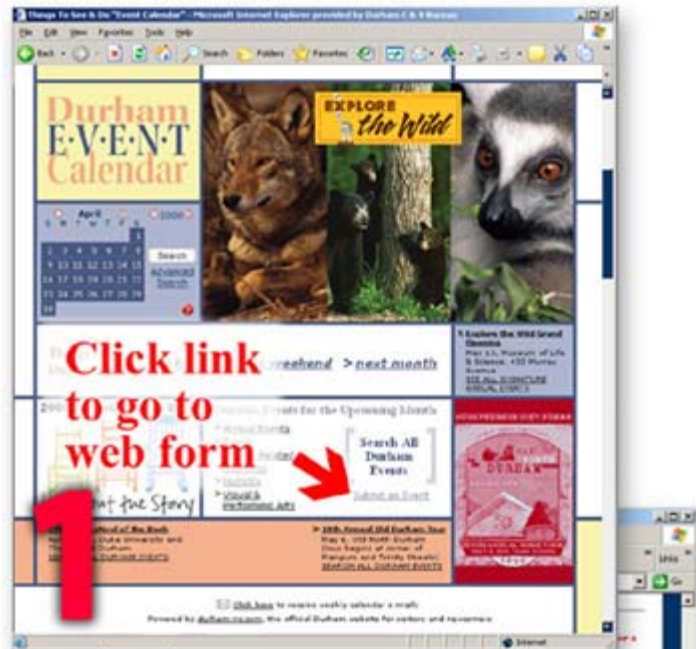
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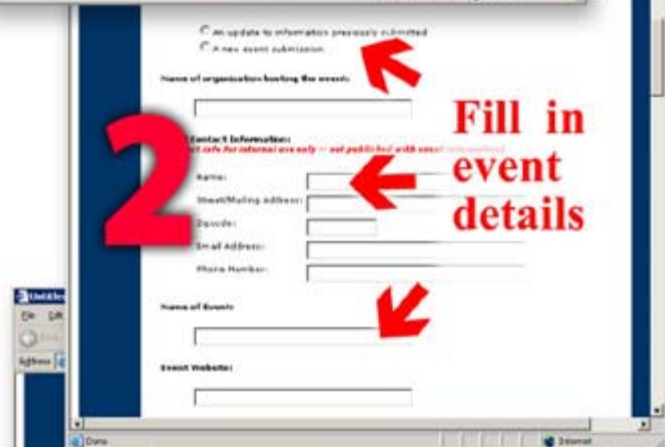
3 Simple Steps to Post Events to Community Calendar

Primers on Subscribing to Weekly eCalendar, Updating Inventories

1. Click the "Submit an Event" link on www.durhameventcalendar.com, or go to this site: <http://websurveyor.net/wsb.dll/7483/DurhamCommunityCalendar.htm>



2. The link will open in a new window. Fill out the [form](#) with detailed information about the event.



3. After clicking "Submit Survey," you will be returned to the start of the form where you may enter or update another event if you choose.



Use the following links to access and share information in the Official Durham Community Event Calendar:

- All Durham events: www.durhameventcalendar.com
- Portal to community calendar for arts-related events: www.durhamartscalendar.com
- How to subscribe to weekly e-calendar updates: www.dcvb-nc.com/vic/emails/subscribe.asp
- How to sell tickets online: <http://dcvb-nc.com/comm/EtixHandout.pdf>
- How to update your organization's information at DCVB: www.durham-nc.com/updateus.php

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May 2, 2006

Durham's Image Holds Tough

31% Positive, 21% Neutral, 7% Negative, 39% Uninformed

It's DCVB's role to keep a finger on the pulse of the community's image locally, regionally, and nationally. Anecdotal comments and opinions (negative or positive) are dangerously unreliable, so DCVB conducts scientific marketing research like opinion polls.

After several weeks of a national news media frenzy with many inaccurate characterizations of the community, DCVB asked Opinion Research Corporation to conduct a nationwide poll to detect any change in or damage to Durham's image. Normally changes in image don't swing on individual events, but the emotional charge and intensity of this coverage was alarming.

As part of its role during the coverage, DCVB has distributed [fact sheets](#) and [backgrounders](#), including [25 Common Misperceptions about Durham](#), [300+ Great Things About Durham](#), and [Durham accolades](#), to 1,800 national media outlets. More importantly, at the suggestion of Commissioner Ellen Reckhow, DCVB amplified on-the-ground intervention with news crews to provide more accurate background on Durham.



In addition, DCVB staff bumped up monitoring and intervention on blogs and listervs and intervened with print and broadcast stories to make sure inaccurate information was corrected in archives. Most effectively of all, Mayor Bill Bell did an incredible job during media interviews to set the record straight.

To date, the poll results show the impact on Durham's image has been minimal, but additional tracking polls will keep an eye on the needle. Due in part to promotion and marketing, the percentage of people nationally who have a positive or very positive image of Durham has increased by 14.8% over the last ten years. More significantly, the percentage with whom Durham is unknown has dropped from 50% to 39% and the percentage negative has decreased from 9% to 7%.

The poll was conducted with + or - 5% confidence level. The results are scientifically generalizable nationwide and by region of the country, income level, age, gender, and ethnicity. [A pullout of the results is available here.](#)

Annual image/identity opinion surveys of people in Durham and the adjacent counties will be repeated this month. Last year's image poll results, while improved, shows that 45% of Wake County residents and 47% of Orange County residents still have a negative image of Durham. This remains the greatest threat to Durham's image.

RELATED ARTICLES:

[New Poll Results – Durham's Image](#) [July 26, 2005]

Updated Snapshots of Community Pride, Impact of Word of Mouth, Personal Experience

May 2, 2006

Partnership to Protect Air, Water, & Special Places

Bond Issue Would Conserve One Million Acres

North Carolina loses 100,000 acres each year to population pressures. Already, 2,600 miles of streams and rivers are not meeting clean water standards.

[The Land For Tomorrow Partnership](#), a diverse statewide partnership of businesses, preservationists, farmers, environmental groups, health professionals, and community groups, has a proposal to preserve clean air and drinking water, preserve working farms and forests, control flooding and preserve wildlife habitat, historical, scenic, recreational and archeological places—all critical to economic prosperity and quality of life.



LAND for TOMORROW



By educating communities and increasing public awareness about the need to protect non-renewable resources, Land for Tomorrow's goal is to help the state reach its goal of preserving a million acres of land.

The Land For Tomorrow Partnership has recommended the passage of a 2006 bond initiative that would generate \$200 million per year for five years to expand conservation trusts.

The [DCVB Tourism Development Authority](#) has passed a resolution endorsing Land for Tomorrow's plan.

Land for Tomorrow has extensively outlined its conservation plan in a 42-page report, *Saving the Goodliest Land: A Five-Year Plan for Investing in North Carolina's Land, History and Future*, which is available for download [here](#).

Wib Gulley, former Durham mayor and state senator; Denise Barnes, a practicing psychologist; and Dr. Thomas Krakauer, president emeritus of the Museum of Life and Science, are leading the Durham County effort as co-chairs of the county committee. Local chapters are being established around the state to help the statewide organization build support for the passage of a 2006 bond initiative.

RELATED ARTICLES:

[CVBs Stewards for Place-Based Assets](#) [April 5, 2006]

Natural, Built, and Cultural Elements Help Make a Community Distinct

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Durham/DCVB Visitor-Related Performance Indicators Scorecard
March 31, 2006

Even though recovery has begun for Durham's visitor-related businesses, a full recovery to levels achieved in 2000 is not expected before 2006. Because visitor promotion is funded by a portion of visitor-related occupancy taxes, DCVB has been forced to cut promotional resources by more than 20% since 2001, resulting in marketing energy that will stay basically flat from '01 through '05. The impact can be seen in several indicators below, which are down over previous years.

<u>Visitation</u> (CY as of February)	6.8% up
<u>Guest Rooms Available</u> (CY as of February)	1.3% up
<u>Lodging Occupancy/Community-wide</u> (CY as of February)	4.7% up
<u>Lodging Average Daily Rate</u> (CY as of February)	12.3% up
<u>Lodging Revenue Per Room/Community-wide</u> (CY as of February)	17.5% up
<u>Visitor Tax Revenues/Community-wide</u>	13.0% up
Visitor Literature Distributed/DCVB	11.6% dn
Media/Publicity/Stories Assisted/DCVB	6.8% up
Visitor Inquiries Fulfilled/DCVB	22.9% up
Traditional Inquiries (phone, mail, etc.)	5.9% up
Website User Sessions	23.4% up
<u>Visitor Information Center Parties Serviced/DCVB</u>	9.5% dn
<u>Conventions & Groups Serviced/DCVB</u>	15.8% dn
Conventions & Groups Occurring/Community-Wide (FY as of February)	
By Groups	1.5% up
By Attendance	9.9% up
By Room Nights	9.9% up
New Leads Distributed to Hotels/DCVB	.4% dn
New Convention & Group Bookings with DCVB	
By Groups	2.8% dn
By Attendance	37.3% dn
By Room Nights	8.5% up
New Convention & Group Bookings/Community-Wide (FY as of February)	
By Groups	1.0% dn
By Attendance	1.1% dn
By Room Nights	1.1% dn
 <u>Durham Visitor Enplanements</u> (FY as of February)	 4.4% up
Visitor Feature Attendance	4.5% dn