

Generating Visitor-Related Economic Development Through Destination Marketing

(Role of the Durham Convention & Visitors Bureau)

Fuel the Business Climate

Generate Revenues to Fund Local Government

Steward the Sustainability of Place-Based Assets

(Major Outcomes from DCVB's Role)

Promote and Defend the Durham Brand Image

Get Durham on the List for Consideration

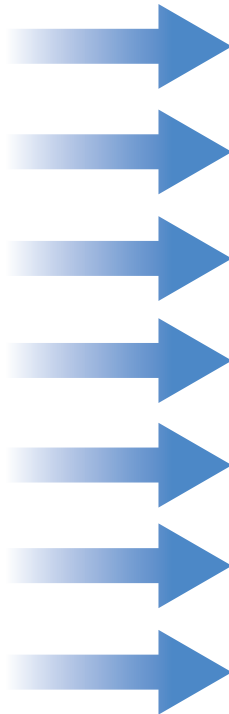
Generate & Convert Inquiry

Promote Post Arrival Circulation

Generate Return Visitation

(DCVB Major Inputs – Efforts)

- Diagnostics & Planning
- Destination Branding & Positioning
- Direct Group Sales & Sales Promotions
- Earned Media & Publicity
- Paid Advertising, Direct and Electronic Marketing
- Partnerships, Alliances & Co-op Marketing
- Publications, Services, Distribution & Fulfillment



(DCVB Marketing Process)

- Measure and benchmark performance.
- Identify market strategies.
- Pre-test and calibrate the effectiveness of promotions.
- Distinguish and position Durham in the minds of external audiences.
- Minimize leakage to nearby communities.
- Energize positive word of mouth.
- Prospect, qualify, and distribute leads on future groups.
- Focus sales and promotions in niche markets.
- Book future group business.
- Pitch specific story ideas and themes to news outlets.
- Monitor, respond, and engage bloggers and Listservs.
- Plan and execute press trips.
- Place print and electronic advertisements to generate inquiries.
- Maintain and gate keep listings of Durham assets on the Internet.
- Deploy and maintain effective marketing website.
- Cultivate and leverage strategic partnerships.
- Provide showcasing opportunities.
- Stretch marketing resources via co-op promotions.
- Design, produce, and deploy visitor literature.
- Provide resources to group planners.
- Deploy and maintain official community event calendar.



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