

# How CVBs Impact Online Travelers

## 67% of Travelers Use the Internet for Planning or Booking

### Portal to Destination & Community

(CVBs maintain sites like [www.durham-nc.com](http://www.durham-nc.com))

### Online Travel Agency Sites

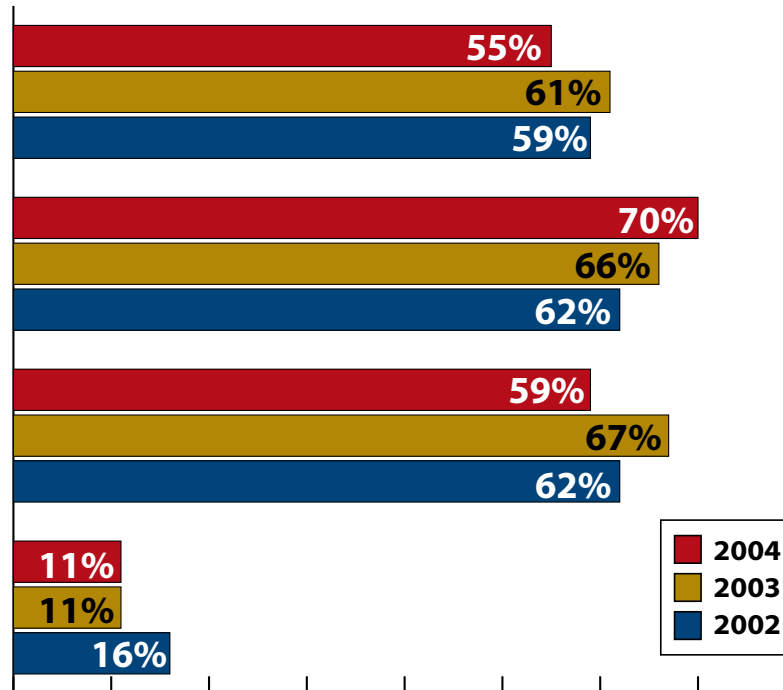
(CVB provides database and gatekeeping)

### Search Engines

(CVB optimizes the destination site on search engines)

### Newspaper/Magazine Sites

(CVB provides content through story ideas, backgrounders, etc.)



\*Multiple responses allowed

Source: Adapted from TIA's *Travelers' Use of the Internet, 2004 Edition*