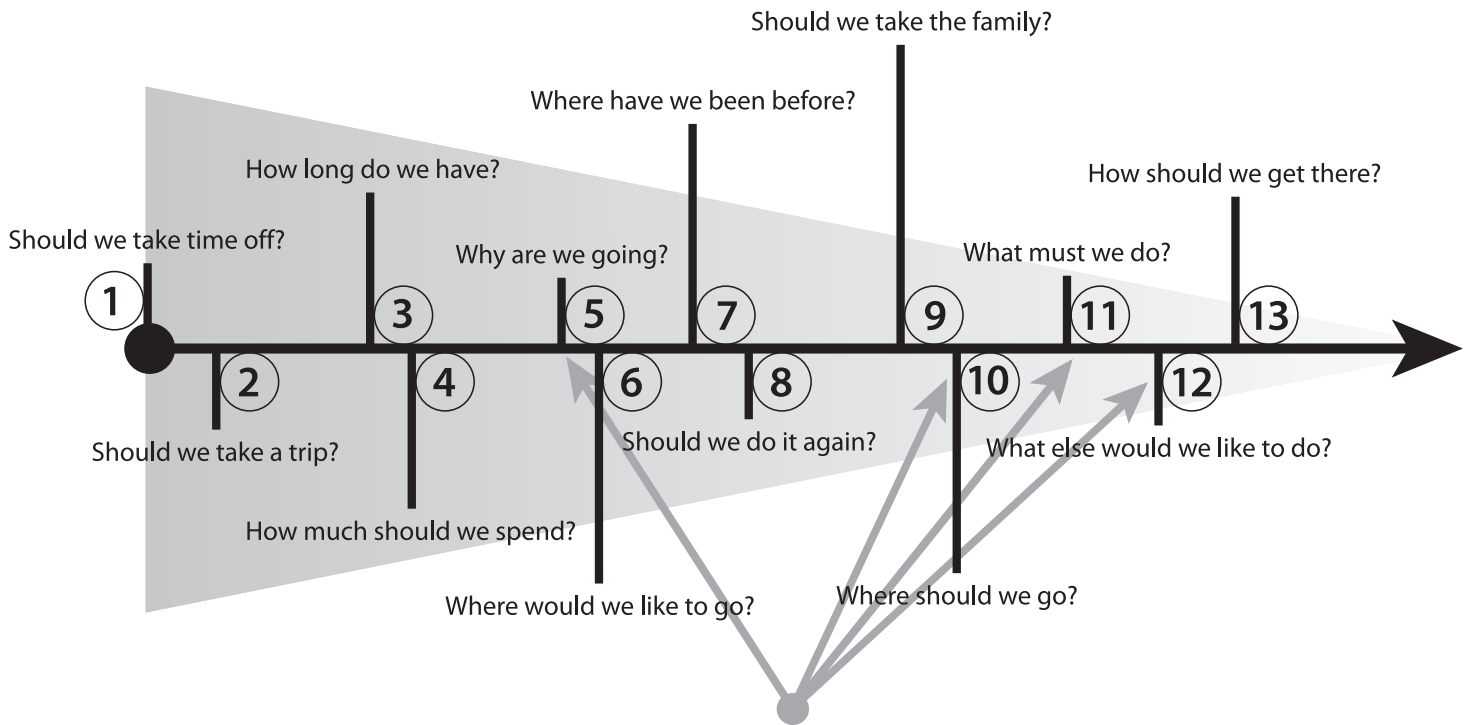


Destination Decision Tree

Attracting Visitors to Durham



Role & Intervention Points for DCVB Marketing & Promotion

Overall branding and positioning of Durham as a "place" to visit

Publicity generation to Create Awareness and Generate Inquiry

Direct Sales & Sales Promotions to Prospect, Qualify and Book Group Travel

Niche Media Advertising to Create Awareness and Generate Inquiry

Literature creation and distribution of Literature to Fulfill Inquiries and encourage existing visitors to see and do more

Brand scrubbing to eliminate obstacles from mis-references and communication

Web Marketing to Create Awareness, Generate and fulfill inquiries

Visitor Info Center in person, telephone and live chat web counseling to fulfill inquiry and eliminate obstacles for prospective visitors and to provide counseling to encourage existing visitors to see and do more

Hospitality and Destination Awareness Seminars to inform and motivate "referrers and recommenders" to encourage existing visitors to see and do more

Planning services, packages and booking engines to create awareness and facilitate booking

Post visit Publicity, direct marketing and Advertising to affirm the visit, encourage return visitation and stimulate positive "word of mouth"

Research to identify and target promotion and marketing to likely prospects

Inventory Durham's visitor related assets, businesses and organizations and provide a focal point for partnerships to promote visitation

Research to benchmark and measure visitation and visitor impact, performance and recalibration of promotion and marketing

Research to identify Strengths, Weaknesses, Opportunities, Threats and Solutions to improve the visitor product

Public opinion research to identify perceptions and awareness levels among residents and non-residents who work in Durham and to target solutions to overcome obstacles

Publicity to inform residents about the importance of visitors to Durham and empower them to encourage visitation