



For Immediate Release
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**Destination Marketing Organizations Partner to Launch Arts Website Portal
*Collaboration Promotes Visitation within the Research Triangle Region of North
Carolina***

Research Triangle Region, N.C. – The Research Triangle Region has earned a national reputation as a hub for creativity and culture, and three of the region’s destination marketing organizations (DMOs) have formed a new partnership that aims to cross-promote arts through the dedicated website portal www.artsinthetriangle.com.

The Durham Convention & Visitors Bureau (DCVB), Chapel Hill/Orange County Visitors Bureau (CHOCVB) and Greater Raleigh Convention and Visitors Bureau (GRCVB) have joined forces to encourage more visits and exploration of arts offerings in all three Research Triangle destinations.

The new website portal highlights the many arts assets, the upcoming events and sample itineraries that will appeal to arts-lovers region-wide. The website provides a snapshot of the three counties, Orange, Durham and Wake, with arts offerings and links to each of the DMOs’ individual and robust arts listings, allowing visitors to connect further for more detailed information, special packages and ticket options for venues, events and exhibitions.

“When the CHOCVB and Orange County Arts Commission joined offices in 2010, we knew we would focus on greater collaboration between the arts and tourism,” said Laurie Paolicelli, executive director of CHOCVB.

Each Triangle destination has a rich arts scene that will continue to be marketed separately and uniquely to visitors, but the power of the www.artsinthetriangle.com website is in showcasing these facilities collectively to the 1.3 million residents in the Triangle or to those from beyond who want to pack more arts into a single trip to the region. The website’s call to action encourages visitors to experience regional art offerings on future day-trips or overnight visits.

“Through our joint partnership we can provide visitors who are true arts-lovers a more satisfying visitor experience, on the same or on a return trip, by cross-promoting world-



class arts assets only a short distance away from each of our respective cities,” said Jonathan Freeze, director of marketing at GRCVB.

The site works to highlight the many cultural experiences to be had throughout the region, proving that travelers don’t have to go far to begin a new arts adventure. Day-trip visitation—often taking place within a 50-mile radius—is an important part of a destination’s overall marketing strategy, as it helps maintain or increase visitor levels on a year-round basis.

“Visitors to Durham have a higher propensity to seek out museums and art exhibits than both the state and national averages,” said Shelly Green, president and CEO of DCVB. “Although a relatively small percentage of the overall number of overnight visitors, this sector is still very important because they outspend many other types of visitors.”

As the three DMOs continue to promote the arts within their own websites as well as with www.artsinthetriangle.com, they also hope to give some overnight visitors, particularly the small but devoted number of arts aficionados who will travel to see a variety of arts venues in a wider area, a broader view to encourage longer visits or multiple return visits.

Collectively, there are six major art museums in the Research Triangle Region, including Ackland Art Museum in Chapel Hill, Nasher Museum of Art at Duke University and North Carolina Central University Art Museum in Durham and CAM Raleigh, the N.C. Museum of Art and the Gregg Museum of Art & Design in Wake County. There are also more than two dozen major performing arts organizations in the three counties.

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For CHOCVB:

The mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community. The Chapel Hill/Orange County Visitors Bureau is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International.

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For GRCVB:



The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable growth and development by increasing visitor and convention business. Through its website visitRaleigh.com and other tools, the GRCVB assists visitors in a variety of ways.

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For DCVB:

Durham News Service is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including The Research Triangle Park.

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