



## Discover Durham Destination & Placemaking Master Plan

*Durham, North Carolina*

Hunden Partners worked with Discover Durham to create a Destination and Placemaking Master Plan, as part of a larger MMGYNextFactor team. The Plan will inform and guide the identification of community needs and opportunities, and create a 20-year vision and roadmap for visitor-based economic growth and development.

The study process included community-wide conversations, one-on-one interviews, focus groups, town halls and surveys of residents and tourism-facing businesses where stakeholders can align on a vision for assets and offerings to enhance Durham's unique sense of place. Hunden's analysis identified the strengths of the current market, the potential growth, and recommended priority projects, amenities and infrastructure that will best support the growth and competitiveness of the tourism economy.

Hunden's market assets and tourism product opportunity analysis covered the following pillars of place: convention and meetings, hotel, sports, concerts and entertainment, retail and dining nodes, winery, brewery, distillery and food halls, parks, trails and outdoor spaces. The overall goal of the analyses was to create a long-term vision for tourism product development and programming enhancements that reflect Durham's unique makeup, values and existing assets that make it an active and enticing destination for visitors and home for residents.

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**Client:** Discover Durham

**Time Period:** 2023 - 2024