

Discover Durham Launches Bold New Website to Showcase the City's Unapologetic Spirit

Redesigned site delivers a faster, more intuitive way for visitors to plan a trip to Durham and for locals and visitors to explore events, restaurants and things to do in Durham

DURHAM, N.C. — June 30, 2026 — Discover Durham, the official destination marketing organization for Durham, North Carolina, announced the launch of its newly redesigned website, DiscoverDurham.com. The refreshed site offers visitors and locals alike a faster, a more intuitive way to plan a Durham experience, from finding the city's best restaurants and live events to discovering its neighborhoods, attractions and stories.

The new site is the result of a year-long collaboration between Discover Durham and digital agency Tempest and showcases the organization's commitment to giving visitors and residents accurate, timely information that is easy to find. With 400 newly designed pages, more than 2,500 local business listings and over 1,500 images included, the site redesign pairs a bolder visual identity with a modernized user experience.

What's New

- **A bolder look and feel.** An updated visual design brings Durham's bold, unapologetic, provocative energy to life across every page by centering photography and videography of Durham's vibrant community, businesses and attractions.
- **A smarter event calendar.** An enhanced events experience makes it easier than ever to find what's happening in Durham and connect directly with local partners and venues.
- **Improved business listings.** Restaurants, attractions and local businesses are easier to discover, with improved search, filtering and maps throughout the site.
- **Smarter content, built for how people search today.** Updated guides, itineraries and storytelling content are designed to help Durham surface as a go-to source for trip planning, including within AI-powered search experiences.
- **A more accessible experience.** The new site was built with accessibility as a priority, aiming for strong alignment with WCAG 2.2 AA guidelines so more visitors can use it with ease.

The redesign also lays the groundwork for a more connected experience between Discover Durham and Durham's visitor-facing local businesses. A modernized database platform allows the team to manage event and business listings more efficiently, with future updates planned to expand partner tools and offerings.

Discover Durham will continue to update and expand the site in the months ahead, with additional content, features and partner resources rolling out in phases throughout 2026.

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About Discover Durham

[Discover Durham](#), a globally accredited destination marketing organization, tells Durham, North Carolina's story to attract visitors and drive economic progress. Discover Durham strategically markets the community to millions of people each year, helping to fuel sales at local businesses, create jobs,

generate tax revenues and enhance the quality of life for locals. These efforts are funded by occupancy tax revenue collected from visitors across the county. Discover Durham also operates both the [Durham Sports Commission](#), a 501(c)(3) whose mission is to create economic and social impact by recruiting and supporting local sporting events at all levels, and [Durham Next](#), a 501(c)(3) visionary community partnership for the sustainable advancement of Durham as the best place to live, work and visit. For more information about Durham, visit www.discoverdurham.com, or follow on [Facebook](#), [X](#), [LinkedIn](#), [TikTok](#) and [Instagram](#).

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