

*Chapel Hill*  
WITH CARRBORO & HILLSBOROUGH  
The Feeling Never Leaves You



2010-2011 *Annual Report*

*and Strategic Plan Overview*

**CHAPEL HILL / ORANGE COUNTY VISITORS BUREAU**

*Serving the Orange County, North Carolina Communities of  
Chapel Hill, Carrboro and Hillsborough*

## Board of County Commissioners

**Bernadette Pelissier**, Chair

**Steve Yuhasz**, Vice Chair

**Valerie P. Foushee**

**Alice M. Gordon**

**Pam Hemminger**

**Barry Jacobs**

**Earl McKee**

**Frank Clifton**, County Manager

## Staff

**Laurie Paolicelli**, Executive Director

**Linda Ekeland**, Sales Director

**Patty Griffin**, Communications Director

**Tina Fuller**, Administrator

**Susan Rice**, Visitor Services

**Dale Chodorow**, Part-time Visitor Services

**Martha Shannon**, Arts Commission Director

## Board of Directors 2010–2011

### Director

**Dave Gephart**, Chair

**Valerie Foushee**

**Jim Ward**

**Laura Morgan**

**Karen DeHart**

**Jim Parker**

**Lydia Lavelle**

**Anthony Carey**

**Mark Sherburne**

**Mike Gering**

**Greg Overbeck**

**Lee Pavao**

**Dwight Bassett**

**Annette Stone**

**Gary Shope**

**Jim Norton**

**Robert Kintz**

### Representing

Alliance for Historic Hillsborough

Board of County Commissioners

Town of Chapel Hill

University of North Carolina

North Carolina High School Athletic Association

Hillsborough/Orange County Chamber of Commerce

Town of Carrboro

Orange County Lodging Association

Orange County Lodging Association

Town of Hillsborough

Chapel Hill/Carrboro Chamber of Commerce

At-Large

Economic Development, Chapel Hill

Economic Development, Carrboro

Economic Development, Orange County

Chapel Hill Downtown Partnership

Orange County Arts Commission

*Others who served during part of the fiscal year:*

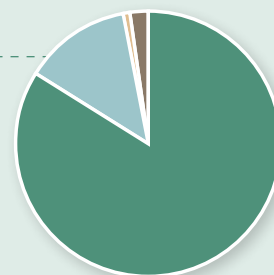
**Rick Strunk**, NCHSAA; **James Harris**, EDC Town of Carrboro;

**Brad Broadwell**, EDC, Orange County; and **Gordon Jameson**, Orange County Arts Commission

## Revenue and Expenditures FY 2010–2011

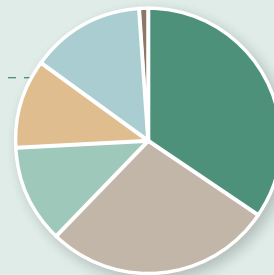
### Revenue

● Occupancy Tax Receipts (3% County)	\$973,963.08	84%
● Chapel Hill Occupancy Support	\$150,000.00	13%
● Partnership Reimbursement, Merchandise Sales, Interest	\$2,475.79	1%
● State Arts Grant (Arts Commission)	\$34,423.00	2%
<b>TOTAL</b>	<b>\$1,160,861.87</b>	



### Expenditures

● Sales & Marketing	\$402,966.55	35%
● Personnel Services	\$328,139.28	28%
● Operations/Administration	\$140,703.99	12%
● Arts Commission Operations	\$124,823.36	11%
● Overhead/Transfers	\$157,583.92	13%
● Recurring Capital	\$6,644.77	1%
<b>TOTAL</b>	<b>\$1,160,861.87</b>	



# Sales Highlights

Annual Bookings • Leads • Group Conferences



## Stats

- Responded to approximately 2000 requests for conference information.
- Provided tourism services to 184 groups meeting in Orange County.
- Booked 49 conferences.
- Helped bring 7000 conference attendees to county adding \$2.1 million dollars to towns' coffers.
- Secured 67 sales leads.

## Return on Investment

- Visitor spending generated an economic impact of \$144.07 million in Orange County in 2010. This was a 5.7 percent increase from 2009.
- Orange County ranked 24th in travel impact among North Carolina's 100 counties.
- Some 1,610 jobs in Orange County were directly attributable to travel and tourism.
- Travel generated a \$27.17 million payroll in Orange County.
- Tax revenues from travel to Orange County amounted to \$11.37 million. This represents an \$85 tax saving to each county resident.

Source: 2010 Economic Impact of Travel on North Carolina Counties, study by the U.S. Travel Association

## Highlights

- Together with hotel and meeting venues, targeted Research Triangle Park meeting planners through unique **Sales Road Show** event at Mez Restaurant in September 2010.

- Attended **Rejuvenate Marketplace**

Rejuvenate  
MARKETPLACE

in Louisville, KY in October 2010. The Visitors Bureau had 37 individual appointments with meeting planners from the religious market.

- Participated in the annual **Association Executives of North Carolina Tradeshow** in December 2010, with theme "Celebrate the Spirit of Giving."



- Hosted **sales blitz and luncheon** at the Friday Center in March 2011 for UNC conference decision-makers: some 144 participants learned about new products and features at area hotels and meeting facilities.



## ORANGE COUNTY TRAVEL TREND

FOR YEAR ENDING JUNE 2011 (percentage change from 2010)

Occupancy Rate	Average Daily Room Rate	Revenue Per Available Room	Revenue
61.4	\$101.19	\$62.12	\$33,625,439
4.4%	-3.3%	1.0%	8.1%



# Marketing Highlights



- Successfully won Chapel Hill to the **National Trust for Historic Preservation** 2011 Dozen Distinctive Destination list.
- Launched **Fayetteville Fort Bragg Promotion** encouraging 82nd Airborne members to visit Orange County.
- The Visitors Bureau produced a **30-second television spot** that ran on cable channels 130 times in the Triad and almost 160 times in Charlotte media markets.

- Secured **national media visits** to Orange County.
- As part of its ongoing effort to promote visitation to Orange County, the Visitors Bureau **advertised** in the following media:

*Our State* magazine, *Southern Living* magazine, *AAA Go*, *Charlotte Magazine*, *USA Today*, *Richmond Times Dispatch*, *Wilmington Star-News*, *Fayetteville Observer*, *Charlotte Observer*, *Asheville Citizen-Times* and *Official NC Travel Guide*.

- **Mobile App:** The Bureau launched a mobile app for the iPhone, Droid and BlackBerry. It's a free, fully functional download, updated daily, serving as a portable guide to Chapel Hill, Carrboro and Hillsborough at [www.visitchapelhill.mobi](http://www.visitchapelhill.mobi).



# Communications Highlights

*Media Relations • Travel Writers • Public Relations Outreach*



"What a wonderful trip that was, and I was reliving the experience as I wrote it. Thank you again for all your help."

Connecticut travel writer Elizabeth Keyser, whose "Southern Road Trip: a High and Low Foodie Adventure" highlighting the mountains to the coast including Chapel Hill, appeared in January 2011

"Thank you to the Chapel Hill/Orange County Visitors Bureau for its work with the State Office of Tourism. Your willingness to talk to national media, travel to Washington to meet with elected officials on the importance of tourism and your encouragement of generating international media buzz has helped our state reach its tourism goals. Thank you Chapel

Hill and Orange County for taking a leadership role in our state's tourism industry."

Wit Tuttell, Director of Tourism Marketing, North Carolina Department of Tourism

"Thank you to the Chapel Hill/Orange County Visitors Bureau for partnering with the RDU Airport Authority on our media missions, publicity launches for new airline partners and for working with our entire team on spreading the word about the Triangle and the ease of access out of Raleigh-Durham International Airport."

Teresa Damiano, Deputy Airport Director, Marketing and Customer Relations, RDU

"Special thanks to the fine staff of the Chapel Hill/Orange County Visitors Bureau for doing a fantastic job in spreading the good word about all there is to do in Orange

County. Tourists LOVE your area and Orange County and because of that our magazine steps-up to deliver more programs for you. These marketing programs have helped fill rooms, increase attendance at attractions and call attention to hidden gems in your county. Thank you for a fine and growing partnership."

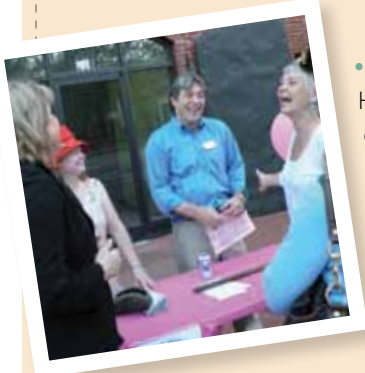
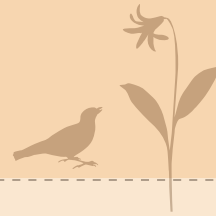
Bernie Mann, Publisher, *Our State* magazine

"I am grateful for your agency because of the behind-the-scene work it extends to small, arts-related events like Carrboro Film Festival that needs several resources to succeed. You help us with promotions, advertising, VIP gifts, public relations, hotel partnerships and you give us confidence to succeed. Thank you."

Nic Beery, Director, Carrboro Film Festival



# Tourism Partnerships



- **Alliance for Historic Hillsborough** Holiday Campaign including support of Downtown Merchants Winter and Spring Ladies' Night Out events in downtown Hillsborough. Also served on Alliance Spring Garden Tour Committee.

- Partnership with **Hillsborough/Orange County Chamber of Commerce** to market Candlelight Home Tour, Hog Day and chamber Golf Tournament among other events.

- Visitors Bureau is represented on the **Chapel Hill Downtown Partnership Board**. Promotes Locally Grown Summer Events, Holiday activities and other downtown events.

- Sponsorship for first annual **TerraVITA Food & Wine** event in September 2010.

- Advertising partnership between Orange County and the **Herald Sun newspaper**. Beginning with its Jan 2, 2011 edition, the Chapel Hill Herald launched the first of 52 advertisements heralding why Orange County is such a great place to live, work and visit.



- Visitors Bureau writes and promotes events through weekly column, "What's Happening in Orange County" in the **Chapel Hill Herald**.

- Funder with the **North Carolina High School Athletic Association** to keep championship events held in Chapel Hill.

- Co-publisher of **Chapel Hill children's book**, "Once Upon a Hill — A Chapel Hill Story."

- Media sponsorship of first **Blue Sky Film Festival** held in February 2011 in Chapel Hill.

- Marketing partner with the **University of North Carolina's** NC Science Festival & UNC Athletics events to bring more visitors to Orange County.

- **National Tourism Week** (May 7-15, 2011) Travel Rally Day promotion at the Franklin Street Visitors Center.

- Visitors Bureau sponsored trolley to market **2nd Friday ArtWalk** to new audiences.

- Produced three **hospitality-training programs** (bus tours and classroom) in Orange County with 34 participants in 2010-11.

- Presented information session to 20 individuals at the NC Call Center (1-800-VISITNC) housed at the **NC Women's Correctional Facility** in Raleigh in September 2010.

- Sponsored ads for local events on **VisitNC.com**.

- Collaborated with photographer and videography to significantly increase our **media library** of digital images and video of Chapel Hill, Carrboro, Hillsborough, UNC and rural Orange County.





# Visitor Stats and Services



## Publishing Ventures

- 76-page 2011 Official Visitors Guide
- Hillsborough Visitors Guide
- 2011 Official Visitors Map
- Attraction Information Cards
- Orange County Holiday Events
- Dynamic Dozen Things To Do in Hillsborough
- Top Ten Things to Do in Summer 2011
- Summer 2011 Coupon Sheets

VISITORS STATISTICS	2010-11	2009-10
Visitor Inquiry Packets Mailed	6,033	5,030
Visitors to Franklin Street Visitors Center	10,216	10,700
Orange County Attractions, Welcome Centers & Guided Tours Attendance	1,832,947	1,798,399
Total Website Unique Visits and Pageviews to visitchapelhill.org	678,643	595,379
E Newsletter Monthly Subscribers	1,764	1,654
Total Tweets	1,060	520



Website



Facebook page



Twitter page

REPEATING THE MESSAGE	2010-11	2009-10
Visitor Guides	39,510	35,140
Visitor Maps	24,700	33,000
General Travel Brochures	6,700	9,000
Destination Post Cards	500	2,000
Meeting and Event Planning Information	1,179	1,135

Visitors Bureau has **2,997** Facebook Friends and **736** Twitter Followers

## Peer Awards

- Visitors Bureau received two **Gold Destination Marketing Achievement Awards** at the 2011 N.C. Tourism Leadership Conference Awards Banquet. *2009-2010 Annual Report and Strategic Plan Overview* for "Best Local Constituents Communications," and the

12-page *Orange County Arts Scene* which appeared in the August 2010 issue of *Our State* magazine for "Best Print Advertising — Leisure."

- *2011 Official Visitors Guide* won a **Gold Hermes Creative Award** from the Association

of Marketing and Communication Professionals. The *2009-2010 Annual Report and Strategic Plan Overview* received honorable mention.



# The Orange County Arts Commission

*The Arts Commission works to develop the arts in Orange County, North Carolina, helping to steer the local arts community in a positive direction and provides suggestions to the Board of County Commissioners on arts and cultural priorities.*

Some of its program successes in 2010–2011 include:

## Grants

- The Arts Commission awarded \$34,423 in state **Grassroots Arts Program funds** in Orange County, adhering to state program guidelines.
- The Arts Commission also awarded \$26,750 in **county-funded arts grants**.

## Highlights of the Arts Commission programs this past year included:

- A collaboration with the Chapel Hill/Orange County Visitors Bureau to enhance new arts and tourism programming including the launch of initial training sessions for online campaign **www.explorechapelhillarts.com**. The upcoming program will

be marketed throughout the next two years to travelers across the globe who are seeking arts and cultural related ideas while visiting the Triangle and Orange County, North Carolina.

- In collaborating with the **Americans for the Arts** and the **North Carolina Arts Council**, the Orange County Arts Commission is providing funds for a local study which will look at the economic impact made by the arts and cultural sectors of Orange County, North Carolina.
- **Four Artists' Salons** were hosted, offering education-related seminars designed for professional development on social marketing, digital applications and how to market products and services.
- **Congressional High School Arts Competition**. Each spring, a nation-wide high school arts competition is sponsored by the Members of the U.S. House of Representatives. The overall winner of each participating district is displayed for one year in the U.S. Capitol. The Orange County Arts Commission worked to increase participation from Orange County high school students in North Carolina's 4th Congressional District competition.
- The Arts Commission joined partner agencies to choose Raleigh writer Scott Huler as the **2011 Piedmont Laureate**. The Piedmont Laureate Program's mission is to "promote awareness and heighten appreciation for excellence in the literary arts throughout the Piedmont region." Huler has served for one year presenting public readings/workshops throughout the 5-county area of Alamance, Orange, Durham, Wake and Johnston.



[www.artsorange.org](http://www.artsorange.org)







CHAPEL HILL /  
ORANGE COUNTY  
VISITORS BUREAU

## *Mission*

- Position Chapel Hill and all of Orange County, North Carolina as a desirable place to visit and a desirable place to host a meeting or conference, with careful consideration to the needs and assets of the Orange County communities.
- Engage in a variety of activities that will result in increased hotel bookings, rental of area meeting facilities, visitations, increased occupancy tax receipts and visitor expenditures.



## CHAPEL HILL / ORANGE COUNTY VISITORS BUREAU

Visitors Center Hours:  
Monday – Friday, 8:30 a.m. – 5 p.m.  
Saturday, 10 a.m. – 2 p.m.  
501 West Franklin Street  
Chapel Hill, NC 27516

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