



CHAPEL HILL

HILLSBOROUGH & CARRBORO

2012-2013

PLAN OF ACTION

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

CHAPEL HILL / ORANGE COUNTY VISITORS BUREAU

Orange County, North Carolina

# 2012–13 OBJECTIVES

- In 2013 increase tourism’s economic impact to \$160 million.
- Increase number of conference bookings (originated) to 60.
- Increase the number of qualified (Bureau generated) sales leads to 85.
- Generate International publicity for Orange County.
- Develop on-line tourism products, including new website, mobile website and digital walking tours.
- Provide visitor center assistance six-days a week at Franklin Street location to 7,000–10,000 annual visitors.





## OBJECTIVES (...CONT)

- **Book city-wide (religious or large association) conference utilizing several properties.**
- **Build strategic relationships with Friday Center and UNC meeting facilities that result in greater use of Orange County hotels.**
- **Build a relationship with Medstay\*, that prioritizes use of Orange County hotels.**

\*MedStay is a new booking service being used by UNC Healthcare. It is a third party, free concierge hotel reservation service catering to patients coming to UNC Hospitals. MedStay has direct relationships with patients, eliminating the hotel representative, which, from a local sales perspective adds limitations.

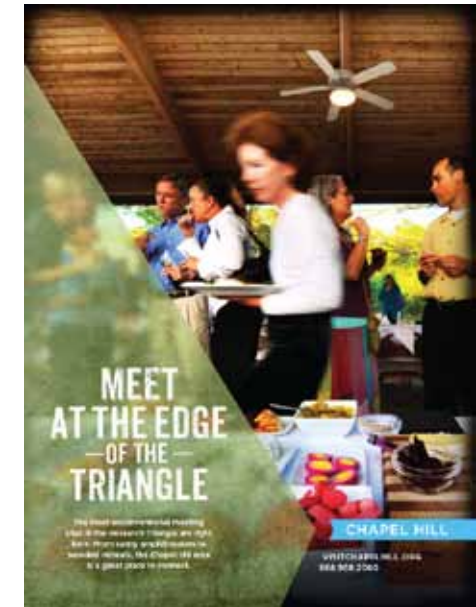
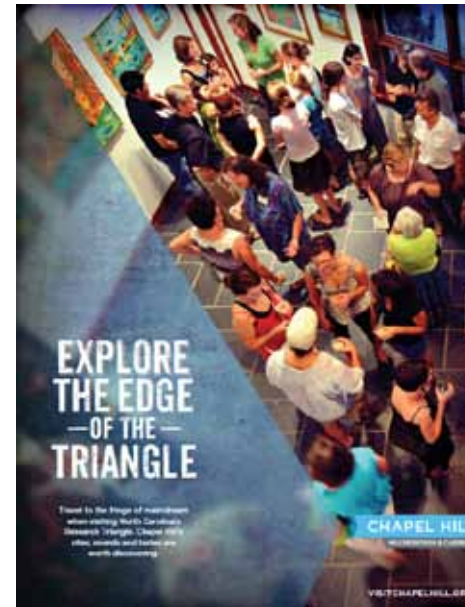


# SALES MEASURES

Measures	2011/2012	2012/2013
<b>Bookings</b>	<b>51</b>	<b>60</b>
<b>Leads</b>	<b>76</b>	<b>85</b>
<b>Room Nights</b>	<b>3,808</b>	<b>4,400</b>
<b>Delegate Spending</b>	<b>\$2.4 million</b>	<b>\$2.5 million</b>
<b>Number of Delegates</b>	<b>6809</b>	<b>6000</b> (loss of 100 rooms at Carolina Inn beginning Nov 2012–April 2013)

# STRATEGIES

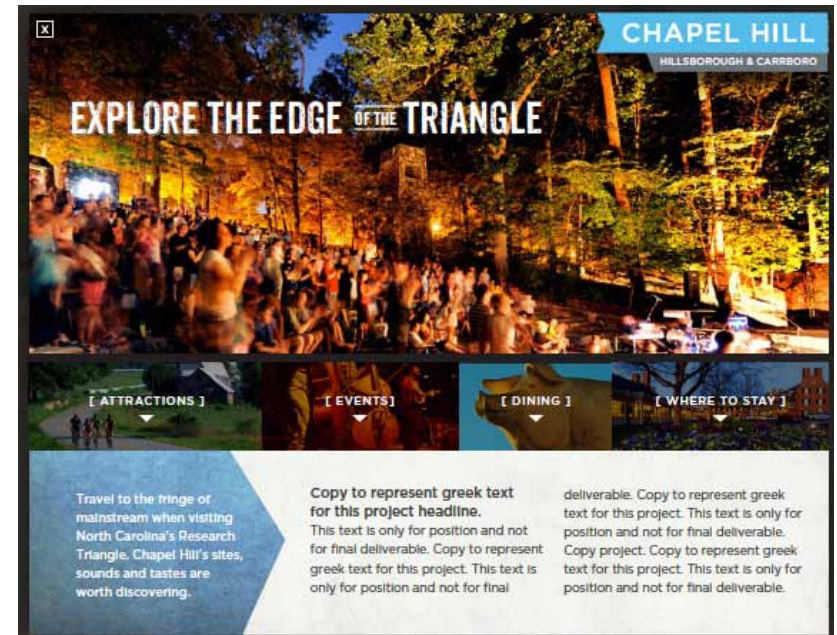
- Implement new brand, **Edge of the Triangle**, reaching 25.5 million targeted visitors as part of strategy to reach visitors, meeting planners and tour participants.
- Position Chapel Hill as a desirable place to visit, convene, and conduct business meetings, emphasizing Sunday through Thursday window.
- Contribute to a 3% increase in occupancy and 1.5% increase in room average daily room rate.





# MAXIMIZE DIGITAL STRATEGIES

- Introduce new website providing dynamic source of visitor information to 200,000 annual users.
- Build social marketing plan on Twitter, Facebook, YouTube, Flickr, Four Square, Pinterest and Instagram.
- Create new mobile application that mirrors new brand and website in design and functionality.
- In collaboration with Alliance for Historic Hillsborough and Preservation Society create Mobile walking tours of both Chapel Hill/Carrboro and Hillsborough.



# NEW MEDIA PLAN FOR 2012–2013

- **Launch an out-of-market advertising plan reaching 25.5 million through June 2013.** Roughly 18.1 million impressions will hit between launch and April 2013 with the remaining 7.4 million impressions being delivered next Spring (i.e., May–June 2013).

## Publications and Vehicles

*Wired*

*Golf Digest*

*Conde Nast Traveler*

*The New Yorker*

*Charlotte Magazine*

*Our State*

*Tar Heel Monthly*

- **Using highly targeted metrics, the messaging will reach on-line users on such travel sites as**

Travel Channel

Travel & Leisure

The Weather Channel

Rolling Stone

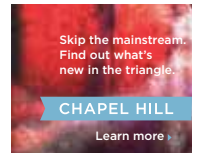
Living Green

NBC, Discovery

HGTV

Business Week

Fortune



# USE PUBLIC RELATIONS TO MOVE TOURISM FORWARD

- Generate national publicity on Orange County and Chapel Hill in key travel and lifestyle publications, newspapers and on-line resources.
- Host 7-10 travel journalists for story placement on key initiatives in Orange County.
- Attend 2-3 media outreach missions with NC Department of Commerce/Travel and Tourism.
- Create 3 new videos on Orange County for internal website and travel channel possibilities.





# OPERATE VISITORS CENTER

- Operate a walk-in Visitors Center, six days a week, at 501 W. Franklin Street.
- Work with local event groups to keep the Visitors Center open on Friday evenings and Sundays to support local festivals on an as needed basis and to elevate the level of customer service extended to visitors.
- In addition the board, together with county staff, will study possible options for relocation of Visitors Center, at a site near a major transportation corridor.



# HILLSBOROUGH TOURISM PARTNERSHIP

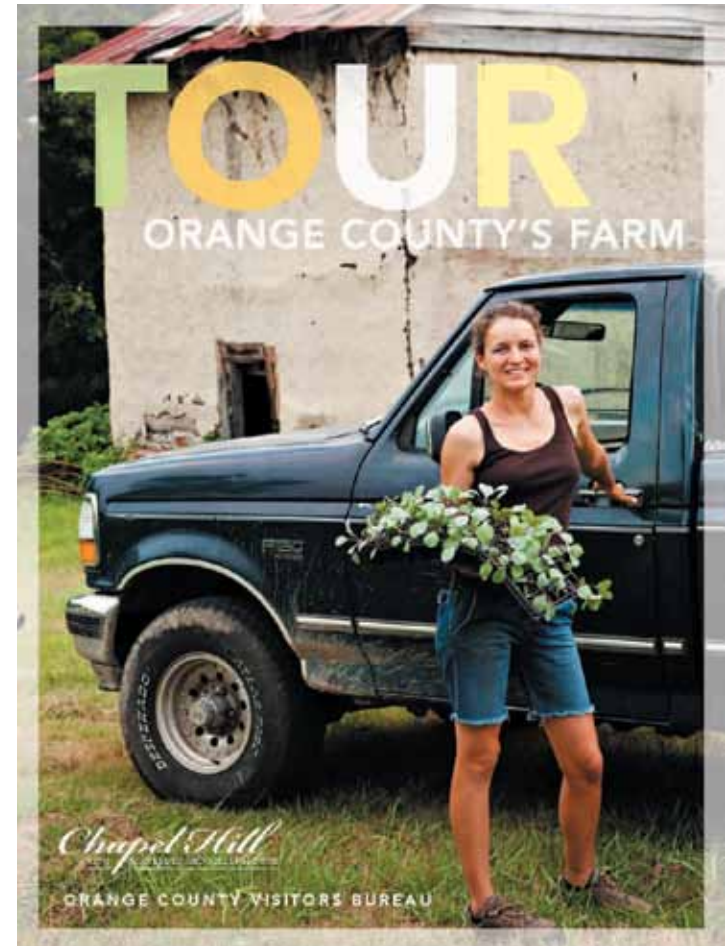
## Allocate:

- \$5,000 to annual events
- \$5,000 to annual media advertising for holiday and spring events
- \$5,000 to photography to make available to all Hillsborough tourism boosters
- \$5,000 for new Hillsborough video
- \$10,000 publication support, including Food Guide, Visitor Guide, Orange County ads, mobile and walking tour AP



# INTRODUCE AN AGRICULTURAL-TOURISM PROMOTION

- Build awareness of Orange County's agricultural assets.
- Create advertisements of local food, farms and entertainment and place in regional publications aimed at consumers.
- Write a feature story on surrounding agricultural landscapes, farms, people, food and pitch to regional travel publications.
- Create 2013 Food Lover's Guide to Orange County spotlighting food, farms and history.





# CONTINUE TO POSITION ORANGE COUNTY'S ASSETS THROUGH LOCAL MEDIA PROMOTIONS

- Work with local (southern) Orange County media to spotlight northern Orange County assets.
- In conjunction with Orange County's Public Information Officer, promote all that Orange County government offers citizens.
- Continue to build photos, videos and story ideas for northern Orange County business assets.
- Work with print and on-line media to run Orange County pride series.



# INTERNAL COMMUNICATIONS TO STAKEHOLDERS

- Produce monthly tourism newsletter and economic development related newsletter that shows tourism's local impact.
- Host new board member orientations.
- Host two annual community events, including Holiday Open House and related gathering.
- Increase number and variety of videos, radio interviews and mobile news-bites sent to stakeholders.



# USE SPECIAL EVENTS IN ORANGE COUNTY TO BUILD TOURISM BASE

- In 2012–13, Visitors Bureau will support key local tourism-oriented events.
- These events have proven their potential to draw new tourists to area.
- These events (listed on the next page) have marketing plans, historical track record and matching operational funds.
- Many events in Orange County are stimulating new tourism business but have limited dollars for out-of-market promotion.





# USE SPECIAL EVENTS IN ORANGE COUNTY TO BUILD TOURISM BASE

- Visitors Bureau proposes one-year test to build on events' marketing and business plan.
- Visitors Bureau will offer sponsorship for marketing, printing, mailing and consumer/tourism outreach.
- Dollars are restricted to event planners and intended for marketing (follow-up tear sheets and media bills are required).
- Bureau must be listed as event sponsor and hyperlink included.



# CURRENT PROPOSED EVENTS TO RECEIVE MARKETING FUNDING

Event / Duration	Location	Month	Location	Focus	Amount	Purpose
<b>Hog Day</b> / 1.5 days	Hillsborough	May	Downtown	Agriculture	\$1,500.00	Media and refreshment
<b>Hillsborough Merchant promotions</b> / 1 day	Hillsborough	May 2013	Downtown	Downtown lifestyle and tourism	\$1,500.00	Advertising, promotion included
<b>Hillsborough Merchant promotions</b> / 1 day	Hillsborough	Nov 2012	Downtown	Downtown lifestyle and tourism	\$1,500.00	Advertising, promotion included
<b>Farm to Fork Annual Event</b> / 1 day	Hillsborough	Spring 2013	Northern Farm	Agriculture	\$1,500.00	Regional Agriculture
<b>Hillsborough Holiday Candlelight tours</b> / 1 day	Hillsborough	Dec 2012	Downtown	Holiday celebration for residents and visitors	\$1,500.00	Local holiday
<b>Moorefields Annual Historical Preservation</b>	Hillsborough	Oct 2012	Rural	Preservation and historical Hillsborough event	\$1,500.00	Literary and cultural festival
<b>Sub-Total</b>					\$9,000.00	
<b>Carrboro Film Festival</b> / 1 day	Carrboro	Jan 2013	Downtown	Film/Culture	\$1,500.00	Media, promotion
<b>Carrboro Music Festival</b> / 1 day	Carrboro	Nov 2012	Downtown	Music/Culture	\$1,500.00	Media, music
<b>ArtsCenter Carrboro special events</b> / Month-long	Carrboro	Feb 2013	Downtown	Comedy/Culture	\$1,500.00	Media, VIP guest packet
<b>Carrboro Day</b> / 1 day	Carrboro	Spring 2013	Downtown	Cultural Day	\$500.00	Media
<b>Sub-Total</b>					\$5,000.00	
<b>FestiFall</b> / 1 day	Chapel Hill	Oct 2012	Downtown	Cultural family festival	\$1,500.00	Advertising Media Center open
<b>Terra Vita Event</b> / 2 days	Southern Village	Oct 2012	Southern Village	Food Event	\$1,500.00	Room nights, media, VIP gifts
<b>Artwalk</b> / On-going	Carrboro/ Chapel Hill	Ongoing	Downtown	Artwalk	\$1,500.00	Advertising
<b>AROHE</b>	Chapel Hill	October	Downtown	Large Convention	\$1,500.00	Trolley
<b>Sub-Total</b>					\$6,000.00	
<b>Total</b>					<b>\$20,000.00</b>	

# CONTACT INFORMATION

## Visitors Center Hours

Monday – Friday, 8:30 am – 5 pm

Saturday, 10 am – 2 pm

501 West Franklin Street

Chapel Hill, NC 27516

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