

April 15, 2013 Executive Director's Report Chapel Hill/Orange County Visitors Bureau  
[Chapel Hill/Orange County Visitors Bureau Year-To-Date Metrics](#)

Below is the latest 2013 (February) data from the Chapel Hill/Orange County Visitors Bureau and a brief SWOT analysis of what's working to date; where we need discussion and opportunities for 2014. The data is for July 1, 2012 through March 1, 2013.

**Goal:** Increase tourism's impact to \$160 million in Orange County.

**YTD:** In August we received a report from Commerce that our tourism industry generated \$157 million the previous year. We anticipate a \$161 industry impact this year, announced in August 2013.

**Goal:** Increase number of conference bookings to 60.

**YTD:** Currently we are at 30; half the projected 60; and anticipate ending the year at 50.

**Goal:** Increase number of qualified leads to 85.

**YTD:** Currently we are at 51, and anticipate, 67-70.

**Goal:** Build sales department to add one new sales associate.

**YTD:** New sales associate was hired and has begun generating appointments and leads.

**Goal:** Begin tracking system to measure percent of group business at area hotels.

**YTD:** Efforts made here but hasn't hit steady pace yet due to hotel's reluctance to release data. Discussion required.

**Goal:** Increase marketing programs aimed at group conference and business travel.

**YTD:** We will have spent about \$20k as part of this year's plan. If we assume a budget of \$75k moving forward, that would be a 275% increase in spend; almost four times the budget.

**Goal:** Develop new branding campaign geared towards mid-week business traveler.

**YTD:** Launched EDGE campaign June 2012 and have release \$275,000 in supporting media.

**Goal:** Build technology products with on-line mobile site and hand held walking tours.

**YTD** On-line mobile site launched; website launched; SMART Phone tours in development

**Goal:** Collaborate with towns to support brand and economic development goals.

**YTD:** Ongoing coordination with Hillsborough (co-sponsored tourism summit) and Carrboro on support for campaigns.

**Goal:** Provide visitor services six days a week and holidays at Franklin Street Welcome Center.

**YTD:** 6,205 since July 1, 2012

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**Goal:** Work with national travel press to position County and towns in travel and leisure publications.

**YTD:** More than 120 "definite run" stories have been placed, including high profile publications and newspapers.

**Goal:** Elevate awareness of Orange County agri-tourism, farming and pick your own stands for visitors.

**YTD:** 8-page insert created and placed in Chapel Hill magazine; Cooperative campaign launched with other CVB's, Trianglegrown.com; and continued outreach to media, partners and county contemporaries

**Goal:** Build strategic relationship with Friday Center that focuses on Orange County hotels.

**YTD:** Continued meetings with Executive Director at Friday Center. Progress, not perfection. Still using Durham hotels. (Discussion)

**Goal:** Book citywide convention using several properties concurrently.

**YTD:** On shortlist for citywide Religious Conference gathering, in summer 2012, who chose Raleigh due to facilities. (Discussion)

**Goal:** Help contribute to rise in RevPar.

**YTD:** February RevPar metrics were up 8.7%, at \$72.26 from \$61.31 Feb 2012

**Goal:** Work with local event groups to support area festivals and events with visitor's bureau resources. (Discussion)

**YTD:** Challenges here which require discussion under below SWOT analysis.

**Goal:** Produce new collateral, including visitor guide, maps, videos, seasonal promotional offerings.

**YTD:** New 60 page guide produced and 40,000 will be distributed. New maps, new video on restaurant options and new Food Guide.

**Goal:** Work with County Manager and County Public Relations to provide resources for county awareness program.

**YTD:** Developed Orange County awareness program in Herald, chapelboro.com and WCHL. Titled 52 Reasons to Love Orange County, campaign won Destination Management Association North Carolina award.

**Strengths:** Leads are trending positively again; ramped up successes in sales; new sales associate. Campaign is positioning destination to business travelers. New website, materials, impressive numbers.

**Weaknesses:** Special event support program is not working well. Advertising budget is not as strong as it should be to reach group, transient and special events.

**Opportunities:** Continued focus on mid-week market; groups. Possible chance to save TerraVITA event.

**Threats:** Declining numbers at visitor center.