

To: Town Council

From: Laurie Paolicelli, Visitors Bureau

Re: January Update

January 24, 2014

The Visitors Bureau is pleased to support the town's 2020 goals of building a robust tourism community to support economic development.

Working with Mayor Kleinschmidt on MIP has been rewarding. The two videos produced, link below with password CH, will help us reach other group. <https://vimeo.com/84139266> <https://vimeo.com/84139264>

Hotel metrics are trending in the right direction.

Compared to November 2012, Orange County reported positive results in the three key performance metrics during November 2013, including: 4.3-percent increase in occupancy to 66.8 percent, a 5.1-percent increase in average daily rate to \$106.70 and a 9.7-percent increase in revenue per available room to \$71.24. Hotel revenues were \$36.5 million reflecting a 6.9% increase from the prior year.

We will bring back Terra Vita with a \$20,000 naming sponsorship. In three short years, Chapel Hill's popular [TerraVITA](#) Food & Wine Event has earned its reputation as a premier culinary event in the Southeast for featuring delicious local and sustainable food and beverages of superior quality. This success is thanks, in part, to the efforts of the Visitors Bureau, which has worked to keep this signature event in Chapel Hill.

Chapel Hill was written-up in national media for its appeal to retirees, foodies and artists. One such article in the [Wall Street Journal](#), which the Visitors Bureau helped develop, promoted the area's appeal as a retirement location. National news stories that positively promote the Orange County brand help economic activity in the county.

Servicing conferences to the area and helping area hotels gain more conference groups are goals that the Visitors Bureau continues to nurture. One example is The General Alumni Association's Largest [Affinity Group](#), BLACK ALUMNI REUNION, which met at the Sheraton Chapel Hill Hotel in winter bringing approximately 200 members to Orange County.

Our Welcome Center is packed with informative attraction and event brochures, county maps, restaurant guides, accommodations information and more. New maps, guides, Apps and [mobile tours](#) were offered in 2013.

Advertising Chapel Hill through an award winning campaign that achieved 26.8-million US consumer impressions is paying off. Publications such as the New Yorker, Wired, Public Art Review, and Conde Nast Traveler and city magazines such as Charlotte Magazine are publications that reach the right audience: upscale, educated and culturally curious travelers. The online ads bring to life the vibrant culture of Orange County, emphasizing 10 incredible experiences, including Weaver Street Lawn, Last Fridays Hillsborough, Mural tours in Chapel Hill, the Tar Heel 10 Miler, Botanical Garden, Friday Center and meeting space; local food, art galleries, music venues and local shops.

The Visitors Bureau's award-winning, responsively designed website drew 125,081 unique visitors in 2013. These visitors came from every state in America and nearly every country in the world. The website's responsive design complies with the latest web standards and best practices by serving a customized layout for the rapidly growing portion of users who access visitchapelhill.org via smartphones and tablets.

CHAPEL HILL/ORANGE COUNTY 2014 VISITORS GUIDE



SERVING THE ORANGE COUNTY, NORTH CAROLINA, COMMUNITIES OF
CHAPEL HILL, CARRBORO AND HILLSBOROUGH