



# Chapel Hill Tourism Industry September 2020

Where we've been; where we are going

# Visitors Bureau Purpose

- Retain businesses and jobs for the people of Chapel Hill and Orange County by growing the local economy through safe and responsible tourism.

# Key Milestones

- February, 2020  
Chapel Hill hotel occupancy 65.6%  
Hotel revenues are \$3,880,371
- March 3-10, 2020  
Hotels begin seeing cancellations  
individual rooms and group blocks
- March 16, 2020  
Orange County begins remote work
- March 20, 2020  
Carolina begins teaching remotely
- March 20, 2020  
Spring Commencement postponed.
- May, 2020  
Chapel Hill hotel occupancy 35.0%.  
Hotel revenues \$ 764,193

## Key Milestones (...continued)

- June 12, 2020
  - June 12, 2020
  - June 14, 2020
  - Late July
- Masks mandated in Orange County  
Local State of emergency extended
- 60 Minutes premieres interview with UNC Chancellor Guskiewicz and Dr. Myron Cohen, UNC's associate vice chancellor global health about plans to reopen Chapel Hill campus.
- Students and families begin to move-in.  
Tourism Marketing begins.
- Chapel Hill Visitors Center reopens.

# Into Action: Tourism Recovery Efforts

- Late July/August 2020
- The Visitors Center reopened to accommodate travelers.
- Significant number of guests from U.S. bringing their students to school.
- New guests researching Chapel Hill as a place to relocate and retire.
- Interstate travelers curious because they heard so much about Chapel Hill.





# August Visitors SPIKED



Atlanta



Korea



Dallas



Charleston



Greensboro:  
Searching  
construction jobs

# August Visitors SPIKED



Wilmington  
parents with  
rising junior



Charlotte



Recent arrivals



Residents,  
“what’s open”



Chapel Hill business  
folks

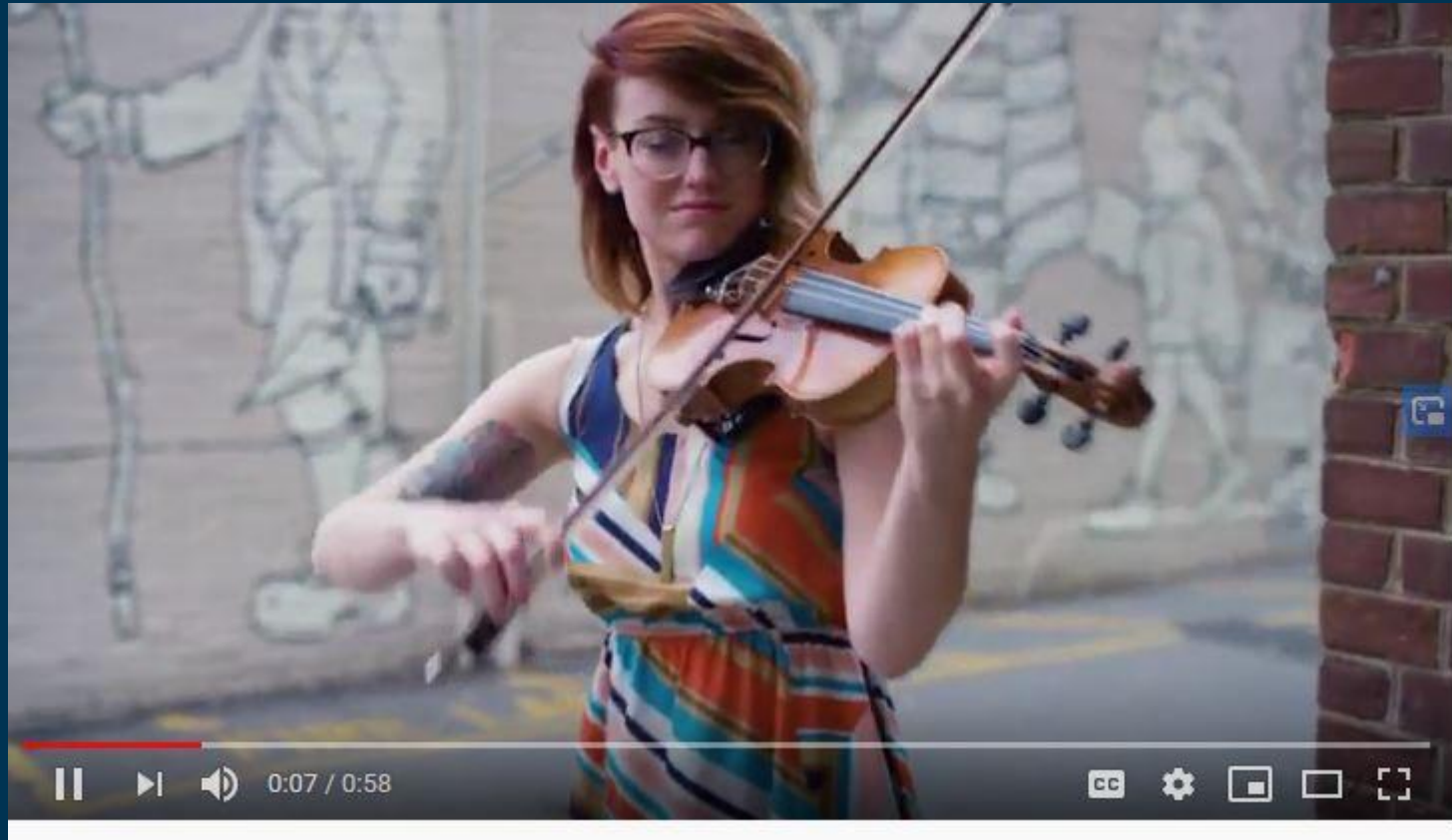
# Key Milestones (...continued)

- July 10, 2020 Orange County institutes alcohol curfew 10 p.m.
- August 2020 Hotel occupancy 45%. Hotel revenues \$1,896,077.
- August 10, 2020 UNC-Chapel Hill begins semester with live classes
- August 17, 2020 UNC-Chapel Hill goes to remote learning after 135 COVID-19 cases within week of starting classes
- August 24, 2020 Chapel Hill's Visitors Center closes
- August 28, 2020 UNC announces they will begin the fall sports season with no fans at games.
- September 4, 2020 Orange County limits meeting capacity to 10 people indoors and 25 people outdoors
- September 21, 2020 Hotel occupancy drops, one hotel in Chapter 11, dozens restaurants shuttered.



# Tourism Recovery Efforts

- Early April Research
- Little to no consumer confidence, there was a fear of crowds, and a greater desire to know the safety practices of shops, hotels and restaurants, throughout the hospitality industry.
- We shifted. We marketed safety.
- Masks, social distancing mandates, takeout and delivery options.
- We closed our Visitors Center and answered calls and requests for information, remotely from staff's homes.



# Safety First

A MESSAGE FROM THE CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU

## KEEP COVERED, *Stop THE Spread!*

EMPLOYEES AND PATRONS AT RETAIL, TATTOO, AND GROOMING ESTABLISHMENTS IN ORANGE COUNTY ARE REQUIRED TO WEAR MASKS ON DUTY.



ORANGE COUNTY  
NORTH CAROLINA  
CHAPEL HILL | HILLSBOROUGH | CARRBORO

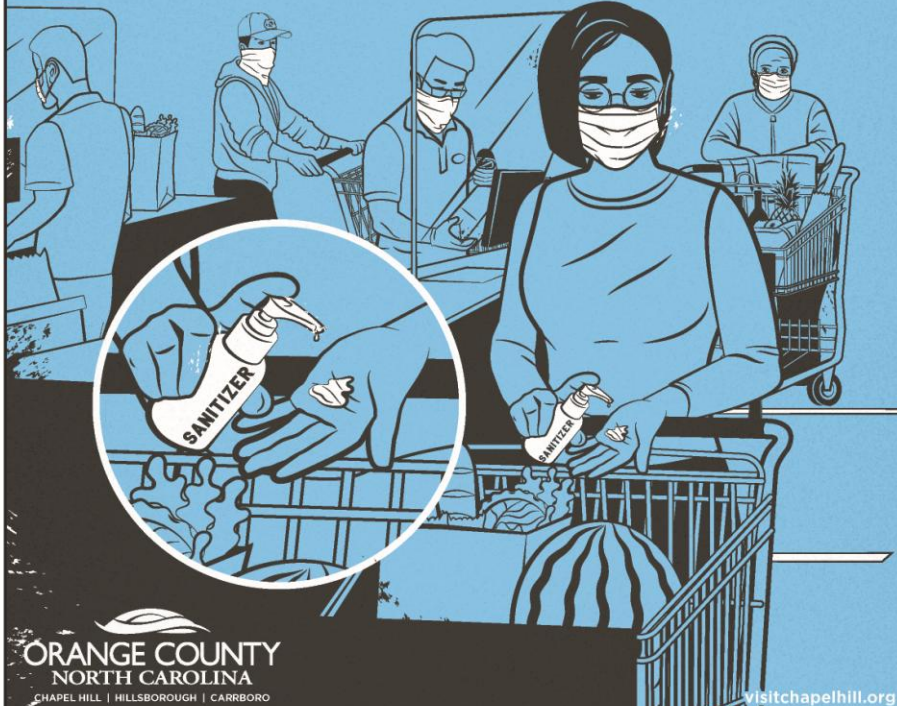
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A MESSAGE FROM THE CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU

## REMEMBER

### Your 3Ws!

WEAR A FACE COVERING!  
WAIT 6 FT. APART!  
WASH YOUR HANDS!



ORANGE COUNTY  
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# Spring/Summer Tourism Recovery Efforts

- June 2020 Research:
- “While they keep their wanderlust on simmer, travelers expressed their appreciation for the people upon whom great culture and experiences are often built. In total, 55.4% of American travelers reported taking action to support local businesses where they live.”
- The Visitors Bureau joined local government and civic groups and encouraging consumers to buy local.
  - **Get Out. Give Back.**

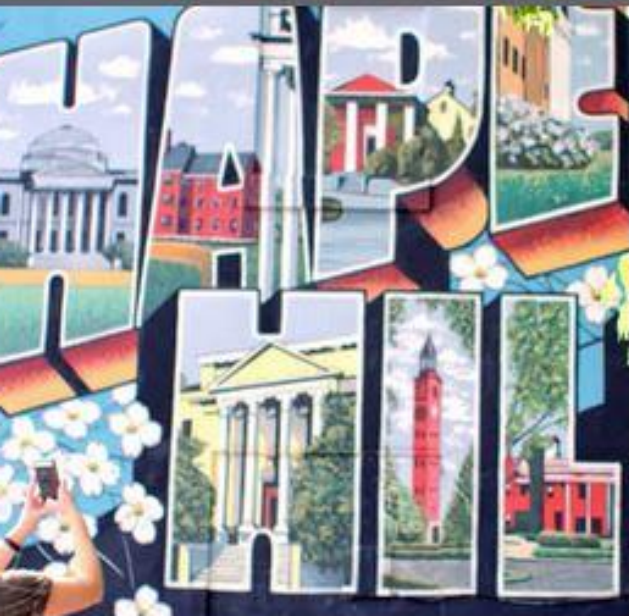


# Support local restaurants



# Support the local scene while you get a change of scenery.

You're down with the idea of social distancing, but you're ready to put a little distance between you and your four walls. The good news is, you don't have to go too far to get away while staying safe. Many of your favorite local spots are open. You need to get out, and they need your support. So pack your mask, wash your hands and just do you, locally.







Plan a "down the road" trip and just do you, locally.



# Get out. Give back.

Support the local scene while you enjoy a change of scenery. Chapel Hill, Hillsborough, and Carrboro invite you to revisit some of your favorite local spots. Or try something new in the cities you know so well. Pack your mask, wash your hands, and just do you, right here at home.

Get ideas at [visitchapelhill.org/staycation](http://visitchapelhill.org/staycation)



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Take a road trip

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HELLENBOROUGH & CARRBORO



that's just down the street.

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Franklin Street

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Explore your town  
and support  
local business.

PLAN YOUR DAY »

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# Next Steps

- Marketing Destination with Broader Reach

Three social media posts for Visit Chapel Hill & Orange County, NC, each featuring a different image: an aerial view of the town, a woman playing a violin, and a 'Greetings from Chapel Hill' sign. Each post includes the text: 'When things get back to normal, we'll be here to welcome you to our delightfully offbeat home that's anything but normal.' and the hashtag #JustDoYou. The posts also include a 'Learn More' button and social media interaction options (Like, Comment, Share).

Visit Chapel Hill & Orange County, NC  
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When things get back to normal, we'll be here to welcome you to our delightfully offbeat home that's anything but normal.

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**Just Do You**  
BUT STAY SAFE IN THE MEANTIME

Learn More

Like Comment Share



Visit Chapel Hill & Orange County, NC

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From farmers markets to Poet's Walk, there's no one way to experience Chapel Hill. Do what you love or try something new.

Breathing space

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**Just Do You**  
AND ENJOY THE FRESH AIR

[Learn More](#)

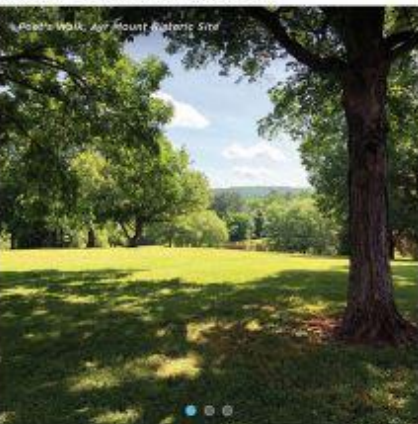
👍 Like    💬 Comment    ➦ Share



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AND ENJOY THE FRESH AIR

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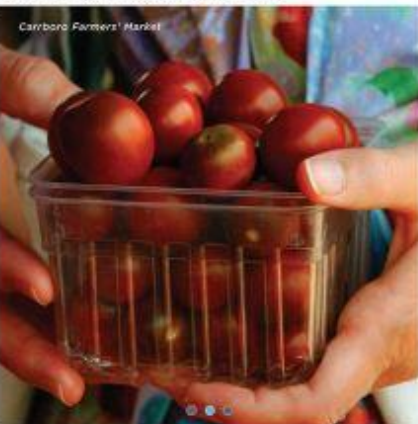
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AND ENJOY THE FRESH AIR

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👍 Like    💬 Comment    ➦ Share





Visit Chapel Hill & Orange County, NC

Sponsored · 🌐

From sunny tees to shaded trails, there's no one way to experience Chapel Hill. Do what you love or try something new.

# Walking tour

**Just Do You**

BUT BRING YOUR WALKING SHOES

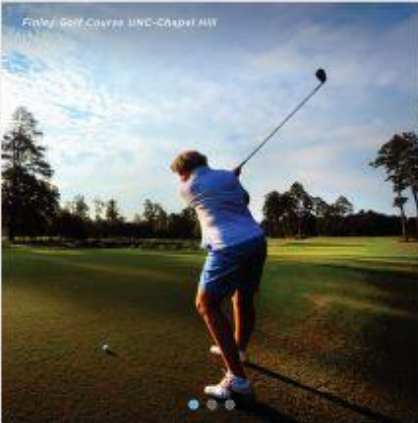
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**Just Do You**

BUT BRING YOUR WALKING SHOES

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**Just Do You**

BUT BRING YOUR WALKING SHOES

[Learn More](#)



Video

Chapel Hill and Orange County

Picture Perfect

Learn More

From buzzworthy stops to gallery hops, there's no one way to experience Chapel Hill. Do what you love or try something new. #JustDoYou #chapelhillnc #visitchapelhill #carrboronc #hillsboroughnc

Video

Chapel Hill and Orange County

Carrboro Mural by The Good of the Hive

Art Gallery

Learn More

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Chapel Hill and Orange County

Artist

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CHAPEL HILL  
HILLSBOROUGH & CARRBORO

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# September 2020

- Nearly half of American travelers feel a high degree of stress in their daily lives. But while stress is up compared to a few months ago, the propensity to worry about COVID is down.
- Unlike early on in the pandemic, less than half of American travelers think staying in a hotel, Airbnb or home rental, dining in a restaurant, visiting an amusement park or shopping to be unsafe.

## What's Next

- We successfully sought and received \$200,000 in advertising grants from CARES relief funds through Visit NC Coop to help jump start our economy.
- Our State, Garden and Gun, Pandora, YouTube, AccuWeather Channels.

# Four Strategic Pillars 2021

1. Safely attract overnight visitation, customers for local businesses, and jobs for residents through destination marketing in accordance with local health mandates.
2. Broaden outreach to leisure travelers.
3. Enhance support for local tourism businesses.
4. Build Black Travel and Tourism Alliance.