

# 2006-07 Annual Report

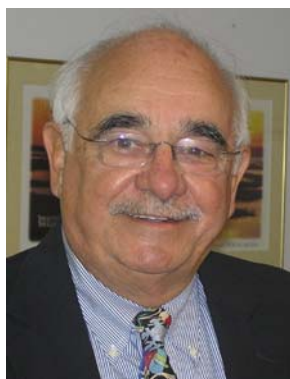
## Letter from the Chairman

Many years ago, I had the honor of taking on the role of chair of the Chapel Hill/Orange County Visitors Bureau, a role I still maintain today. I believe that the Visitors Bureau is an integral part of the economic vitality of our county. Tourism and conferences are generating a significant return for our county, and the Bureau's efforts to market and sell Orange County continue to create outstanding results.

Just some of the highlights of this past year have been the hiring of Jennings Advertising who has developed a tourism campaign for Orange County that is

attracting new business. Visitors will soon be greeted by a new website, new merchandise with the Orange County brand and several new award-winning tourism guides and brochures.

While these successes are impressive, perhaps the most significant and rewarding highlight of this past year has been the tremendous spirit of collaboration among our community leaders. Economic development, hospitality, arts and business leaders are working together toward the shared goal of bringing in new visitors, getting our alumni to return more often and working together to support cultural



Visitors Bureau Board Chair Lee Pavao

heritage tourism via new arts campaigns, partnerships with local historical and preservation groups and a strengthened relationship with UNC and Athletics.

Thank you for your commitment to our efforts.

## Impact of Tourism on Orange County in 2006

Domestic tourism generated an economic impact of \$137.61 million in 2006. This was a 8.2 percent increase over 2005.

Orange County ranked 24th in travel impact among the state's 100 counties.

More than 1,710 jobs in Orange County were directly attributable to travel and tourism.

Travel generated a \$27.62 million payroll.

State and local tax revenues from travel to Orange County amounted to \$10.56 million. This represents an \$85 tax saving to each county resident.

**Source: Travel Industry Association of America**

## Chapel Hill/Orange County Visitors Bureau

Chapel Hill, Carrboro & Hillsborough, NC  
Newsletter Date

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## Visitors Center Gets a Makeover

Our Visitors Center has a new design with furnishings, brochure racks, vintage furniture, donated pottery, ceramics and books—all enhanced to welcome and greet newcomers.

You'll find a literary authors' banner with the book covers of many of our communities authors lining the back wall of the center. Take an opportunity to browse through the many books written by area authors or written about Chapel Hill, Carrboro, Hillsborough and UNC. The Bureau has created a brochure on our local authors to help promote the local literary talent.

A colorful map adorns the wall to help you find your way and a UNC Sports Corner features UNC's championship athletic teams and coaches.

In addition to the numerous visitor material items on our wonderful accommodations, attractions and helpful resources, we have mints, orange shopping bags, pens and general promotional items to help spread the word on Orange County to area tourists.

Finally, the Bureau serviced 13,632 visitors to the visitors center in 2006-07, an 89% increase over 2005-06.



New redesigned staffed Visitor Center invites visitors to learn about the area as they browse through guides, maps, brochures and books.

## Award-Winning Visitor Resource Materials

The Bureau was honored with two awards for their new magazine-style **2007 Official Visitors Guide**: a Platinum award for "Best Primary Publication," from the North Carolina Association of Convention & Visitor Bureaus and a Platinum Hermes Creative Award from Association of Marketing and Communication Professionals.

Produced **Visitors Map** to serve as

companion piece with visitors guide.

Produced 6-minute destination **DVD**, "Welcome to Orange County, NC," which received a Gold Hermes Award.

Website **www.chocvb.org**, which received a NCACVB Gold Destination Marketing Initiative Award, attracted 231,587 visitors.

Produced 10,000 copies of new **Passport for Value Coupon** book featuring discounts at area shops, restaurants, services for visitors, and families, specifically the NCHSAA.

Created a series of "**Top 10**" pieces for visitors highlighting attractions, arts, kids activities, history and more.

**Enewsletter** distributed to average of 891 subscribers monthly.

## More Leisure Travel Marketing Highlights

Leisure travel advertisements appeared in publications including the *Official North Carolina Travel Guide*, *AAA Go! magazine*, *North Carolina Weekends*, *North Carolina Adventure Guide*, *Our State Magazine*, *Chapel Hill Magazine*, *Greensboro News & Record*, *Tar Heel Sports Marketing Fan Guide*, *www.tarheelblue.com* and *UNC Black Alumni Association*.

Produced four types of **bookmarks** highlighting Orange County's authors and books about the area.

Produced new 12-panel **Lure Brochure** designed for distribution at North Carolina Welcome Centers and RDU International Airport.



New Hillsborough Retail Tourism Campaign from December 2006 Participated

Worked with the Alliance for Historic Hillsborough to create new retail tourism campaign: **Blues, Books and Bone China: Have You Thought About Hillsborough Lately?**

## Conferences, Meetings & Group Tour Marketing

in the following national sales tradeshows to increase visibility of our destination to key decision makers who book travel: Hospitality Sales and Marketing Association International's Affordable Meetings Exposition & Conference in Washington, DC and Chicago, Association Executives of North Carolina Annual Winter Tradeshaw, Meeting Professional International Professional Education Conference in New Orleans.

Hosted with local Industry Partners an all-day tour of the area, "Pathway to Successful Meetings," featuring

meeting and conference sites in Orange County. Educational seminars were included at each stop. Invitation included meeting planners from North Carolina, South Carolina, Virginia and Georgia. A total of 37 decision makers attended the event.

Implemented partnership with American Airlines to begin coordinating the Bureau's meeting planners FAM targeting New York, Chicago, Washington, DC and others in 2007-08.



The Pathway to Successful Meetings attendees visit The Franklin Hotel just before it opened in November 2006.

## By The Numbers

Responded to 1,182 requests for meeting and conference and group tour information from groups interested in hosting events in Orange County.

Provided conference services and visitor information to 209 groups meeting in Orange County and who desired suggestions on where to dine, sightsee and browse.

**Bureau Sales Department hosted 75 individual planners touring Chapel Hill area hotels, meeting facilities and other venues looking to bring business to Orange County.**

Sales department staff hosted a personal step-on-tour of Orange County to 48 travelers visiting Chapel Hill.

Co-hosted 4 sales blitzes with Industry Partner to increase local group business from UNC, Corporation and Associations in the Triangle and Triad.

Fifty-six conference bookings with a combined estimated economic impact of \$3.2 million were booked in Orange County as a result of leads issued to area hotels and meeting facilities.

## Local Sales News & Notes

Hosted with Industry Partners an all day tour, "March Madness," featuring meeting and conference sites in Orange County. Educational seminars and networking were included in the program. Invitations were for University of North Carolina meeting planners only. A total of 24 UNC decision makers attended the event.

Co-hosted with Raleigh and Durham CVBs a FAM for travel planners from Maritz Travel out of Pittsburgh, PA and Minnesota. The planners support all travel for GlaxoSmithKline Worldwide.

Implemented special campaign for Memorial Weekend Bob Gibbons Basketball Tournament.

Conducted lodging sales roundtables for Orange County accommodations.

Hosted luncheon and site visit with Industry Partner for NC Div. of Tourism, Film and Sports Development.

Sales Director Linda Ekeland was honored with the 2006-07 MPI Carolinas Chapter Legacy Award.

## Communications and Media Relations

Provided reference, background and story ideas to journalists, which resulted in 220 travel, tourism and event stories in local, regional, national and international media.

Our destination was featured in numerous media in 2006-07 including *New York Times*, *Washington Post*, *Kansas City Star*, *Money magazine*, *Taste of the South magazine*, *Inside Carolina Magazine*, *Rocky Mount Telegram*, *Hotel Interactive Online* and *Ramblin' with Ramsey* syndicated radio show with 3 million listeners in the southeast US among others.

Attended Travel Media Showcase in Fayetteville, NC in August 2006. Had display booth and appointments with 33 individual travel writers interested in Chapel Hill and Orange County.

Submitted two articles for widespread distribution through the PR Newswire Service highlighting Hillsborough as a weekend getaway or daytrip in November 2006 and a feature on our two new hotels in February 2007.

Sent 34 press releases, highlighting tourism-related stories and 574 slides and digital images for media requests.



Woman's Day Magazine has Chapel Hill feature in April 2007.

## Travel Writers in Orange County

Hosted 15 travel writers and broadcast media during 2006-07 representing magazines, travel guides, newspapers and travel television programs. Included was a regional visit from six writers from the United Kingdom in June 2006. Some publications/outlets included magazines *Woman's Day*, *Southern Living*, *Our State*, *Western NC*, *North Carolina Signature*, *Points North*, and *Passport Newsletter*, *Hosts*

with *Ghost Book* writer, *Greenville Daily Reflector* newspaper and the *Golf Channel*.

Met with an additional nine east and southeast US travel writers from Raleigh and Charlotte, as well as New York, Georgia, Florida and Virginia at an SATW event in Cary, NC in April 2007.

Commissioned award-winning writers Daniel Wallace to write a Carrboro story that was placed in national magazine and newspapers and Michael Malone to write a Hillsborough piece that graced the cover of *The Chapel Hill News* and regional magazines.

Continued to work with travel photographer to update Bureau's photo library.

## Local Promotions and Updates

The Visitors Bureau coordinated National Tourism Week Promotions in May 2007. County and town governments issued proclamations designating NTW. Our executive director wrote a tourism column for *The Chapel Hill News*. The Bureau exhibited at the NC Travel Industry Association Tourism Day at the Legislative Building in Raleigh, NC.

Finally a Scroggs Elementary School 5<sup>th</sup> grade class presented the Bureau and Mayor Kevin Foy some wonderful tourism promotional ideas for Chapel Hill.

Conducted two



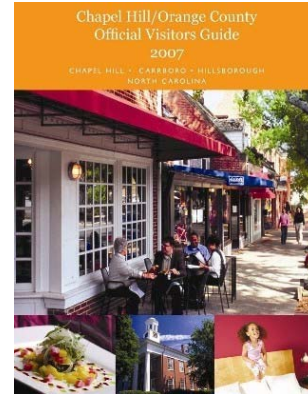
Hospitality Training Bus Tour makes a stop at the North Carolina Botanical Garden in May 2007.

hospitality-training programs with 20 front-line employees.

Communications Manager Patty Griffin was elected to the Society of American Travel Writers as an associate member in

## 2006-07 Visitor Statistics & Material Distribution

Orange County Attractions, Welcome Centers & Guided Tours Attendance	1,548,700
Website Visits (www.chocvb.org)	231,587
Visitors to Visitors Center	13,632
Visitor Inquiry Packet Requests Mailed	2,953
Visitor Maps	37,150
Official Visitor Guides	32,300
Promotional Lure Brochure	17,150
Dining & Nightlife Guide	10,500
Passport to Value Coupon	10,000
Meeting & Event Planning Guide	150



2007 Official Visitors Guide

## Industry & Hospitality Partner Relations



Hillsborough Mayor Tom Stevens accepts the Distinctive Destination Award in March 2007.

Supported Hillsborough's efforts to be named to the 2007 list of America's Dozen Distinctive Destinations, by the National Trust for Historic Preservation.

RDU International Airport Terminal Design Committee.

Bureau served on the newly created Culture Shock supporting and

promoting the Arts in Orange County

Supported North Carolina High School Athletic Association.

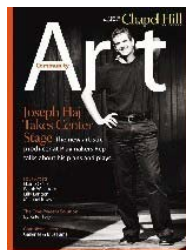
Serving on regional way-finding committee interested in signage.

Continued Orange County Tourism Partnership Forums in 2006-07.

## Media & Other Partnerships

Developed partnership with the Tar Heel Sports Marketing with promotions on www.tarheelblue.com, game day programs and the Tar Heel Sports Radio Network.

Worked with *Herald-Sun* to produce a 2007 Chapel Hill Wedding Guide.



Bureau supported special supplement features local artists and gallery owners.

Worked with *Chapel Hill Magazine* to produce first Arts Supplement in September 2006.

Supported new 5th Quarter Chapel Hill promotion during UNC Football Season.

## 2006-07 Orange County Festivals

Community July 4th Celebrations	Twelve Days of Christmas
Bikefest: The Rural Heritage Tour	Dirty South Improv Comedy Festival
Sculpture in the Garden	Rev. War Living History Day
Carrboro Music Festival	Carolina Jazz Festival
Efland Fall Classic Pro Rodeo	Piedmont Farm Tour
Festifall	Cool Jazz Festival
Orange County Open Studio Tour	Greek Festival
Carrboro Film Festival	Carrboro Day
Christmas Craft Show	Hillsborough Spring Garden Tour
Hillsborough Candlelight Tour	Festival of the Vino
Chapel Hill Holiday House Tour	Hillsborough Hog Day



The Bureau helps promote events and festivals throughout the year such as the fun-filled Carrboro Day and others listed here.

## Membership & Service

Association Executives of North Carolina  
 Destination Marketing Association International  
 Hospitality Sales and Marketing Association International  
 Meeting Professionals International  
 Meeting Professionals International, Carolinas Chapter  
 Society of Government Meeting Planners  
 Travel Industry Association of America  
 International Association of Business Communicators  
 Public Relations Society of America  
 Society of American Travel Writers  
 North Carolina Association of Convention and Visitor Bureaus

North Carolina Travel Industry Association  
 North Carolina High School Athletic Association  
 Triangle Area Hotel and Motel Association  
 Chapel Hill-Carrboro Chamber of Commerce  
 Hillsborough/Orange County Chamber of Commerce  
 Chapel Hill Downtown Partnership  
 Orange County Employee Relations Consortium  
 Hillsborough Hog Day Committee  
 Hillsborough Spring Garden Tour Committee  
 Hillsborough Christmas Candlelight Tour  
 Carolina Family Weekend Committee

## Funding

Orange County collects a 2% occupancy tax from lodging guests, which the Board of County Commissioners dedicated to the operation of a county-wide Visitors Bureau. For 2006-07, this amount totaled \$664,903.

The Town of Chapel Hill collects an additional 3% occupancy tax rate from lodging guests in the town limits within Orange County. From those receipts, the Bureau received \$85,000, a 23% increase over the previous year.



Residence Inn Marriott Chapel Hill opened in January 2007, one of two new hotels in Orange County in 2006-07.

## Revenue and Expenditures FY 2006-07

### REVENUE

Occupancy Tax Receipts (2% county)	\$ 664,903.34	86%
Interest/Partnership Reimbursement	\$ 22,260.35	3%
Chapel Hill Occupancy Tax Contribution	<u>\$ 85,000.00</u>	11%
TOTAL	\$ 772,163.69	

### EXPENDITURES

Salaries and Benefits	\$ 337,307.97	46%
Sales & Marketing	\$ 264,665.81	35%
Overhead (rent, phones, utilities, etc.)	\$ 78,435.53	10%
Administration (operating)	<u>\$ 71,257.89</u>	9%
TOTAL	\$ 751,666.20	

## Selected Strategies for 2007-08

Some of the Bureau's objectives for 2007-08 include the following:

Update and evolve website for greater communications to tourists. New site will be [www.visitchapelhill.org](http://www.visitchapelhill.org).

Consistently advertise events, festivals, museum openings and athletic, cultural and environmental happenings outside the Triangle's geographic boundaries.



*Bureau's New 2008 Logo and Slogan*

Develop promotions around food walking tours.

Continue to update collateral/

promotional services to visitors.

Produce new meeting guide with wedding section.

Service conferences, on-site at hotels to help fill area restaurants.

Generate new visitors from North Carolina markets of Wilmington, New Bern, Asheville, Charlotte and the state of Virginia.

## 2006-07 Visitors Bureau Staff

Laurie Paolicelli  
Executive Director

Linda Ekeland  
Director of Sales

Patty Griffin  
Communications Manager

Dale Chodorow  
Publications Coordinator

Betty Davis  
Administrative Assistant

Nancy Edelman  
Visitors Center Specialist



Franklin Street Visitors Center is open six days a week.

## Chapel Hill/ Orange County Visitors Bureau

501 W. Franklin Street  
Chapel Hill, NC 27516  
www.choevb.org

Phone: 919-968-2060  
Toll-free: 1-888-968-2060  
Fax: 919-968-2062  
Email: info@choevb.org

**Visitors Center  
Hours Mon-Fri  
8:30am-5pm and  
Sat 10am-2pm**



Chapel Hill  
**ORANGE COUNTY**  
Visitors Bureau

## MISSION STATEMENT

*The mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community.*

### The Visitor Bureau's Five Guiding Strategies:

To position Orange County as a desirable *meeting and vacation* destination in markets that illustrates proven and potential sources of overnight business for Orange County.

Encourage longer stays, increased spending, and repeat visits through effective advertising and electronic and print marketing.

Contribute to the economic development and the quality of life that comprises Orange County by building tourism while servicing the visitor who has arrived here.

Work in cooperation with community organizations to achieve an effective, coordinated and comprehensive visitor services program throughout the county.

Provide quality visitor services to travelers in Orange County and continually examine the range of visitor services available in order to identify unmet needs.

## 2006-07 Board of Directors

### Director

Lee Pavao, Chairman  
Moses Carey, Finance Chair  
Rick Strunk, Marketing Chair  
Linda Convisor  
Bill Crowther  
Frances Dancy  
Rachel Phelps Hawkins  
Mark Sherburne  
Bob Ward  
Jim Ward  
Creston Woods  
Jon Wilner  
Elizabeth Parham, Ex Officio

Willie Best

### Representing

Chapel Hill-Carrboro Chamber of Commerce  
Orange County Board of Commissioners  
North Carolina High School Athletic Association  
University of North Carolina at Chapel Hill  
Alliance for Historic Hillsborough  
Town of Hillsborough  
Hillsborough/Orange County Chamber of Commerce  
Orange County Lodging Association  
Orange County Economic Development Commission  
Town of Chapel Hill  
Orange County Lodging Association  
Town of Carrboro  
Chapel Hill Downtown Partnership

Assistant County Manager  
Economic Development Commission

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County Visitors Bureau