

The Visitor Industry: An Economic Force

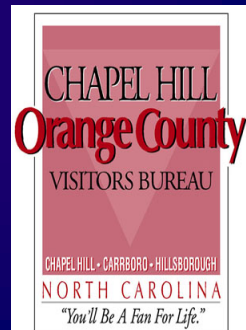
A Presentation to

Chapel Hill Town Council

by Lawrence Walters, Chair

Chapel Hill/Orange County Visitors Bureau

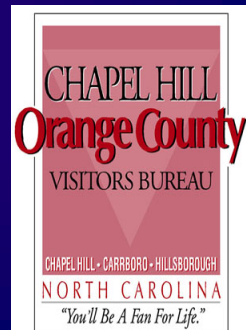
March 2004



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Today's Agenda

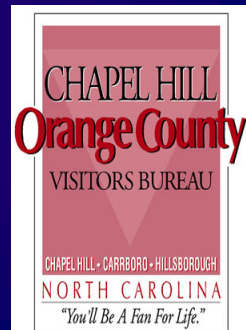
- Report on the state of the visitor industry
- Report on the performance and activity of Visitors Bureau
- Thank you for your support



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History of Partnership between Town and the Visitors Bureau

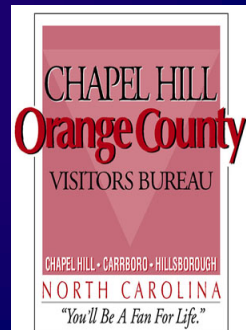
- 1994 - \$30,000 grant from Town hotel occupancy tax receipts
- 1995 to present – 15% grant from Town hotel occupancy tax receipts



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Our Mission

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.



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Purposes

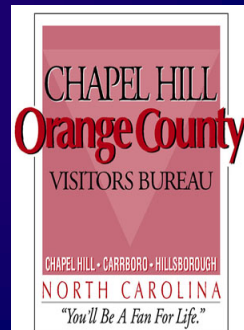
- **Work with partners to achieve a coordinated marketing program**
- **Serve as a leader in developing strategies for providing quality visitor services**
- **Identify unmet needs of visitors and develop ways to meet the needs**
- **Encourage longer stays, increased visitor spending and repeat visitors of travelers**
- **Position the area as a desirable meeting or travel destination**



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The benefits to our community

- Brings new dollars to our community
- More jobs for our people
- More income for our businesses
- More tax revenue for local government thereby reducing the burden on citizens



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Chapel Hill/Orange County Visitors Bureau at Work...

- **Internet Marketing – www.chocvb.org**
 - **Customized personal traveler itinerary planner**
 - **Searchable events calendar**
 - **Special request sections for meeting planners and media**
 - **247,827 visitors to site in 2002-2003 (34% increase)**



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Chapel Hill/Orange County Visitors Bureau at Work...

■ Seasonal Promotions

"Wonderful, Whimsical Winter"

- Promote visitation during slower winter months, mid-November through January

"Great Summer Getaways"

- Promotion visitation during slower summer months, late May through Labor Day



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CHOCVB at Work...

■ Major Annual Publications

- *Official Visitors Guide, Dining & Nightlife Guide, Promotional Brochure, Happenings Calendar of Events, Visitors Map*

- ◆ **02-03 Results: 28,338 direct inquiries**
 - (60% increase over prior year)
- ◆ **Over 178,000 publications distributed through various locations**

■ Other Publications

- ◆ **Monthly Electronic Newsletter with 1,000 circulation**
- ◆ *Meeting & Event Planning Guide, Group Tour Manual, Destination Video, Orange County Wedding & Reception Sites*



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CHOCVB at Work...

- **Meetings & Conferences Promotion**
 - ◆ **Tradeshows**
 - ◆ **Host meeting & event planner, tour operator and travel agent visits**
 - ◆ **Direct mail**
 - ◆ **Advertising**
 - ◆ **02-03 Results: 1,622 requests for information**
 - **36 leads to hotels and meeting facilities**
 - **29 definite bookings with a value of \$803,000**
 - **203 groups serviced**

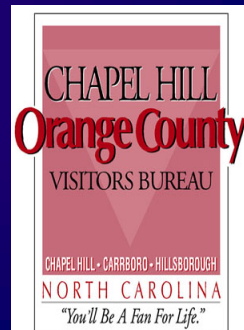


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CHCOVB at Work...

- **Communications and Media Relations**
 - ◆ **Generate feature stories and articles on our destination**
 - ◆ **Provide source information and images for publications, including yearly special newspaper section on National Tourism Week in Orange County**
 - ◆ **Host media visits**
 - ◆ **Hospitality Training**
 - ◆ **Promotional assistance for festival/event organizers**
 - **02-03 Results: 193 articles/features stories**
 - **Four hospitality training courses**
 - **23 groups assisted with event promotion**

- **Lodging Availability during peak periods**



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The economic impact on the community...

- \$111 million (2002) in domestic travel expenditures
- \$8.96 million in state and local tax
 - ◆ Revenues represent a savings of \$73 to each county resident
- 1,710 jobs directly attributable to tourism

Source: TIA's TravelScope



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Visitor industry hotel occupancy and daily room rates

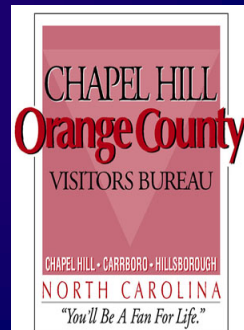
- Lodging occupancy rates for Orange County for 2003 was 63.2%, up from 61.7% in 2002.
- 4% decline in occupancy tax receipts for 2003 from 2002.



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Stretching the dollars

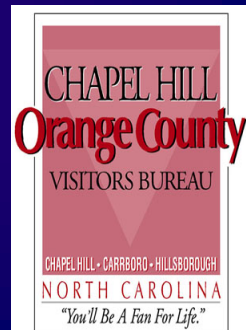
- **Alliances for cooperative marketing**
 - ◆ **NC Assn. of CVBs; NC Div. Of Tourism, Film & Sports Development**
- **Strategic partnerships**
 - ◆ **Chapel Hill-Carrboro Chamber of Commerce; Alliance for Historic Hillsborough; Downtown Chapel Hill Commission; UNC Visitors' Center**



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Major Initiative Completed

- **Visitors Center Opened in October 2002**



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Summary

- **247,827** visitors to Bureau *website*
- **178,000** visitor publications distributed
- **1,622** requests for information
 - **36** leads to hotels and meeting facilities
 - **29** definite bookings with a value of **\$803,000**
- **193** articles/feature stories on Orange County
- **4,500** people serviced at the Visitors Center
- **\$111** million spent in Orange County
- **1,710** jobs directly attributable to tourism



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Thank you for your support!

