

# *Chapel Hill*

WITH CARRBORO & HILLSBOROUGH  
The Feeling Never Leaves You

## 2008-09 Year in Review

Presented to

Chapel Hill/Orange County Visitors Bureau Board



JENNINGS

## Here's an overview of our efforts throughout the year.

(Click section title to go directly to that page)

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# Annual Media Plan

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- Our campaign targeted adults 35+ throughout the state and in key drive markets
- Media employed included:
  - Top-line travel and lifestyle publications
  - Key market newspaper travel sections
  - Heavily trafficked websites

## Publications



Southern Living (Carolina Living)  
NC Travel Guide  
Our State  
AAA Carolinas Go Magazine  
Carolina Alumni Review  
Tar Heel Monthly  
Carolina African American Heritage  
& Visitors Guide  
Charlotte Magazine  
Preservation Magazine  
Alamance Magazine

## Online


Tripadvisor.com  
Charlotte.com  
VisitNC.com  
Preservationnation.org  
AAA Carolinas Go Website  
AAA Dynamic Deals  
Google Ad Words

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*Chapel Hill*  
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The Feeling Never Leaves You

  
**Catch a collegiate baseball game,  
 an indie rock concert, a historic tour,  
 and, if you have time, your breath.**  


Once you visit here, the feeling never leaves you.  
 Find out why at [visitchapelhill.org](http://visitchapelhill.org) or call 888-968-2060.

  
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Every to-do list should be this entertaining.



North Carolina Botanical Garden  
(919) 963-0337 | [www.ncbg.org](http://www.ncbg.org)



Arkland Art Photos  
(919) 968-1736 | [www.arklandart.com](http://www.arklandart.com)



The Burwell School  
(919) 732-9401 | [www.burwell-school.org](http://www.burwell-school.org)



Orange County Historical Museum  
(919) 732-3301 | [www.orange-county-museum.org](http://www.orange-county-museum.org)



Ayr Fleeced and Fleed's Walk  
(919) 732-4886  
[www.duckwater-katharine.org/teach-your-visit\\_info.html](http://www.duckwater-katharine.org/teach-your-visit_info.html)



Preservation Society of Chapel Hill  
(919) 963-7678 | [www.chapelhillpreservation.com](http://www.chapelhillpreservation.com)



Carrollton  
[www.carrollton.com](http://www.carrollton.com)  
 401-382-3366  
 Carrollton Music Festival September 14  
 Carrollton Music Festival - October 14



Historical Plantation and Science Center  
(919) 963-1334 | [www.morrisdunbarplantation.org](http://www.morrisdunbarplantation.org)



Chapel Hill Museum  
(919) 963-1400 | [www.chapelhillmuseum.org](http://www.chapelhillmuseum.org)  
 Home of the North Carolina State Archives  
 The Museum of the Chapel Hill Experiment is located on campus at 101 S. 10th

  
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**Car Show visitors will  
 find Orange County to be  
 very accommodating.**

*Hotels and Motels in Hillsborough and Chapel Hill*



**Milestone Inn & Suites**  
[www.milestone.com](http://www.milestone.com)  
 US 101 Expressway W  
 400 South Chatham St  
 Hillsborough, NC 27539  
 toll free (800) 375-9175  
 phone (919) 245-5142



**Habitat Inn Express**  
[www.habitatinn.com/hillsborough](http://www.habitatinn.com/hillsborough)  
 302 Carfield Dr  
 off South Chatham St  
 Hillsborough, NC 27539  
 toll free (800) 460-4079  
 phone (919) 644-1990



**Southern Country Inn**  
 120 Daniel Boone Street  
 Chapel Seven (Hwy 9)  
 Hillsborough, NC 27538  
 phone (919) 710-8-91



**The Carolina Inn**  
[www.carolinainn.com](http://www.carolinainn.com)  
 111 Parkside Dr (Corner)  
 Chapel Seven (Hwy 9)  
 Hillsborough, NC 27539  
 toll free (800) 963-8278  
 phone (919) 651-2881



**Courtyard by Marriott**  
[www.marriott.com/courtyard](http://www.marriott.com/courtyard)  
 98 Parkside Way  
 off NC Highway 54 East  
 Chapel Hill, NC 27517  
 toll free (800) 351-2111  
 phone (919) 967-0790



**Days Inn**  
[www.daysinn.com](http://www.daysinn.com)  
 1431 North Mountain Blvd  
 S.C. Highway 15-5011  
 Hillsborough, NC 27539  
 Chapel Hill, NC 27514  
 toll free (800) 328-7946  
 phone (919) 644-2086



**The Franklin Hotel**  
[www.franklinhotel.com](http://www.franklinhotel.com)  
 111 West Franklin St  
 (Corner)  
 Chapel Hill, NC 27514  
 toll free (800) 821-9999  
 phone (919) 943-5000



**Hampton Inn Chapel Hill**  
[www.hampton.com/nc](http://www.hampton.com/nc)  
 1740 Mount Franklin Blvd  
 S.C. Highway 15-5011  
 Chapel Hill, NC 27514  
 toll free (800) 426-2966  
 phone (919) 967-5000



**Friday Inn Chapel Hill**  
[www.fridayinn.com](http://www.fridayinn.com)  
 1181 North Franklin Blvd  
 S.C. Highway 15-5011  
 Chapel Hill, NC 27514  
 toll free (800) 412-1348  
 phone (919) 978-1111



**Reverence Inn by Marriott**  
[www.marriott.com/reverence](http://www.marriott.com/reverence)  
 161 Grove Road  
 off US Highway 52 West  
 Chapel Hill, NC 27514  
 toll free (800) 325-2149  
 phone (919) 933-4848



**Serenity Chapel Hill Hotel**  
[www.serenity.com/chapelhill](http://www.serenity.com/chapelhill)  
 One Campus Dr  
 off S.C. Highway 52 West  
 Chapel Hill, NC 27517  
 toll free (800) 328-2836  
 phone (919) 968-6000



**The Stone Hotel**  
[www.stonehotel.com](http://www.stonehotel.com)  
 1400 East Franklin St  
 Chapel Hill, NC 27514  
 off S.C. Highway 52 West  
 phone (919) 963-7379  
 phone (919) 963-4700



**Chapel Hill Executive**  
[www.chapelhill.com](http://www.chapelhill.com)  
 6490 US Highway 70/90A  
 Research Triangle Park  
 Durham, NC 27706  
 toll free (800) 413-8343  
 phone (919) 963-1008



**Serenity Inn**  
[www.serenity.com](http://www.serenity.com)  
 1393 US Highway 70/90A  
 Research Triangle Park  
 Durham, NC 27706  
 off S.C. Highway 52 West  
 phone (919) 963-7361



**Red & Breakfast Inns**  
[www.redandbreakfast.com](http://www.redandbreakfast.com)  
 The Barnhouse at Stevens Farms  
[www.stevensfarms.com](http://www.stevensfarms.com)  
 3033 Conant Rd  
 Chapel Hill, NC 27514  
 phone (919) 968-6758



**Finkle Creek Farms**  
[www.finklecreek.com](http://www.finklecreek.com)  
 4127 Matthews Rd  
 Hillsborough, NC 27538  
 phone (919) 994-4397



**Inn at Matthews School**  
[www.inn-at-matthews.com](http://www.inn-at-matthews.com)  
 6752 Folsom Oaks Rd  
 off NC Highway 54 West  
 Chapel Hill, NC 27514  
 toll free (800) 556-1282  
 phone (919) 363-1583



**The Inn at Twinleaf**  
 175 Silver Spring (Corner)  
 Hillsborough, NC 27538  
 phone (919) 732-1720



**The Old Place**  
[www.theoldplace.com](http://www.theoldplace.com)  
 1000 South Chatham St  
 Hillsborough, NC 27539  
 toll free (800) 763-1723  
 phone (919) 563-1723



**The Waltham House**  
[www.walthamhouse.com](http://www.walthamhouse.com)  
 101 East Queen St (Corner)  
 Hillsborough, NC 27538  
 toll free (800) 763-1723  
 phone (919) 732-8948


Once you visit here,  
 the feeling never leaves you.  
 Learn why at [visitchapelhill.org](http://visitchapelhill.org)  
 or call 888-968-2060.

**Chapel Hill**  
 WITH CARBORO & HILLSBOROUGH  
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**Time may  
 stand still, but you  
 certainly won't.**

Centuries-old homes and historic sites, a thriving  
 restaurant and nightclub scene, and the brand new  
 Carolina Basketball Museum are just some  
 of the attractions that make your visit  
 as fun-filled as it is fact-filled.  
 Learn more at [visitchapelhill.org](http://visitchapelhill.org)  
 or call 888-968-2060.




  
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**It's like we took your  
 fondest holiday memories  
 and brought them here.**

The candlelight tour of historic homes in Hillsborough.  
 A contest to build the most spectacular gingerbread houses.  
 A holiday parade right down Main Street.  
 And a rousing performance of *The Nutcracker* in Memorial Hall.

It's the season of sharing.  
 See all that awaits you at [visitchapelhill.org](http://visitchapelhill.org)

  
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# Promotional Support

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In addition to our consumer campaign, we developed specific messaging to support programs throughout the county:

- The Touch Downtown campaign employed magazine advertising, street banners, signage, radio and web to encourage fans to extend their time in Chapel Hill to enjoy the wonderful dining, shopping and activities.
- UNC Meeting Planners received direct mail in advance of a sales blitz urging them to consider the area for future meetings.

**Publications:** Carolina Blitz, Meetings South, Association Executives of North Carolina Resource Guide, Small Market Meetings, Meetings Mentor

- Holiday activities took center stage in a separate newspaper campaign for Hillsborough.

**Publications:** Greensboro News & Record and N&O

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**START EARLY. STAY LATE.**

It's your school. Your team. Your town. So why not make it your day? There's a lot to do all around Chapel Hill, so stay and play on game day.

Getting around is easy. Buses run on extended hours and there are Tar Heel Express park-and-ride lots all over town. See it all at [touchdowntown.com](http://touchdowntown.com).




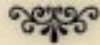
**Swing into the holidays in Historic Hillsborough!**

- ★ **A Christmas Carol**  
December 18 6:30pm and 8:30pm  
Michael Malone and Alan Gargano will perform the Dickens' classic tale at St. Matthew's Episcopal Church. Advanced tickets are recommended. Call 919-732-7451 for more information and reservations.
- ★ **Jim Watson Christmas Concert**  
December 21 4pm  
Jim Watson will perform his annual Christmas Concert at the Masonic Lodge at 142 West King Street. Since 1986, Watson has performed a sing-along set for the young and old. For tickets and information, visit us online at [www.hillsboroughcouncil.org](http://www.hillsboroughcouncil.org).
- ★ **New Year's Eve at The Blue Bayou**  
December 31 7pm and 10pm  
The Will McFarlane Band, with special guest Armand Lenchek, usher in the New Year. Advance tickets are \$18.00 and Day of Show tickets are \$20.00. Call the Blue Bayou Club at (919) 732-2555 for more information or visit [www.bluebayouclub.com](http://www.bluebayouclub.com).
- ★ **Hillsborough Parlor Concerts**  
January 18 4pm  
Hillsborough's annual Parlor Concert series kicks off! Listen to beautiful music in Hillsborough's historic homes. The first concert features Bill Leslie playing Celtic music. See [www.hillsboroughcouncil.org](http://www.hillsboroughcouncil.org) for more information.



For a full listing of these and other Hillsborough events, please visit [www.holidaysinhillsborough.com](http://www.holidaysinhillsborough.com) or call toll-free 877-732-7742

  
 Late nights on the town.  
 Live music.  
 Boisterous crowds.  
 What? You think  
 you're in college?



We have the facilities, the fine attention to detail, and,  
 most importantly, the fun. Call Linda Ekeland at 888.968.2060  
 to find out how to make this year's meeting the best ever.  
 Or go to [visitchapelhill.org](http://visitchapelhill.org) to submit your online RFP.



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**It's March Meeting Madness and there's  
 only one sure winner.**



# Website Upgrades

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The website took on a more promotional look and feel with the addition of banner ads to support local venues, blog entries for hotels/dining and the arts, video links from the Chapel Hill museum and hotel promotions for meeting planners. Additional space on the homepage was devoted to descriptive intro copy and more current events and happenings in the county.

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Chapel Hill and Orange County Visitors Bureau

http://www.visitchapelhill.org/

Advertising ...ood For You Chapel Hill Weather Google Co Izzy! Apple Amazon eBay Yahoo! News

Search:

Local Weather: Mostly Cloudy, 36°F

# Chapel Hill

WITH CARRBORO & HILLSBOROUGH  
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WHERE TO STAY | DINING | ATTRACTIONS | EVENT CALENDAR | MEETING PLANNERS | FOR THE MEDIA | RESOURCES



**Citizen's Journal**  
Katherine Demby  
I have lived in Chapel Hill all my life and cannot think of a place I would rather live. Chapel Hill has all the qualities of a big city with the feel of a small town. There seems to be something for everyone. It is a

[more >](#)



### Welcome to the Chapel Hill/Orange County Community

Happy New Year from Chapel Hill and the Orange County communities of Carrboro and Hillsborough, North Carolina! The winter months are perfect for a good hike, bicycle ride or run. Hotels offer great rates and amenities, so why stay anywhere else when you can stay close to your meeting, game, friends, and family? Wondering what to do on your trip? [Click here](#) for a list of Top 10 ideas.

The 2009 Passport for Value Coupon Booklet loaded with discounts from more than 100 Orange County area restaurants, retail shops, events, services and attractions is now available. Request your free copy at [info@visitchapelhill.org](mailto:info@visitchapelhill.org).

#### SPECIAL OFFERS

**Find Hot Rates on Group Hotels**  
faster than making a phone call



Carolina Performing Arts presents  
**Alvin Ailey American Dance Theater**  
at Memorial Hall.  
**April 21 & 22, 2009**



Spend a perfect day with us

In the Spotlight	Upcoming Events	Visitor Journal
 <p><b>UNC Commencement 2009 is on Sunday, May 10</b></p> <p>The Commencement Ceremony will be held on Sunday, May 10, 2009 at 9:30 a.m. at Kenan Memorial Stadium on the UNC-Chapel Hill campus.</p> <p><a href="#">more &gt;&gt;</a></p> 	 <p>Aaron Neville and The Neville Brothers - LIMITED AVAILABILITY</p> <p>George Winston Concert</p> <p>UNC Men's Baseball</p> <p>Meet The Artists: Jam Session - Carolina Jazz Festival Jazz Fest</p> <p>Reading by Former U.S. Post Laureate Strand</p> <p>UNC Women's Basketball</p> <p>Storytelling by Donna Washington</p> <p>The Jazz Sound - Carolina Jazz Festival Jazz Fest</p> <p>Essentially Ellington Regional High School Jazz Festival</p>	 <p><b>Carolina Basketball Fever</b></p> <p>Dean Bruis</p> <p>I travel from Charlotte to enjoy watching the Tar Heels play.</p> <p><a href="#">more &gt;&gt;</a></p>  <p><b>Mother and Daughters Visit</b></p>

http://visitcarrboro.org/

AdPulp: Dail... the Ad Biz Advertising ...ood For You Chapel Hill Weather Google Apple News

# Chapel Hill

WITH CARRBORO & HILLSBOROUGH  
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Search:



Local Weather: Overcast, 50°F

WHERE TO STAY | DINING | ATTRACTIONS | EVENT CALENDAR | MEETING PLANNERS | FOR THE MEDIA | RESOURCES


Locations

- Chapel Hill
- Carrboro
- Hillsborough

## Welcome to Carrboro



Carrboro has a personality all its own, and it's not afraid to proclaim it. The spirit of Carrboro recognizes the independent spirit of Orange County. It's a walking town, proudly liberal and independent with a coffee-house quality, a feeling of friendliness, of home. It was incorporated in 1911 as the town of West End. Eventually it was named after Julian Carr, who ran the cotton mill, a cotton mill which still stands today housing Weaver Street Market, the town center, and a gathering place for this blossoming community.



# Social Media

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We established social media sites on Facebook and Ning to reach out to communities of visitors, to develop shared experiences for potential visitors, and to increase the visibility of the visitor bureau's site through links and data tags. Sites on YouTube and Flickr were also created for visitors to post video and photos of Orange County.

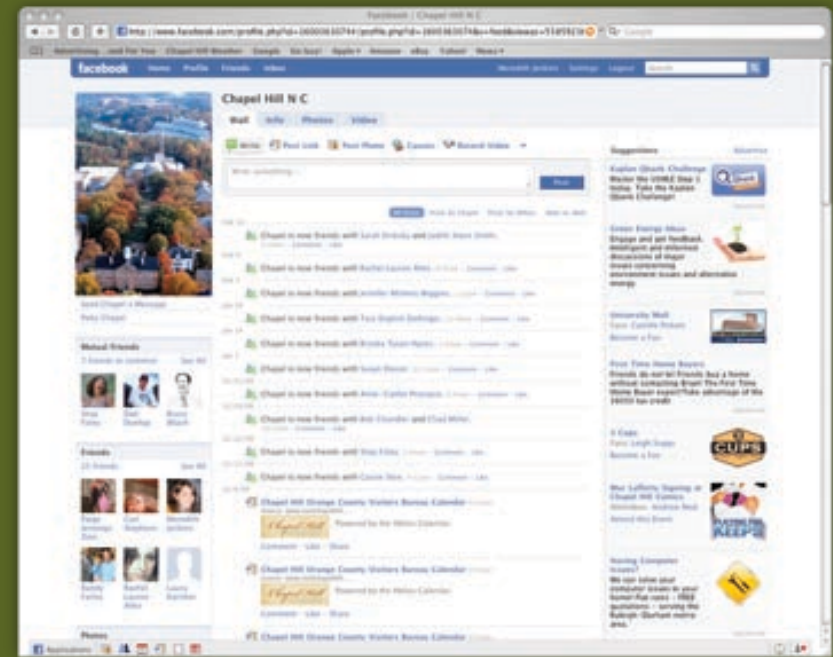
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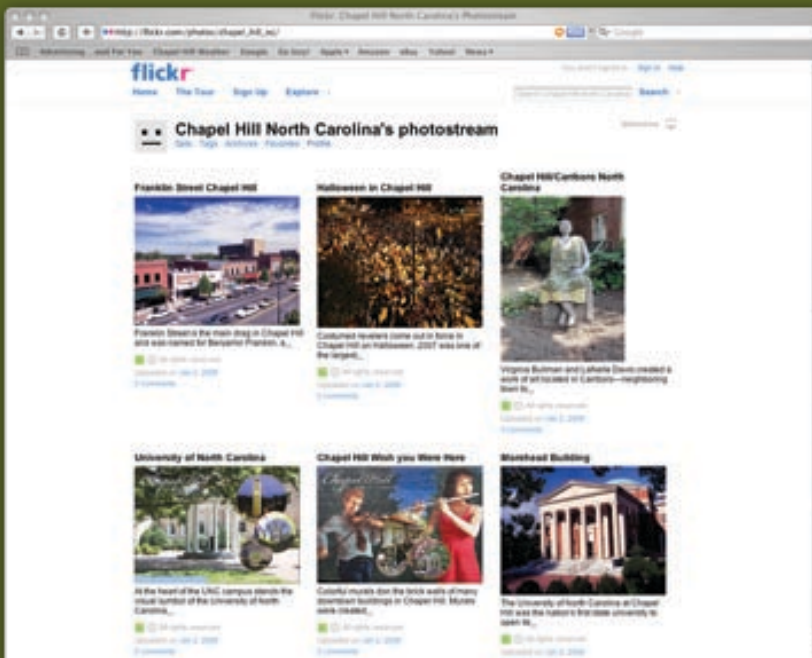
## Ning Social Community



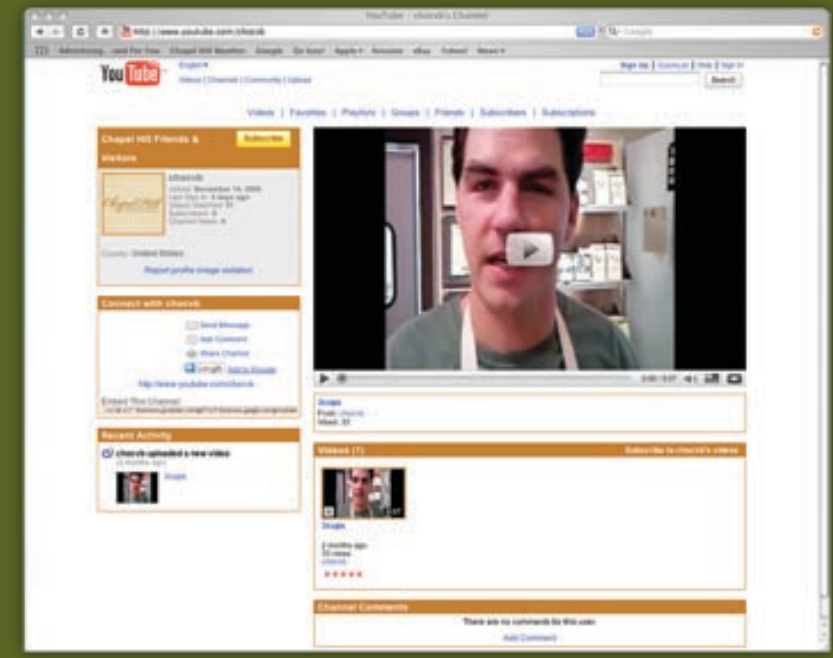
## Facebook Group



## Flickr Site



## YouTube Channel



# Upcoming Efforts

An advertising campaign, utilizing newspaper and web, will deliver a value-based message to summer travelers and include a sweepstakes offer.



Remember, a great summer vacation doesn't have to cost a great deal.

A family-friendly vacation destination is one that doesn't take long to get to, offers lots of fun things to do, and goes easy on the wallet. Visit us and enjoy:

New Carolina basketball museum • Six farmer's markets • Music concerts at The ArtsCenter, the Carolina Inn's Front Porch, and Hillsborough's Last Fridays • Morehead Planetarium • NC Botanical Garden • Movies on the lawn at Southern Village • Wine tastings at A Southern Season and Hillsborough Wine Company • Museums and art galleries • 300 restaurants, bars and nightclubs

Win free tickets! Go to [www.visitchapelhill.org](http://www.visitchapelhill.org) for a chance to win 4 tickets to the UNC-Notre Dame football game on October 11, and hotel accommodations, too! Want to know more? Call 888.968.2060.

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\*Win possible subject to odds and prizes. Must be 18 years of age or older.

## Publications:

Greensboro News & Record  
Petersburg Progress  
New Bern Sun Journal  
Charlotte Observer  
Wilmington Star-News  
Asheville Citizen Times  
Richmond Times-Dispatch

## Online:

TripAdvisor.com  
AAA Carolinas  
Google Ad Words

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# Campaign Recognition

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- The website won a gold Hermes creative award.
- The two-page spread ad, "Every To Do List," received a gold Destination Marketing Achievement award for best print ad – leisure.
- The meeting planners promotion won a gold Destinations Marketing Initiatives award.
- The newly-designed website has generated on average over 8,600 visits and over 33,000 page views each month.

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# Other Highlights

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- **Community Collaborations:**
  - Freedom Riders Marker
  - Touch Downtown Public Relations
  - Heritage Tourism Electronic Postcards
  - Historical Society Partner
  - Downtown Partnership Board
- **Sales Programs**
- **Campus outreach program: *Book Local***
- **New clients hosted for future meetings**
- **Washington, D.C. sales firm retained for new bookings**
- **National media stories secured**
- **50,000 Visitors Guides distributed**
- **New 2009 Food Lover's Guide to Chapel Hill/Orange County**

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