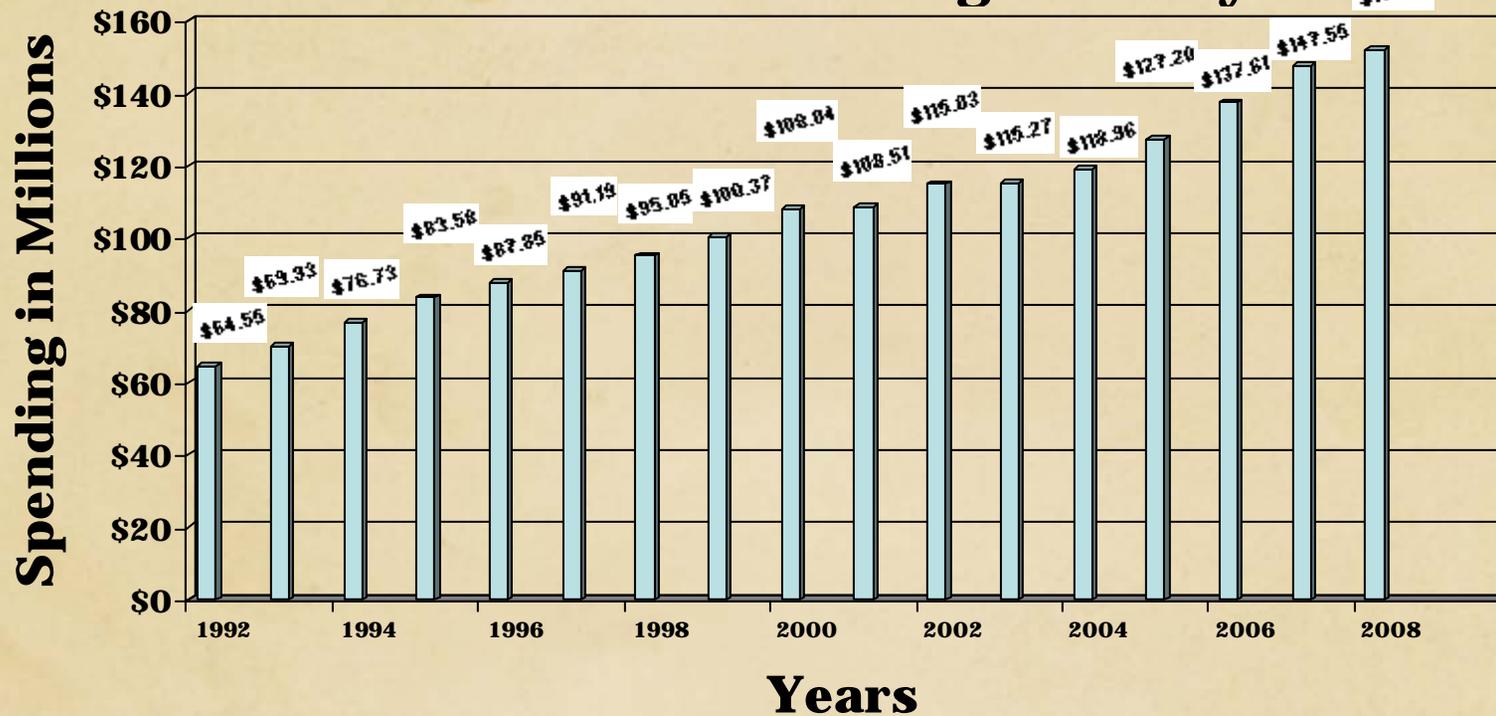


Tourism As An Economic Driver

Tourism Growth in Orange County



\$152 million

Visitchapelhill.com

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Search:

Local Weather: Clear Below 12,000 Ft, 25°F

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

It's the most wonderful
time to be here.



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Citizen's Journal

Ed Camp

As a Tar Heel Born and Bred, Chapel Hill has held a special place in my heart for over 30 years. I especially love it during the holidays, and can still remember my first few Christmas seasons here as a

[more >](#)



Welcome to the Chapel Hill/Orange County Community

Welcome to the Chapel Hill and Orange County, North Carolina, communities of Carrboro, Hillsborough and the University of North Carolina. — It's the most wonderful time to be here! Especially when we have so many fantastic holiday hotel packages to entice you to stay. [Click here](#) to see a list of hotels and their holiday offerings, starting as low as \$69 a night. We hope you'll join us. — For a list of the Top 10 ways to enjoy our towns, [click here](#). — Also, if you'd like to submit video clips of your trip to Orange County to place on our YouTube channel, just email your video file to [My Video](#). To view our channel, go to [Our YouTube](#).

Book a Hotel

Check-in:

Check-out:

City:

In the Spotlight



Still Time to See the 12 Days of Christmas Decorations

Decorations at The Carolina Inn available through January 3.

[more >>](#)



Upcoming Events



Holiday Cookie Decorating

UNC Men's Basketball

Ornament Making

Teddy Bear Tea with The Triangle Youth Ballet

UNC Men's Basketball

UNC Women's Basketball

UNC Men's Basketball

Visitor Journal



New Chapel Hill Food Lover's Guide Published

Purchase the book exclusively at A Southern Season through Dec. 24

[more >>](#)



[click here](#)
for Holiday Packages
as low as \$69
a night

Save
on
Chapel Hill

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Objectives

- Reach and influence visitors, especially overnight stays
- Reach and influence meeting planners for small to medium sized meetings

Target Audience

- Demographic
 - Primary: Adults 45+ with older children
 - Secondary: Adults 35+ with families
- Geographic: In state and nearby states within a 150 mile radius
- Psychographic: Looking for a break from hectic routine -- a place where they can relax, unwind and enjoy

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Challenges

- Economic downturn
- Less consumer travel
- More Choices
- Meetings curtailed
- Increased competition within the state
 - 35% growth in hotels within 10 miles
 - Durham spending \$2.5 million annually

Our Approach

- Maximize the budget
- Stay focused and avoid a fragmented approach
- Package our unique attributes and consistently be where visitors look for information
- Lead with the strength of the Chapel Hill brand
- Collaborate with key community events

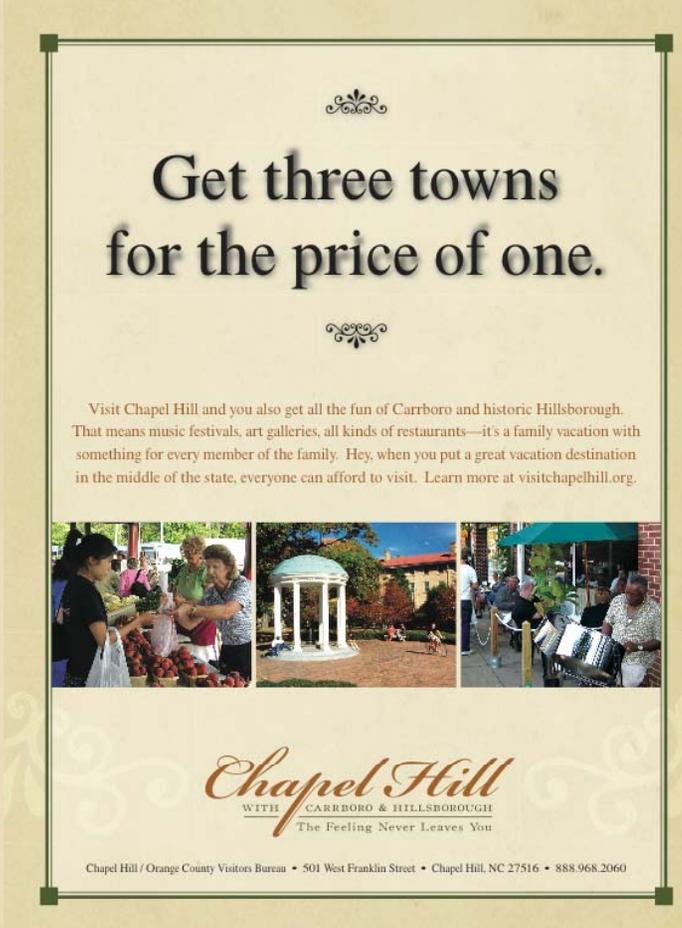
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2009-2010 Media Vehicles

- NC Travel Guide
- Our State magazine
- Southern Living
- AAA Carolinas Go!
- Carolina Alumni Review
- Tar Heel Monthly
- Charlotte Magazine
- Charlotte.com
- GoDuke.com
- TripAdvisor.com
- VisitNC.com
- AAA email update
- Carolina Blitz
- Meetings South
- AENC Resource Guide
- Small Market Meetings
- Regional newspapers

Visitor Ad

- Southern Living
 - Our State
 - NC Travel Guide
 - AAA Carolinas Go!
 - Carolina Alumni Review
 - Tar Heel Monthly
 - Charlotte Magazine
- Leads delivered: 1,821**



Get three towns
for the price of one.

Visit Chapel Hill and you also get all the fun of Carrboro and historic Hillsborough. That means music festivals, art galleries, all kinds of restaurants—it's a family vacation with something for every member of the family. Hey, when you put a great vacation destination in the middle of the state, everyone can afford to visit. Learn more at visitchapelhill.org.



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❧

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

❧

Once you visit here, the feeling never leaves you.
Learn why at visitchapelhill.org or call 888.968.2060.

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Yes, We're Gay-Friendly.

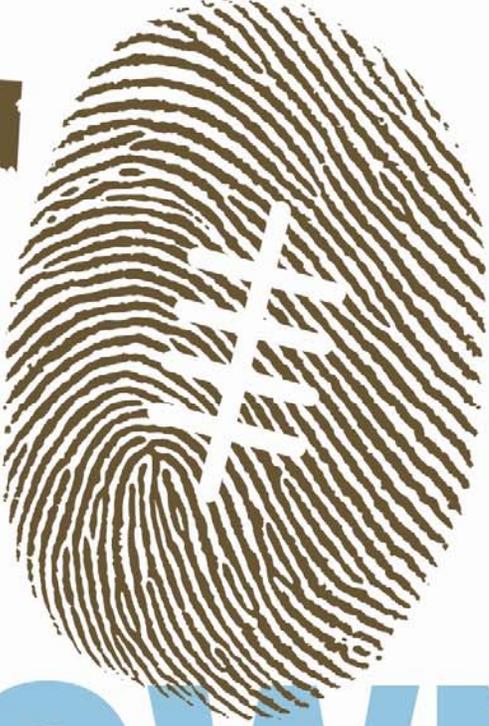
We're Also Gallery-Friendly, Cuisine-Friendly, Club-Friendly,
Arts-Friendly, Outdoor-Friendly, And Just Plain Old Friendly.

What are you in the mood for? Eclectic restaurants, cozy bars, happening nightspots? We've got that. Galleries, concert venues, performing arts? We've got that, too. Not to mention botanical gardens, nature trails, historical sites and an all-inclusive attitude. Of course, those are just some of the benefits to visiting a progressive university town like Chapel Hill and neighboring Carrboro and Hillsborough. To see more, go to visitchapelhill.org, or call 888-968-2060.

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T  **OUCH**
DOWNTOWN
CHAPEL HILL

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Downtown Sports Promotions

Te KE

ME **OUT** **T**

Af **TER** **THE**

BALL **GAME**

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.

TOUCH DOWNTOWN CHAPEL HILL

Chapel Hill-Carrboro Chamber of Commerce · Chapel Hill Downtown Partnership · Chapel Hill/Orange County Visitors Bureau · UNC Ram's Club · UNC Department of Athletics

- Touch Downtown
- Advertising
- Public Relations
- Collateral

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Meetings Ad

- Meetings South
- Carolina Blitz
- AENC Resource Guide
- Small Market Meetings



Fun at meeting

Fun after meeting

When the meeting ends, the fun begins. Especially in Chapel Hill, where college life is not just for college kids. Call Linda Ekeland at 888-968-2060 to find out about our full range of hotel accommodations for small to medium-sized meetings.

Or go to visitchapelhill.org to submit your online RFP.

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GoDuke.com

Click thru rate: .13%
130,304 impressions
170 clicks

Duke fans,
lighten up!

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Winter Promotion - Website

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Seasonal- E-mail Blast

It's the most wonderful time to be here.

- *Seasonal menus*
- *Historic holiday tours*
- *Shopping*
- *Gingerbread houses*
- *Special concerts*
- *Tarheel basketball*

It's a very special time to visit Chapel Hill, Carrboro and Hillsborough. The streets are bustling, we have many extra events and activities, and the spirit of the holidays is everywhere. And right now, we have an extensive variety of hotel packages, starting as low as \$69 a night. See all that's happening and learn more about our holiday rates at visitchapelhill.org.

Chapel Hill
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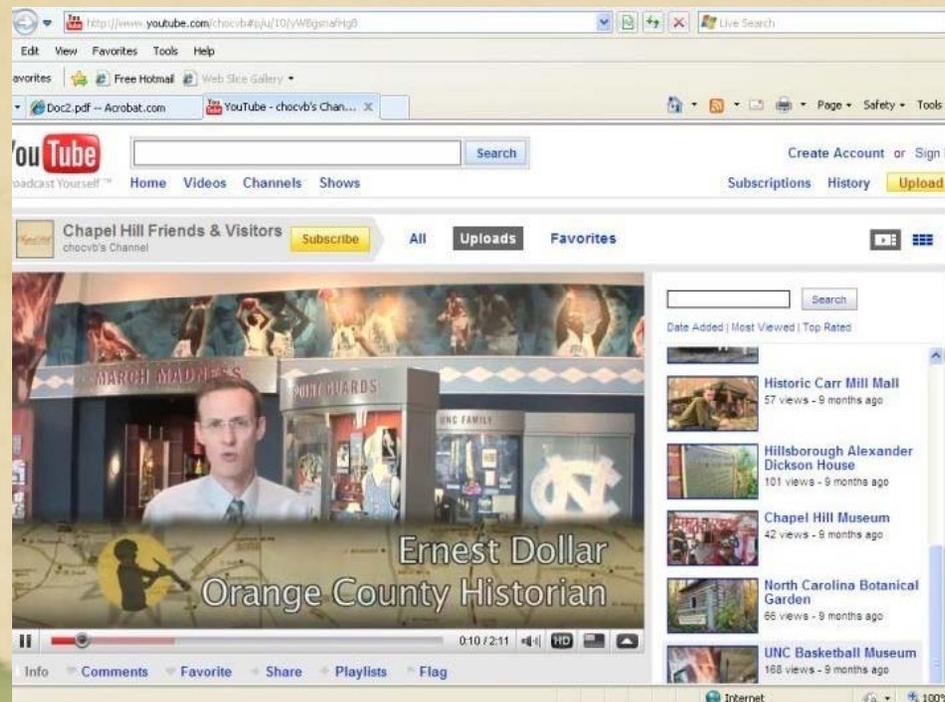
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Social Media

- Facebook -- 766 members
- Twitter -- 142 followers, 290 following
- YouTube -- 3,119 total upload views



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Most Frequently Asked Questions at Visitor's Bureau

Do you have a guided tour?

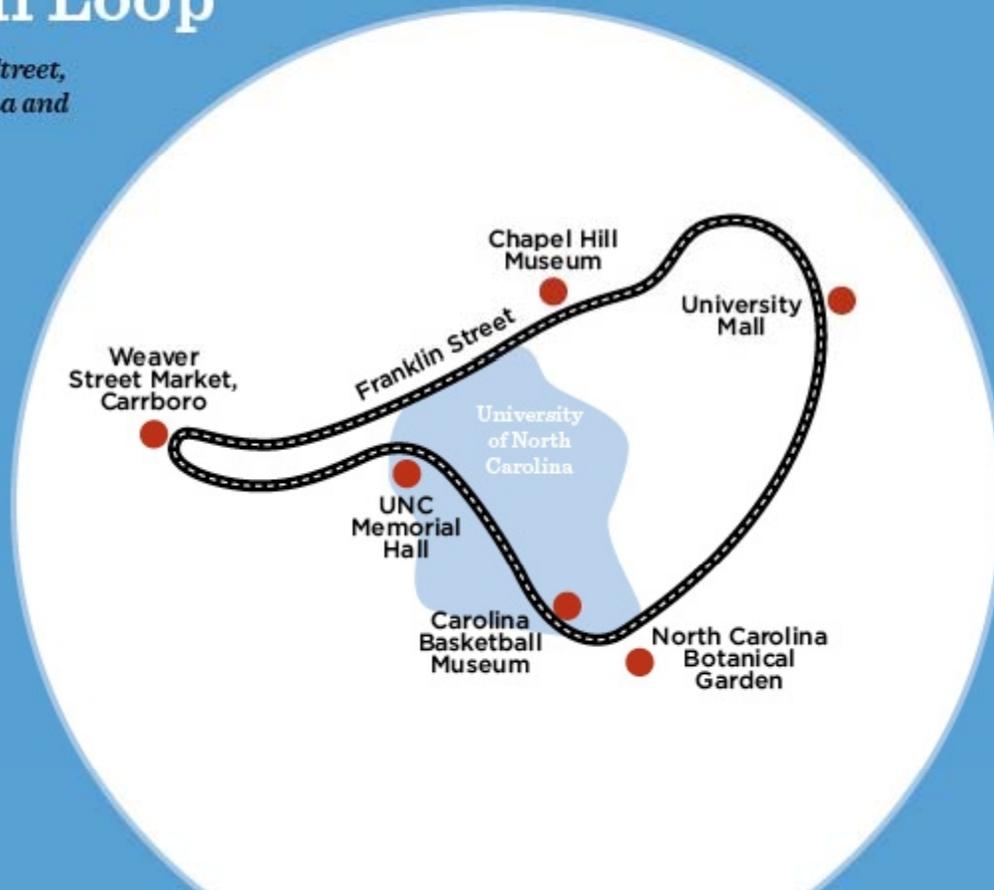


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Chapel Hill Loop

*University Mall, Franklin Street,
University of North Carolina and
Carrboro too!*

- * 10 mile loop
- * 90 minute bus ride
- * 10 destinations



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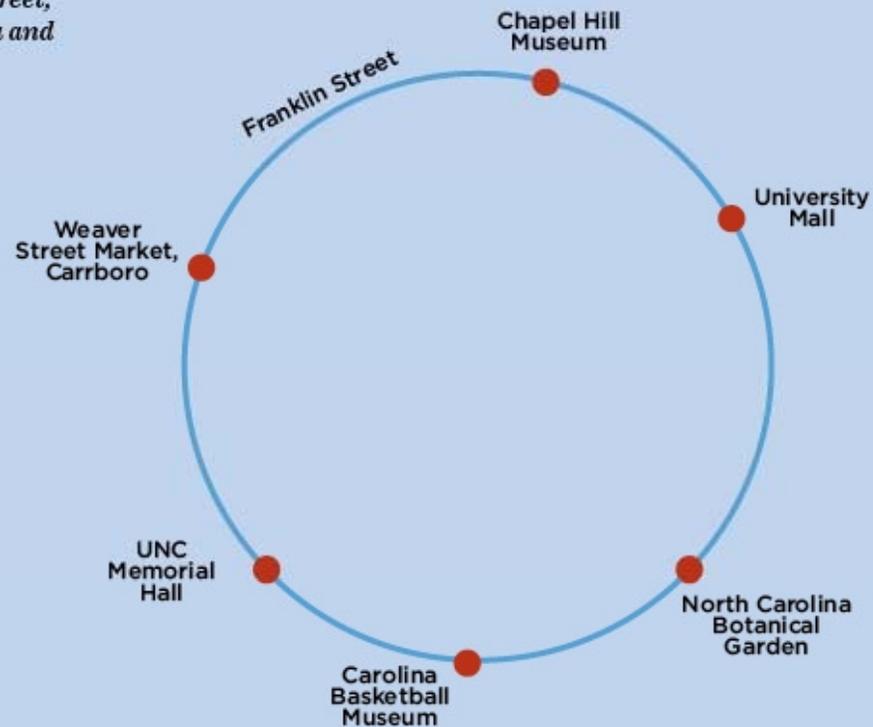
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Chapel Hill Loop

- U Mall to CH Museum 1.75 m
- Museum to Memorial Hall .50 m
- Memorial Hall to B-Ball Mus 1.25 m
- B-Ball Museum to Garden .50 m
- Garden to Weaver St Market 3.50 m
- Weaver St Market to Ackland 1.25 m
- Ackland to Planetarium .25 m
- Planetarium to U Mall 2.00 m
- Total Miles 11.00 m
- The cost of driving this loop would be \$2 if your vehicle got 22 miles to the gallon and gas was \$4/gallon.



Thank You

Questions?

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