

FOR IMMEDIATE RELEASE

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Chapel Hill/Orange County Visitors Bureau Introduces FY 2016-17 Media Strategy

CHAPEL HILL, NC - (July 28, 2016) - The Chapel Hill/Orange County Visitors Bureau has launched a print and digital campaign to increase travelers to Orange County, NC. According to Laurie Paolicelli, Executive Director, 2016 has been a strong year for tourism; however HB2 and shifts in business travel require the Chapel Hill area to maintain a marketing presence in key travel publications, especially during slower “shoulder” seasons.

The Visitors Bureau will target both leisure (weekend) and business (mid-week) travelers. Demographically, this audience is adults 35-64 (female focus), \$75k household income, and educated (college+).

The vast majority (80 %+) of spending will be allocated to North Carolina given the high proportion of in-state visitors. However, the Visitors Bureau’s tourism messaging will also be expanded to key feeder market states (SC, VA, OH, PA, GA) and deliver an even balance of print & digital placements.

Full page print ads will be placed in *Charlotte Magazine*, *Carolina Alumni Review*, *Garden & Gun*, *Our State*, *Walter Magazine*, and *Southern Living*.

The Bureau’s Digital Tactics include a mix of on-going paid search (Google, Bing), paid social (Facebook, Instagram), TripAdvisor and traditional display ads placed through Centro and WRAL.com.

Understanding the time consumers are spending on mobile devices, the Visitors Bureau will continue to target both mobile devices (smartphones, tablets) as well as desktops/laptops.

In addition to the base campaign promoting overall visitation, the Visitors Bureau will continue to market Orange County’s growing weddings venues and reach-out to the LGBT market within the consumer campaign. The tourism campaign will also continue to support the groups & meetings segment through a mix of paid search, print/digital ads in industry sales programs designed to generate conference leads for hotels.

The total media budget for is \$410,000 with a focus on generating more consumer travel and group conferences.

About the Chapel Hill/Orange County Visitors Bureau

The Chapel Hill/Orange County Visitors Bureau is Orange County, NC’s designated Destination Marketing Organization (DMO). The organization serves the broader interests of Orange County’s economy by marketing the Chapel Hill, Carrboro and Hillsborough, NC area as a world-class destination to prospective state, regional, national and international visitors. For information: www.VisitChapelHill.org

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YOUR COMMUNITY IS A PART OF OURS.

SPOTTED DOG CAFE, CARRBORO, NC

If you're looking for an escape from the everyday routine, bring your partner or spouse and head to Orange County. It's the perfect place to relax, unwind, and be yourself, with plenty of cafes, bars, boutiques, festivals, and outdoor activities for all. Visit our website for a schedule of upcoming events and trip ideas.

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CHAPEL HILL
HILLSBOROUGH & CARRBORO

ALL ARE WELCOME IN ORANGE COUNTY. CHAPEL HILL, CARRBORO, AND HILLSBOROUGH AWAIT YOU.

Part of Visitor Bureau's Ads for 2016-17 media campaign. This ad focuses on LGBT community and Everyone Welcome. Can provide JPG or PDF if requested via email pgriffin@visitchapelhill.org