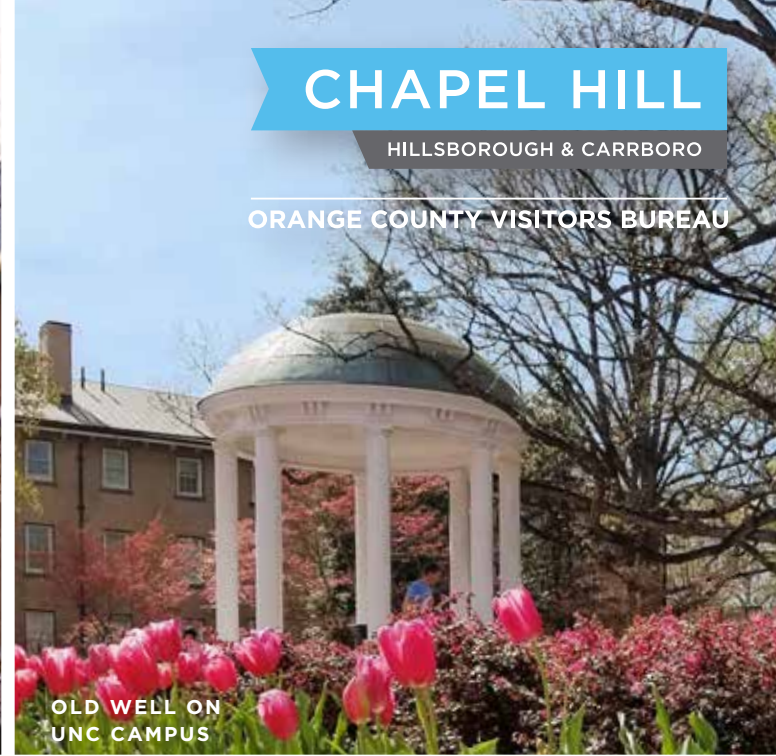




CAROLINA BREWERY
ON FRANKLIN STREET



OLD WELL ON
UNC CAMPUS

CHAPEL HILL
HILLSBOROUGH & CARRBORO
ORANGE COUNTY VISITORS BUREAU



MELISSA DESIGNER
JEWELRY HILLSBOROUGH

CHAPEL HILL/ORANGE COUNTY
VISITORS BUREAU
2019-2020
ANNUAL REPORT
INCLUDING IMPACT OF COVID-19
ON TOURISM IN ORANGE COUNTY IN 2020



CARRBORO FARMERS' MARKET



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SPECIAL REPORT:
Impact of COVID-19
on Tourism in Orange
County in 2020 15-17

CHAPEL HILL

HILLSBOROUGH & CARRBORO

ORANGE COUNTY VISITORS BUREAU

VISITORS CENTER

501 W. Franklin Street
Chapel Hill, NC 27156

info@visitchapelhill.org

(919) 245-4320

www.visitchapelhill.org

Monday - Friday, 8:30am - 5pm

Saturday, 10am - 3pm

 [visitchapelhill](https://www.facebook.com/visitchapelhill)

 [@visitchapelhill](https://twitter.com/visitchapelhill)

 [@visitchapelhill](https://www.instagram.com/visitchapelhill)



WHO WE ARE

The Chapel Hill/Orange County Visitors Bureau (VB) is a department of Orange County, NC government and serves as the official accredited Destination Marketing Organization (DMO) for Chapel Hill and the communities of Orange County.

ABOUT US:

The Visitors Bureau is funded through a portion of the 6% lodging tax collected on hotel rooms and accommodations in Orange County.

OUR MISSION

To market Orange County, NC in collaboration with community stakeholders; to attract and serve visitors; and to positively impact the local economy and quality of life.

ABOUT US:

The Chapel Hill/Orange County Visitors Bureau has been in existence since June 1992.

OUR VISION

To establish and promote Orange County as a premier place to visit; and a conference destination.

ABOUT US:

The Visitors Bureau promotes Chapel Hill, Carrboro, Hillsborough and Orange County as an entire tourism product. This includes dining, outdoor recreation, festivals and events, sports, shopping, arts and culture, history, meetings and conferences, weddings and the University of North Carolina at Chapel Hill.

REST ASSURED WE ARE
WORKING DAILY TO
HELP OUR COMMUNITIES
WELCOME BACK
VISITORS WHEN IT'S
SAFE TO DO SO AGAIN.

On behalf of all of the staff and stakeholders of Orange County's hospitality industry we give our thanks to you for your continued outreach and support of our local restaurants and tourism economy.

This publication shares our annual statistical review from fiscal 2019-20, as well as a special overview of the impact of COVID-19.

2019 Orange County tourism impact numbers were higher than ever (visitation up 5% and visitor spending up 6% over 2018 figures).

However, we know that figures from 2020, when tallied, will tell a vastly different story of our area tourism economy, resulting from the COVID-19 global pandemic.

Since March 2020, hotel revenue is down -\$32.3 million or -69.9%. Room Night demand was down -200,894 room nights or -57.2%.

Although in 2019 the tourism industry generated \$218 million in Orange County, the economic consequences of the coronavirus pandemic will result in 55% reduction revenues in Orange County's tourism industry for 2020. This estimated loss is \$120 million.

FROM THE EXECUTIVE DIRECTOR



ANTHONY CAREY AND LAURIE PAOLICELLI THANK HILLSBOROUGH MAYOR TOM STEVENS (CENTER) FOR HIS SERVICE TO THE COMMUNITY WITH A PROCLAMATION FROM THE BOARD IN NOVEMBER 2019.

ECONOMIC IMPACT OF TOURISM IN ORANGE COUNTY, NC

2018	\$208 million
2019	\$218 million
2020	\$98 million estimated

The VB and hospitality community are working tirelessly toward a post-COVID recovery so that we can again see tourism support 2,000+ Orange County workers who directly interact with visitors as well as support their own families.

Visitors Bureau staff are helping Orange County's hospitality industry survive by producing tourism recovery programs on every platform possible, from videos, radio and television promotions to spotlight businesses, social media, data base analysis and communications with former, current and potential clients.

We anticipate recovery but it won't be until late 2021 and 2022.

Rest assured we are working daily to help our communities welcome back visitors when it's safe to do so again.

LAURIE PAOLICELLI

MANAGEMENT, STAFF & BOARDS



BOARD OF DIRECTORS 2019-20

Anthony Carey, Chair
Orange County Economic
Development Commission

Jamzetta Bedford
Board of Orange County
Commissioners

Mark Bell
Town of Hillsborough

David Brooks
Hillsborough/Orange County
Chamber of Commerce

Kayla Dempsey
North Carolina High School
Athletic Association

Mayor Pam Hemminger
Town of Chapel Hill

Tim Hoke
Liaison for Orange County Arts
Commission

Libbie Hough
At Large

Mayor Lydia Lavelle
Town of Carrboro

Tanya Moore
University of North Carolina

Dixon Pitt
Chapel Hill-Carrboro Chamber
of Commerce

Mark Sherburne
Orange County Hotels

Sam Vadgama
Orange County Hotels

Betsy Bertram
Town of Carrboro Economic
Development, Ex-Officio

Shannan Campbell
Town of Hillsborough Economic
Development, Ex-Officio

Anita Spring Council
Town of Chapel Hill Economic
Development Commission

Matt Gladdek
Chapel Hill Downtown
Partnership, Ex-Officio

Others who served during the 2019-20 timeframe

Penny Rich
Board of Orange County
Commissioners

Andrew Strickland
Orange County Hotels

Jeffrey Strickler
Alliance for Historic Hillsborough

Annette Stone
Town of Carrboro Economic
Development, Ex-Officio

Rosemary Waldorf
Chapel Hill-Carrboro Chamber
of Commerce

ORANGE COUNTY COMMISSIONERS

(AS OF 6/30/20)

Penny Rich, Chair
Renee Price, Vice-Chair
Jamezetta Bedford
Mark Dorosin
Sally Greene
Mark Marcoplos
Earl McKee

VISITORS BUREAU STAFF

Laurie Paolicelli
Executive Director
Leslie Wilcox
Administrative Specialist
Marlene Barbera
Sales Director
Patty Griffin
Communications Director
Tina Fuller
Website/Social Media Coordinator
Susan Rice
Visitor Center Coordinator
Andrea Riley
Saturday Visitor Center Specialist



2019 ECONOMIC TRAVEL IMPACT & OCCUPANCY STATS*



ECONOMIC IMPACT OF TRAVEL TO ORANGE COUNTY*

**\$218.38
MILLION**

SPENT BY
DOMESTIC
VISITORS

to and within
Orange County
in 2019, up 4.99%
from 2018

1,970

JOB IN
ORANGE
COUNTY

directly
attributable to
travel and tourism

**\$42.98
MILLION**

PAYROLL

generated by
Travel in Orange
County in 2019

\$16.33 MILLION

TAX REVENUE GENERATED

State tax revenue generated
in Orange County totaled
\$11.62 million, while \$4.71
million in local taxes were
generated. This represents
a \$111.02 tax saving to each
county resident.

* Statistics are from the "Economic Impact of Travel on North Carolina Counties 2019," which was prepared for Visit North Carolina by the U.S. Travel Association.

HOTEL OCCUPANCY STATS

	2019-20	2018-19	Percent change
Occupancy	53.0%	67.9%	-21.9%
ADR	\$126.30	\$126.77	-0.4%
RevPar	\$66.97	\$86.06	-22.2%
Supply	565,656	615,025	-8.0%
Demand	299,944	417,609	-28.0%
RoomRev	\$37.88 Million	\$52.94 Million	-28.4%

Occupancy—Percentage of rooms occupied

Average Daily Rate—Room revenue divided by rooms sold

Revenue Per Available Room—Room revenue divided by rooms available

Supply (Rooms Available)—The number of rooms times the number of days in the period

Demand (Rooms Sold)—The number of rooms sold or rented (excludes complimentary rooms)

RoomRev—Total room revenue generated from the sale or rental of rooms

Significant decreases in occupancy began in March 2020 due to impact of COVID-19.

VISITORS TO THE AREA

6,711

WALK-INS TO FRANKLIN STREET
VISITORS CENTER AND VISITOR
INQUIRY CALLS AND EMAILS SERVICED

The Visitors Center closed to the public on March 24, 2020. Orange County Government's Official Stay at Home order took effect on March 27.

1,667,520

ATTENDANCE AT SELECT VISITOR
ATTRACTIONS & TOURS

(estimate due to closures of attractions
in March 2020).



VISITORS AT VISITORS CENTER

COMMUNITY PARTNERSHIPS & COLLABORATIONS

2019-20 HIGHLIGHTS

Partnerships with the Alliance for Historic Hillsborough, Hillsborough/Orange County Chamber of Commerce, The Chamber for a Greater Chapel Hill-Carrboro and Carrboro Business Alliance in supporting community events, efforts and programs.

Area events supported in Fall 2019 included TerraVita Food & Drink Festival, 919 Film Festival, 2nd Friday Artwalk, Bluegrass Festival, Festifall, Triangle Charity Polo Match, Orange County Open Studio Tour and Outlandish Festival at Ayr Mount.

Bureau representation on the Chapel Hill Downtown Partnership Board.

Service on the East Chapel Hill Rotary.

Support of the Orange County Veteran's Memorial board, including event planning and public relations.

Sponsor of the 2019 University of North Carolina General Alumni Association Black Alumni Reunion Dinner.

Support for MLK University Planning Community Corp for activities during MLK Week on the UNC campus in January 2020.

Partner with North Carolina Restaurant & Lodging Association.

Support of the North Carolina High School Athletic Association.

Publicized the documentary, *Small Town Pride*, from director Richard Jaimeyfield about Carrboro's rich history of being a leader in the state when it comes to advocating for the LGBTQ+ community. It was initially filmed in June 2019 and highlighted during June 2020 LGBTQ+ Month.



GAA BLACK ALUMNI REUNION
OCTOBER 2019

BUREAU'S TRAVEL & TOURISM RELATED MEMBERSHIPS

- Association Executives of North Carolina
- US Travel Association
- Destinations International
- North Carolina Travel Industry Association
- North Carolina Travel & Tourism Coalition
- North American Travel Journalists Association

.....
**EVENT SUPPORT FOR
SPRING 2020 WAS
CANCELLED DUE TO COVID-19**



JUNE 2019 PRIDE PARADE IN CARRBORO

MEETINGS & EVENTS SALES

SALES NUMBERS

July 2019–June 2020

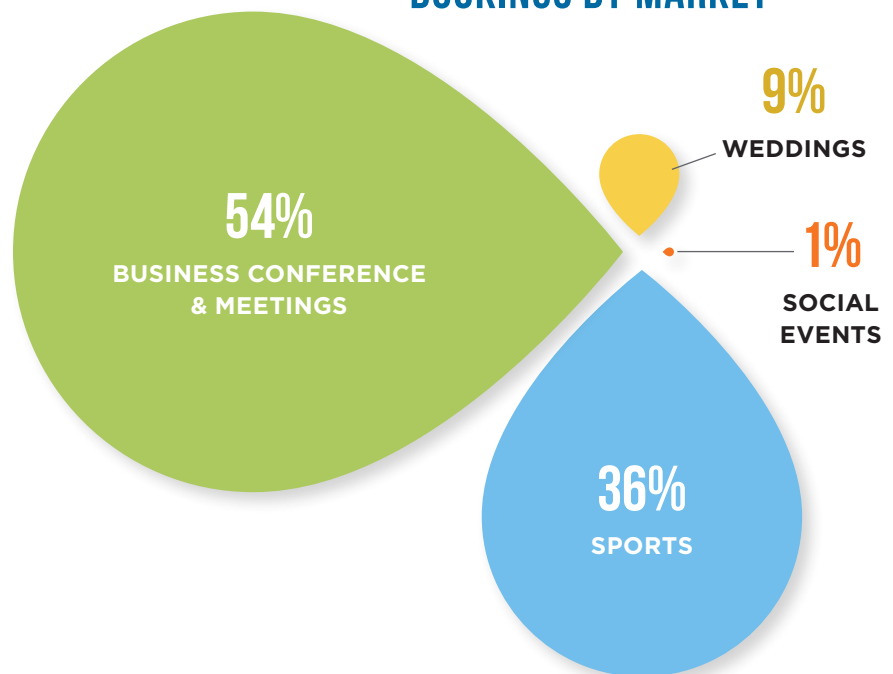


MEETING PLANNER TRADE SHOWS

Attended 2019–2020

- CONNECT SPECIALTY**
August 2019
- MPI BUSINESS EXCHANGE**
September 2019
- DESTINATION SOUTHEAST**
October 2019
- INDEPENDENT PLANNER EDUCATION CONFERENCE**
January 2020
- RENDEZVOUS SOUTH**
March 2020

BOOKINGS BY MARKET



MARLENE HAMPTON AT IPEC IN JANUARY 2020



DESTINATION SOUTHEAST, OCTOBER 2019

2020 SALES ACTIVITIES

With business travel including meetings and conferences on pause due to COVID-19, the Bureau Sales department is in ongoing contact with **meeting planners** in our data base **prospecting** for future meetings when this travel returns.



Sales director has become certified as a **Pandemic Compliance Advisor** for meeting and event professionals.



CVENT is the destination sourcing and RFP platform for meeting planners. Sales staff participated in and received certification as a "Cvent Supplier Network" which offered training on how planners look at and review proposals as well as the best practices to convert an RFP into actual business. Bureau has targeted advertising within Cvent to planners in our regional markets.

Sales began promoting our hotel/meeting safety protocols via an updated CVENT portal and Orange County was listed on the "**Source Safely**" page for meeting planners as part of a special promotion through 2020.

During November and December, Sales participated in three half-day **#CountOnMeNC for Meetings & Events Virtual Trade show events** with meeting planners including state, regional and national planners. All shows included partners from association, corporate, independent and SMERF planners. Bureau sales met with 80 planners through one-on-one appointments to promote Orange County for future meetings. Event was coordinated with VisitNC and Northstar Meetings Group.

COLONIAL INN Reopens in Hillsborough



Blogs featuring latest in the accommodations scene including a November blog on the reopening of The Colonial Inn in downtown Hillsborough.

Compiles **weekly industry news** for our local hoteliers to keep them up to date on industry forecasts, predictions and best practices for hosting meetings during the pandemic and as we turn the corner.



Promotes our destination highlights via **LinkedIn** as a business resource spotlighting hotel openings, hotel renovations and other tourism news.



Began "**Live Like a Local**" series featuring what locals like to see and do thus showcasing and supporting the local business community. The campaign is a way to learn about our great locally owned shops, restaurants, favorite things to do and hidden gems.

PUBLIC RELATIONS & COMMUNICATIONS

The Chapel Hill/Orange County Visitors Bureau tells the story of our destination to garner positive publicity and media exposure for the community while promoting our tourism amenities.



CANADIAN TRAVEL WRITER NANCY TRUMAN VISITS IN SEPTEMBER 2019

18

HOSTED TRAVEL WRITERS, EDITORS, FREELANCERS, BLOGGERS AND DIGITAL INFLUENCERS VISITING FROM LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL OUTLETS. THIS INCLUDED WRITERS ATTENDING THE 10TH AND FINAL TERRAVITA FOOD & DRINK FESTIVAL IN OCTOBER 2019

41

MEDIA MEMBERS MET WITH AT SEPTEMBER 2019 VISITNC RALEIGH MEDIA MISSION AND MEDIA MARKETPLACE AT THE SOCIETY OF AMERICAN TRAVEL WRITERS CONFERENCE IN EL PASO, TX IN OCTOBER 2019

12

PRESS RELEASES SENT

252

ORANGE COUNTY EDITORIAL STORIES APPEARED

168

JOURNALISTS DIRECTLY ASSISTED ON THEIR ORANGE COUNTY STORIES DURING THE YEAR

43,000

PIECES OF PRINTED MATERIALS WERE DISTRIBUTED DURING 2019-20



TERRAVITA FOOD & DRINK FESTIVAL ended its 10 year run in October 2019. Over the decade, this signature event grew into a multi-day celebration that brought together top chefs, food artisans, sommeliers, baristas, brewers, educators, distillers, cookbook authors and industry luminaries from across the Southeast to celebrate culinary excellence and sustainability in food and drink. It also brought positive media attention to Chapel Hill & Carrboro through stories written by the 160+ writers that attended over the years. The Chapel Hill/Orange County Visitors Bureau was pleased to be the presenting sponsor of the event. Visit <http://www.terravitafest.com/> for a look back at this fantastic festival.

TERRAVITA FOOD & DRINK FESTIVAL FEATURED IN RALEIGH NEWS & OBSERVER IN 2019



The Chapel Hill/Orange County Visitors Bureau serves as a publishing house, producing annual Visitor Guides, as well as guides to Orange County’s neighborhoods, cultural festivals, restaurants, maps and special events.

DESTINATION PUBLICATIONS

- **2020 Visitors Guide**
- **Restaurants of Orange County Map Pads**
- **12 Ways to Enjoy Chapel Hill/Orange County in 2020**
- **Orange County, NC Neighborhoods Guide 2020-21**
- **Special Event Fliers/Promos** (Bluegrass Festival, Holiday Dining, Winter Holidays Events, 2020 Annual Events)

VIDEOS PRODUCED

- Michael J Brown: The Chapel Hill Muralist
- Annual Orange County Artists Guild Open Studio Tour
- Urban Couple Visit Ten Mothers Farm in Hillsborough
- Celebrating the Holidays in Chapel Hill, Carrboro and Hillsborough 2019
- Orange County NC Veterans Memorial December 2019
- Artful Escape—From Oxford to Orange County, NC
- Social Justice Rally in Chapel Hill

AWARDS

The Visitors Bureau 2019 Official Visitors Guide received an Honorable Mention in the 2019 North American Travel Journalists Association **Travel Media Awards Competition**.

Destinations International officially recognized the Chapel Hill/Orange County Visitors Bureau’s 8-year renewal as a **Destination Marketing Accreditation Program (DMAP)** at their Annual Convention in July 2019.



SAMPLE OF DESTINATION MEDIA STORIES / 2019-20

SOUTHERN LIVING • *Why You Should Plan a Trip to North Carolina’s Magic Triangle: Durham, Raleigh and Chapel Hill*

ROLLING STONE MAGAZINE • *Best Music Scenes: Triangle, NC mentions Carrboro’s Cats Cradle*

FOOD & WINE’S • *Best Classic Restaurant in Every State includes Crook’s Corner*

SOUTHERN TRAVEL + LIFESTYLES MAGAZINE • *Best of the South includes Morehead Planetarium*

CHARLOTTE BALLANTYNE MAGAZINE • *Town & Gown Story includes Chapel Hill*

WINSTON-SALEM JOURNAL • *Get Out: N.C. Botanical Gardens provide quiet winter pleasures*

RV MILES PODCAST • *Features Family Visit to Chapel Hill*

C-SPAN • *Cities Tour American History TV in Chapel Hill, North Carolina*

TRIPSAVVY.COM • *The Best College Towns to Visit in 2019*

PLANETWARE.COM • *13 Top-Rated Small Towns in North Carolina includes Chapel Hill*

TRIPSTODISCOVER.COM • *Hillsborough NC Among 11 Most Charming Small Towns to Visit in North Carolina*

50OVER55 TRAVEL & LIFESTYLE BLOG • *History comes to life in Hillsborough, North Carolina*

SOCIAL MEDIA & ONLINE STRATEGIES

The Visitors Bureau marketing team communicates with its key audiences directly through publications, social media, our website, e-communications and more.

VISITCHAPELHILL.ORG

285,493

WEBSITE SESSIONS

447,984

WEBSITE PAGEVIEWS

30

BLOGS

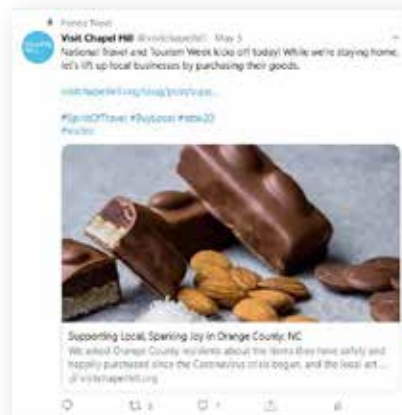
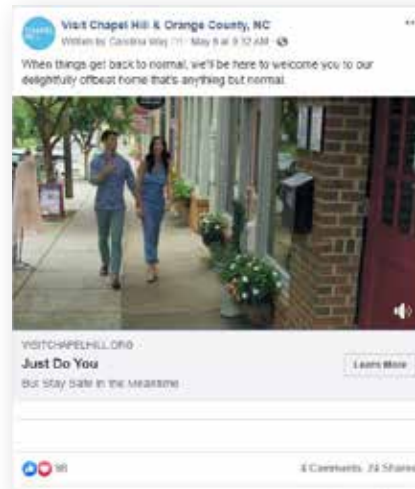


E-NEWSLETTERS

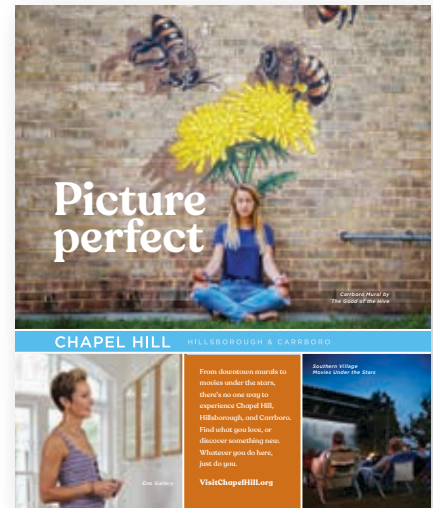
THREE NEWSLETTERS are distributed monthly to **4,797 STAKEHOLDERS AND SUBSCRIBERS**. They include: *"Orange Slices"*; Economic Development Report—*"Tourism by the Numbers"* on occupancy trends and demand; and *"Check It Out,"* updating local events, news updates and tourism features.

SOCIAL MEDIA

The Visitors Bureau manages **8 SOCIAL MEDIA ACCOUNTS** including *Facebook, Instagram, Pinterest, YouTube, LinkedIn, Twitter*, two Apps (*VisitChapelHill* and *Orange County Farms*). In 2019-20, the Visitors Bureau saw on average **4,500 MONTHLY ENGAGEMENTS** across accounts.



IN THE FALL OF 2019, THE JUST DO YOU CAMPAIGN INCLUDED PRINT AND DIGITAL ADS.



Raleigh, NC-based CLEAN is the Bureau's Advertising and Marketing Agency of record.

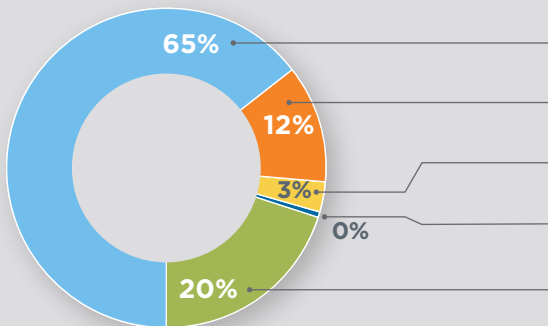


**ORANGE COUNTY GOVERNMENT BUILDING:
RICHARD E WHITTED HUMAN SERVICES CENTER**

FINANCIALS / 2019-2020

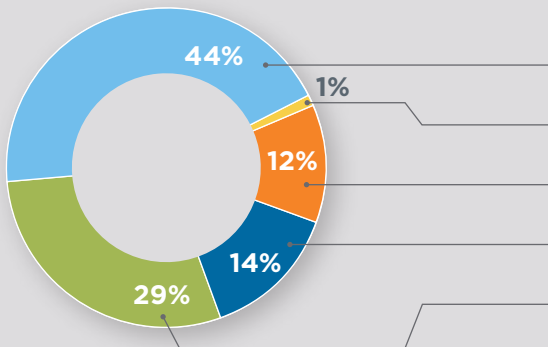
The Chapel Hill/Orange County Visitors Bureau is funded through a portion of the accommodations occupancy taxes collected by Orange County, NC. The Visitors Bureau receives an annual financial audit which highlights our county's internal control policies, an exceptional year in travel and tourism and prudent use of funds.

REVENUES



Occupancy tax	\$1,247,530	65%
Fund Balance Used	\$233,822	12%
Arts Commission Grant	\$50,375	3%
Interest	\$6,690	0%
Town of Chapel Hill Performance Agreement	\$374,501	20%
TOTAL REVENUES	\$1,912,918	

EXPENDITURES



Sales & Marketing	\$832,988	44%
Capital	\$13,573	1%
Arts Commission Operations	\$245,707	12%
Operations	\$274,504	14%
Administration	\$546,146	29%
TOTAL EXPENDITURES	\$1,912,918	



Photo credit SP Murray



Photo credit UNC-Chapel Hill

IMPACT OF COVID-19 ON ORANGE COUNTY TOURISM

HIGHLIGHTS FROM THE BUREAU'S MESSAGING TIMELINE FROM MARCH – DECEMBER 2020

MARCH 2020

- Produced initial general COVID-19 Safety Flyers for Visitors. **Orange County Love** piece on Social Distancing.
- Videos Produced: **Support Our Local Orange County Businesses, We Are All in This Together-Support Local Orange County Restaurants, Keep Calm & Support our Restaurants.**
- University of North Carolina at Chapel Hill students began remote study in March.
- March 17 **Orange Slices** featured restaurants with curbside pick-up, the first of many issues noting impact of COVID-19.

APRIL 2020

- **Orange County Local Heroes Campaign** including videos and flyers featuring Carrboro United Food Hub; Jackson Center and Vimala's Helping Others; Service Industry Workers Advocates of North Carolina.
- Began special list and ongoing updates on VisitChapelHill.org of open Orange County Restaurants and Shopping outlets.

North Carolina Governor Roy Cooper declared a state of emergency due to COVID-19 on March 10, 2020. Safety was the priority as our Orange County leaders soon implemented a county wide state of emergency and shortly thereafter a stay at home order at the onset of the pandemic.

<https://www.orangecountync.gov/2332/Coronavirus-COVID-19>

The Visitors Bureau external messaging shifted to safety and supporting local businesses immediately impacted by stay at home mandates. VisitChapelHill.org and daily use of bureau social media outlets were critical in promoting dining, shopping, accommodations, attractions, outdoor activities and sharing COVID-19 news and alerts throughout the year.





GREETING CLIENTS WITH TEMPERATURE CHECKS AND HAND SANITIZER AT MOSHI MOSHI

- Videos Produced: **We Can't Wait to Welcome You Back to Chapel Hill and Orange County** and **Love Our Restaurants**.

MAY 2020

- Helped promote the Buy Local Stimulus campaign.
- Press Release: Visitors Bureau Offers Messages of Hope in Recovery Video to kick off National Tourism Week.
- Orange County Cares Campaign
- University of North Carolina creates a prominent resource, the Carolina Together Website.



JUNE 2020

- Print ads updated for **digital campaign**: Walking Tour, Local Favorites and Breathing Space for summer campaign.
- Special Bureau **face mask graphic** created.
- Bureau staff participated in **Count on Me NC** Training personally and for the Visitors Bureau.
- Press Release: **ATMA Hotel Group Releases its Covid-19 Cleanliness Protocol Statement** and Video **ATMA Hotel Group CleanStay Health and Safety Protocols**.

JULY 2020

- Produced with Orange County Community Relations an Orange County Staycation Campaign for County Website.
- Four Safety Posters produced.
- Press Release: **Chapel Hill hotel industry ready to welcome guests back with safety protocols in place**.

AUGUST 2020

- Produced new regional Visit Chapel Hill Staycation Campaign: **VisitChapelHill.org/staycation** highlighted with recently designed Orange County Map Illustrations.
- **Welcome Back to Hillsborough, North Carolina Video**.

SEPTEMBER 2020

- Initial of the **Get Out and Give Back Videos** produced featuring Orange County elected officials encouraging the community to get out and support our local restaurants throughout the county. Videos found on bureau's YouTube channel.
- Began new quarterly **Safely Visit Chapel Hill & Orange County Newsletter** with the Autumn 2020 edition.
- New Chapel Hill, Carrboro and Hillsborough illustrated maps.
- Sponsored Content on WRAL.com to encourage safe visitation featuring Franklin Street, new Graduate Chapel Hill Hotel and Carrboro.



Photo credit SP Murray

DONALD STRICKLAND AND MARTINA BROOKS AT HAMPTON INN & SUITES CARRBORO HIGHLIGHT HOTEL SAFETY PROTOCOLS IN PLACE



The Chapel Hill/Orange County Visitors Bureau is thankful for Orange County's allocation of CARES Act funding in the amount of \$65,000 to develop a tourism campaign. Orange County CARES Act extended to Visitors Bureau for Get Out and Give Back; #takethepledge; public relations and blogs, safety posters, staycation campaign, print ads and animated map to remind regional travelers of local restaurants, walking trails and cultural activity during COVID-19.

*See Bureau Sales COVID-19 activities on page 9.

OCTOBER 2020

- Online flyer: Thanksgiving Dining in Orange County, NC in 2020.
- In response to the devastating impact of the COVID-19 pandemic on North Carolina's travel and hospitality businesses, Visit NC created a stimulus recovery Marketing Co-op Credit Program for DMOs to participate in. The Bureau qualified for \$140,000 in credit based on our tourism losses to promote safe and socially distanced visitation to Chapel Hill and Orange County through December 30. We placed ads in Garden & Gun digital, Our State newsletters, AccuWeather, Spotify, Southern Living, Cox Premium Digital Video - OTT / CTV Program, Facebook, YouTube, Social-Powered Special Interest Mobile Program and the Virtual Meeting Planners Trade shows. Much of the advertising focused on plan a visit in 2021.

NOVEMBER 2020

- *Indy Week* Regional Promotion: Sponsored content, print and digital display banners, holiday gift guide and animated illustrations of Chapel Hill, Carrboro and Hillsborough with list of restaurants and retail shops open for business during the pandemic, reminding of safety rules. Funded by \$10,000 NC Tourism Recovery Grant awarded to bureau in late September by EDPNC and NCTIA. A second recovery grant of \$10,750 was used to support our agency CLEAN and their created Give Out, Give Back, Stay Safe campaign.
- Black Owned Business List promoted.
- Promote Holiday events, dining and shopping.
- Get Out and Give Back this Holiday Season Video.

DECEMBER 2020

- Sponsor of Chapelboro's For 'Em On the Hill Annual Community Forum on WCHL which provided an opportunity to support local businesses.
- Bureau, Chamber of Commerce, Downtown Partnership and other town and county economic development entities partner to create **Save Our Restaurants #TakeOutPledge** initiative which encourages committing to take-out 1-2 times a week. Sent **press release** announcing the rollout of the campaign designed to help struggling restaurants.



THE TEAM AT THE CAROLINA INN ARE ROLLING OUT THE RED SANTIZED CARPET FOR ALL GUESTS



KIDZU CHILDREN'S MUSUEM



OASIS AT CARR MILL IN CARRBORO

Photo credit SP Murray

Photo credit SP Murray



Hillsborough



OLD ORANGE COUNTY COURTHOUSE

AYR MOUNT HISTORIC SITE

ENO RIVER



RIVERWALK

NORTH CAROLINA

MAPLE VIEW FARM ICE CREAM



DEAN SMITH CENTER

Chapel Hill

CARR MILL MALL

MOREHEAD PLANETARIUM & SCIENCE CENTER



OLD WELL

Franklin St

WEAVER STREET MARKET

THE STATION

TOM ROBINSON'S SEAFOOD



FARMER'S MARKET AT CARRBORO COMMONS

Carrboro

NORTH CAROLINA BOTANICAL GARDEN