

# FOR IMMEDIATE RELEASE

## Media Contact

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## **Chapel Hill/Orange County Visitors Bureau Launches New Website Announces new Saturday Hours**

Chapel Hill, NC – (September 30, 2016) - The Chapel Hill/Orange County Visitors Bureau has completely redesigned its website [VisitChapelHill.org](http://VisitChapelHill.org) offering visitors a user-friendly resource for exploring the inspiring, artistic college town of Chapel Hill and the distinctive surrounding communities. From the homepage, an eye-catching visual grid leads visitors into interior pages detailing things to do, where to dine in this famous foodie town, and more, while an interactive map showcases Chapel Hill and its nearby communities—historic Hillsborough, musically rich Carrboro, and the UNC campus.

The new homepage includes a Blog as well as resources for Meeting Planners, Weddings and the Media. Other new sections include featured events and attractions and seasonal best bets. See highlights of area's food, chefs, craft beer and spirits. Visitors can read ongoing special features about things "Made in Orange County, NC" and see recipes, new restaurants and chef overviews in the new Culinary Bites section.

In the event section, you may submit your Orange County, NC event for inclusion on the site and also sign up for the bureau's monthly tourism enewsletter.

There is a new photo sharing gallery, where visitors can share one of over 100 photos on Facebook. Visitors can easily find the bureau's social media outlets.

The new [VisitChapelHill.org](http://VisitChapelHill.org) launched this summer, thanks to a partnership with Simpleview, the travel and tourism industry's leading provider of Content Management Systems (CMS), website design, and more for destination marketing organizations. The site offers a Responsive Web Design (RWD), which automatically adjusts content for an optimal viewing and interaction experience across a wide range of devices, including desktop, tablet and mobile phone.

The Chapel Hill/Orange County Visitors Center at 501 West Franklin Street in downtown Chapel Hill is now open on Saturdays from 10 am – 3 pm. Monday – Friday hours remain the same at 8:30 am – 5 pm. Free visitors parking is behind the building.

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### **About Simpleview**

*Based in Tuscan, AZ, Simpleview is the travel and tourism industry's leading provider of CRM, CMS, website design, search marketing, revenue generation, and mobile technologies for destination marketing organizations (DMOs). Simpleview employs 185+ staff and works with over 400 customers in North America and around the world, from meeting and vacation destinations the size of Paducah, Ky (population 25,018), to 12 of the top-20 U.S. cities, to the country of Norway. [www.simpleviewinc.com](http://www.simpleviewinc.com)*

### **About the Chapel Hill/Orange County Visitors Bureau**

*As the official accredited destination marketing organization of Chapel Hill and Orange County, the mission of the Chapel Hill/Orange County Visitors Bureau is 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. The Visitors Bureau is a department of Orange County, NC Government. For information: [www.VisitChapelHill.org](http://www.VisitChapelHill.org)*