

CHAPEL HILL

HILLSBOROUGH & CARRBORO

ORANGE COUNTY VISITORS BUREAU



FISHING AT HANK ANDERSON COMMUNITY PARK

CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU

2020-2021

Annual Report



BEER STUDY IN MIDWAY ON
GRAHAM STREET



DINING ON THE PORCH
AT THE COLONIAL INN



CARRBORO FARMERS' MARKET

FROM THE EXECUTIVE DIRECTOR

Our greatest powers are rooted in connection.

The strength, courage and hopeful optimism of the people of our community has been on full display for the world to see.

Each year we report on the value of visitors to Orange County: the incredible yet often unnoticed impact of the people who travel to Carrboro, Hillsborough and Chapel Hill and spend money that supports our restaurants, bars, entertainment venues, hotels, festivals, and shopping districts. There's no question that the tourism industry in Orange County has faced extraordinary challenges as a result of the global pandemic. Yet through it all, the strength, courage and hopeful optimism of the people of our community has been on full display for the world to see.

Despite difficult circumstances, we learned that our greatest powers are rooted in connection. Our most effective actions are collective. In the following pages you'll see examples of community connection, from restaurants united to provide ready-made meals and easy pick-up, to tourism and economic boosters working together to update local residents and visitors on how to enjoy a stay-cation at area museums, greenways, restaurants and brew pubs.

In a time of crisis it can be hard to plan or strategize, but we did. We thank leaders in Chapel Hill for their street widening program. We are grateful to leaders in Carrboro for their ongoing commitment to LGBT programming. We thank leaders in Hillsborough for working together to help the Colonial Inn and new restaurants offer a growing array of entertainment options to guests.

Thank you to leaders in Orange County for recognizing the power of their connections, and lifting up their voices as one.

Here's to progress through 2021 and moving forward in 2022.

LAURIE PAOLICELLI

THE VISITORS BUREAU'S NEW DIVERSITY AND TOURISM COMMITTEE IS HARD AT WORK ON A NEW WEBSITE. THE GROUP INCLUDES: (L TO R) VISITOR BUREAU BOARD MEMBERS SHARON HILL AND LILI ENGELHARDT; SHENEKIA WEEKS, TOWN OF CHAPEL HILL'S FIRST DIVERSITY, EQUITY, AND INCLUSION (DEI) OFFICER; NANCY LARGENT, OWNER LARGENT CREATIVE COMPANY; SPRING COUNCIL, MAMA DIP'S RESTAURANT; AND LAURIE PAOLICELLI, VISITORS BUREAU EXECUTIVE DIRECTOR.





WE ARE COMMUNITY MURAL IN CARRBORO

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 and the communities of 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.



Contents

From The Director	2
Who We Are	3
Travel & Occupancy Stats	4
Community Partnerships & Collaborations	5
Meetings & Events Sales	6
Public Relations & Communications	8
Marketing & Advertising	10
Financials	12
Boards, Staff & Visitors Center ...	13
What the Community is Saying ...	14
Breathing Space Ad	16

CHAPEL HILL

HILLSBOROUGH & CARRBORO

501 W. Franklin Street
Chapel Hill, NC 27516
(919) 245-4320

Monday – Friday, 8:30am – 5pm
www.visitchapelhill.org
info@visitchapelhill.org

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

Relocating to 308 West Franklin Street and opening for visitors in February 2022.

2020 Economic Travel Impact & Occupancy Stats

photo by SP Murray

ECONOMIC IMPACT OF TRAVEL TO ORANGE COUNTY*

\$218.38 MILLION
SPENT BY DOMESTIC AND
INTERNATIONAL VISITORS
to and within Orange
County in 2020, down
47.7% from 2019

1,455 JOBS
IN ORANGE
COUNTY
directly
attributable to
travel and tourism

\$44.6
MILLION
PAYROLL
generated by
Travel in Orange
County in 2020

\$11.6 MILLION
TAX REVENUE GENERATED
State tax revenue generated
\$6.3 million, while \$5.3 million
in local taxes were generated.
This represents a **\$78.88 tax**
saving to each county resident

*Statistics are from the "Economic Impact of Travel on North Carolina Counties 2020," which was prepared for Visit North Carolina by Tourism Economics in collaboration with the U.S. Travel Association.

HOTEL OCCUPANCY STATS

	2020-21	2019-20	Percent change
Occupancy	49.4%	53.2%	-7.14%
ADR	\$95.11	\$124.05	-23.33%
RevPar	\$47.01	\$66.02	-28.79%
Supply	517,986	579,526	-10.62%
Demand	256,042	308,453	-16.99%
RoomRev	\$24.35 Million	\$38.26 Million	-36.35%

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

1,918 WALK-INS TO FRANKLIN STREET
VISITOR CENTER, VISITOR CALLS,
EMAILS AND ADVERTISING INQUIRIES

The Visitors Center remained closed to visitors most of 2020-2021 with staff working remotely.

450,000 ATTENDANCE AT SELECT VISITOR
ATTRACTIONS & TOURS

(estimate due to closures and limited attendance at select attractions in 2020-21).

photo by Steve Freihon



**GRADUATE CHAPEL HILL HOTEL OPENED
AUGUST 2020**

[HOME](#)[ABOUT ▾](#)[EXPLORE ▾](#)[ITINERARIES ▾](#)[EVENTS ▾](#)

Visit Carrboro

NOT JUST A TOWN, IT'S A FEELING

Safer in Carrboro

VISIT CARRBORO WEBSITE

Community Partnerships & Collaborations

2020-21 HIGHLIGHTS

- Partnerships with the **Alliance for Historic Hillsborough, Hillsborough/Orange County Chamber of Commerce, Hillsborough Tourism Authority, The Chamber for A Greater Chapel Hill, Carrboro Tourism Development Authority** and **Carrboro Business Alliance** in supporting community events, efforts and programs.
- Promoted **Carrboro Tourism Development Authority's** (CTDA) new "Visit Carrboro" initiative to promote safe travel and tourism in the Town of Carrboro. www.VisitCarrboro.com.
- Support of the **Orange County Veteran's Memorial** website, board, event planning and public relations.
- Maintains and updates Visitors Bureau page on **Orange County's** website.
- Sponsor of **Chapelboro's** For 'Em On the Hill Annual Community Forum in December 2020 on WCHL which provided an opportunity to support local businesses.
- Bureau helped promote June is Pride Month highlighting the legacy of pride in Orange County and **Pride Events**. Provided Rainbow Ram, sunglasses and pins for the Pride Parade/Dance Party/Food Truck event on June 24, 2021.
- Support of the **North Carolina High School Athletic Association**.
- Support of **Friends of Moorefields**.
- Support **Orange County Artists Guild** Open Studio Tour through video and print promotions.

- Member, **University of North Carolina General Alumni Association**.
- Support of **University of North Carolina General Alumni Association Black Alumni Reunion**.
- Bureau Representation on the **Chapel Hill Downtown Partnership Board**.
- Service on the **East Chapel Hill Rotary**.

photo by Catherine Lazorko



MARK KLEINSCHMIDT, ALYSON GRINE, KAREN STEGMAN AND DAMON STILES AT PRIDE EVENT IN CARRBORO

BUREAU'S TRAVEL & TOURISM RELATED MEMBERSHIPS

- Destinations International and Accreditation
- National Coalition of Black Meeting Planners
- North Carolina Travel & Tourism Coalition
- North Carolina Restaurant & Lodging Association

Meetings & Events Sales

2020–2021 SALES ACTIVITIES

WORKING WITH MEETING PLANNERS

- During November and December, Sales participated in three half-day **#CountOnMeNC for Meetings & Events Virtual Trade Shows** 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.
- Bureau Sales department is in ongoing contact with meeting planners in our **database prospecting** for future meetings when business and group travel returns. Databases are being updated to have most recent contacts.

- **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. Orange County hotel/meeting safety protocols were listed on CVENT “**Source Safely**” page for meeting planners as part of a special promotion through 2020.
- Sales director has become certified as a **Pandemic Compliance Advisor** for meeting and event professionals.



SALES NUMBERS JULY 2020 – JUNE 2021

16 TOTAL BOOKINGS

65 LEADS GENERATED

881 ROOM NIGHTS

\$294,568 ESTIMATED SPENDING



WEDDING OF
JOHN TABOR AND
CATHY HORNER
MAY 1, 2021 ON THE
UNC CAMPUS

BOOKINGS
BY MARKET

6%

SOCIAL
EVENTS

13%

BUSINESS CONFERENCE
& MEETINGS

81%

WEDDINGS



THE COLONIAL INN REOPENS IN DOWNTOWN HILLSBOROUGH IN NOVEMBER 2020 WITH 1850 SQUARE FOOT MEETING ROOM

WORKING WITH AND PROMOTING ORANGE COUNTY HOTELS & MEETING SITES

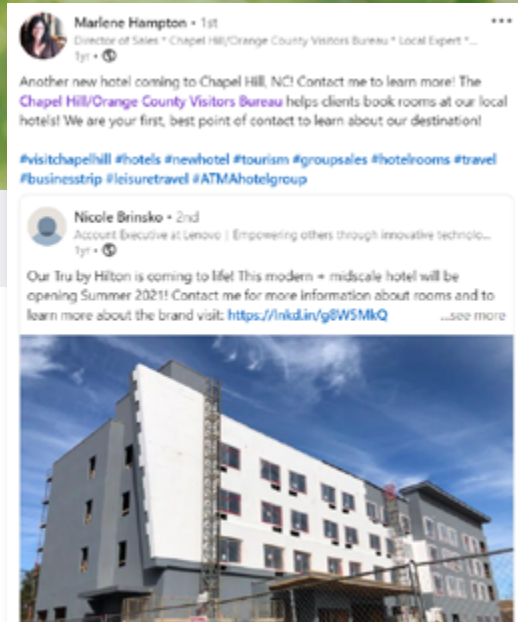
- Created new Meetings section on visitchapelhill.org.
- Working with OddFellows on **Meetings Video**.
- Created **Meetings Blog** highlighting new accommodations, meetings sites including farms, barns, cultural events sites and new downtown venues.
- Promotes our destination highlights via **LinkedIn** as a business resource spotlighting hotel openings, hotel renovations and other tourism news.
- Compiles **weekly industry news** for our local hoteliers to keep them up to date on industry forecasts, predictions and best practices for hosting meetings.
- Produced **LGBTQ weddings advertisement** for the 2021 Heart of NC Weddings Guide.



MEETINGS PAGE ON VISITCHAPELHILL.ORG



MEETINGS BLOG ON VISITCHAPELHILL.ORG



LINKEDIN POST ON NEW HOTEL COMING TO CHAPEL HILL

PROMOTING THE COMMUNITY

- Produced the **“Live Like a Local”** series featuring what 14 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 in 20-21.
- Worked on document about **Black-Owned businesses**/attractions/historical markers/murals, etc. promoted on our website.



LGBT WEDDINGS AD

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.



MEDIA RELATIONS

Hosted and/or provided destination resources
to **8 FREELANCE TRAVEL WRITERS** and
Bloggers from Local, Regional and National
Outlets for visits to our destination

Met with

**12 REGIONAL AND NATIONAL TRAVEL
WRITERS AND BLOGGERS**

Virtually via online Society of American Travel
Writers Conference, October 14-17, 2020

Sent

12 PRESS RELEASES

Directly assisted

138 JOURNALISTS

on their Orange County stories
during the year

230 ORANGE COUNTY EDITORIAL STORIES
appeared

Participated in the June 15-16, 2021

**VIRTUAL PUBLIC RELATIONS SOCIETY OF
AMERICA TRAVEL & TOURISM CONFERENCE**

20,100 PIECES OF PRINTED MATERIALS
were distributed during 2020-21



SAMPLE OF DESTINATION MEDIA STORIES APPEARING IN 2020-21

Travel + Leisure 50 Places to Visit in 2021 includes the
NC Triangle

Northern Virginia Magazine College Towns to Visit
includes Chapel Hill

Our State Magazine An Inn for the Ages in Hillsborough

Our State Magazine A Weekend in Chapel Hill

Walter Magazine Take A Hike includes Occoneechee
Mountain State Natural Area

North Carolina Weekend on PBSNC story on Cedar
Grove's Botanist & Barrel

WRAL Tar Heel Traveler features The Colonial Inn

Pitchfork feature 36 of America's Best Independent
Music Venues includes Cat's Cradle

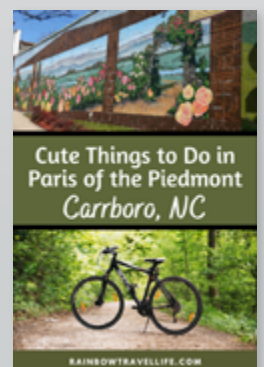
Wiki.ezvid.com Unforgettable Places to Visit in NC
includes Chapel Hill

Rainbowtravellife.com Blog Cute
Things to Do in Carrboro

Familiesgotravel.com includes
The Carolina Inn during the
holidays

TravelPulse.com Outdoor
Adventures includes Riverwalk

Sometimeshome.com Great
Murals in Chapel Hill on and Near
Franklin Street



AWARDS

The Visitors Bureau **2020 Official Visitors Guide** won a Bronze Award in the 29th Annual North American Travel Journalists Awards Competition announced in March 2021.

The Integrated campaign, **"Just Do You Locally,"**, created by our agency CLEAN, was awarded a Silver Addy by the Triangle American Advertising Federation.



WORK WITH VISITNC

- In August 2020, sent story ideas and suggested **Orange County Women Makers and Products** to VisitNC for Virtual Media Missions. Promoted Local Women in Tourism in our Destination.
- Participated in the **VisitNC 2022 Travel Guide Road Show** in February 2021 highlighting Orange County tourism features for the NC 2022 travel guide.
- Attended virtual 2-day **VisitNC 365 Conference** April 21-22, 2021.



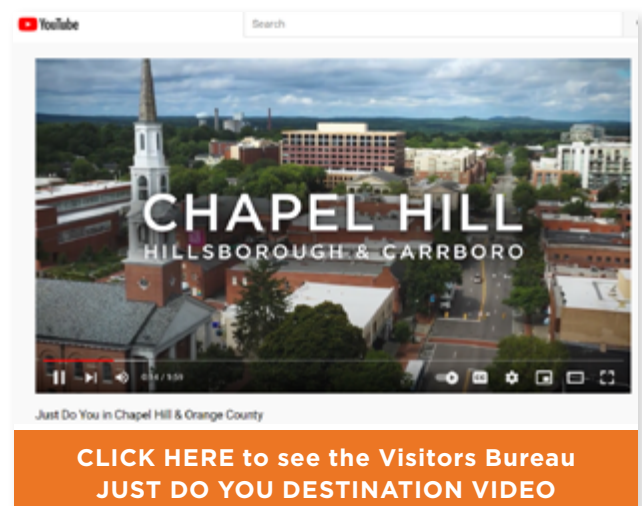
DESTINATION PUBLICATIONS AND RESOURCES IN 2020-21

- Visitor Bureau Safety Posters
- Safely Visit Chapel Hill & Orange County Newsletters in Autumn and Winter 2020 and in Spring 2021
- Map illustrations of Chapel Hill, Carrboro and Hillsborough
- *Indy Weekly* Holiday Gift Guide
- Black-Owned Business List
- Top 50 Things to Do in Spring/Summer in 2021
- Special Event Fliers/Promos (Thanksgiving Dining, Holiday Dining and Events)



VIDEOS PRODUCED

- ATMA Hotel Group CleanStay Health and Safety Protocols
- Welcome Back to Hillsborough, North Carolina
- Get Out and Give Back Orange County
- Plan Your 2021 Visit
- Get Out and Give Back this Holiday Season
- Imbibe Brings New Orleans to Chapel Hill
- Top Tourist Events in Chapel Hill, Carrboro, Hillsborough
- Chapel Hill Hotels are Safe and Ready for You
- Memorial Day Orange County NC
- Just Do You in Chapel Hill & Orange County New Destination Video



Marketing & Advertising

Social Media, Digital & Print Ads

ELIZABETH
COTTEN
MURAL

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

2020–21 PROMOTIONAL CAMPAIGNS, DIGITAL AND PRINT ADS

- Visit Chapel Hill Staycation Campaign—**VisitChapelHill.org/staycation**
- **Get Out and Give Back Videos** promotion appearing Fall through the Holidays 2020 featuring Orange County elected officials encouraging the community to get out and support our local restaurants throughout the county.
- Sponsored Content on **WRAL.com** to encourage safe visitation featuring Franklin Street, new Graduate Hotel and Carrboro.
- 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 Destination Marketing Organizations in the state to participate in. The Bureau qualified for \$140,000 in credit based on our tourism losses to promote safe and socially distanced visitation. From October–December 2020, advertising was placed in Garden & Gun digital, Our State e-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.





CARRBORO'S HAMPTON INN & SUITES



- In November 2020, produced an **Indy Week Regional Advertising 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.
- In December 2020, the Bureau, Chamber of Commerce, Downtown Partnership and other town and county economic development entities partnered to create Save Our Restaurants **#TakeOutPledge** initiative which encourages committing to takeout 1-2 times a week.



- Developed seven itineraries in February 2021 featuring Chapel Hill, Carrboro, Hillsborough and Orange County to share periodically via **social media**.
- **National Travel and Tourism Week** promotion in May 2021 via social media for the May 2-8 timeframe with theme of **#PowerOfTravel**.
- Began work on **summer 2021** campaign highlighting the outdoors, music and summer cocktails.

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

VISITCHAPELHILL.ORG

243,770
WEBSITE SESSIONS

369,986
WEBSITE PAGEVIEWS

WEBSITE UPDATES

in 2020-21 included newly designed LGBTQ+ page, updated Meetings page, updated *12 Ways to Enjoy Chapel Hill and Orange County*

33 BLOGS

SOCIAL MEDIA

The Visitors Bureau manages

8 SOCIAL MEDIA ACCOUNTS

(including **Facebook**, **LinkedIn**, **Instagram** [county and VB], **Twitter**, **Pinterest** & **YouTube**) and **1 APP** (**Visit NC Farms—Orange County**).

In 2020-21, the Visitors Bureau saw on average **5,800 MONTHLY ENGAGEMENTS** across accounts.

E-NEWSLETTERS

3 E-NEWSLETTERS

(*Orange Slices*, *Tourism By the Numbers* and *Check It Out*) are distributed monthly to **4,908 STAKEHOLDERS AND SUBSCRIBERS**.

Financials

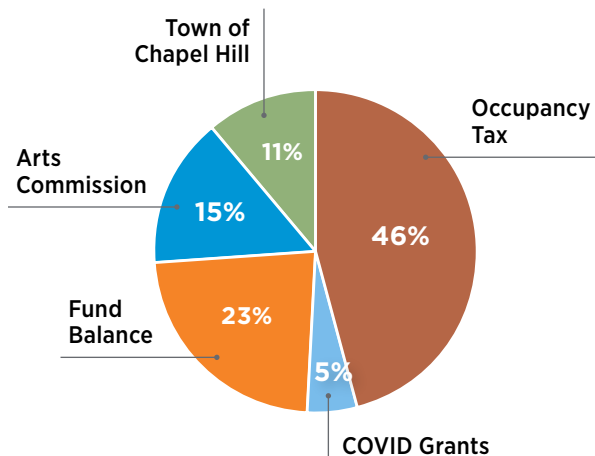
2020-2021

The Chapel Hill/Orange County Visitors Bureau is funded through 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, and prudent use of funds.

The 2020-2021 report includes the use of American Rescue Plan Act and other funds provided as a result of the COVID-19 pandemic.

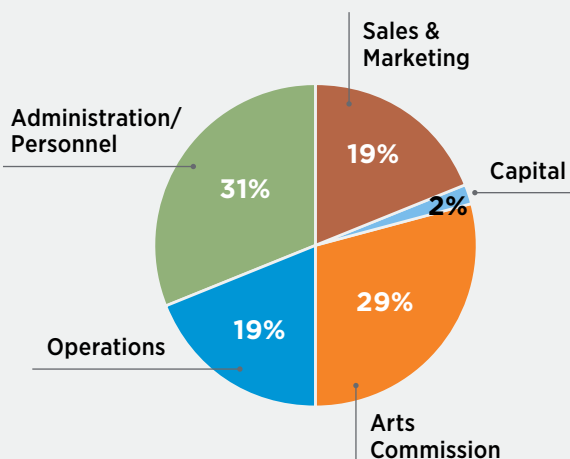


**ORANGE COUNTY GOVERNMENT BUILDING:
RICHARD E WHITTED HUMAN SERVICES CENTER**



REVENUES

Occupancy Tax	\$822,049	46%
COVID Grants	\$93,170	5%
Fund Balance Used	\$404,230	23%
Arts Commission	\$265,908	15%
Town of Chapel Hill Performance Agreement	\$200,000	11%
TOTAL REVENUES	\$1,785,360	



EXPENDITURES

Sales & Marketing	\$346,996	19%
Capital	\$42,278	2%
Arts Commission	\$511,560	29%
Operations	\$337,440	19%
Administration/Personnel	\$547,085	31%
TOTAL EXPENDITURES	\$1,785,359	



Boards, Staff & Visitors Center

BOARD OF DIRECTORS

Anthony Carey, *Chair*,
Orange County Hotels

Manish Atma, The Chamber for
a Greater Chapel Hill-Carrboro

Mark Bell, Town of Hillsborough

Anita Spring Council,
Town of Chapel Hill Economic
Development Commission

Kayla Dempsey, North Carolina
High School Athletic Association

Lili Engelhardt, At-Large

Sally Greene, Board of Orange
County Commissioners

Mayor Pam Hemminger,
Town of Chapel Hill

Sharon Hill, Orange County
Economic Development Commission

Mayor Lydia Lavelle,
Town of Carrboro

Daniel Mayer, Orange County
Arts Commission

Tanya Moore, University
of North Carolina

Beverly Payne, Alliance for
Historic Hillsborough

Mark Sherburne, Orange
County Hotels

Aubrey Williams, Hillsborough/
Orange County Chamber
of Commerce

Shannan Campbell, Town
of Hillsborough Economic
Development, Ex-Officio

Matt Gladdek, Chapel Hill
Downtown Partnership, Ex-Officio

Jon Hartman-Brown,
Town of Carrboro Economic
Development, Ex-Officio

Others who served during the 2020-21 timeframe

Jamezetta Bedford, Board of
Orange County Commissioners

David Brooks, Hillsborough/Orange
County Chamber of Commerce

Tim Hoke, Orange County
Arts Commission

Libbie Hough, At-Large

Dixon Pitt, The Chamber for a
Greater Chapel Hill-Carrboro

Sam Vadgama, Orange County Hotels

Rosemary Waldorf
Chapel Hill-Carrboro
Chamber of Commerce

ORANGE COUNTY COMMISSIONERS

(AS OF 6/30/21)

Renee Price, Chair

Jamezetta Bedford, Vice-Chair

Mark Dorosin

Amy Fowler

Sally Greene

Jean Hamilton

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



501 WEST FRANKLIN STREET HOUSED
THE VISITORS BUREAU SINCE
NOVEMBER 1996 WITH THE WALK-IN
VISITORS CENTER OPENING OCTOBER
2002. THE BUREAU IS MOVING TO
308 WEST FRANKLIN STREET OPENING
TO THE PUBLIC IN FEBRUARY 2022.

What the Community is Saying...

"As a resident of the Triangle, I'm always excited to see what events are coming up whether they are musical performances, live theater, farmers' markets, art exhibits, or new food experiences. The Chapel Hill/Orange County Visitors Bureau keeps me informed on all the opportunities I have to enjoy the broader area where I live. Thank you for highlighting all the cultural and natural resources of Orange County."

—Carol Kline, Raleigh resident



DR. CAROL KLINE OF APPALACHIAN STATE UNIVERSITY, DR. DANA CLARK OF APPALACHIAN STATE UNIVERSITY (2018 WINNERS CIRCLE AWARD RECIPIENT), FORMER NORTH CAROLINA DEPARTMENT OF COMMERCE SECRETARY TONY COPELAND.

"The Visitors Bureau's wonderful staff do a great job advocating for and representing Orange County. This community is such an awesome place to be a part of, and through regular reports, newsletters, media stories and person to person advocacy, the Chapel Hill/Orange County Visitors Bureau team works tirelessly to preserve and grow this special place."

—Rick Steinbacher, Chapel Hill resident, Carolina alum '93, Tar Heel Athletics



A 19-YEAR VETERAN AS A SENIOR ADMINISTRATOR, RICK STEINBACHER (L) JOINED THE NORTH CAROLINA ATHLETICS DEPARTMENT IN 2000 AND NOW SERVES AS SENIOR ASSOCIATE ATHLETICS DIRECTOR, CAPITAL PROJECTS AND FACILITIES. BOB WARD IS ON RIGHT.

"I'm a big fan of the Visitors Bureau because I know how hard they work to build the economy which is vital for jobs. As a recent board member, I learn more each month about their marketing outreach and commitment to collaborating with all of Orange County. The staff and leadership of the Visitors Bureau demonstrate that they go the extra mile to draw attention to the beauty and advantages of visiting Orange County."

—Sharon Hill, President, Sharon Hill International



SHARON HILL

“My strongest connection to the Chapel Hill/Orange County Visitors Bureau is through Orange Slices – the Visitor Bureau’s weekly newsletter. It’s warm, human, inviting, and – most important – highly informative. So much better than the usual puffery put out by other visitors bureaus. I eagerly await its arrival in my email box.”

—Richard H. Meeker, Owner, *INDY Week*

“We work with all the Convention and Visitor Bureaus in North Carolina but the Orange County group does a uniquely superb job. They constantly keep us informed of the wonderful functions and events in Chapel Hill, Carrboro and Hillsborough. We look at them as a great partner.”

—Bernie Mann, Owner and Publisher of *Our State* magazine



BERNIE MANN



RICHARD MEEKER, FAR LEFT, WITH HIS WIFE ELLEN ROSENBLUM, OREGON’S 17TH ATTORNEY GENERAL. MEEKER IS OWNER OF *INDY WEEK*. MEEKER IS A BIG FAN OF THE CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU’S COMMUNICATIONS PROGRAMS.

“I’m always happy to see Orange Slices in my inbox. It helps me keep up with new and interesting goings-on in our county, and there’s always something new happening. The Visitors Bureau makes life fuller for those who live here as well as for out-of-towners.”

—Portia McKnight, Chapel Hill Creamery



PORTIA MCKNIGHT HOSTS A MEDIA TOUR AT CHAPEL HILL CREAMERY. THE VISITORS BUREAU WORKS WITH AREA FARMS TO DIRECT WEDDINGS AND GROUP TOURISM TO THE SURROUNDING AREA.

“I remain grateful to the Visitors Bureau after working with them on the Orange County Veterans Memorial committee, which met at their offices monthly. They provided public relations outreach on the new Memorial in Orange County. The team was helpful to our committee and all those who came through the Visitor Center looking for information on Orange County.”

—Bruce Runberg, Co-Chair, Orange County Veterans Memorial



(L TO R) JIM MERRITT, REGINA MERRITT AND BRUCE RUNBERG TOUR PROGRESS OF AMERICAN LEGION BUILDING BACK IN 2019.

Breathing space



Franklin Street Yoga in Forest Theatre

CHAPEL HILL

HILLSBOROUGH & CARRBORO



Acme Food & Beverage Co.



Hillsborough Riverwalk

From yoga outdoors to brunch al fresco, there's no one way to experience Chapel Hill, Hillsborough, and Carrboro. Find what you love, or discover something new. Whatever you do here, just do you.

VisitChapelHill.org