

May 2012

Chapel Hill/Orange County Visitors Bureau

Including the towns of
Chapel Hill
Carrboro
Hillsborough



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April - Strong Month for Chapel Hill / Orange County Hotels

**April 2012
 Hotel Occupancy Production**

| | % Change from April 2011 | Orange County, NC | North Carolina | United States |
|----------------------|--------------------------|-------------------|----------------|---------------|
| Occupancy % | 3.7 | 73.7 | 60.8 | 61.8 |
| ADR | 1.1 | 103.68 | 84.59 | 103.71 |
| RevPar | 4.8 | 76.41 | 51.44 | 65.34 |
| 2012 YTD Occupancy % | 4.9 | 65.7 | 54.4 | 58.0 |
| 2012 YTD ADR | 2.5 | 101.2 | 81.17 | 104.13 |
| 2012 YTD Rev Par | 7.3 | 66.44 | 44.19 | 60.41 |

REV PAR = Revenue Per Available Room; room revenue divided by rooms available.
 Source: Smith Travel Research

April 2012 brought the highest occupancy percentage (73.7%) since November 2010. And, while not the highest in that time period, ADR came in strong at \$103.68 and RevPAR for April was \$76.41.

RevPAR April YTD had a 7.3% increase.

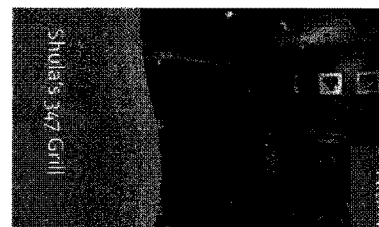
Hotel Revenues reached a YTD increase of 5.1%, April 2012 vs. April 2011.

Chapel Hill Hotel Earns Award Status

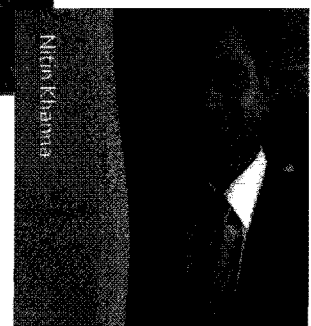
Congratulations to **Nitin Khanna, General Manager of the Sheraton Hotel** for winning the Richfield Hospitality 2011 Presidents Circle Award for General Manager Sales Leadership.

This award recognizes outstanding achievements by Richfield's hotel personnel.

In July 2009, the Sheraton Chapel Hill completed a top to bottom renovation giving them the largest meeting and social



function space (17,000 sq.ft.), in Chapel Hill. The renovation also included the addition of the upscale, nationally recognized **Shula's 347 Grill**, and features a new state-of-the-art fitness center.



Special points of interest:

- Approximately 15,000- 20,000 people attended Hog Day May 18-19, 2012 in Hillsborough

Collaborate Marketplace 2012



Pictured with Linda Ekeland is Alex Doyle from 21st Century Group

In May, the Sales Department attended Collaborate Marketplace Conference and Tradeshow designed to meet professional meet-

ing planners from corporations around the US. Six minute individual appointments were arranged prior to attending the conference. The appointments were based on matching company profiles, meeting history, size of meetings and locations to appropriate CVB's, hotels and meeting facilities.

Chapel Hill had over 36 requested to meet, however a total of 27 confirmed ap-

pointments were scheduled prior to attending. The show provided times to meet with other companies that you did not have appointments and the Visitors Bureau met with an additional 10 companies that fit the Orange County profile for meeting and conference venues. Finally, 5 more contacts were made during the conference that showed potential business for the

Chapel Hill area.

The educational conference included keynote speakers; Steve Forbes, Lisa Ling from CNN, Jane Gentry and Biz Stone, founder of Tweeter. All spoke on coming trends, the economy, and working with various

Some of the companies the Visitors Bureau met with: Northwest Imaging Forums, Synopsys, Inc., Automatic Data Processing, Varolii Corporation, Follett Software, Intel Corporation, Morehouse School of Medicine, Imerys, M & T Bank, Booz Allen Hamilton and many others.

Sales Department Networks

At AENC Golf Outing

AENC brings area association executives and hoteliers together at this 30th annual outing that raises funds for educational scholarships



| | May 2012 | May 2011 |
|------------------------------|-----------|----------|
| Confirmed bookings | 5 | 3 |
| Number of delegates | 830 | 120 |
| Number of room nights | 315 | 75 |
| Estimated spending | \$173,855 | \$31,770 |

| GROUPS | ROOM NIGHTS | ATTENDEES | DATES |
|-------------------------------|-------------|-----------|--------------------|
| NC Junior Classis | 25 | 250 | April 20, 2012 |
| UNC Private Reunion | 0 | 30 | April 27, 2012 |
| Drake Wedding | 50 | 150 | August 24-26, 2012 |
| Music Teachers National Assoc | 105 | 180 | November 1-3, 2012 |
| Epsilon Gamma Fraternity | 135 | 220 | December 6-8, 2012 |

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Midwest Travel Writers Association Members Come to Chapel Hill and Carrboro

The Chapel Hill/Orange County Visitors Bureau hosted four travel writers from the Midwest Travel Writers Association on April 29-May . The media tour was a part of a post tour event following the group's annual meeting in Fayetteville, NC hosted by the Fayetteville Area CVB. The

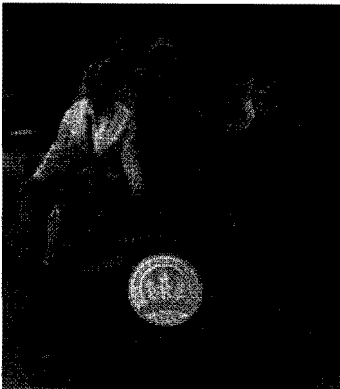


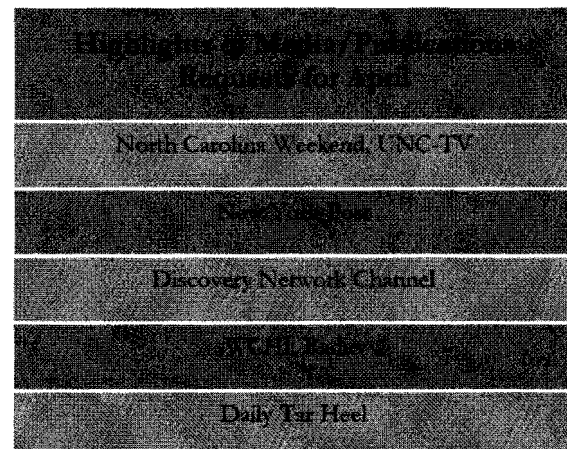
Photo - L to R: Wendy Pramik, Mary Lu Laffey, Dr. Peter White, Director North Carolina Botanical Garden, Susan Ward and Judith Joy. Dr. White provided the tour for the writers

writer's association has media events throughout the country and world and their Spring 2012 event was held in North Carolina. Other post event tours included the Outer Banks and Pinehurst. The portion in Chapel Hill was part of a Triangle Culinary and Cultural tour which also included Raleigh, NC. The writers visiting Chapel Hill stayed at The Carolina Inn and dined at Carolina Crossroads Restaurant. Their itinerary included Il Palio Ristorante, Horace Williams House, Ackland Art Museum, Franklin Street, Crook's Corner, Weaver Street Market, Carrboro Coffee Company, North Carolina Botanical Garden, A Southern Season and Weathervane, UNC Historic Campus, the upcoming Top of the Distillery, Mama Dip's and the Carolina Basketball Museum. The travel writers were from Illinois and Ohio.

Did you know ...

The average out-of-state overnight visitor party to North Carolina spends nearly \$600 per trip, while North Carolina residents traveling within the state spend about \$325 per trip. Out-of-state visitors stay over 50 percent longer in North Carolina than in-state travelers

-NC Dept. of Commerce, Tourism, Film and Sports Development.

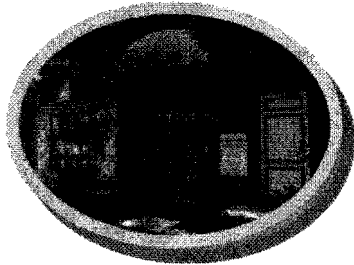


Communications Staff Hosts Travel Writers from New York

The Visitors Bureau Communications Department hosted **Jennifer Ceaser**, travel writer at the **New York Post** on April 27-28. Her Triangle-area focused article will be on our food, spirits and nightlife. Ms. Ceaser stayed at **The Franklin Hotel** and toured downtown **Chapel Hill** and **Carrboro**.

Stemming from an in-bound media visit earlier this year, a three-page article "**Insider's Guide to Chapel Hill, North Carolina**" appeared in the May 2012 *Ladies' Home Journal*. Visitor Bureau photos are referenced in the article.

Visitor Services



Some 829 people came by the **Visitor Center on Franklin Street** in April, up by 1.6% from last month. The majority of visitors, 467, were from out of state. 49 were from out of the country, 164 from North Carolina and 149 locals stopped in. 78% inquired about general information, 8.6% had an interest in relocation in-

formation and 13.4% stopped by for UNC related business and activities. **Visit our newest display—the Town of Chapel Hill’s “Championship Tree”.** Visitors and residents can now see the refurbished tree inside the Chapel Hill/Orange County Visitors Center at 501 W. Franklin Street.

Website and Social Media

Electronically, a consumer newsletter and this economic development report update reach more than 2000 stakeholders monthly!

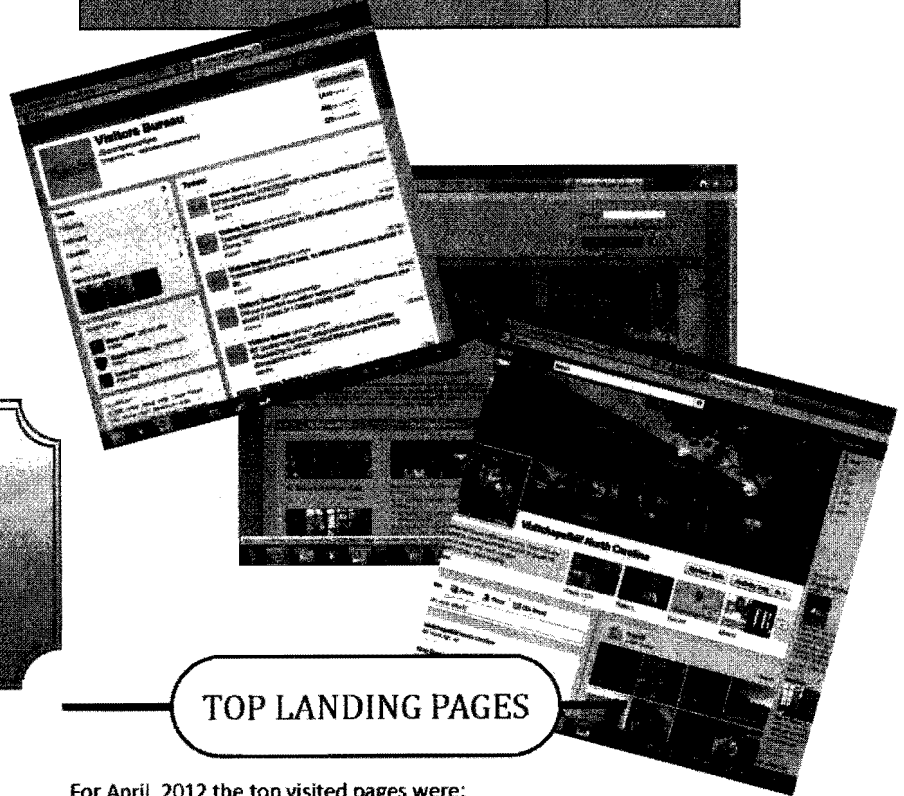
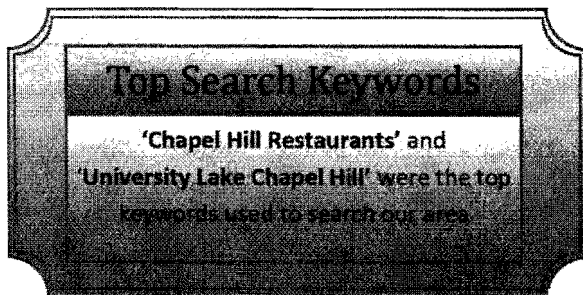
To date, the Visitors Bureau sent 1519 tweets and has 870 followers on Twitter, has 150,776 website visits and on Facebook has acquired 1196 Friends.

Twitter: @orangecountync

Facebook: VisitChapelHill

Website: www.visitChapelHill.org

| | April 2012 | April 2011 |
|-----------------------|------------|------------|
| Walk-In Traffic | 829 | 815 |
| Website Visitors | 14590 | 14326 |
| Requests for Material | 140 | 132 |



TOP LANDING PAGES

For April, 2012 the top visited pages were: Home Page, Dining/restaurants, Lodging/hotels-motels, Blogs, and Media

News from RDU

| Aviation Passengers (Deplaned) | | |
|--------------------------------|------------|------------|
| | April 2012 | April 2011 |
| Total Passengers | 396,116 | 384,679 |
| Total International | 6,557 | 8,560 |
| Taxi cab trips | 27,826 | 24,774 |

RDU Airport, NC – The summer travel season officially kicks off this Memorial Day weekend at Raleigh-Durham International Airport. More than 135,000 people are expected to travel through RDU beginning May 23 through Monday, May 28. The busiest day for travel will be Friday when close to 30,000 people will fly in and out of RDU.

Arts News

**Invitation to Artists, Galleries,
Businesses, Venues
and Attractions!**

ExploreChapelHillARTS.com is an arts, culture, sports and entertainment website devoted to helping you find and promote what's happening in your area.

As a registered user, you are able to post event listings, search event listings, upload a portfolio of your art in the Gallery, share stories in the community blog, post pictures from your iPhone and share content with your friends - all for FREE.

Questions? Log onto www.artsorange.com or call 919-968-2011



**Visitor Bureau Executive
Director Speaks at
Artist Salon**

Laurie Paolicelli was the guest speaker at the **May 18th Artist Salon** held at the ArtsCenter in Carrboro. About thirty people attended the event which focused on how artists could work more closely with the tourism industry. Paolicelli led a discussion on how the visitors bureau is marketing special events and securing advertisements in publications such as Our State magazine that pass along substantial savings to local artists and events. The presentation focused on the growing use of social media, including Wordpress, which allows artists to control their own content management systems. Paolicelli discussed the changing hotel landscape and which hotels were most likely to work with events groups. For a copy of the presentation, contact Martha Shannon, 919-968-2011.

Chapel Hill/Orange County
Visitors Bureau

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The Chapel Hill/Orange County Visitors Bureau works to bring visitors to Orange County and, equally important, works to service them when they arrive or inquire about our area.

We're on the Web

www.visitchapelhill.org

Chapel Hill
WITH CARRBORO & HILLSBOROUGH
The Feeling Never Leaves You

Chapel Hill/Orange County Visitors Bureau Board

The following individuals serve on the Visitors Bureau board: Donna Bell, Town of Chapel Hill; Laura Hayes Morgan; UNC-Chapel Hill; Karen DeHart, North Carolina High School Athletic Association; Jim Parker; Hillsborough Chamber; Lydia Lavelle, Town of Carrboro; Anthony Carey, GM: The Siena Hotel; Orange County Lodging Association (under 100 rooms); Mark Sherburne GM, The Aloft (over 100 rooms); Orange County Lodging Assoc.; Michael Gering, Town Board of Hillsborough; David Gephart, Alliance for Historic Hillsborough; Greg Overbeck, Chapel Hill/Carrboro Chamber of Commerce; Lee Pavao, At-Large; Annette Stone, Economic Development Director, Carrboro; Steve Brantley, Economic Development Director, Orange County; Meg McGurk, Interim Executive Director, Chapel Hill Downtown Partnership, and Gordon Jameson, Orange County Arts Commission.

CHAPEL HILL

HILLSBOROUGH

CARRBORO



EXPLORE THE EDGE — OF THE — TRIANGLE

Travel to the fringe of mainstream
when visiting North Carolina's
Research Triangle. Chapel Hill
sites, sounds and tastes
worth discovering.

VISITCHAPELHILL.ORG