

2012/13 GROUP SALES GOALS

Chapel Hill/Orange County
Visitors Bureau

Presented October 17, 2012
Linda Ekeland

CHAPEL HILL

HILLSBOROUGH & CARRBORO

GROUP SALES

OBJECTIVE

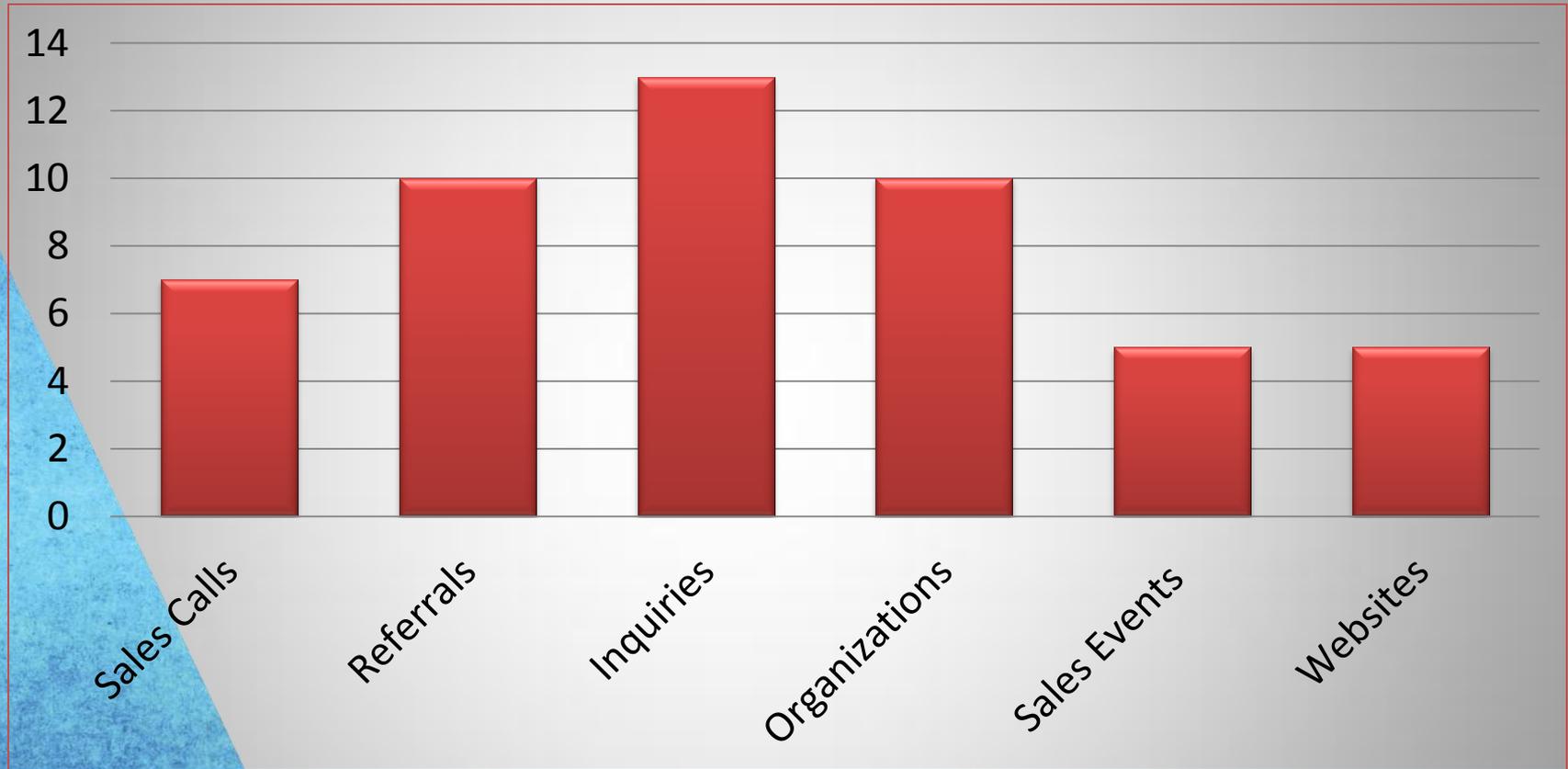
- Generate awareness and promote tourism for Chapel Hill, Carrboro and Hillsborough.
- Qualify market segments and accounts that meet the profile of hotels and meeting facilities within Orange County.
- Solicit mid-size groups ranging from 10 to 300 people for conferences, meetings, board meetings, workshops and other events.
- Encourage clients to extend group stays in Orange County either before or after events.
- Assist groups with informational materials, help with transportation, make recommendations for outside the meeting venue and any other activity that provides a positive experience for both the client and attendee.

METRICS JUNE 2012 YTD

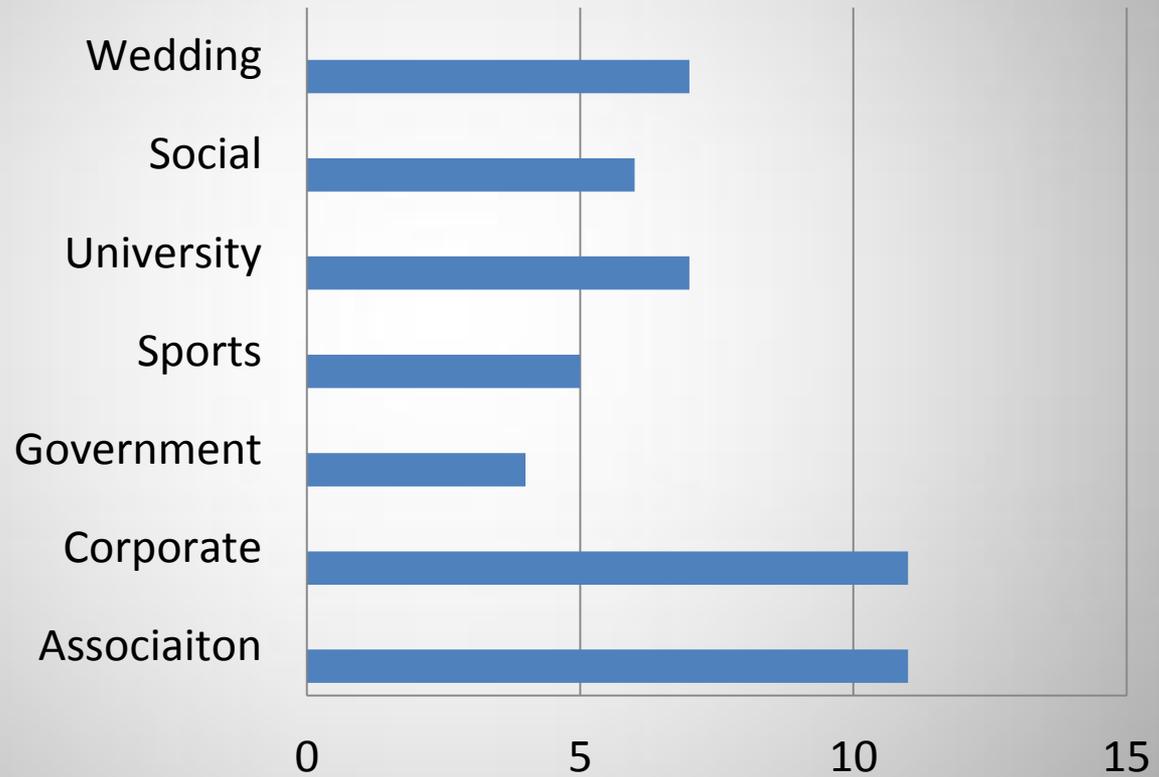
INCLUDES ALL GROUP & LEISURE TRAVEL

	Occupancy	ADR	RevPAR	Inventory
June 2012 YTD	67.3%	\$103.74	\$69.83	1452

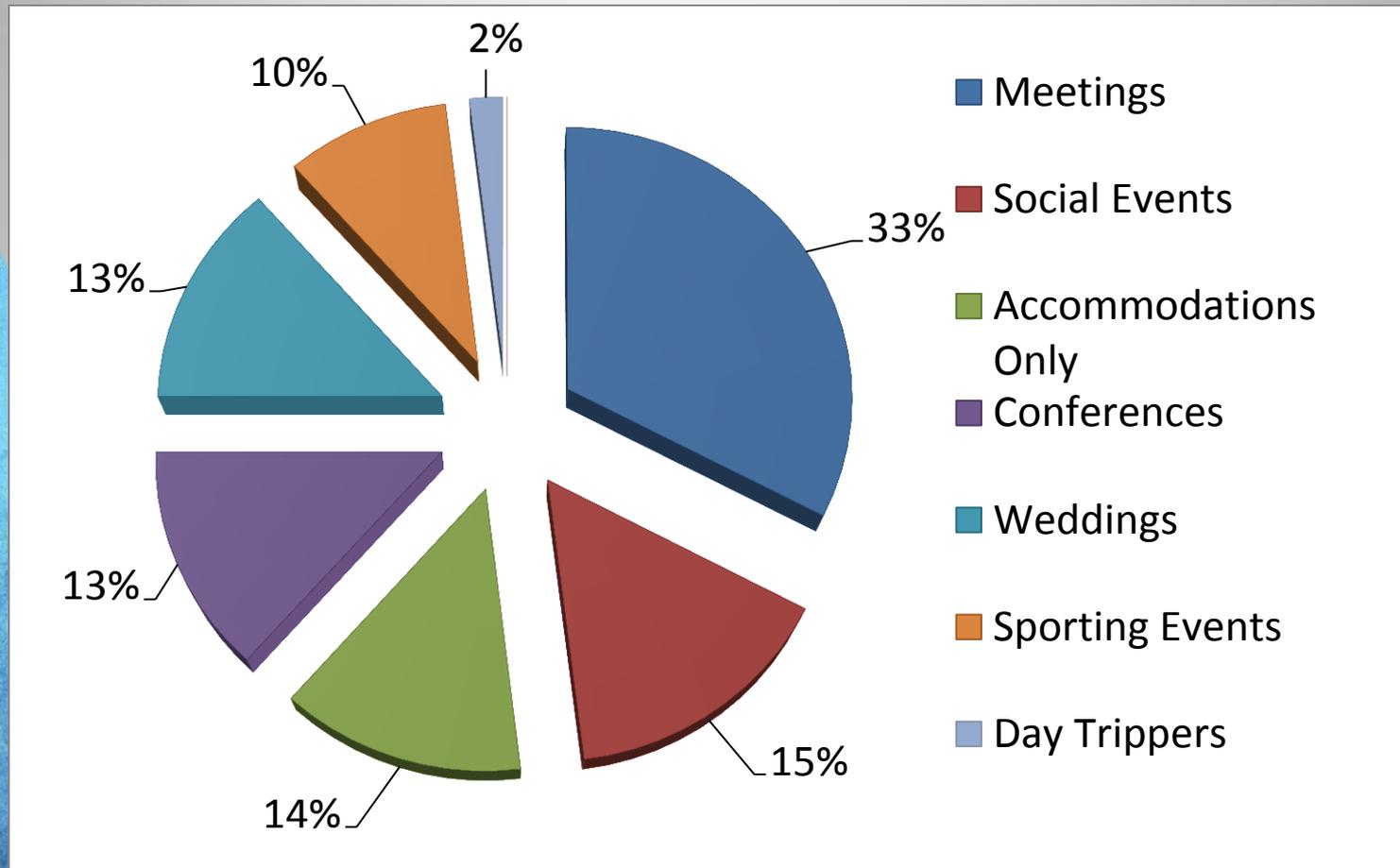
SOURCE OF BOOKED BUSINESS



BOOKING BY MARKET

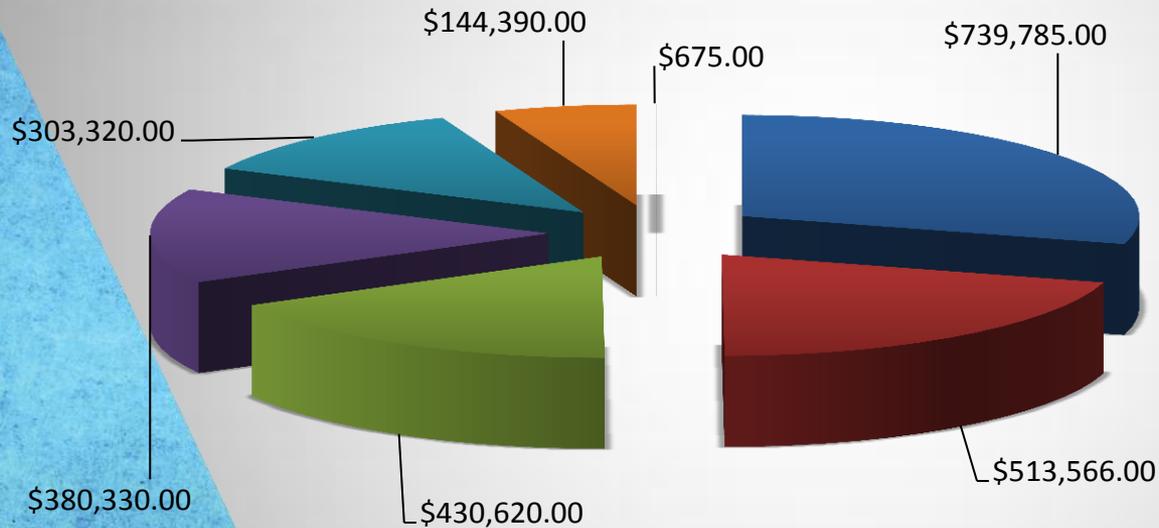


BOOKING BY SEGMENTS



REVENUE BY SEGMENT

- Accommodations Only
- Meetings
- Sporting Events
- Weddings
- Conferences
- Social
- Day Trippers



Total Revenue from July 1, 2011 – June 30, 2012
\$ 2,412,686

ECONOMIC IMPACT

BREAKDOWN OF **OVERNIGHT** DELEGATE SPENDING PER DAY FROM DMAI*

Lodging and Incidentals	\$126.45
Hotel Food and Beverage	35.38
Other Food and Beverage	48.78
Sightseeing	0.00
Admission to Museums, Theaters, etc	0.00
Recreation	0.00
Sporting Events	0.00
Retail Stores	37.16
Local Transportation (bus, taxi, limo)	0.00
Auto Rental (within event city)	0.00
Gasoline, Tolls, Parking (within event city)	37.22
Other	<u>0.00</u>
	<u>\$284.99</u>

Quote: \$285.00 (Average per Day)

Sporting Groups: \$138.00

*Destination Marketing Association International

ECONOMIC IMPACT

BREAKDOWN OF **DAY** DELEGATE SPENDING PER DAY FROM DMAI *

Lodging and Incidentals	0.00
Hotel Food and Beverage	26.38
Other Food and Beverage	0.00
Sightseeing	0.00
Admission to Museums, Theaters, etc	0.00
Recreation	0.00
Sporting Events	0.00
Retail Stores	29.16
Local Transportation (bus, taxi, limo)	0.00
Auto Rental (within event city)	0.00
Gasoline, Tolls, Parking (within event city)	22.22
Other	0.00
Total	<u>\$77.76</u>

Quote: \$78.00 (Average Per Day)

Sporting Groups: \$44.00

* Destination Marketing Association International

SALES EVENTS

- ❖ Sales Road Show – RTP
- ❖ Connect Marketplace Tradeshow
(Tradeshow targeting Associations)
- ❖ AENC Tradeshow – Raleigh
- ❖ Sales Road Show – Raleigh
- ❖ UNC Sales Blitz and Appreciation Luncheon
- ❖ Collaborate Marketplace
(Tradeshow targeting Corporate Events)



SALES PLAN FOR 2012-2013

- Current sales plan:

Measures	2011/2012 confirmed	2012/2013
Bookings	52	60
Leads	76	85
Room Nights	3,808	4,400
Estimated Spending	\$2.4 million	\$2.5 million
Number of Delegates	6809	6000 (loss of 100 rooms at Carolina Inn beginning Nov 2012- April 2013)

CURRENT TRENDS

BOOKINGS

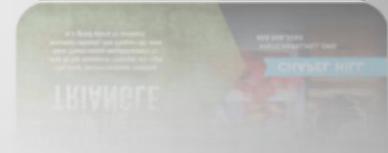
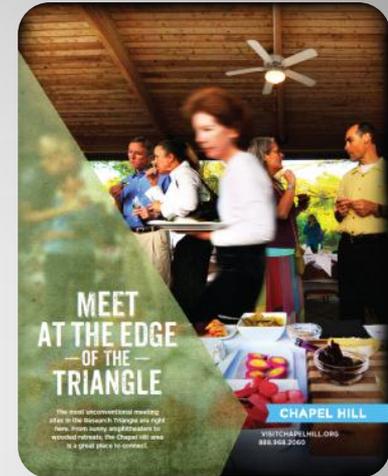
	2011	2012
July	3	3
August	5	2
September	2	3

LEADS

	2011	2012
July	8	5
August	9	9
September	8	3

STRATEGY TO INCREASE LEADS AND BOOKINGS

- Advertising
- New website
- Focus on hiring sales help
- Continue selected tradeshows
- Add local FAM to sales events



TARGET MARKETS

- Association
- Corporate
- University
- Religious
- Wedding/Social
- All the Above!



CHALLENGES & OPPORTUNITIES

Challenges

- Meeting space limitations
- Exterior entrances
- County lines
- Hotel costs
- Airport transportation
- Visitor Bureau contacted after program is booked

Opportunities

- New property in 2013
- Name recognition
- Reputation (good & bad)
- Organizational memberships
- Sales events
- New website
- New branding