

2014-2015

STRATEGIC PLAN

Moving Tourism Forward



CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU

Orange County, North Carolina

CHAPEL HILL

HILLSBOROUGH & CARRBORO

www.visitchapelhill.org



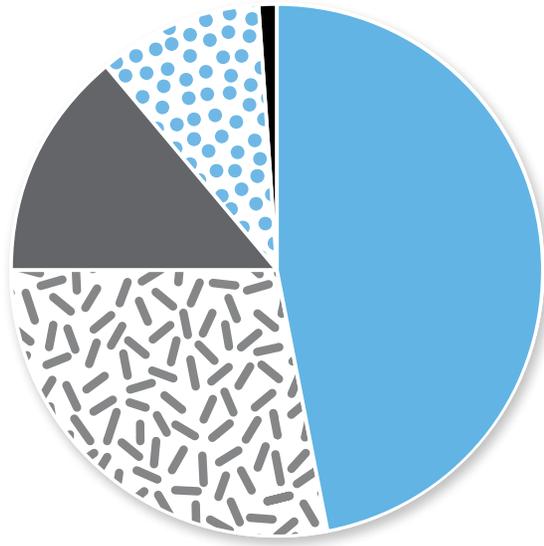
MISSION STATEMENT

An Orange County Visitor Development Authority would be a county-wide not-for-profit, umbrella organization formed by local government and the visitor industry to attract and serve visitors to Orange County. It will enhance and promote the social, cultural and economic benefits of visitors to Orange County, including increased county revenue, new jobs and a better quality of life.

Position Chapel Hill and all of Orange County as a desirable place to visit and host a meeting or conference with careful consideration to the needs and assets of the Orange County communities.



Expenditures



● Sales & Marketing	\$714,482	47%
⌘ Personnel Services	\$420,772	28%
● Operations/Administration	\$213,547	14%
⋯ Arts Commission Operations	\$148,698	10%
● Recurring Capital	\$13,602	1%
TOTAL	\$1,511,101	



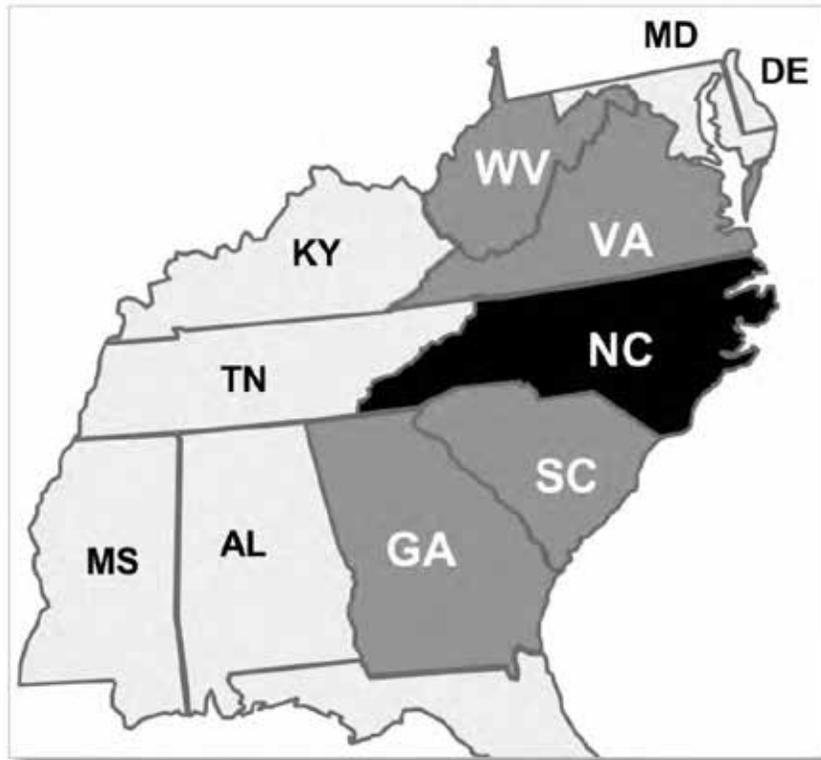
TARGET AUDIENCES

1. UNC parents/alumni/friends
2. Friends and family of residents
3. Tar Heel sports enthusiasts
4. Conference attendees
5. Events attendees
6. Youth sports teams
7. North Carolina day-trippers
8. LGBT





Atlantic Coast



-  Primary focus
-  Secondary focus



Where are our **opportunities** for growth?



OPPORTUNITIES AND OBJECTIVES

“LGBT.”

“Mid-week business.”

“Summer and off-season.”

“Mid-sized group travel, Sunday through Thursday.”

“Widening options for youth athletic fields.”

“Educate residents on ways to explore their own backyard.”

“Day visitors.”

“Corporate clients.”



Visitors Bureau Strategies and Tactics 2014-2015



Strategy

- Increase midweek business.

Tactics

- Advertise Chapel Hill as a desirable Meetings Market to reach new group planners.
- Add sales representative to cover LGBT and corporate markets.





Strategies

- Build transient market.
- Create Atlantic Coast media plan promoting food, arts, downtowns and festivals and reach 50 million consumers in target markets.
- Build number and variety of food events (pasture to plate) throughout Orange County.
- Work with local economic boosters to bring fans early on football weekends.





Strategy

- Enhance Knowledge of Visitor Profile, Perceptions and Patterns.

Tactics

- Introduce research study on changing visitor demographic (May).
- Build awareness of Hillsborough's tourism assets.
- Introduce northern Orange County strategic planning tourism workshop.





Strategy

- Continue to position the area as having a hip, alternative southern edge.

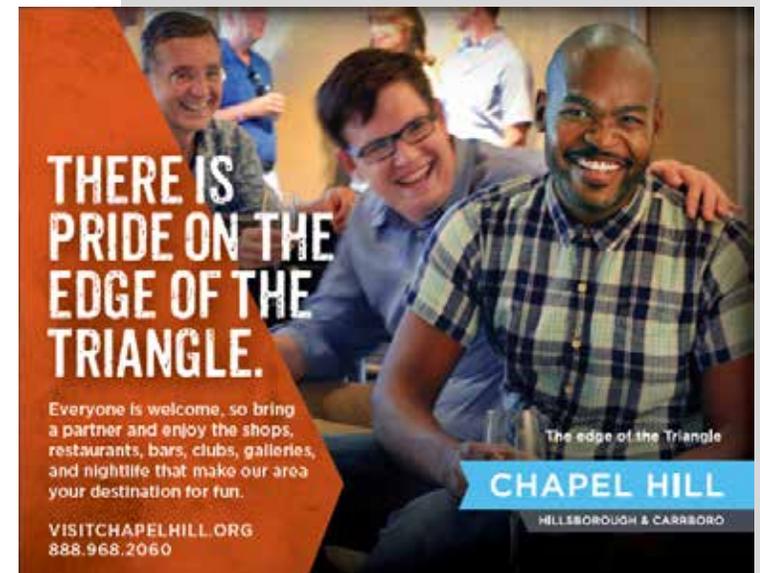
Tactics

- Reach 50 million consumers with images of fun things to do in Chapel Hill, Carrboro and Hillsborough.
- Launch PR campaign that focuses on food, personalities, and festivals.





- Work with local economic boosters on promoting hip, alterative images, from local clubs and festivals to foodies, art galleries and new initiatives.
- Introduce LGBT Campaign.





Strategy

- Build foot traffic through Visitor Center.

Tactic

- Create campaign to spread awareness on Chapel Hill/ Orange County's Visitor Welcome Center.



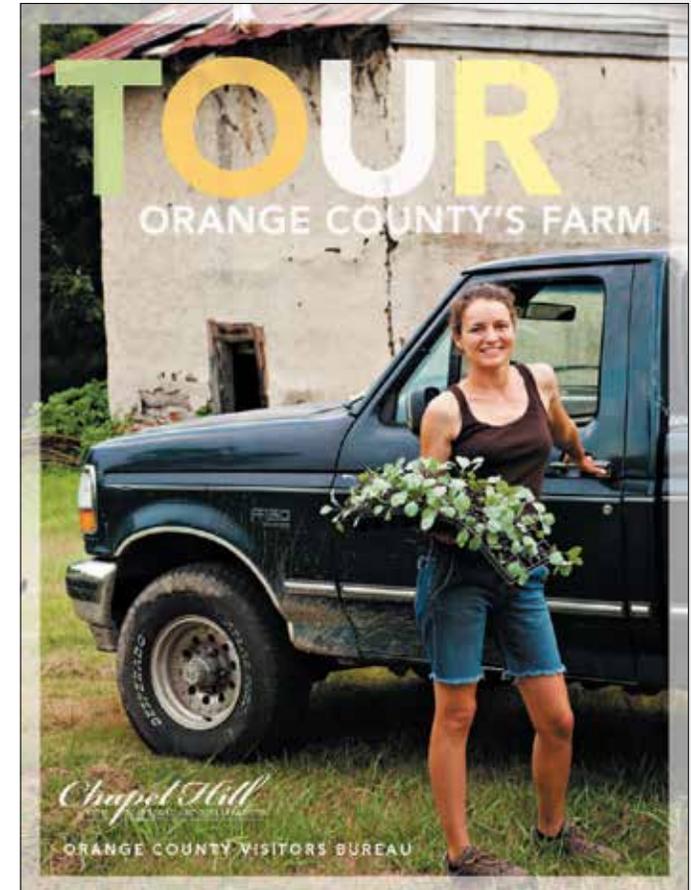


Strategy

- Build awareness of growing Agricultural Program.

Tactics

- Create campaign to spread awareness on Orange County's FARMS including agricultural assets, fairs, farm markets, farm tours.





Strategy

- Build website, social media and on-line technologies.

Tactics

- Monitor user experience on website.
- Add social media contributors.
- Build photo and digital library.
- Work with state office of tourism on social media outreach.





LGBT PROGRAMMING

- The Visitors Bureau (VB) will add LGBT sales and marketing programming to its 2015 Plan of Action.
- This campaign will include outreach to LGBT associations in NC, Washington DC and nationally.
- Some of the associations mentioned include but are not limited to:
- The National Center for Lesbian Rights
 - Equality NC
 - Victory Fund
 - LGBT Fraternities in NC
 - Human Rights Campaign
- Tie-in with Olivia Cruises (could be shared marketing and/or an alliance with the Cruise lines).
- In addition to outreach to these associations, the Visitors Bureau will work with Clean Design on a new campaign.



CAMPAIGN GOALS

- Include female element to campaign.
- Advertise in both LGBT publications and mainstream publications.
- Create a strong “call to action” including a website and invitation to visit.
- Review LGBT publications (The Advocate, etc.).
- When creating ad, use Carrboro’s role in LGBT activism and legislation to our strength. Could mean positioning Carrboro a bit stronger in LGBT creative.





- **Add photos of women themed event to stock. Will work with Donn Young to shoot Spotted Dog scenes.**
- **Create 2 minute LGBT video similar to that which was produced for MIT.**
- **Conduct interview with Mark Kleinschmidt and Lydia Lavelle (by the VB) on LGBT leadership and culture of Chapel Hill/Carrboro.**
- **Use public relations to spread the word.**
- **Consider a Chapel Hill/Carrboro float in the September 27, NC 2014 Pride Event.**



VISITORS CENTER HOURS

Monday – Friday, 8:30 am – 5 pm

Saturday, 10 am – 2 pm

501 West Franklin Street

Chapel Hill, NC 27516

Toll-Free: (888) 968-2060

Phone: (919) 968-2060

Fax: (919) 968-2062

e-mail: info@visitchapelhill.org

Website: www.visitchapelhill.org



twitter: [orangecountync](https://twitter.com/orangecountync)



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