



Breathing space

Franklin Street Yoga in Forest Theatre

CHAPEL HILL HILLSBOROUGH & CARRBORO



Acme Food & Beverage Co.



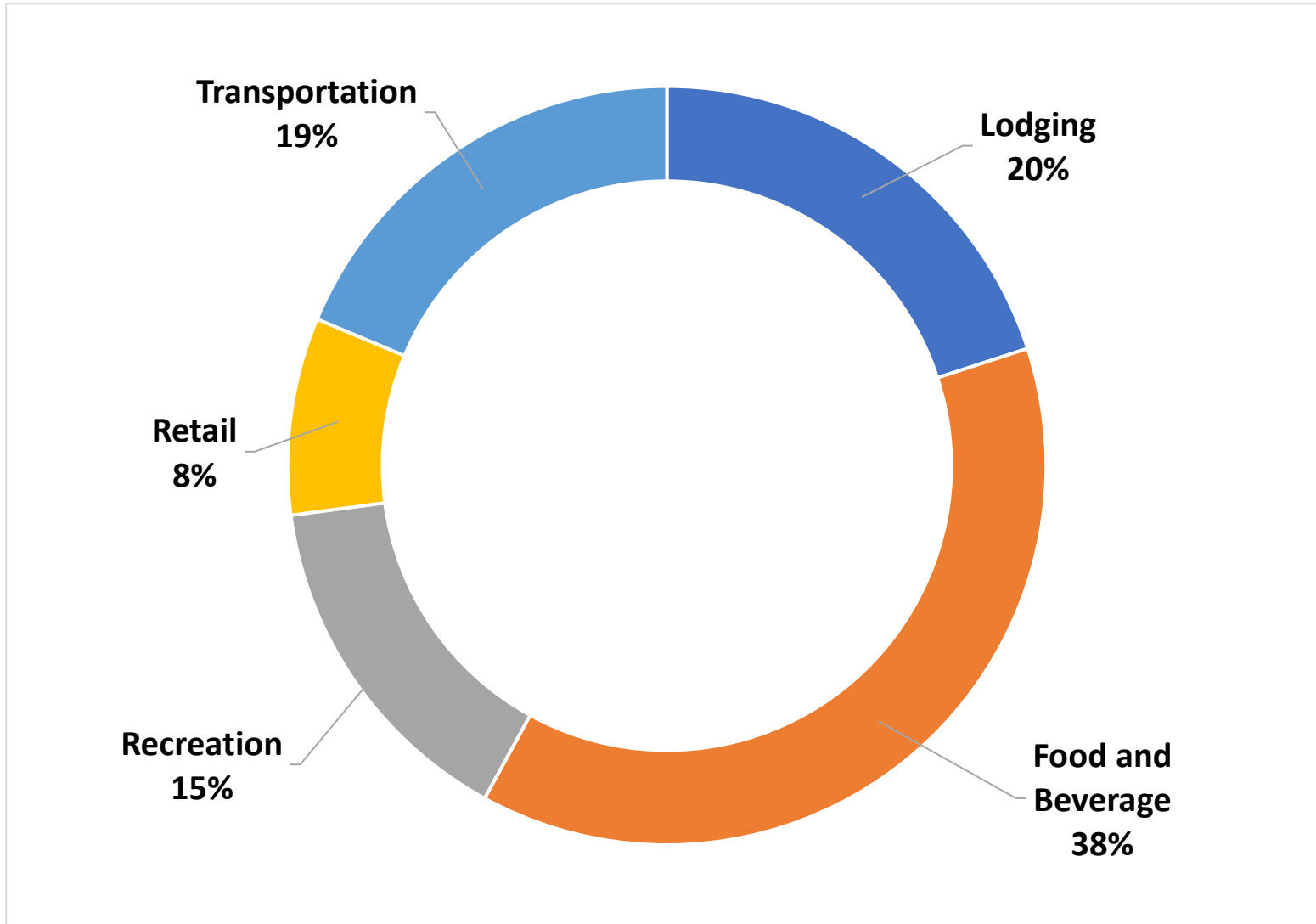
Hillsborough Riverwalk

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

Brief State Of Chapel Hill Tourism Industry

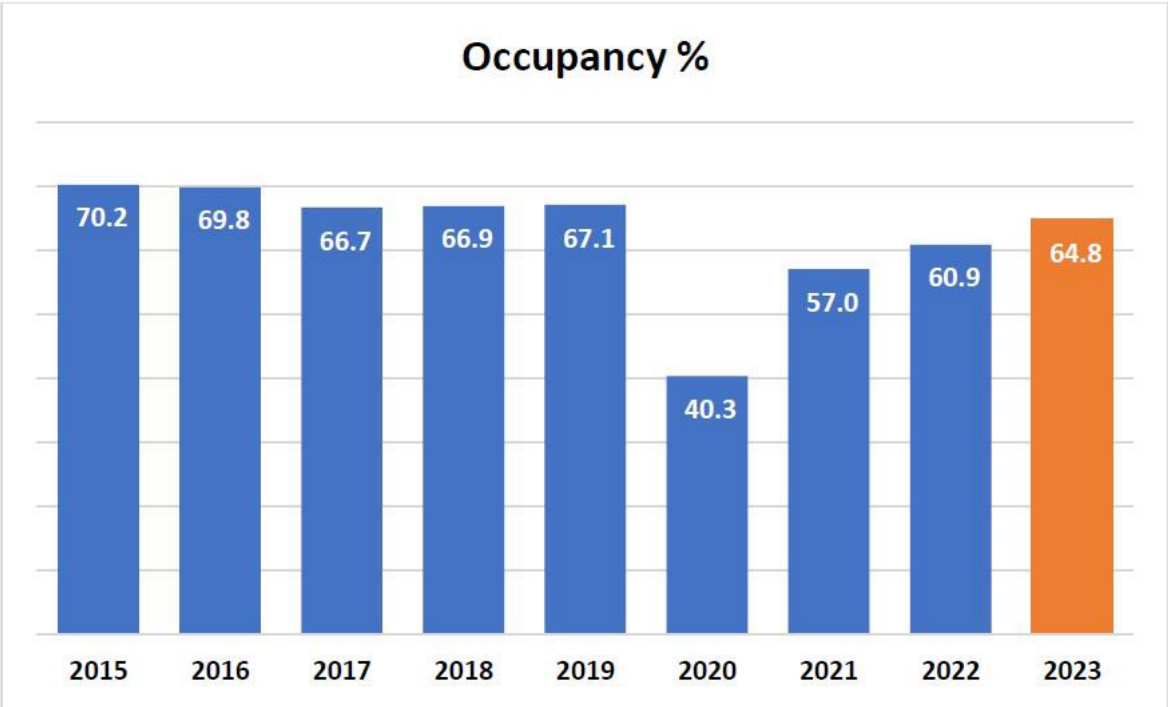
2021 Orange County Tourism Spending



| | |
|-------------------|------------------|
| Lodging | \$38.97M |
| Food and Beverage | \$73.98M |
| Recreation | \$29.09M |
| Retail | \$16.37M |
| Transportation | \$36.40M |
| Total | \$194.81M |

Orange County Occupancy Projections 2023

Occupancy



Visitors Bureau Marketing of Chapel Hill 2022/2023

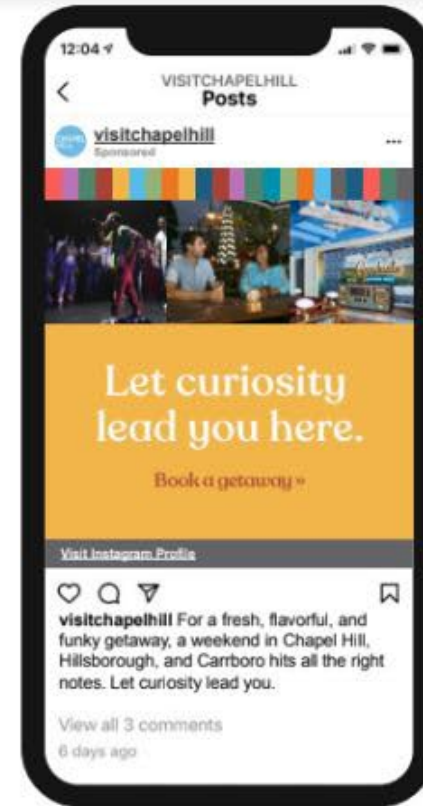
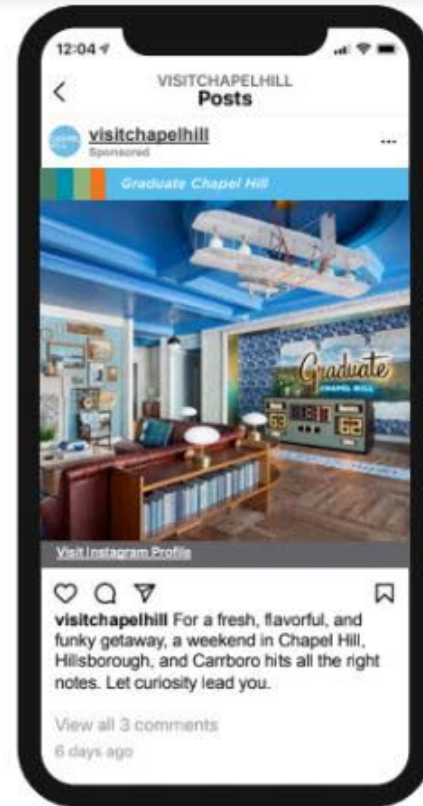
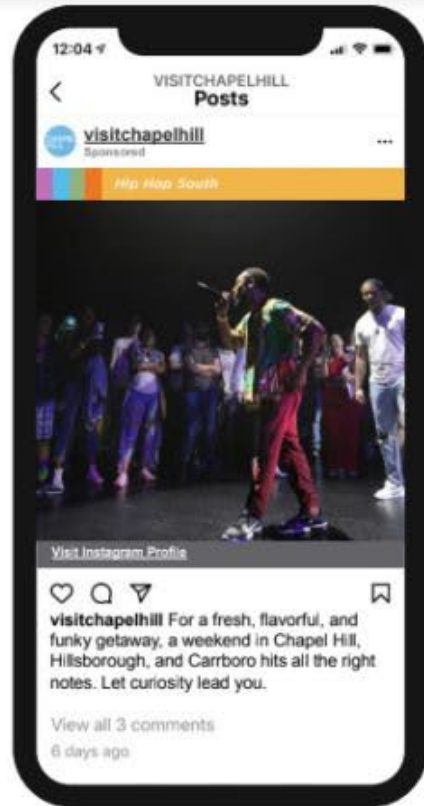
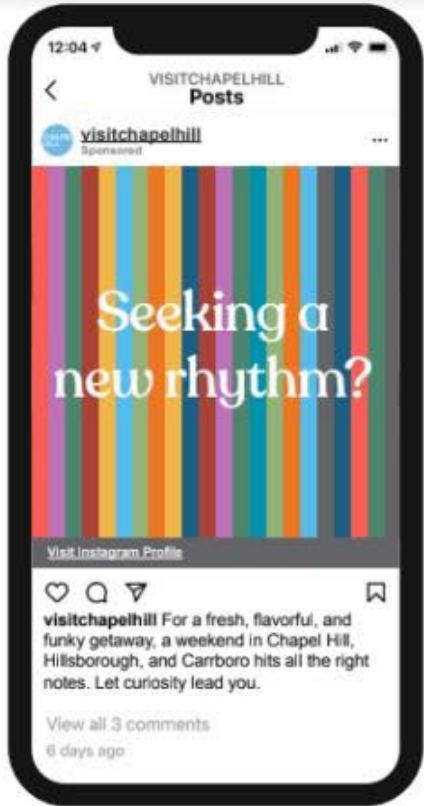
Raise awareness that Chapel Hill/Orange County is a great place to visit.

Targeting ▶ 35-65

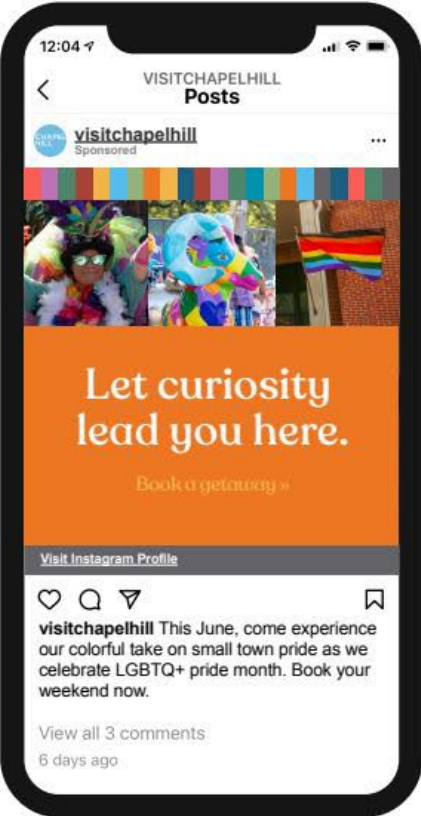
- ▶ North Carolina: Raleigh, Durham, Johnston County, Wake County, Wilmington, Winston-Salem, Charlotte, Greensboro, and High Point
- ▶ Virginia: Richmond-Petersburg DMA, Roanoke-Lynchburg DMA, Washington D.C. and Atlanta.

Channels ▶ Instagram, Facebook, Pinterest, Display ads, SEM, Carolina Alumni Review (print, newsletters, digital banners) OUR STATE magazine.

- ▶ Display and Search are driving the highest click volume and subsequent demand.



Mini itinerary social posts & stories

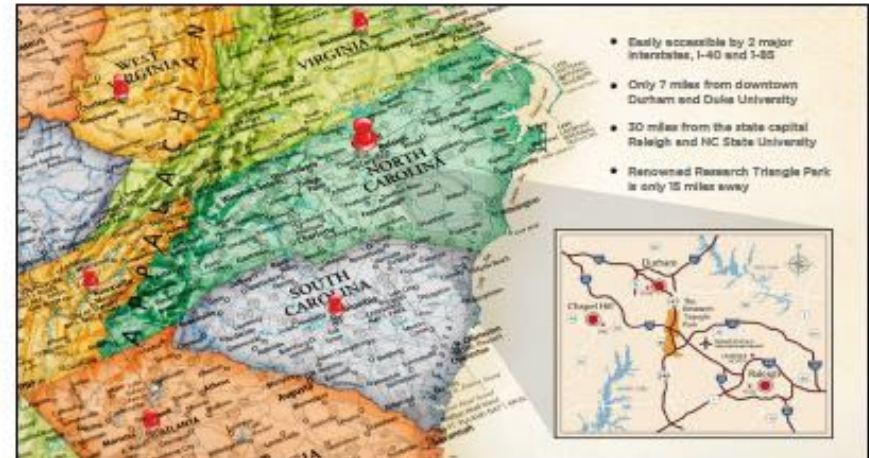





For an eventful meeting,
let curiosity lead you here.

MEETING VENUE GUIDE

CHAPEL HILL
HILLSBOROUGH & CARRBORO




- Easily accessible by 2 major interstates, I-40 and I-85
- Only 7 miles from downtown Durham and Duke University
- 30 miles from the state capital Raleigh and NC State University
- Renowned Research Triangle Park is only 18 miles away




Where exactly is Chapel Hill, NC?

Chapel Hill is located in the center of the state of North Carolina.

Chapel Hill is within a day's drive for half the country and midway between Atlanta and Philadelphia, making it convenient for drive-in attendees. Only 4 1/2 hours from Washington D.C.



Featured meeting venues



A mainstay in Chapel Hill, the Sheraton just completed a multi-million dollar renovation.

Priority
Projects at OC
Visitors
Bureau

Outside sales.

- Providing welcoming service to guests to Visitors Center.
- Updating those who answer phone at [Women's Prison](#) Answering the demands for more details on accessibility.
- Addressing Racial Equity and Inclusion from a tourism perspective.
- Building tourism revenues, jobs and demand year-round.

Additional Priorities at Visitors Bureau



Cresha and George Cianciolo

Dedicated to Cresha and George Cianciolo

Orange County is prosperous in countless ways, but people like George and Cresha Cianciolo provide us our greatest resource. Each of them has served selflessly and often in various capacities with a variety of non-profits, town projects and boards.

When a health condition created mobility issues for Cresha, she and George soon learned the trials of getting out and about while using a wheelchair. Even in this, considering others, they contacted the Visitors Bureau and encouraged a guide for visitors and residents that would help all those with disabilities better understand the access granted at area restaurants and hotels for those using a wheelchair.

The Chapel Hill Orange County Visitors Bureau thanks Cresha and George Cianciolo who have always worked hard to ensure that their actions are instilled with positive purpose, great love and desire for betterment.

Thanks to the Cianciolo's for their inspiration and help in compiling this 2023 directory for Chapel Hill, Carrboro and Hillsborough guests. We've done our best and here is a guide that we hope you will find helpful.

In gratitude,

The staff of the Chapel Hill/Orange County Visitors Bureau
www.visitchapelhill.org

www.chapelhilldiversity.com



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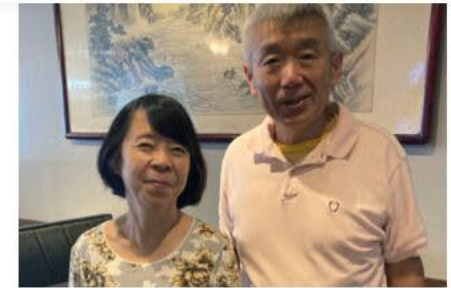
2023 Martin Luther King, Jr. Banquet



Participants at the Chapel Hill/Carrboro NAACP 75th Anniversary Read-In at Chapel Hill Library.



Southern Village offers year round activity for residents and visitors.



Red Lotus, Chapel Hill



Hog Day and King Street



Chapel Hill Library offers a wide



Poetry in Motion at the October



Reginal Hildebrand and Katie

...in the Master of Arts
program, and was the Chair
as an Orange County
Commissioner.

Occidental College in
California.



**PARIS MILLER-FOUSHEE,
CHAPEL HILL TOWN
COUNCIL**

Paris Miller-Foushee



**TAI HUYNH, CHAPEL HILL
TOWN COUNCIL**

Tai Huynh is currently a
senior Morehead-Cain



**BARBARA M. FOUSHEE,
CARRBORO TOWN COUNCIL**

Barbara Foushee is a Senior
Technologist in a Molecular



**ELIAZAR POSADA,
CARRBORO TOWN COUNCIL**

Eliazar Posada is the first
openly gay Latino serving in