



Pittsboro-Siler City
CONVENTION & VISITORS BUREAU
Serving all of Chatham County



Providing Support to Visitors
and our Tourism and Hospitality
Industry



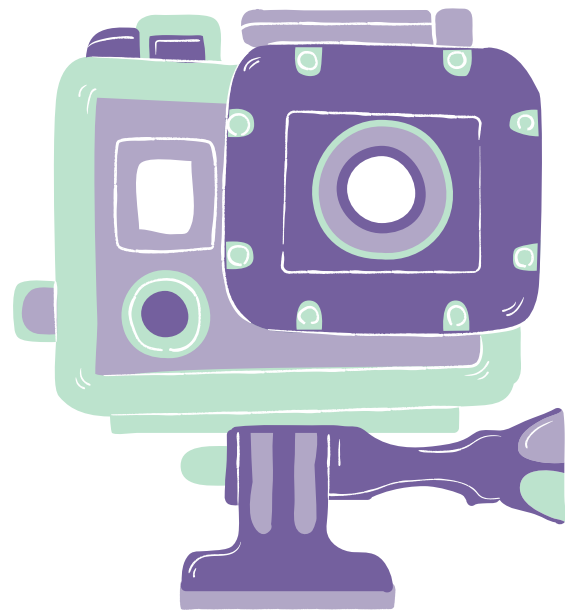


GLOSSARY

Convention & Visitors Bureau (CVB):
Also known as a ***Destination Marketing Organization (DMO)*** or ***Tourism Development Authority (TDA)***, it is the catalyst for visitor-related economic development.

Occupancy Tax:
Also known as a ***bed tax***, this is a 3% tax paid by visitors and collected by local lodging facilities, which ***can legally only be used to promote travel and tourism.***

CLIENTS



**FILM
SCOUTS**



**SPORTING
EVENT
ORGANIZERS**



VISITORS



MEDIA

PARTNERS



NC Restaurant
& Lodging Association



ECONOMIC IMPACT

We remained adaptable and have continued to support our small businesses in the tourism and hospitality industry both during and after the pandemic as a *Count On Me NC-certified organization*.

500+

visitor businesses supported

630+

events published annually, from small scale events to major festivals

ECONOMIC IMPACT

\$2.7 million in local taxes were generated from sales and property tax revenue from travel-supported businesses.

**\$68
MILLION**

in visitor spending
in 2021

**41%
INCREASE**

in visitor spending
in 2021

**\$19.1
MILLION**

total payroll from
tourism industry

\$74.45

tax savings per
resident



Venues & Vendors

Winter 2023



MARCH NEWS & UPDATES



LAND ACTIVITIES

The Outlook for Business Travel in 2023

As **VinFast**, **Fed Ex**, and **Wolfspeed** begin development on major projects committed to Chatham County megasites, we expect business travel to increase in 2023. Research from industry leaders indicates a cautiously optimistic outlook for business travel in the coming year. Some trends to look out for include:

MARKETING

We're charged with destination marketing for Chatham County. We use a number of tools and are resourceful in staying current and competitive.

PUBLIC RELATIONS

- Pitches to influencers, digital, and print media.
- Press trips.
- Working with VisitNC on their marketing initiatives.

11

assists with media coverage and press trips

15

mentions in statewide, national, and international publications*



WEBSITE

- Manage content on primary website, [visitpittsboro.com](https://www.visitpittsboro.com).
- Working on [Chatham Sports Alliance](#) website.
- Manage Chatham County content on [VisitNC.com](https://www.visitnc.com)
- [HeartOfNC Trails](#) – rebrand in process
- [what3words](#)
- [Visitor brochures](#) – print and online

SOCIAL MEDIA



FACEBOOK



INSTAGRAM



TWITTER



**GOOGLE
MY
BUSINESS**



PINTEREST
(Relaunching Soon)

ENewsletter & BLOG

- Monthly for visitors.
- Quarterly for Venues and Vendors.
- Weekly newsletter for local industry partners during the pandemic and now quarterly.

1.2K

contacts reached through
our newsletters

11

new posts published on
our blog, Discover
Chatham

VISITOR PROFILES

Visitors to our area enjoy day and overnight trips for a variety of interests, ages, and budgets.

**Data courtesy of Omnitrak and Visit NC*

87%

of out-of-state overnight guests are repeat visitors*

37%

of overnight guests say they extended their business trip for leisure.*

78%

of day trips are for leisure*

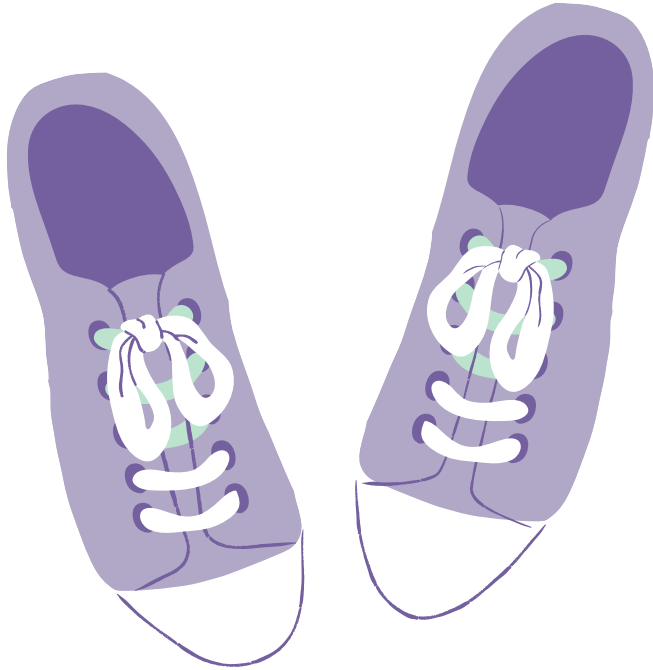
89%

of overnight trips are for leisure*

VISITOR PROFILES



NATURE



SPORTS



**MEET &
MARRY**



**FESTIVALS
& EVENTS**



FOODIES

LOOKING AHEAD

Projects for the remainder of FY 2023 and into FY 2024 include *Chatham Sports Alliance* launch, *Hampton Inn & Suites - Pittsboro* opening, *Chatham Concierge* and new *visitor brochures*.

**BY FEB
2023**

we have beat FY
2017-FY 2021

**JUST
\$7K**

away from beating
FY 2019

**UNDER
\$1K**

away from
matching FY 2021

**\$13K
AVERAGE**

over next 4 months
will match FY 2022



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NEHA SHAH

Director

SLONE DICKSON

Marketing & Events Assistant