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ANNUAL REPORT

FY 2023

OUR MISSION

The [Pittsboro-Siler City Convention & Visitors Bureau](#) (CVB) is Chatham County's official Destination Marketing Organization (DMO). The CVB acts as a liaison between potential visitors, media, event organizers, film scouts, and the local travel industry.

2023 OUTLOOK

Excitement for leisure travel in the coming year remains high as visitors embrace [revenge travel](#) to recover time and experiences lost during the pandemic. According to [Destination Analysts](#), over eighty percent of travelers are excited about travel and expect to take, on average, three leisure trips in the next twelve months.

With this optimistic attitude also comes caution as guests consider the impact of rising inflation and a looming economic recession on their travel plans ([Destination Analysts](#)). However, as a budget-to-luxury destination, Chatham County offers plenty of options for guests seeking an affordable stay, and our organization is prepared to assist with itineraries that match visitor budgets and needs.

As [VinFast](#), [Fed Ex](#), and [Wolfspeed](#) begin development on major projects committed to Chatham County megasites, we anticipate an increase in business travel to our area. If leveraged effectively, this presents an excellent opportunity for our visitor businesses and attractions, as thirty-seven percent of overnight guests report extending their business trips for leisure ([Omnitrak Group and Visit NC](#)).



ANNUAL REPORT

FY 2023

Our first business hotel, [Hampton Inn & Suites – Pittsboro](#), is slated to open in late 2023, providing much needed accommodations for business and leisure travelers alike. A larger hotel will serve guests who need to stay together as a group and will appeal to those interested in extending their day trips. [Chatham Park's](#) eateries, outdoor spaces, events, and additional amenities will serve guests in multiple lead markets for us.

The [Chatham County Agriculture & Conference Center](#) is a significant part of the hotel's future, with conference attendees seeking a closer accommodation and amenities to ensure a smoother experience. The opening of the new hotel will also generate additional occupancy tax revenue for the county.

One of our goals as a destination marketing organization is to attract amateur and professional sporting events to the Pittsboro-Siler City area and promote these events, as well as our visitor businesses, to participants and spectators alike (this is a common industry mission across [CVBs](#) and [VisitNC](#)).

Chatham County has successfully hosted sporting events in years past, including [IRONMAN 70.3](#), [Cycle NC](#), the U.S. Open® Men's qualifier, [USGA Senior Amateur Championship](#), and the [Tobacco Road Marathon](#) (Boston Marathon qualifying race). Additionally, an increasing number of visitors report seeking sporting events and leisure activities during their trips, regardless of whether this is the primary objective for their travel ([United Nations World Tourism Organization](#)).

To elevate our support for sporting event organizers and position our area as a destination for sports and leisure travel, we have partnered with [Chatham County Parks & Recreation](#) to launch a microsite, [ChathamSportsAlliance.com](#), which will expand upon the current [CVB sports page](#).



ANNUAL REPORT

FY 2023

By organizing facilities information, booking features, and amenities under this microsite, sporting event planners will be able to collect the information they need in one location and easily determine if their event can be hosted in Chatham County. The microsite will also make it easier for visitors to locate information about sporting events when planning a trip to our area.

We recently received contract approval for this project and look forward to launching the Chatham Sports Alliance website before the end of fiscal year 2023.

ECONOMIC IMPACT

576

individuals directly employed in Chatham County's travel and tourism industry.

\$19.1

million in total payroll generated by the tourism industry in Chatham County.

\$2.7

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

\$74.45

tax savings per resident resulting from visitor spending.



ANNUAL REPORT

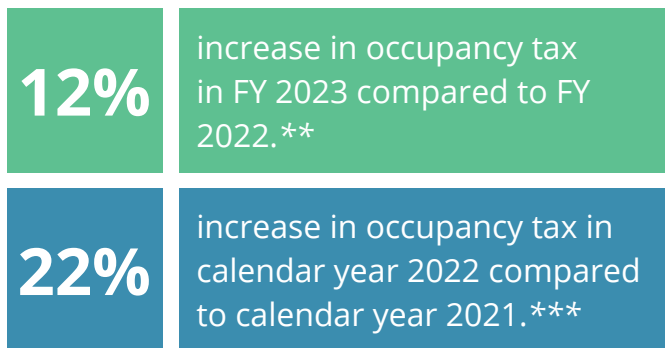
FY 2023

Domestic and international visitors to and within Chatham County spent \$68.03 million in 2021, an increase of 41.4 percent from 2020. State tax revenue generated in Chatham County totaled \$3.1 million through state sales and excise taxes, and taxes on personal and corporate income ([Visit NC, Tourism Economics, and the US Travel Association](#)).

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](#). Our outdoor events, flexibility in places to stay, and guests working remotely, among other factors, contributed to a resurgence of travel.

OCCUPANCY TAX REVENUE

The CVB is the catalyst for visitor-related economic development. Our organization is fully funded by the occupancy tax, a three percent tax paid by visitors and collected by local lodging facilities. These funds can only be used to promote travel and tourism.



*Visitor Economic Impact Data for 2022 is not yet available.

**This is a trend based on July 2021-November 2021 figures vs July 2022-November 2022 figures; data is not yet available for December 2022.

***This is a trend based on January 2021-November 2021 figures vs January 2022-November 2022 figures; data is not yet available for December 2022.



ANNUAL REPORT

FY 2023

VISITOR AND BUSINESS SERVICES

The CVB supports 450+ businesses and promotes 500+ events annually in Chatham County. We regularly promote our visitor businesses – [lodging](#), [attractions](#), [golf](#), [restaurants](#), [craft beverage tastings and tours](#), [farms](#), and more - on our website and blog, in our monthly newsletter, and through our social media channels. Our organization also connects our tourism and hospitality businesses to media contacts (state, national, international levels) and resources (small business, marketing, etc.) within the county and beyond.

We also offer guests services and assistance with their business trips, vacations, and group functions. This includes fulfilling requests for visitor packets and e-brochures, creating itineraries, offering venue and vendor suggestions to event planners, and answering any other questions about our area.

Visitors to our area enjoy day and overnight trips for a variety of interests, ages, and budgets, including families, nature lovers, sports enthusiasts and golf players, festival attendees, foodies, those traveling for weddings and conferences, and many others. A relatively low number visitors need to call or visit in person - our guests are tech-savvy and utilize our web resources (website, social media, blog, and e-newsletter) to plan their trips.



ANNUAL REPORT

FY 2023

MEDIA ASSISTS AND PRESS TRIPS

15

mentions in statewide, national, and international publications.*

11

assists with media coverage and press trips.

Our mission to promote business and leisure travel in Chatham County includes collaborating with local, regional, and national media and film scouts. We provide media with story ideas, contacts, photos, brochures, press kits, and other relevant information necessary for coordinating press trips and creating write-ups covering our visitor businesses.

We work closely with [Visit NC](#) to gather leads from media and organize press trips to our area. The Visit NC team also provides valuable insights on tourism development and pertinent data and news relevant to our industry and visitor businesses.

So far this fiscal year, we have assisted [Our State Magazine](#), [Garden & Gun](#), [StyleBlueprint](#), [Southern Living](#), and other publications in their coverage of our visitor businesses. We also worked with [Ottawa Life Magazine](#), [Eater Carolinas](#), [NC Wine Guys](#), [Food & Wine Magazine](#), [American Pickers of A&E](#), and the [NC Craft Brewer's Guild](#) to coordinate press trips to our area.

**Does not include coverage from local publications (ex: Chatham News & Record).*



ANNUAL REPORT

FY 2023

VISITPITTSBORO.COM AND DISCOVER CHATHAM

The CVB website features [location pages](#) for each of our visitor businesses. These listings are populated with location and contact information, operating hours, and any important external links.

Our [year-round calendar](#) is filled with activities and events including live music, culinary classes, nature hikes, tastings and tours, and major festivals. Event organizers don't always provide us with details directly, so we often gather this information from social media, visitor business' websites and newsletters, and Eventbrite listings. We also share events on our [Facebook Calendar](#).

We also regularly update our blog, [Discover Chatham](#), with seasonal and evergreen content.

323

events promoted on our website and through our marketing channels.*

450+

visitor businesses supported.

9

new posts published on our blog, Discover Chatham.

*Includes recurring and multi-day events promoted in FY 2023.



ANNUAL REPORT

FY 2023

TOURISM CHITCHAT AND SOCIAL MEDIA

The CVB writes and distribute a monthly e-newsletter, [Tourism CHITCHAT](#), to over 1,000 subscribers, including visitor businesses, past and potential guests, and media contacts.

We also maintain an active presence on [Facebook](#), [Instagram](#), and [Twitter](#) with over 6,800 followers across all three platforms.

Our e-newsletter and social media channels are important tools for promoting upcoming events, sharing updates about our visitor businesses, and cross-promoting blog posts to drive users to our website.

1.2K

contacts reached through our monthly newsletter.

33%

average open rate on monthly newsletter.

17%

click-through rate on monthly newsletter.

4.4K

unique followers across Instagram and Facebook.

17K

accounts reached on Facebook in the last 28 days.



ANNUAL REPORT

FY 2023

NEW TEAM MEMBER

In September 2022, the CVB brought on a Marketing and Events assistant to help ensure we're equipped to receive more guests and enhance the level of services provided by our organization. Accomplishments for fiscal year 2023 include:

- Introducing new tools and procedures to organize the CVB's workflow and enhance the level of services provided to visitors and businesses.
- Providing support for CVB projects including Chatham Concierge, the Hampton Inn & Suites – Pittsboro opening, and the Chatham Sports Alliance microsite.
- Producing an infographic sharing the CVB's 2022 accomplishments and our impact on visitor-related economic development.
- Writing and distributing the monthly Tourism CHITCHAT and publishing content on Discover Chatham.
- Updating the website with events and location pages for new visitor businesses.
- Redesigning the template for Tourism CHITCHAT and press trip itineraries.
- Creating a new template for social media assets to promote new blog posts.
- Maintaining logs tracking media coverage and visitor and business requests.
- Assisting with media coverage and press trips as well as requests from visitors and local businesses.