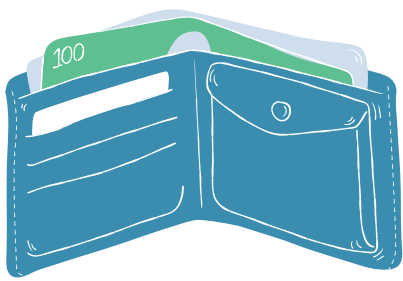


2022 YEAR IN REVIEW

WHAT WE DO

The Pittsboro-Siler City Convention & Visitors Bureau 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.



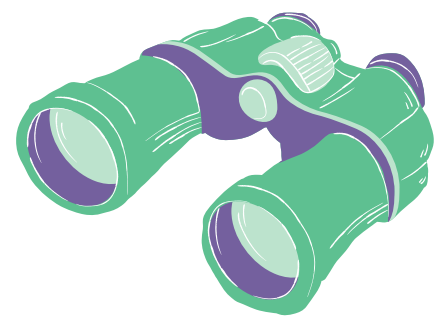
\$68 MILLION IN VISITOR SPENDING

The CVB is the catalyst for visitor-related economic development. In 2021, visitor spending increased 41%.



450+ VISITOR BUSINESSES

We support 450+ businesses in Chatham County's tourism and hospitality industry.



500+ EVENTS ANNUALLY

Our year-round calendar is filled with activities and events ranging from live music, culinary classes, nature hikes, tastings and tours, and major festivals.



37%

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

87%

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

78%

of day trips and 89% of overnight trips are for leisure.*

**Data courtesy of Omnitrak and Visit North Carolina*

CHATHAM COUNTY VISITOR PROFILE

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



NATURE

Jordan Lake State Recreation Area, educational forest, nature preserves, NC Birding Trail sites, historic trails.



SPORTS

Golf, marathons, Cycle North Carolina, potential for indoor sports.



MEET & MARRY

Chatham County Agriculture & Conference Center, venues, and vendors.



FESTIVALS & EVENTS

Our climate lends to year-round festivals and events.



FUN FOR FOODIES

Handcrafted beverages, tastings, tours of small businesses, many family-owned and operated.