



FOR IMMEDIATE RELEASE

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Celebrate National Travel & Tourism Week May 1-7, 2016

Get your event listed on VisitChapelHill.org & discover free tools and resources from the Chapel Hill/Orange County Visitors Bureau

Chapel Hill, NC – (April 22, 2016) – Domestic visitor spending on tourism in Orange County, NC is a \$181 million business. Each year, some 2.5 million visitors travel to Chapel Hill, Carrboro and Hillsborough to help fuel an economy that employs 1,800 and supports a \$34 million payroll. National Travel & Tourism Week is a yearly celebration that is designed to raise awareness about the economic value of travel and to promote the impact travelers have on areas like Orange County.

National Travel & Tourism Week is May 1-7, 2016 and its theme plays off the election year and encourages everyone to campaign for travel and join the hospitality industry in supporting "Travel '16." Figuratively speaking, travel is the perfect candidate: it's a job creator, encourages travel with families, it's good for your health and is a boon for local economies.

As Orange County embraces the importance of this industry, the Visitors Bureau reminds you that promoting your event, business, restaurant, hotel has never been easier. Thanks to our programs and the programs in place in Carrboro, Hillsborough, Chapel Hill and through our Chambers of Commerce, you can share what your business is doing in the community through all these outlets and organizations.

The Chapel Hill/Orange County Visitors Bureau offers a number of services including an Event calendar, Annual Visitors Guide, Website, Visitor & Travel Maps, Wedding planning assistance and social media promotion of your event and restaurant happening. Click on www.visitchapelhill.org to submit your Orange County event.

As part of National Travel and Tourism Week, visitors and residents are invited to stop by beginning May 2 at the Visitors Center in downtown Chapel Hill and register for a Welcome to Chapel Hill/Orange County Gift Bag with free items including T-shirt, cap, souvenir refrigerator magnet and more. Also enjoy refreshments on Travel Rally Day, Tuesday May 3. The Visitors Center is located at 501 West Franklin Street (across from Chapel Hill Tire). Parking is in the back of the Visitors Center off of Roberson Street. Hours are Monday – Friday, 8:30 am – 5 pm and Saturday, 10 am – 2 pm.

In addition, look for questions, trivia and fun facts on the Bureau's facebook page VisitChapelHill and follow the Visitors Bureau on Twitter at @visitchapelhill. Celebrate nationally @USTravel using the hashtag #NTTW2016.

Also the Visitors Bureau is taking this focus on tourism to announce that the North American Travel Journalists Association will be holding their 2017 NATJA 15th Annual Conference & Marketplace in Orange County, NC from May 15-19, 2017. The conference will highlight Chapel Hill, Carrboro, Hillsborough and Orange County and the host hotel is The Sheraton Chapel Hill.

Founded in 1991, the North American Travel Journalists Association (NATJA) is one of the largest professional associations of travel writers, photographers, editors, bloggers and tourism professionals dedicated to the highest quality of journalism excellence in promoting travel and leisure activities to the general public. Its membership also includes Destination Marketing Organizations (DMOs).

As the official accredited destination marketing organization of Chapel Hill and Orange County, the mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community. The Visitors Bureau is a department of Orange County, NC Government. For information: www.VisitChapelHill.org

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