

AN ECONOMIC SUMMARY OF THE SAVANNAH BANANAS

Event Dates: April 11 & 12, 2026



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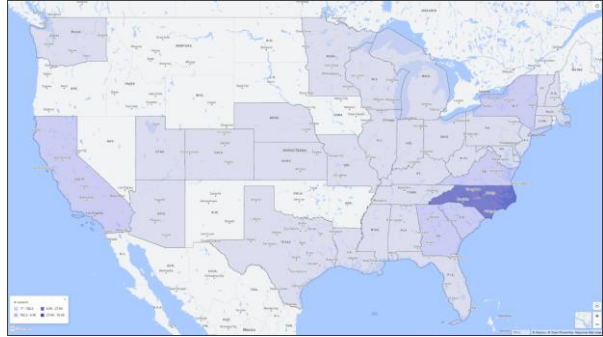
SETTING THE STAGE FOR ECONOMIC IMPACT

- This initiative was a powerful demonstration of successful multi-jurisdictional partnership.
- Collaboration between the Orange County Visitor's Bureau, UNC Athletics, and Carrboro and Chapel Hill Economic Development Departments.
- The strategic goal: To leverage a major regional event to maximize tourism dollars flowing into our community.
- Event Snapshot: The Savannah Bananas came to Kenan Stadium on April 11th and 12th, 2026.

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GENERATING TOURISM IMPACT

- **Visitor Foot Traffic:** Over 88,000 people visited downtown Carrboro and Chapel Hill during the event weekend.
- **Direct Spending Impact:** The estimated collective direct impact generated over \$17 million regionally.
- **National Reach:** Over 30,000 travelers traveled more than 30 miles to attend the games and from 36 states.
- *Note: Specific metrics for Orange County, Carrboro, and Chapel Hill are currently being refined through ongoing analysis.*



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SUPPORTING LOCAL BUSINESSES

- Our strategy focused on ensuring visitor spending stayed local.
- Carrboro and Chapel Hill Economic Development Departments actively partnered to provide promotional and fan incentive collateral for businesses.
- ED Departments worked directly with business owners and managers to implement special promotions, menu items, and discounts inspired by the event.
- Specials were successfully implemented at over 30 different local businesses, encouraging sustained patronage throughout the weekend.



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LOCAL BUSINESS IMPACTS

- “It [Saturday April 11, 2026] was our third biggest day in sales in the last year. Way more impactful than initially expected.” -Rae Mosher, *Carrburritos*
- “Our sales Friday were up 30% vs. previous year, +6% Saturday, and +15% Sunday. I was certainly happy having them in town and I appreciate y’all’s support.” -Ed Corbell, *The Spotted Dog*
- “Having maps and flyers available for guests was very helpful...overall, it was a great time in Carrboro!” -Diana Victoria, *Hampton Inn Carrboro*
- “All ATMA Hotel properties were 95% occupied.” -Manish Atma, *ATMA Hotel Group*

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LESSONS LEARNED AND NEXT STEPS

- Synergy is Key. Coordinated efforts between Tourism, Athletics, and Local Government yield the highest economic returns.
- Targeted Activation Works. Direct engagement with local businesses maximizes the conversion of visitor traffic into sustained sales.
- Future Efforts: Reproducing this model for future events that ensure continued economic benefit and community enrichment.
- Continue to support regional event attraction efforts.

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