



## Briefing on **Visit Carrboro** by the Carrboro Tourism Development Authority

Tuesday, October 27, 2020

By CTDA Chair Donald Strickland and CTDA Member Dan Mayer

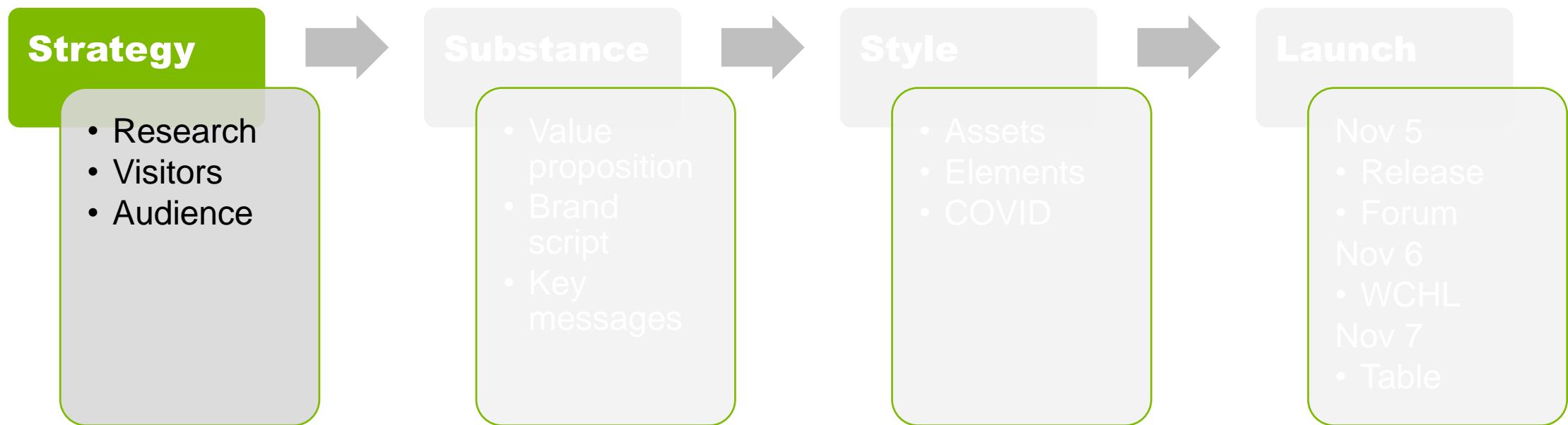
# Launching Visit Carrboro

**CTDA Charge:** To promote travel and tourism in the Town of Carrboro.

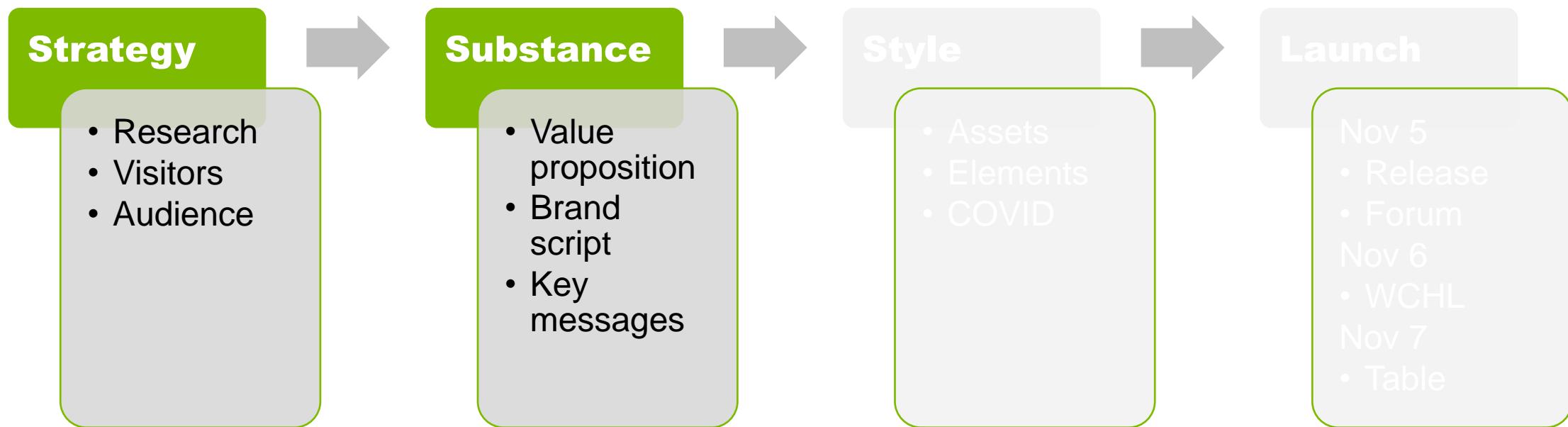
**Objective:** Develop a suite of new assets to better target tourists, including a website, photography, videos, and social media.

**Deliverable:** “Visit Carrboro” - an initiative of the CTDA designed to convey the Carrboro “feel free” spirit while targeting tourists and increasing (safe) local shopping, dining, and lodging revenues.

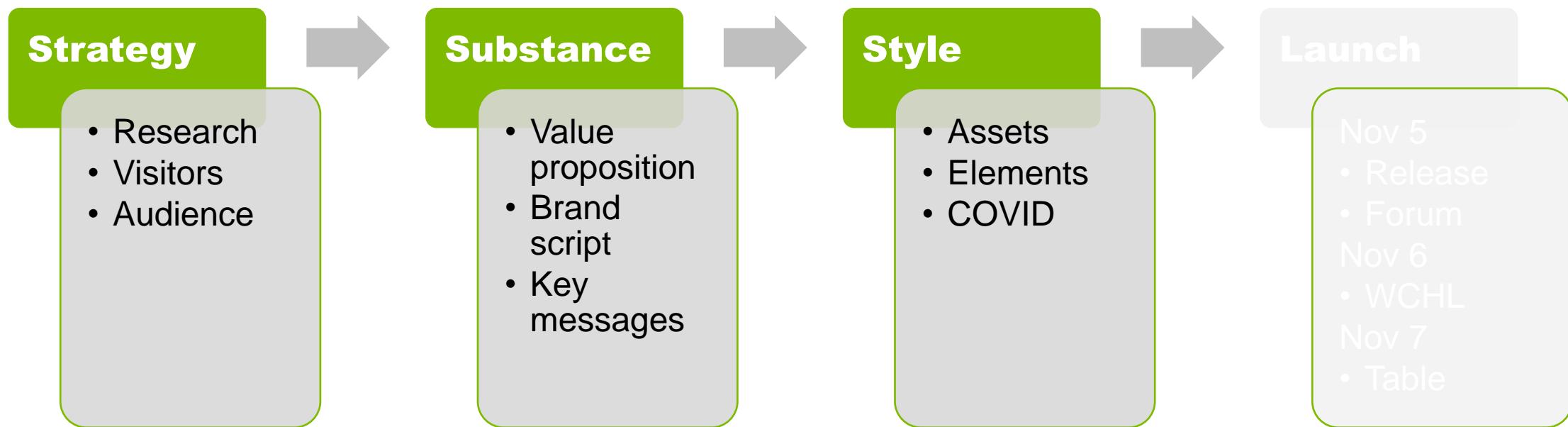
# Process



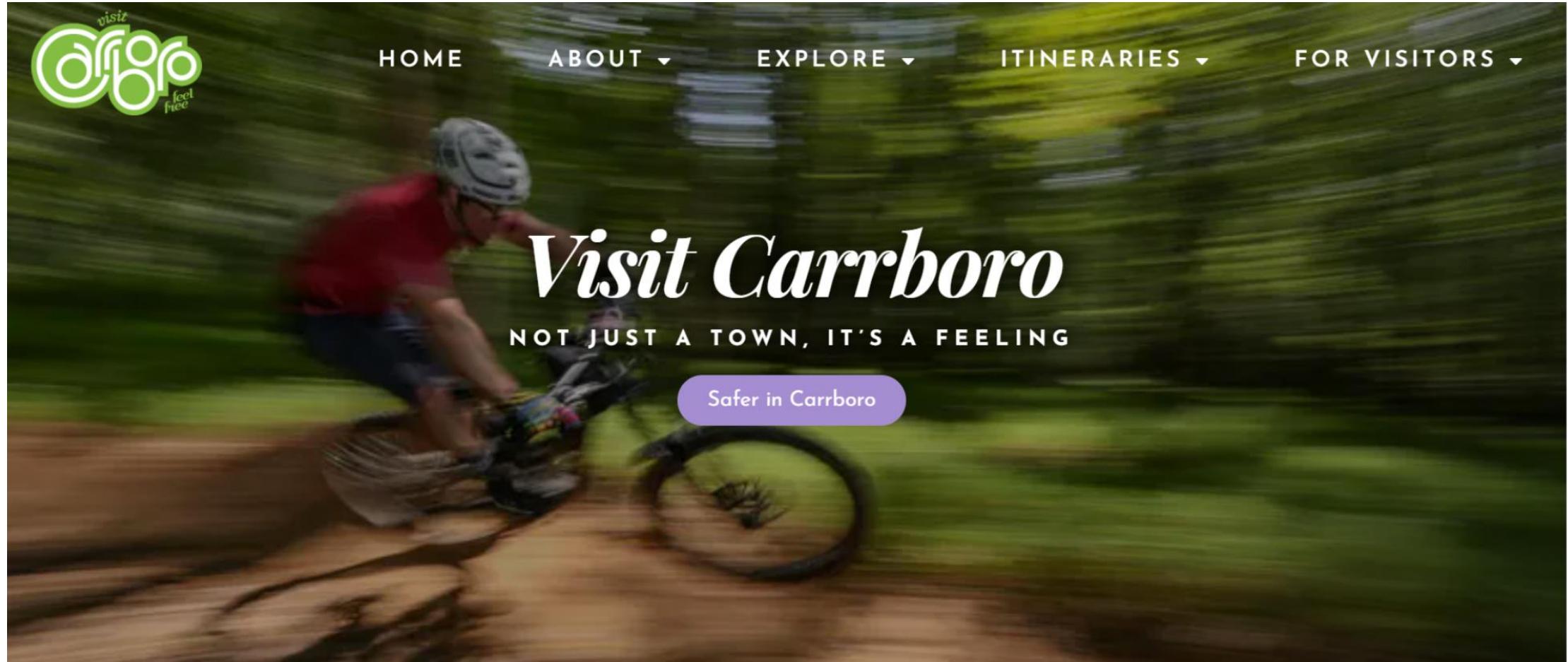
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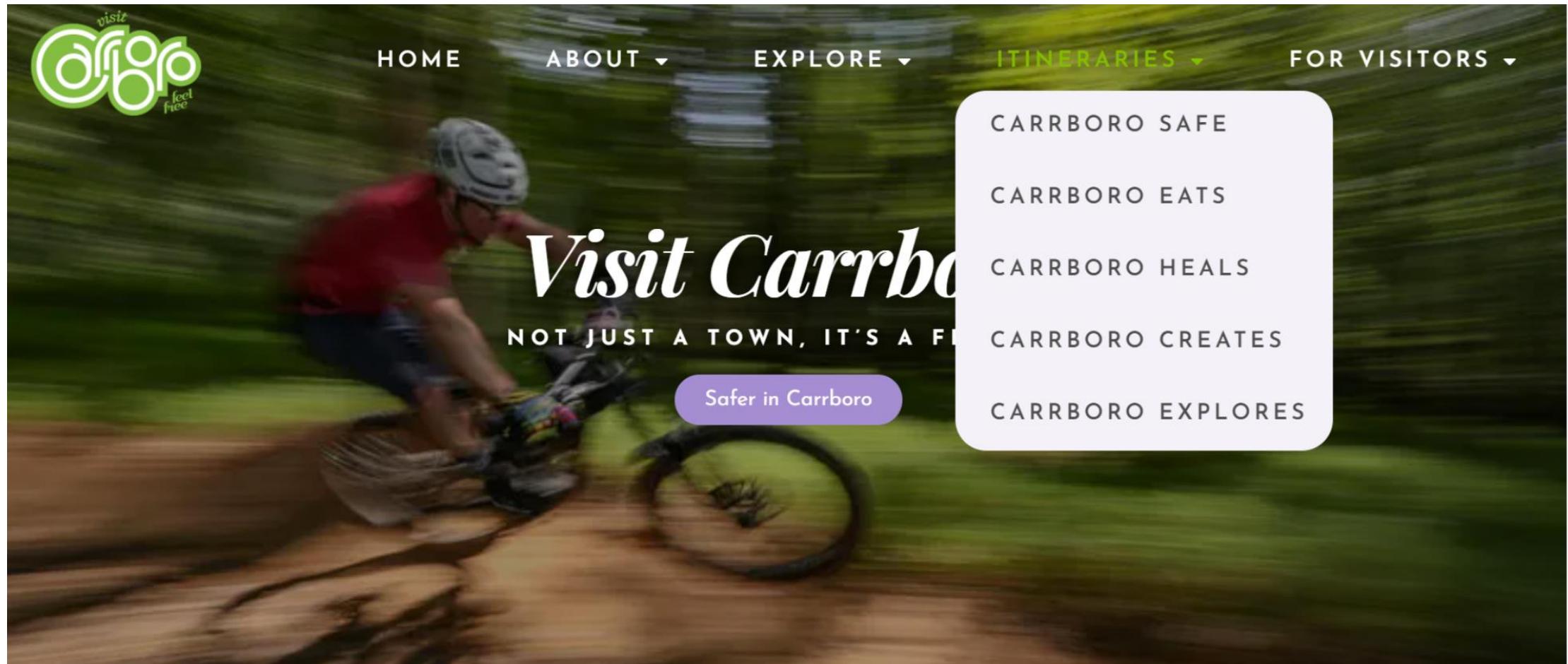
# Process



# Website | VisitCarrboro.com



# Website | Itineraries



# Website | Itineraries

## *Friday*

### CHECK-IN AND ENJOY YOUR SAFE AND MODERN WEEKEND ACCOMMODATIONS

The [Hampton Inn & Suites](#) is on Main Street and in the center of it all. Enjoy contactless check-in as you drop your bags, grab a map of downtown, and get ready for a safe and memorable weekend full of crafts, food, and adventure. Learn about the hotel's [high level of safety and cleanliness protocols that exceed industry recommendations](#).



### TAKE AN AFTERNOON STROLL THROUGH DOWNTOWN CARRBORO AND THE BEAUTIFUL, HISTORIC CARR MILL MALL

Located in the heart of Carrboro, [Carr Mill Mall](#) is home to more than 25 local and family-owned businesses. Explore the various shops and embrace its historical charm, where staff will be sure to greet you with a mask and smiling eyes.



# Website | Historical Timeline

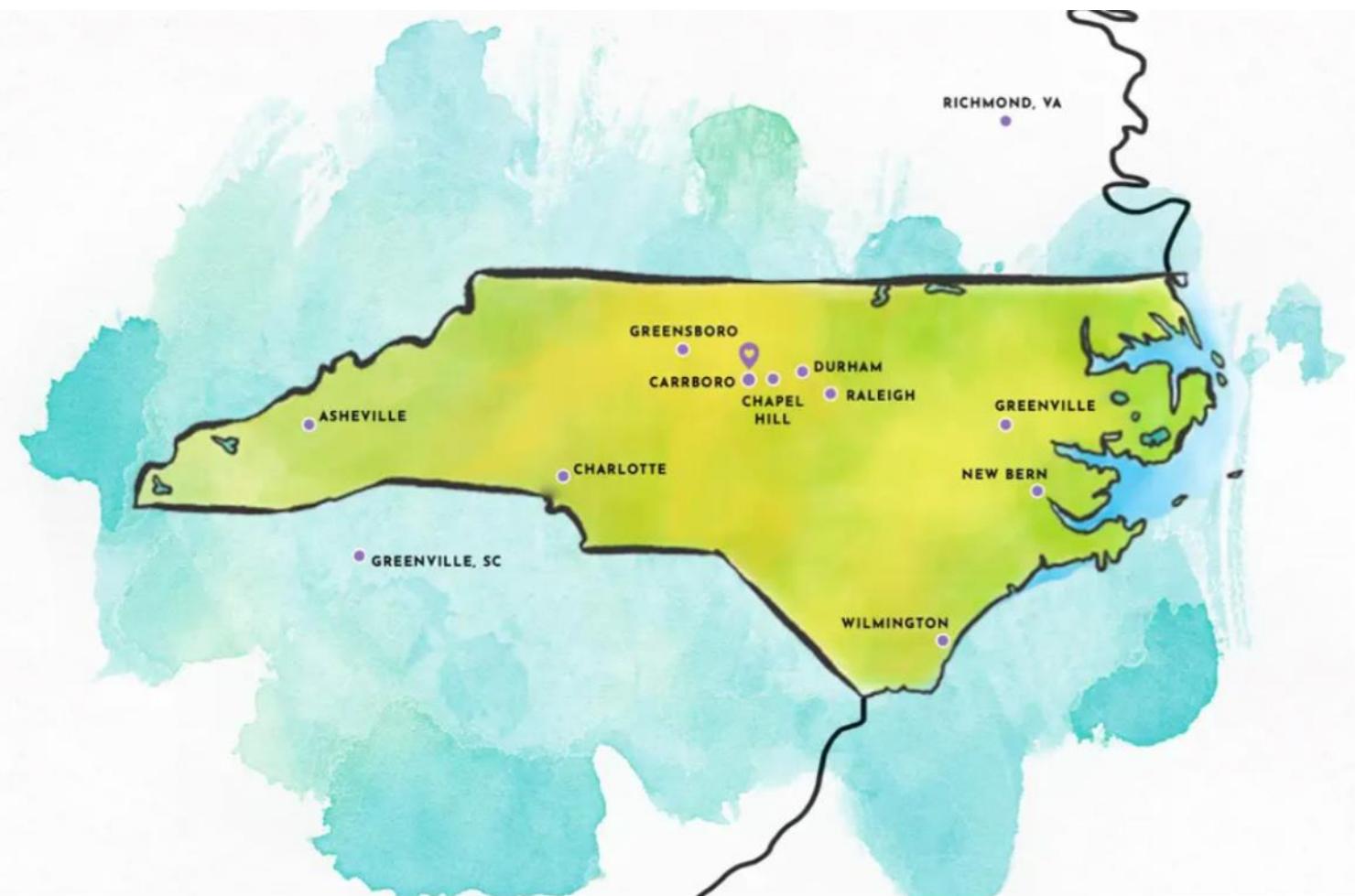


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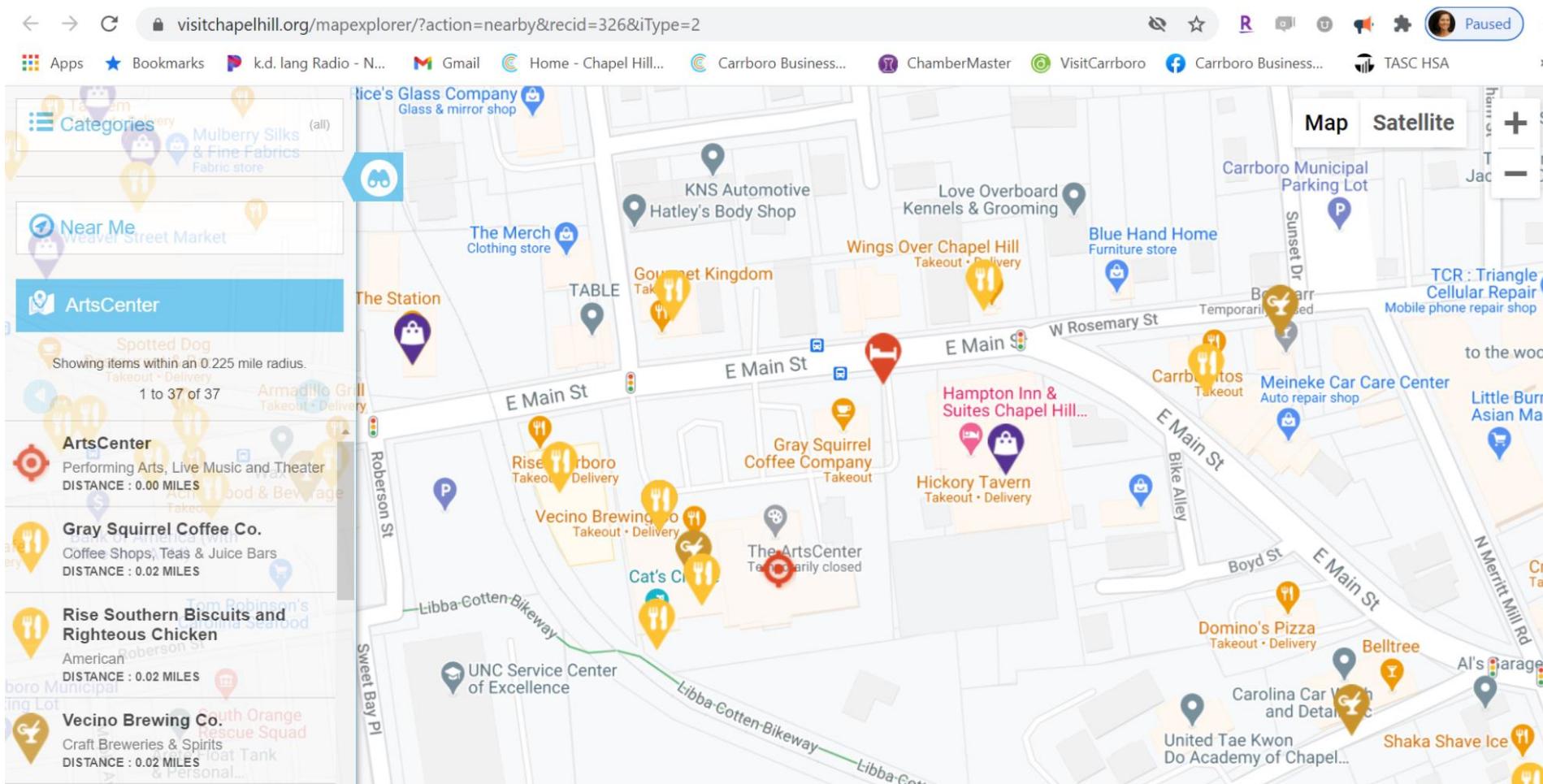
# Website | Proximity

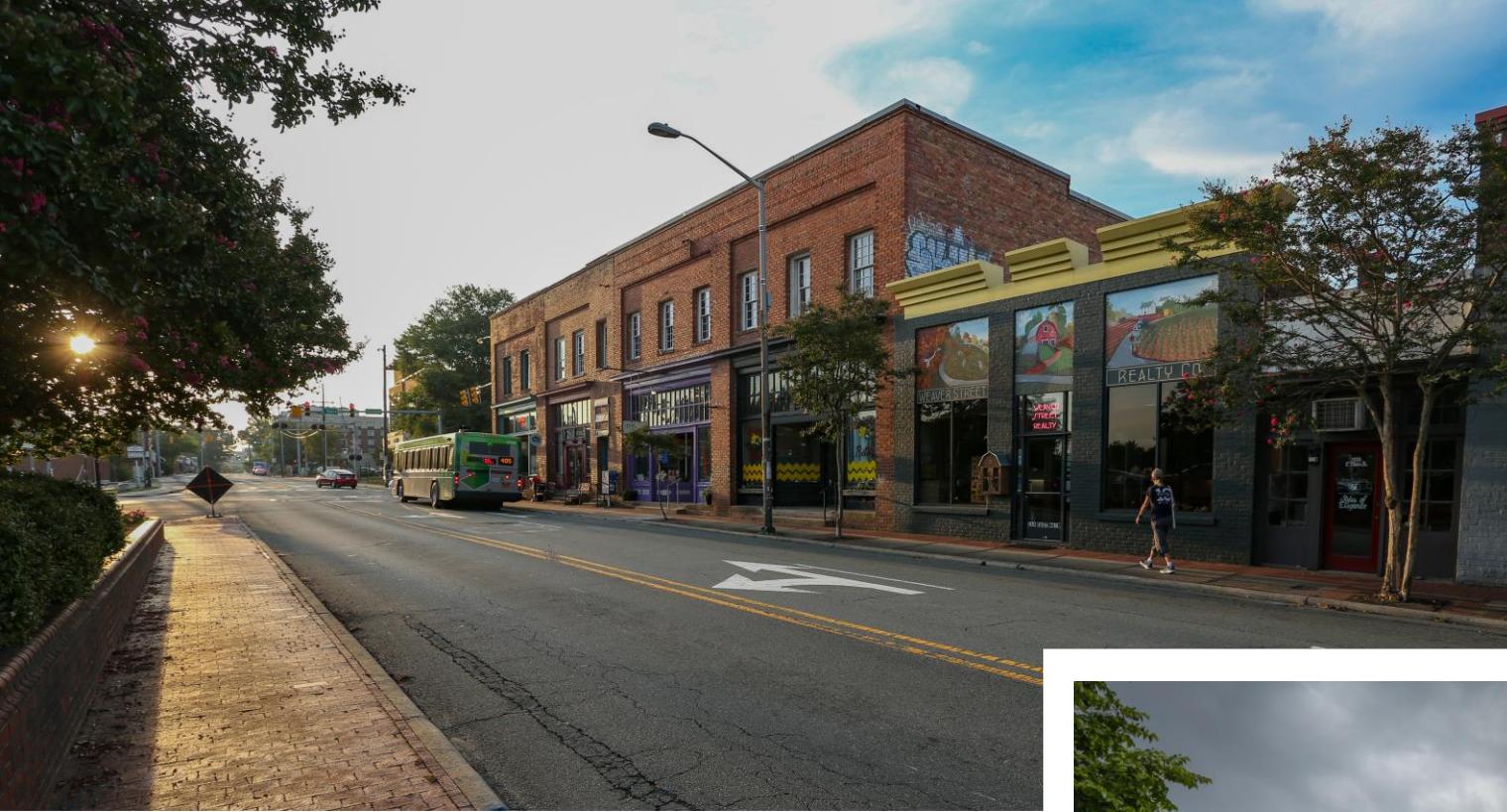
*your next*  
ROADTRIP AWAITS

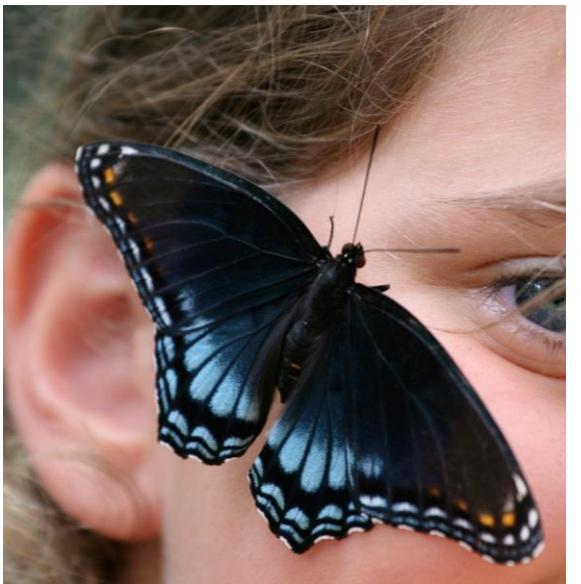
From	Distance	Time
Asheville, NC	215 miles	3.25 hours
Chapel Hill	1 mile	2 minutes
Charlotte	130 miles	2 hours
Durham	15 miles	20 minutes
Greensboro	45 miles	50 minutes
Greenville, NC	115 miles	2 hours
Greenville, SC	225 miles	3.5 hours
New Bern, NC	145 miles	2.25 hours
Raleigh	30 miles	35 minutes
Richmond, VA	165 miles	2.5 hours
Wilmington, NC	160 miles	2.25 hours



# Website | Digital Map











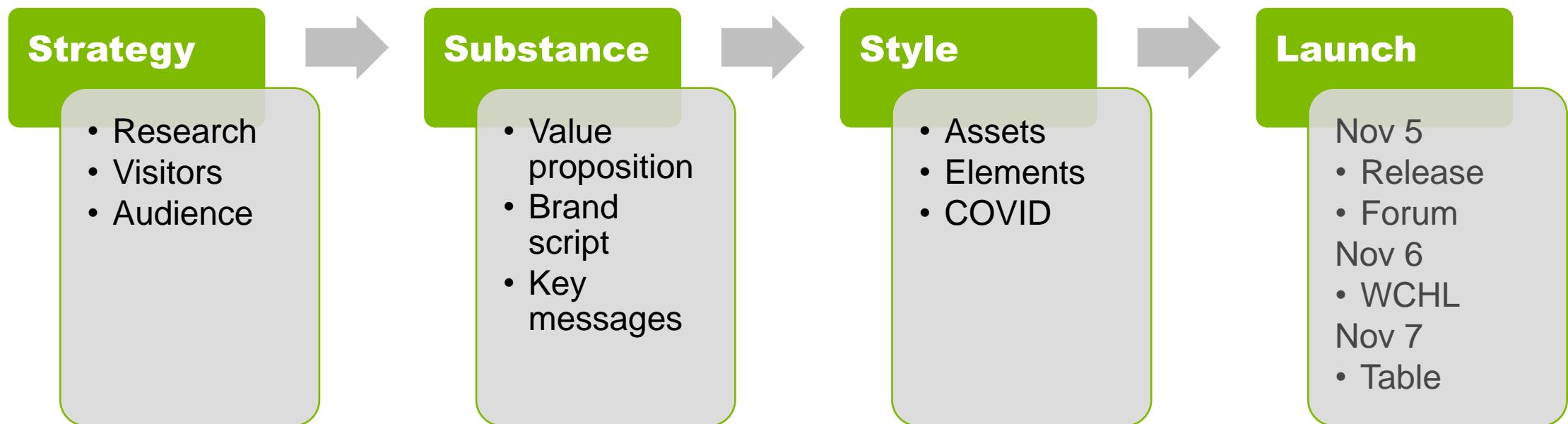






All **Visit Carrboro** creative elements were designed and coordinated by local organizations: Project management by the [Carrboro Business Alliance](#) with strong collaboration with the [Town of Carrboro](#), site design by [Carrboro Creative](#), photography by [David Jessee Photography](#), videos by [I-40 Films](#), original logo design by [The Splinter Group](#), and merchandise coordinated by [The Merch](#).

# Process





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