

Carrboro Tourism Development Authority Report 2015-2016

Highlights from Events Funded:

The CTDA supported several events in the Town Commons, encouraging utilization of the Town's most central outdoor event space. Events supported included the Sylvan Esso and Future Islands concerts put on by the Cats Cradle, A Terra Vita Food and Wine Event, the Freight Train Blues concert series, and several key events at the Carrboro Farmers' Market.

The Cat's Cradle concerts drew thousands of people to Town Commons from across the state and beyond. Additionally, the deeply discounted prices for tickets to these events made them highly accessible for the community. Here is a quote from the Cradle about the Sylvan Esso event:

"Word of the concert spread to all corners of the state, and beyond. The concert sold 4,500 tickets, which was our "sellout" number, hence it was a success from a sheet numbers standpoint."

The Terra Vita dinner in Town Commons boasted 210 attendees, and only 8% of attendees resided in Carrboro. 19% were from Chapel Hill, and 40% were from other areas of the Triangle and beyond.

The Music Makers Concert Series was a partnership with the Town of Carrboro Recs and Parks Department, and 71% of attendees were from outside of Carrboro. Here are a few quotes:

"Partnering with the Music Makers Relief Foundation to bring this new concert series to Town Commons helped us bring a top notch music series to the community." – Rah Trost

"Thanks to the Music Makers for a great series of concerts. I plan to attend them all! Blues is a magnificent part of our North Carolina heritage and deserved to be well represented in our civic and public concerts." – Victor, concert attendee from Chapel Hill

Additionally, the CTDA supported the economic growth of downtown businesses through funding promotional materials for a Summer Harvest Sale and Carrboro Cheer holiday promotion, and funding incentives to restaurants participating in the Chapel Hill – Carrboro Small Plate Crawl.

The Chapel Hill – Carrboro Small Plate Crawl helped establish Carrboro as a "dining destination", bringing visitors into town to try new restaurants and re-visit favorites. Seven downtown restaurants participated in the crawl, and the event got a large amount of publicity. Over 3,000 people marked the event as "attending" on facebook.

Attachment 4

These are highlights from just a few of the events funded. The CTDA also supported important local events like the ArtsCenter Spring Arts Fair and Elf Fair, the Not So Normal Run, and The Carrboro Farmers' Market Tomato Day and People's Peppers Festival.

January 2016 Tourism Economic Update - Message (HTML)

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From: Chapel Hill/Orange County Visitors Bureau <info@visitchapelhill.org>
To: Annette Stone
Cc:
Subject: January 2016 Tourism Economic Update

Sent: Thu 1/21/2016 3:03 PM

**VISITORS BUREAU
ECONOMIC ANALYSIS
REPORT**
An official publication of the
Chapel Hill/Orange County Visitors Bureau

The below report highlights activity from the Chapel Hill/Orange County Visitors Bureau and spotlights news, trends and information from the travel industry.

ORANGE COUNTY TOURISM CAPSULE

The monthly percent change for Revenues Per Available Room (RevPAR) continues to trend upwards month over month however, December's Average Daily Rate (ADR) dipped slightly from last month. December's Occupancy showed a considerable increase at 11.9% compared to November 2015's 1.5%. The year ended over all with percentage increases of 4.4% in RevPAR and 4.7% in ADR. Occupancy fell slightly below that of 2014 at -.02%.

	% Change From Dec. 2014	Orange County, NC	Durham/Chapel Hill	North Carolina	United States
Occupancy %	11.9%	57.3	52.4	50.8	53.0
ADR	5.0%	112.43	101.21	89.54	115.81
RevPar	17.4%	64.45	53.05	45.51	61.41

December 2015
Source: 2015 Smith Travel Research, Inc.

Companies are spending more on business travel - but not because employees are hitting the road more - When the global recession hit, it dented corporate travel budgets everywhere. Now, with the world economy in recovery, spending on travel is finally expected to pick up again in 2016 - but only slightly, and with much of the growth driven by price, not increases in amenities or transaction level. In its outlook for U.S.-outbound business travel recently released, the Global Business Travel Association predicts a modest 3 percent growth in U.S. corporate spending on employee travel for both 2016 and 2017. The GTBA's latest report breaks down price changes in specific components of business travel, noting that while base airfare is due to get cheaper in 2016, rental cars and lodging look like they'll be 3 percent to 5 percent more expensive - causing companies to spend more on each trip without increasing their number of trips. [Read more](#) from Quartz (Source VisitNC)

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