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Celebrate National Travel & Tourism Week May 7-13, 2017

See Vitamin O photography exhibit at the Chapel Hill Public Library

Chapel Hill, NC – (April 28, 2017) – Domestic visitor spending on tourism in Orange County, NC is a \$184 million business. Each year, some 2.5 million visitors travel to Chapel Hill, Carrboro and Hillsborough to help fuel an economy that employs more than 1,800 and supports a \$35 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 7-13, 2017 and its theme, "Faces of Travel," shines the spotlight on the people behind our nation's travel industry. Whether it's the front desk concierge at a hotel, the tour guide in a town's historic district or local attraction or the CEO of a local destination marketing organization, our people are what make America a great place to visit, and keep our industry strong.

During NTTW and beyond, the Visitors Bureau additionally wants to make the connection between our local personalities and tourism through the **Vitamin O** series of photo essays the Visitors Bureau commissioned from local photographer, Alicia Stemper, on the people of Orange County. "Our inspiration developed from the knowledge that it's really the people of our area that make us a special place to visit. By showcasing individuals, we knew we could illustrate the personality of Orange County," said Laurie Paolicelli, Director of the Chapel Hill/Orange County Visitors Bureau.

"Using *The Faces of Travel* theme, what better way to show why tourism is an annual \$184 million industry in Orange County than turning the spotlight on its people," said Paolicelli. "Vitamin O does that and we know locals and visitors will find the myriad of personalities inviting and surprising."

The Chapel Hill Public Library at 100 Library Drive, will exhibit 30 "Vitamin O" portraits, each consisting of several photographs and an intriguing write-up about each subject displayed on a, 20 by 24 inch, framed print through the month of June. A joint project of Alicia Stemper and the Chapel Hill-Orange County Visitors Bureau, Vitamin O is designed to call attention to Orange County by telling the stories of the people who live, work, relocated or retired here.

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About the Visitors Bureau

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