



**The PARAGRAPH Project**

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1

**Project:**

# **CHAPEL HILL TOURISM BASELINE UNDERSTANDING**

**Client:**

## **CLEAN // CHAPEL HILL TOURISM**

NOVEMBER 4, 2019



# QUANTITATIVE SURVEY



## TRAVELERS

(N=604)

**25-64**

AGE

**NC / SC / VA / GA**

LOCATION

**TAKEN/PLANNING A TRIP:**

**>4 HOURS AWAY & PAST/NEXT 12 MONTHS**

CONSIDERATION



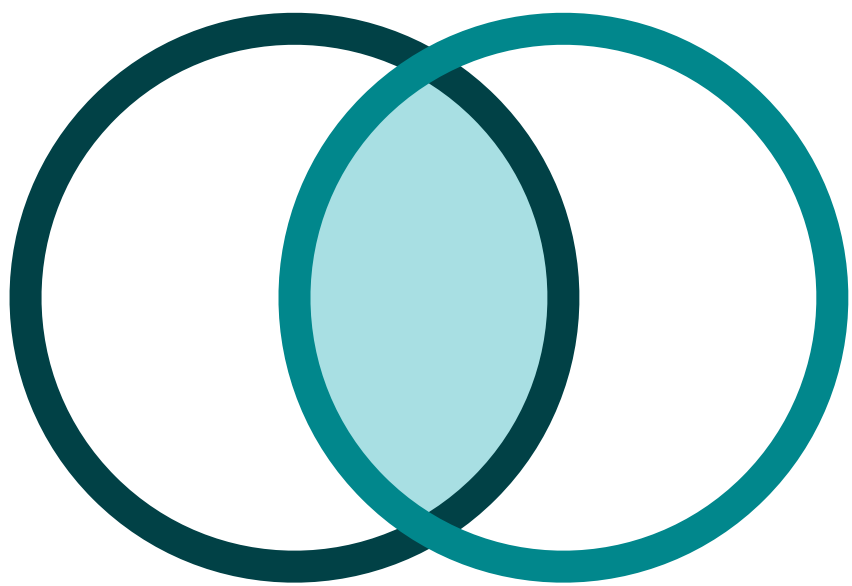
## ALUMNI OF UNC CHAPEL HILL

N=50 (28 of whom live  
and/or work in Charlotte)

# ONLINE ANTHROPOLOGY



WE UTILIZED A SUITE OF TOOLS AND FRAMEWORKS THAT AID  
IN TRULY UNDERSTANDING DEEPER MOTIVATIONS AND BEHAVIORS.



TWO METHODOLOGIES  
FORMED THE BASIS  
OF OUR APPROACH

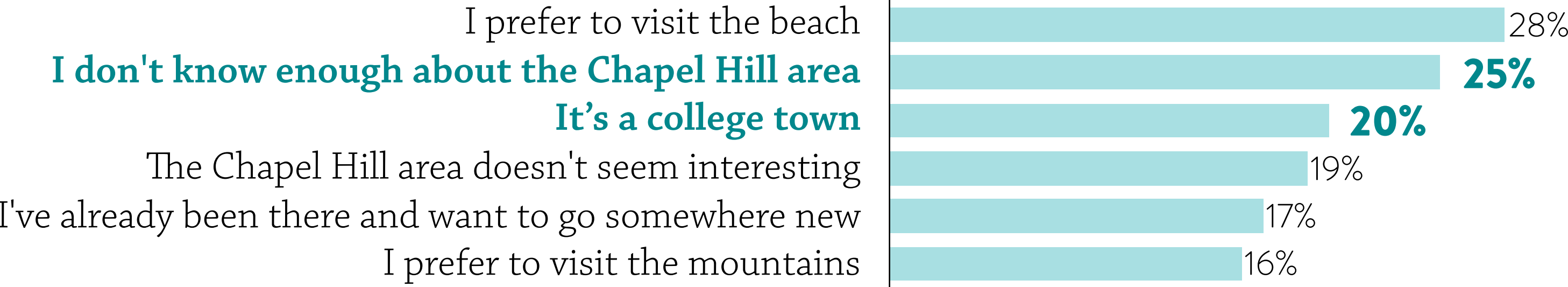


**YOUR UNIQUE CHALLENGE:  
THE POPULARITY OF SPORTS  
OVERSHADOWS CHAPEL HILL'S  
OTHER OFFERINGS.**

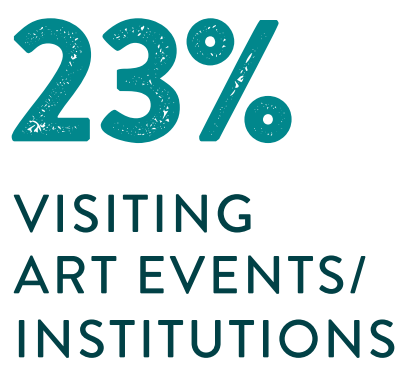
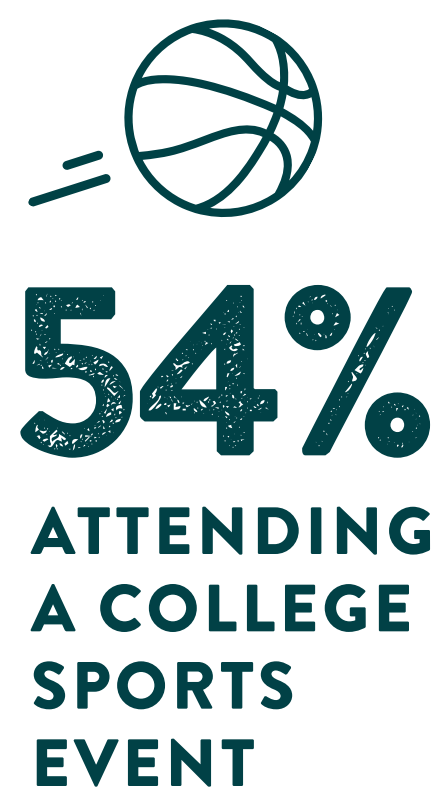
# FINDING №1

CHAPEL HILL IS MAINLY  
SEEN AS A COLLEGE  
TOWN.

## REASONS WHY RESPONDENTS AREN'T CONSIDERING CHAPEL HILL FOR A TRIP IN THE NEXT 12 MONTHS OUT OF TOTAL



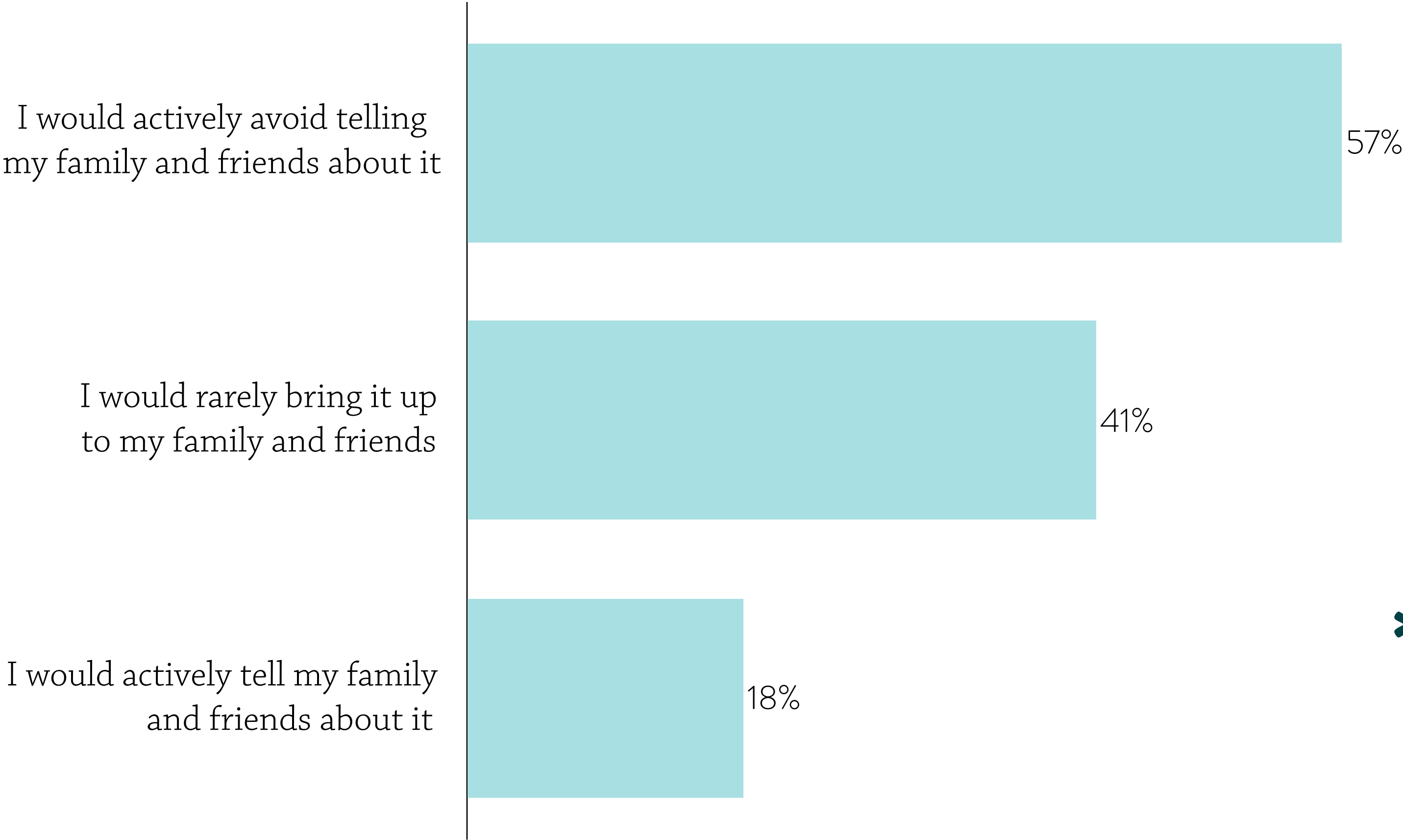
## ACTIVITIES ASSOCIATED WITH CHAPEL HILL





# THIS IS ESPECIALLY TRUE AMONG VISITORS WHO ARE HESITANT TO PROMOTE THE TOWN

Many view the college town vibe as a major barrier to considering recommending Chapel Hill.

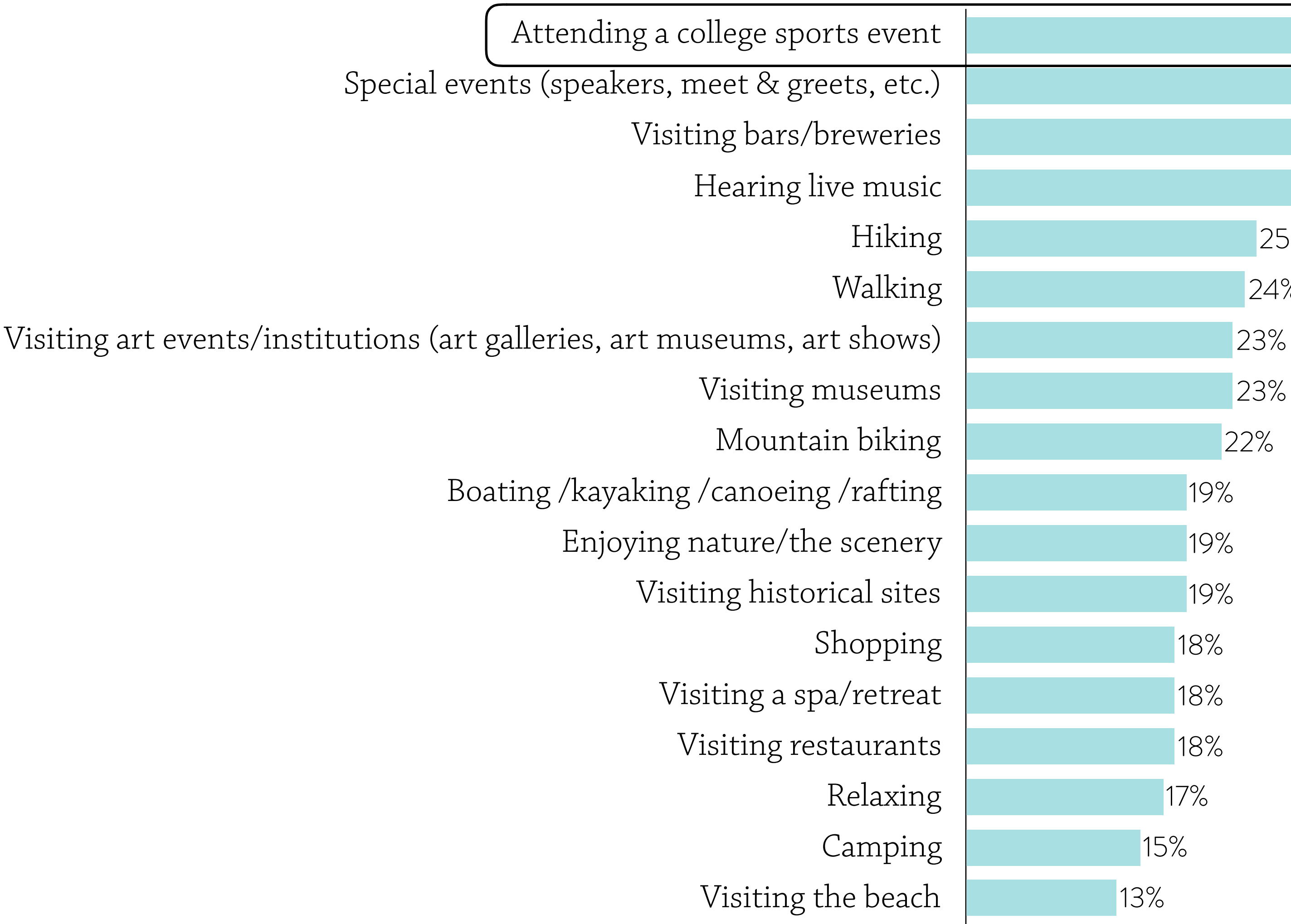


\*\*\*  
**BARRIER:**  
IT'S A COLLEGE TOWN.



# CHAPEL HILL IS SEEN AS THE DESTINATION FOR COLLEGE SPORTING EVENTS

Activities associated with Chapel Hill:



\*\*\*  
AREAS RELATED TO **SOCIAL GATHERINGS** (SPECIAL EVENTS, LIVE MUSIC) ALSO RISE TO THE TOP, SUGGESTING **CHAPEL HILL IS SEEN AS A DESTINATION FOR NON-SOLITARY ACTIVITIES** (E.G., WALKING, HIKING, RELAXING).

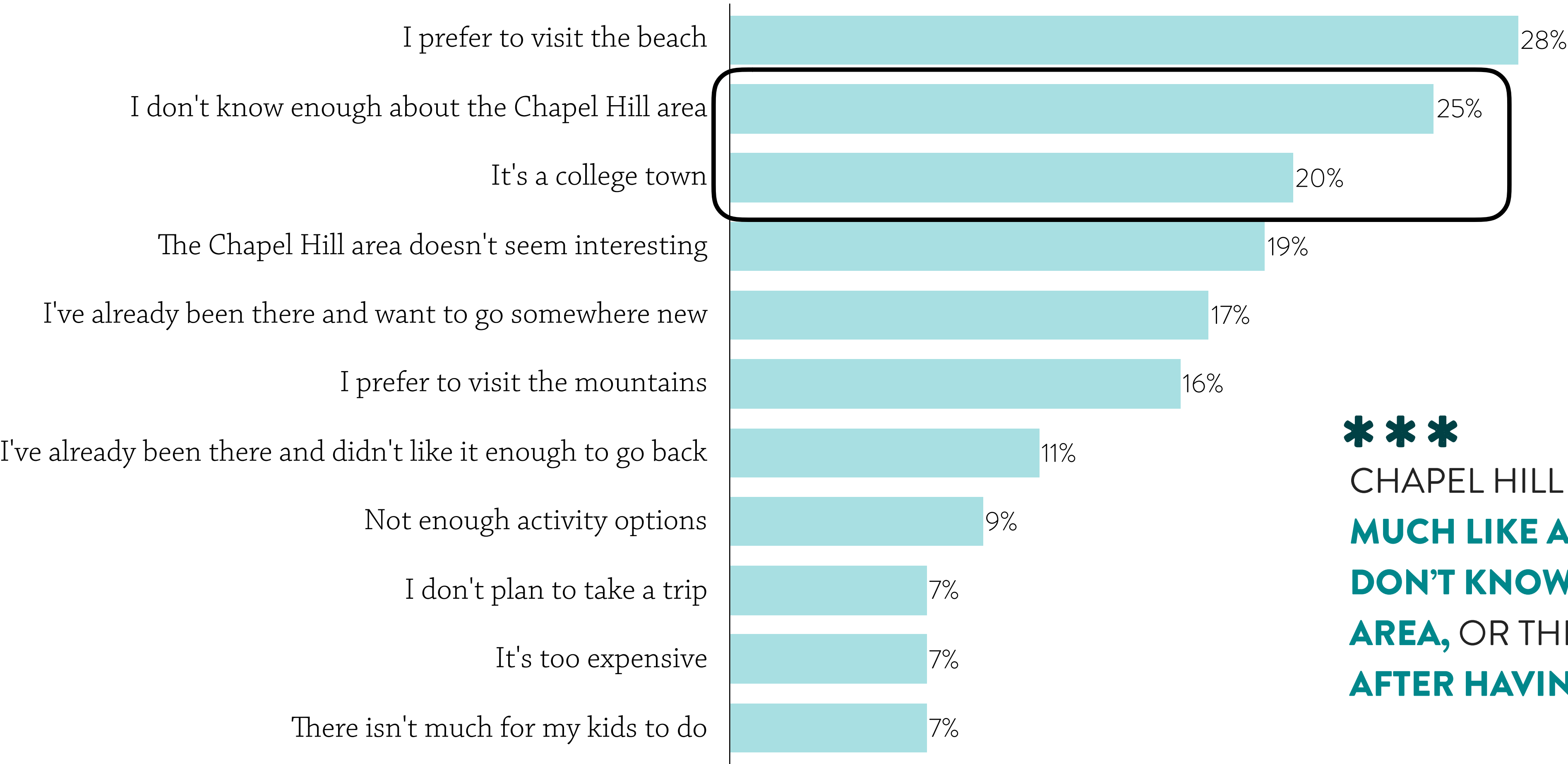
SOURCE: Survey about Chapel Hill, fielded May 2019



# TRAVELERS HAVE LIMITED PERCEPTIONS OF THE TOWN

These assumptions are some of the biggest barriers when thinking about whether to visit Chapel Hill.

Reasons why respondents aren't considering Chapel Hill for a trip in the next 12 months:



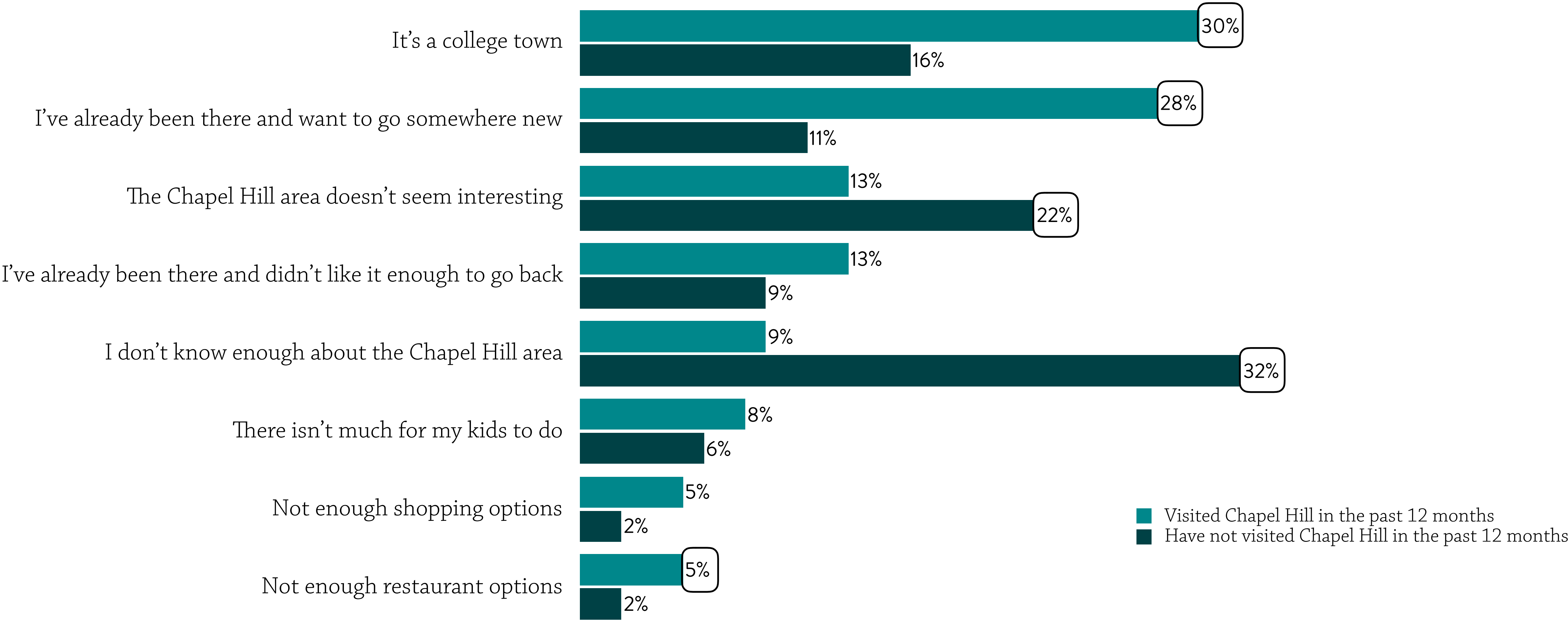
\*\*\*  
CHAPEL HILL IS SEEN AS BEING **TOO MUCH LIKE A COLLEGE TOWN**, PEOPLE **DON'T KNOW ENOUGH ABOUT THE AREA**, OR THEY **WANT SOMETHING NEW AFTER HAVING VISITED** IT BEFORE.



# THOSE PERCEPTIONS ARE LARGELY DRIVEN BY THOSE WHO HAVE ALREADY VISITED

Despite visiting recently, their lack of knowledge about the town stretches even to restaurant, shopping, and kid activity options.

Reasons why respondents aren't considering Chapel Hill for a trip in the next 12 months:



■ Visited Chapel Hill in the past 12 months  
■ Have not visited Chapel Hill in the past 12 months

SOURCE: Survey about Chapel Hill, fielded May 2019

Question: Chapel Hill/Hillsborough/Carboro, NC isn't one of the destinations that you mentioned that you would consider visiting in the next 12 months.

**Why aren't you considering** Chapel Hill for a trip?

Boxed values are significantly higher at 90% confidence level



# IMPLICATION

THERE'S AN OPPORTUNITY FOR THE CAMPAIGN TO SHOW  
THERE'S MORE TO DO BEYOND CAMPUS AND CHAPEL HILL IS  
MORE THAN JUST BASKETBALL AND RED SOLO CUPS.

# FINDING №2

THE CURRENT TRAVELER IS MOSTLY CONSIDERING DAY TRIPS TO CHAPEL HILL DURING WINTER OR SPRING, LIKELY ALIGNING WITH A BASKETBALL GAME AND OTHER SPORTING EVENTS.

## TRAVELERS FAVOR LOCATIONS THAT OFFER CONSISTENT “OUT-OF-ROUTINE” EXPERIENCES.

WHAT IS MOST IMPORTANT TO TRAVELERS?

1

Is a nice escape from my routine

2

(TIE)

There’s so much to do I could visit again and again

Offers a unique experience

3

Is a nice escape from my routine

4

(TIE)

Has a good reputation

Takes me out of my normal life

DAY TRIPS ARE THE MOST POPULAR TRIP TYPES



SPRING AND WINTER ARE THE MOST POPULAR TRIP TIMES

SPRING

62%



WINTER

50%





# SPRING AND WINTER ARE THE MOST POPULAR TIMES TO VISIT

Day trips to Chapel Hill were among the most popular trip types, as were trips that involved traveling with a significant other.

TIMING OF TRIP	TOTAL
Spring season	62%
Winter season	50%
Summer season	47%
Fall season	44%

When did you visit this/these destination(s) in the past 12 months?

TYPE OF TRIP	TOTAL
Day trip	82%
Weekend trip	11%
Long weekend (3-4 days)	4%
Week-long trip	1%
Longer than a week	2%

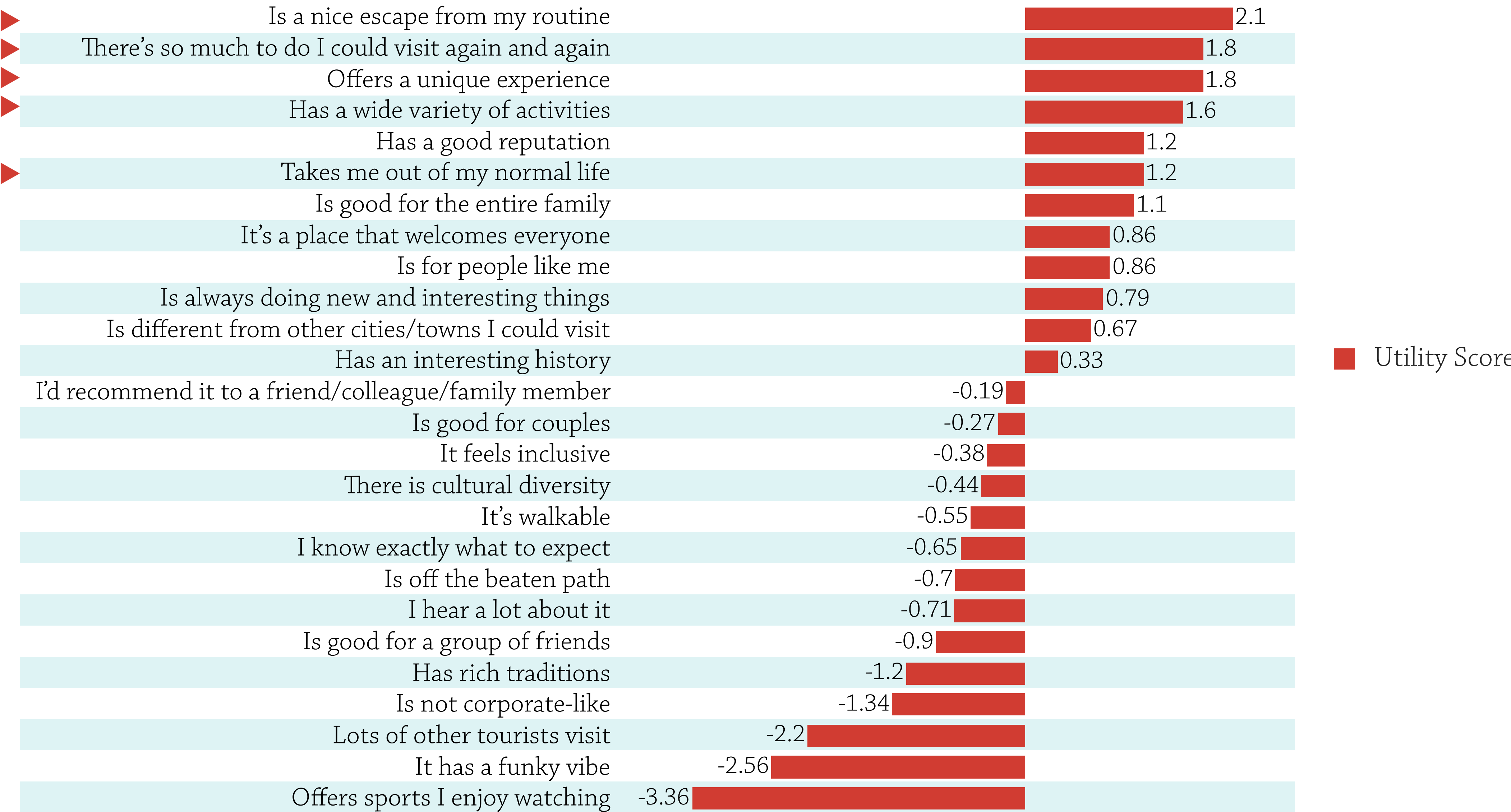
What type of trip did you take when you last visited this/these destination(s)?

COMPANION	TOTAL
With significant other	33%
With family	26%
With friends	21%
Alone	19%

Who did you go with when you last visited this/these destination(s)?



# TRAVELERS FAVOR LOCATIONS THAT OFFER CONSISTENT “OUT-OF-ROUTINE” EXPERIENCES





## ONLINE, BASKETBALL SEEMS TO BE A BIG DRAW FOR FAMILIES

Basketball is the main event, and then other excursions are planned around it.

 **Matt Trudewind**  
@UNC\_BBALLFAN

[Follow](#)

@carolina\_pod @jadamlucas @JonesAngell  
I'm thinking of a family trip to Chapel Hill.  
Any recommendations? Sadly I wasn't an  
alum and have mainly only done bball games  
there. What are the must do's and where to  
stay?

7:37 PM - 27 Aug 2018

Source: Twitter

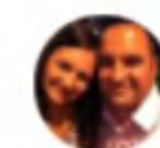
 **Josh Fountain**  
@Josh\_Foun10

[Follow](#)

@UNC\_Basketball So excited to make the  
trip to Chapel Hill tomorrow for the game.  
This will be Cayden and Kylie's first trip and  
Grayson's 2nd. They cannot wait to see the  
campus, museum, and the game.

5:34 AM - 1 Jan 2019


Source: Twitter



wesleyandaddy From good food @  
Sutton's, drinking from The Old Well,  
to meeting your favorite players!  
Great Father/Son bonding trip to the  
greatest place I know! #GDTBATH


22w

Source: Instagram

 **Matt Michalec**  
@matt\_michalec

[Follow](#)

Annual post-Christmas trip to Chapel Hill  
with Brandon #GoHeels



8:09 AM - 29 Dec 2018

Source: Twitter



# IMPLICATIONS

CONFIRMS UNC IS CLOSELY ASSOCIATED WITH THE TOWN.

ALSO CONFIRMS UNC SPORTS INFLUENCE VISITATION TO THE AREA.

---

THIS SIGNALS THAT WE'RE NOT GIVING VISITORS ENOUGH EXPOSURE TO EXPERIENCES THAT WILL MAKE THEM STAY MORE THAN A DAY.

THERE'S AN OPPORTUNITY TO PROMOTE VISITATION DURING SUMMER AND FALL TO LEISURE TRAVELERS.

# FINDING №3

OVERALL, TRAVELERS HAVE POSITIVE PERCEPTIONS OF CHAPEL HILL. THEY JUST DON'T HAVE ENOUGH AWARENESS OF ALL THAT THE TOWN HAS TO OFFER.

ON THIRD-PARTY TRAVEL SITES, CHAPEL HILL IS NOT HIGHLIGHTED AS A DESTINATION

NC TRIPPING WAS A 2019 INDY WEEK FINALIST FOR BEST LOCAL-INTEREST WEBSITE.



## CITIES

Asheville Greensboro  
Charlotte Raleigh  
Durham

## SMALL TOWNS

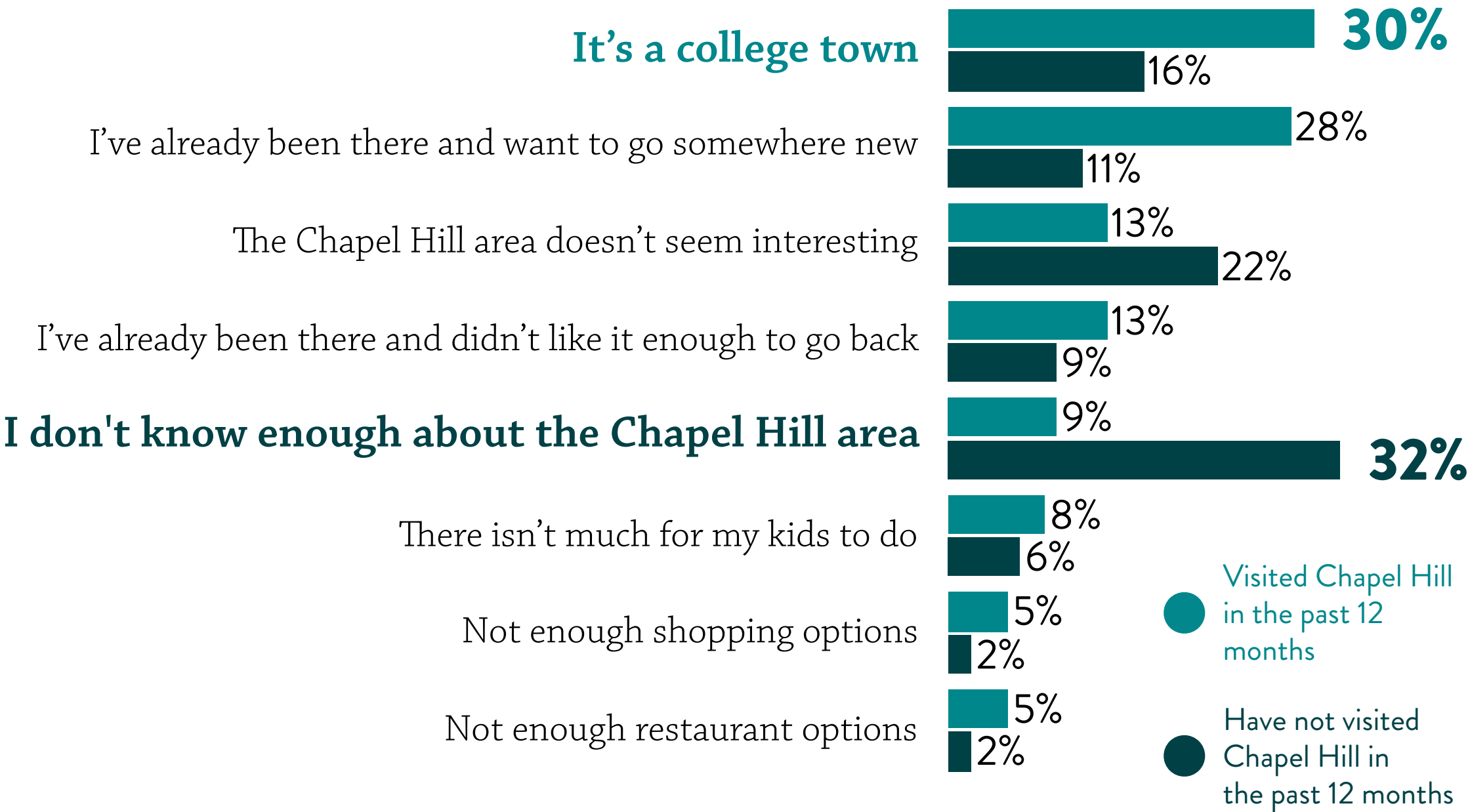
Bowling Rock New Bern  
Brevard Shelby  
Goldsboro

THOSE CONSIDERING CHAPEL HILL, ALSO CONSIDER VISITING NEARBY CITIES

DURHAM  
62% 

RALEIGH  
50% 


REASONS WHY RESPONDENTS AREN'T CONSIDERING CHAPEL HILL FOR A TRIP IN THE NEXT 12 MONTHS





# MANY PEOPLE THINK OF CHAPEL HILL AS A 'ONE AND DONE' DESTINATION

Unless there is a reason or obligation to come back, there are only a few areas of interest that come to mind.



robert\_bos53  
Geneva, Switzerland  
778 181

Reviewed November 6, 2018

### Middle of the road

Chapel Hill must be amongst the most boring, middle of the road places in the US ... even the centre feels more like a sub-urb. There are some restaurants and cafés but nothing really exciting. I guess it is a nice and quiet place to live, but it can be skipped as a place to visit.

Show less

Date of experience: November 2018



koldomunoz  
Aranjuez, Spain  
168 29

Reviewed January 28, 2018

### Not too much to do here, restaurants and some shops

it is a short street with variety of restarurants, and some shops with UNC clothes. Nothing different.

Date of experience: January 2018

1 Thank koldomunoz

Source: TripAdvisor



Chris Woods  
@ChrisWoods98

Follow

Replying to @bigpunisher78 @The\_ColeAnthony

### Chapel hill is a boring town don't go there

1:41 AM - 26 Jan 2019

Source: Twitter



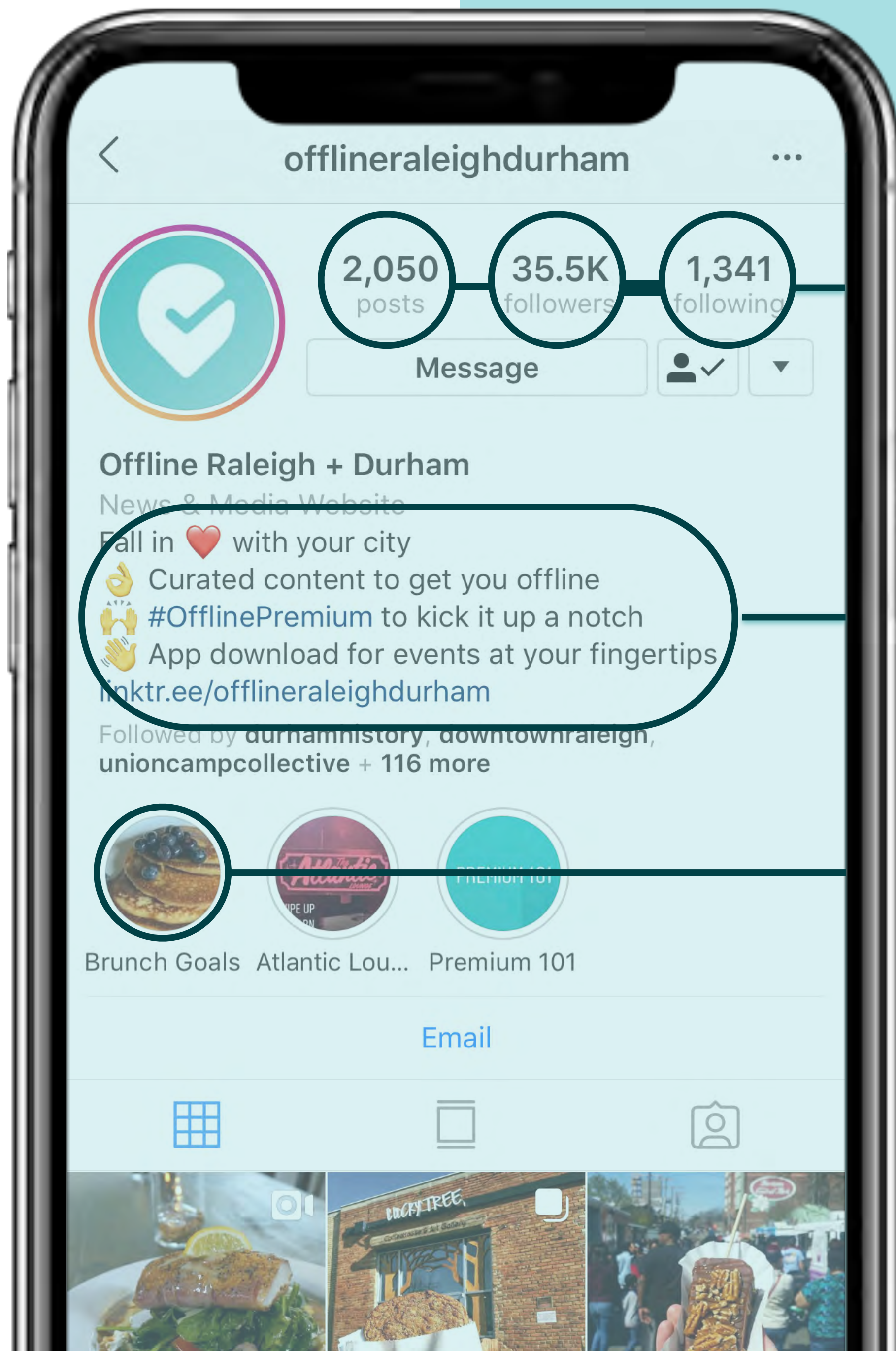
# THE BIGGEST BARRIER FOR ALUMNI IS THAT THEY WANT TO HAVE NEW EXPERIENCES

Other obstacles include perceived shortcomings around activities, lodging, and shopping options.

Reasons why respondents aren’t considering Chapel Hill for a trip in the next 12 months:

ALUMNI VISITATION BARRIERS	
1	I've already been there and want to go somewhere new
2	I prefer to visit the beach
3	Not enough activity options
4	It's too far to drive
5	Not enough lodging options
6	It's a college town
7	Not enough shopping options
8	I prefer to visit the mountains
9	It's too expensive
10	I prefer somewhere more upscale

SOURCE: Survey about Chapel Hill, fielded May 2019



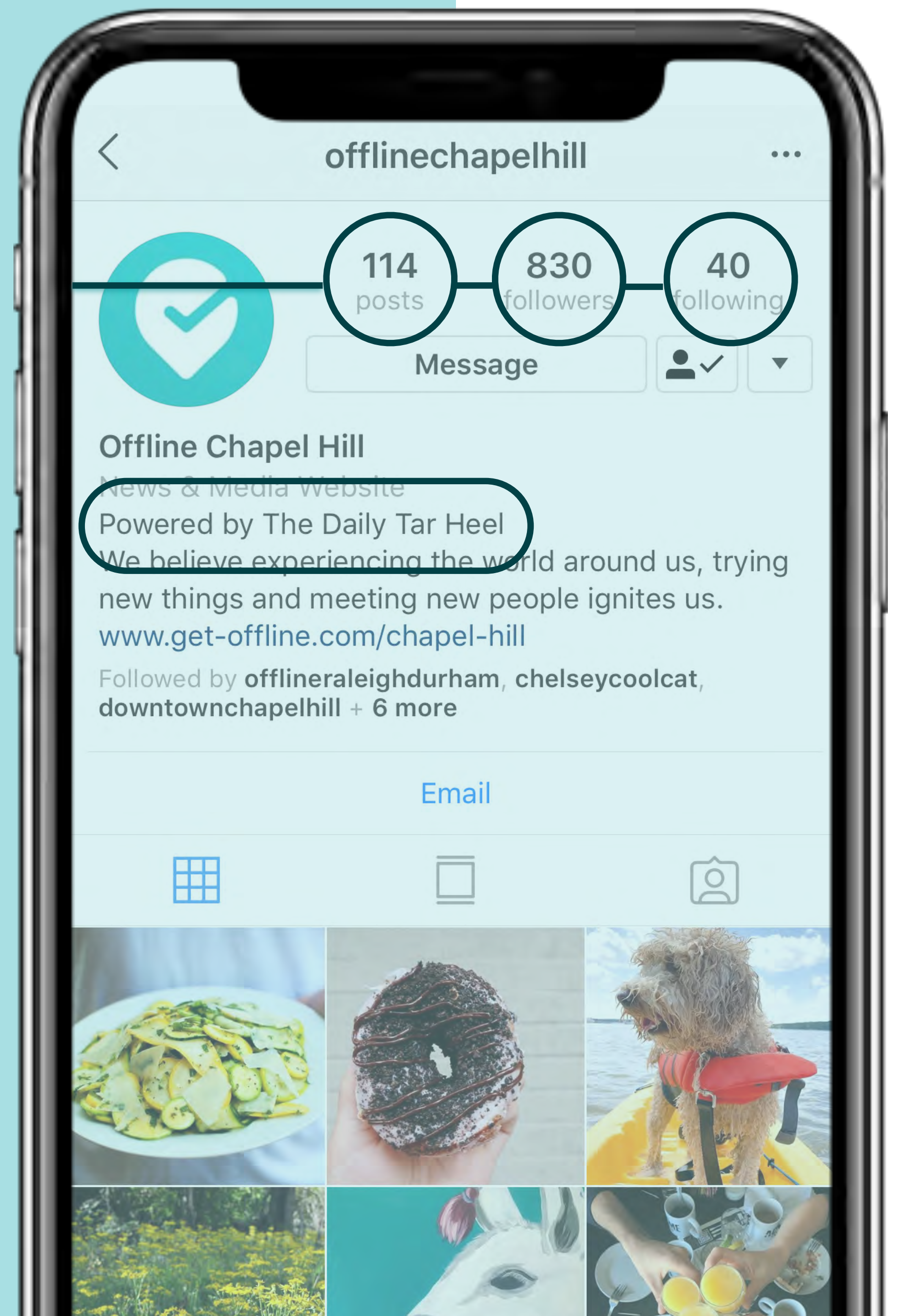
DIGITAL TOURISTS

114 POSTS	830 FOLLOW OFFLINE CH	40 OFFLINE CH FOLLOWS
2,050 POSTS	35.5K FOLLOW OFFLINE RDU	1,341 OFFLINE RDU FOLLOWS

## TELL ENTICING STORIES

## HIGHLIGHT UNIQUE CHAPEL HILL EXPERIENCES

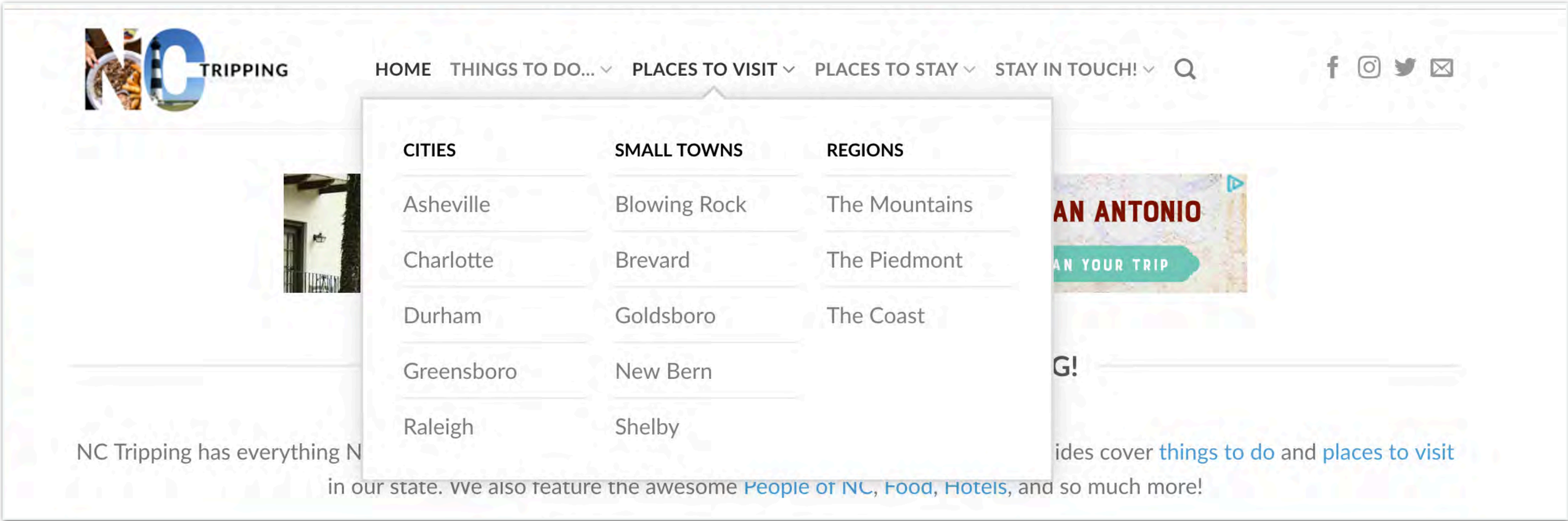
SOME SPEND THE TIME LEADING UP TO THEIR NEXT GETAWAY EXPLORING THEIR DESTINATION. OTHERS JUST WANT TO STAY IN THE LOOP AFTER THEIR TRIP. THERE'S AN OPPORTUNITY TO KEEP PEOPLE EXCITED ABOUT CHAPEL HILL BEFORE AND AFTER THEIR VISIT.





# ON THIRD-PARTY TRAVEL SITES, CHAPEL HILL IS NOT HIGHLIGHTED AS A DESTINATION

Chapel Hill is often treated as an afterthought and is not given the same type of platform as other cities.

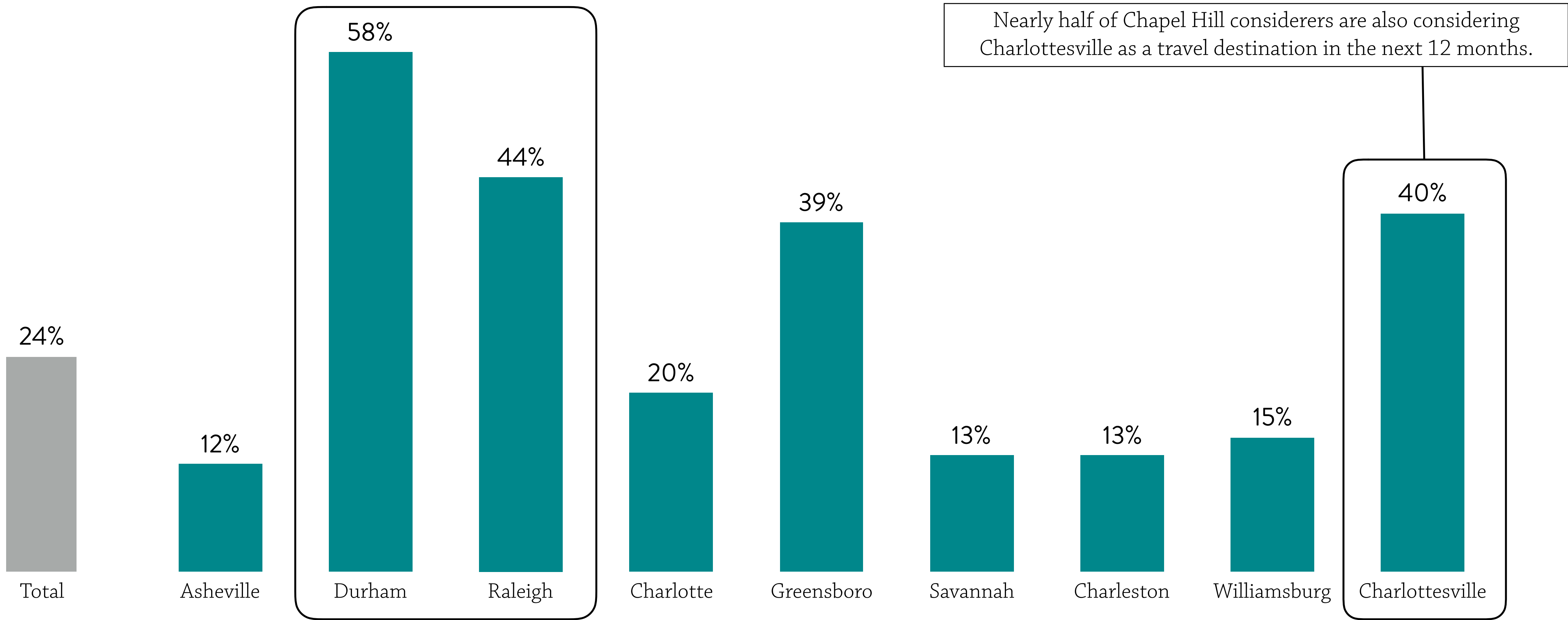


NC TRIPPING WAS A 2019 INDY WEEK FINALIST FOR BEST LOCAL-INTEREST WEBSITE



# CHAPEL HILL CONSIDERERS ARE ALSO THINKING ABOUT NEARBY TOWNS

## Other destinations considered among Chapel Hill Considerers:



Base: Chapel Hill Considerers (N=98)

SOURCE: Survey about Chapel Hill, fielded May 2019

Question: Awareness 2: Which of the following cities and towns would you **consider visiting in the next 12 months** for **vacation/leisure** whether for a short/long trip? Select all that apply including those that you might have typed in the previous question.



# IMPLICATION

PROMOTING EVENTS AND ACTIVITIES IS THE KEY TO PRESENTING  
A WELL-ROUNDED CHAPEL HILL THAT'S JUST RIGHT FOR THEM.

# FINDING №4

RECENT VISITORS OF CHAPEL HILL ARE LESS LIKELY TO PROMOTE IT COMPARED TO NEIGHBORING DESTINATIONS, LIKELY DUE TO THEIR INDIFFERENCE TOWARD CHAPEL HILL.



koldomunoz  
Aranjuez, Spain  
168 likes, 29 thumbs up

Reviewed January 28, 2018

Not too much to do here, restaurants and some shops  
it is a short street with variety of restarurants, and some shops with UNC clothes. Nothing different.

Date of experience: January 2018

1 Thank koldomunoz

## “INDIFFERENCE” (5-7 NPS SCORE)

46%  
GREENSBORO

38%  
RALEIGH

32%  
CHARLOTTE

24%  
ASHEVILLE

19%  
WILLIAMSBURG

45%  
DURHAM

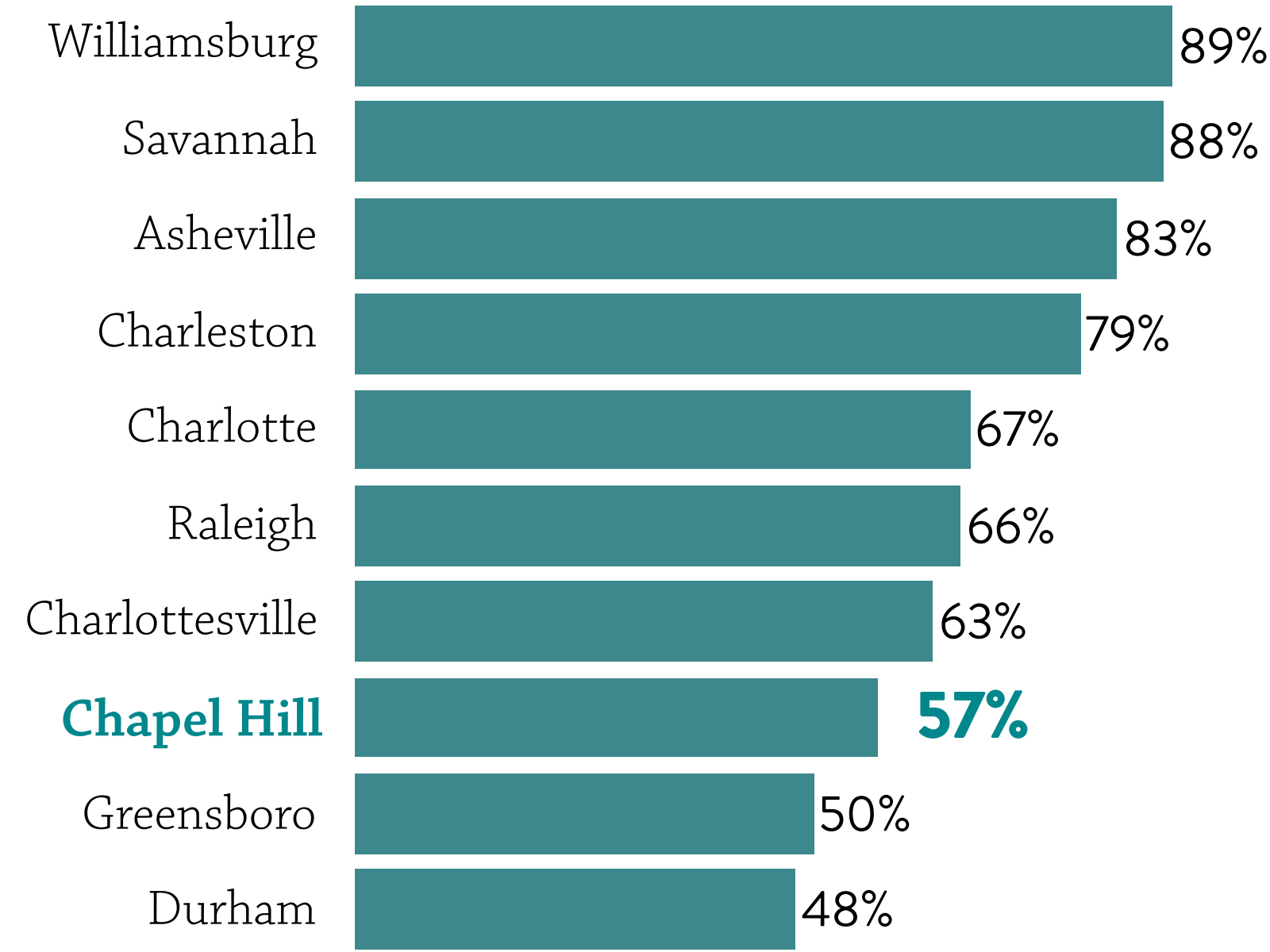
38%  
CHAPEL HILL

31%  
CHARLOTTESVILLE

22%  
SAVANNAH

16%  
CHARLESTON

## CHAPEL HILL VISITORS AREN'T AS DRIVEN TO TELL OTHERS ABOUT THE TOWN

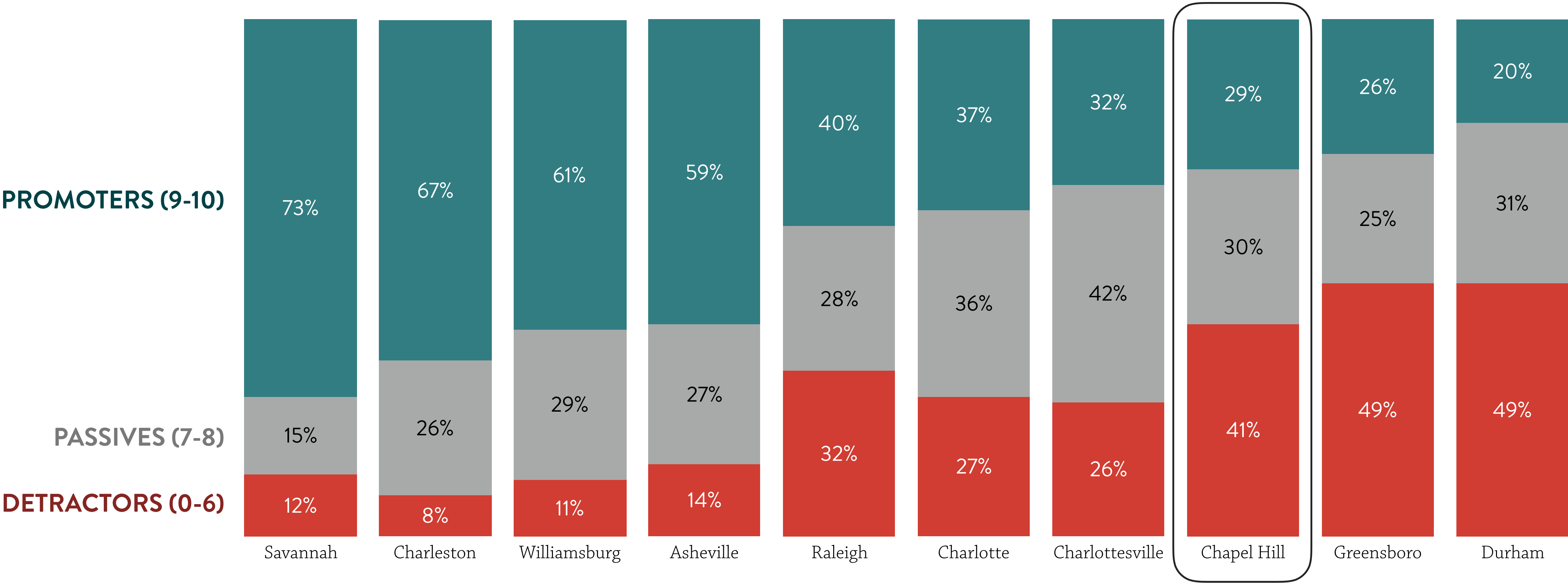


I would actively tell my family and friends about it



# RECENT VISITORS TO CHAPEL HILL ARE LESS LIKELY TO BE STRONG PROMOTERS OF THE TOWN

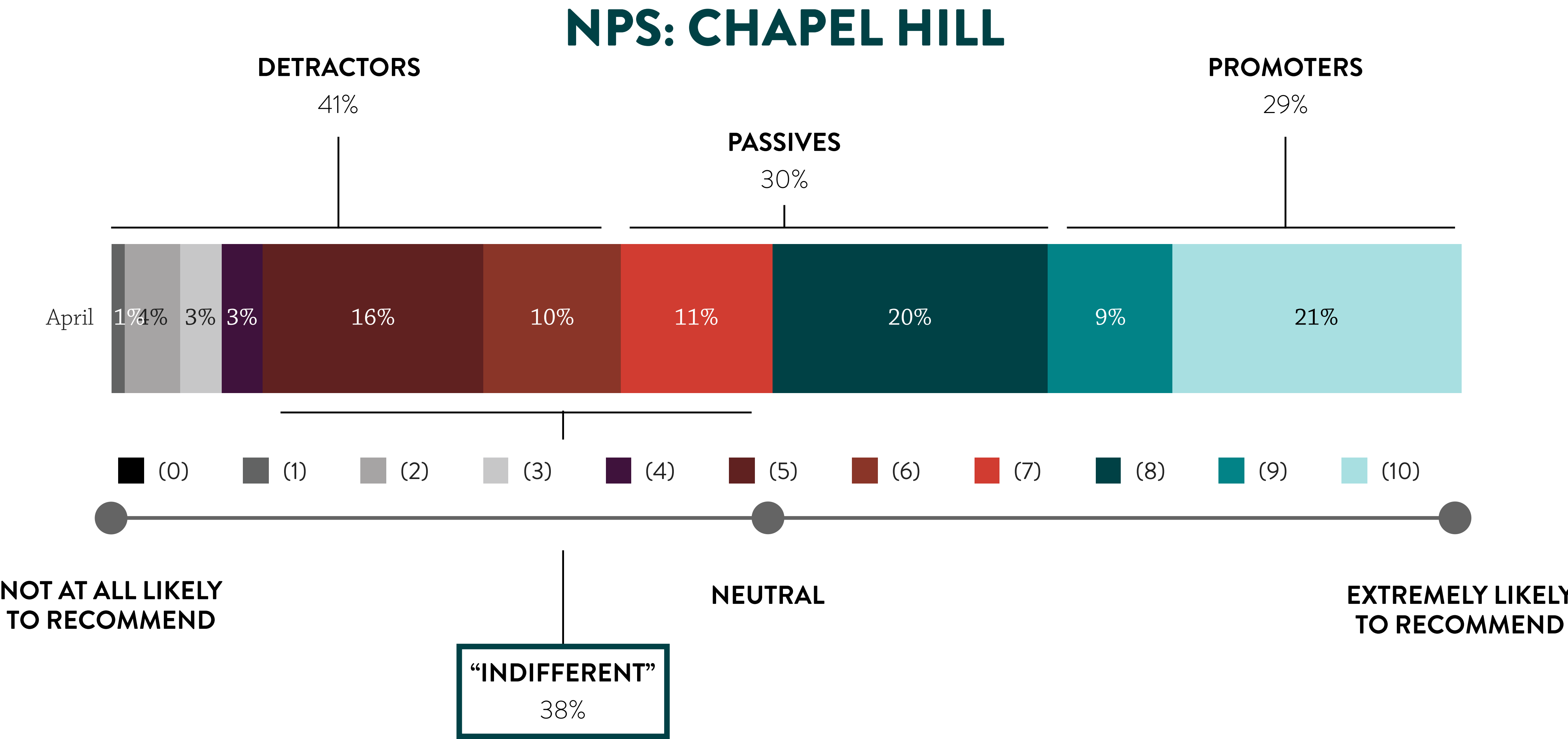
That’s especially the case when compared with Charlottesville.



SOURCE: Survey about Chapel Hill, fielded May 2019



THIS IS MORE LIKELY DUE TO LESS ENTHUSIASTIC SUPPORT FOR CHAPEL HILL



SOURCE: Survey about Chapel Hill, fielded May 2019



## THIS COMES ACROSS IN THE REASONING FOR THEIR RATING

(10) - It's the best place for culture and diversity, for couples or families. **You can find literally everything there.**

(9) - **Beautiful area**, especially around the university. **Feels safe and quiet** and has lots of great architecture.

(7) - I had a nice time, **and this is a positive rating**...little hard to navigate around...Hillsborough was pretty and quiet - good for a day trip...Chapel Hill and Carrboro were funky and fun.

(6) - They have **great restaurants** to eat at. **I would not vacation there just a leisure trip** to eat with family or friends.

(5) - There are **some great things and some others that aren't so great.** Traffic in the area is horrible, and they are not as welcoming/charming as other small town areas in North Carolina.

(2) - Not much there besides UNC.

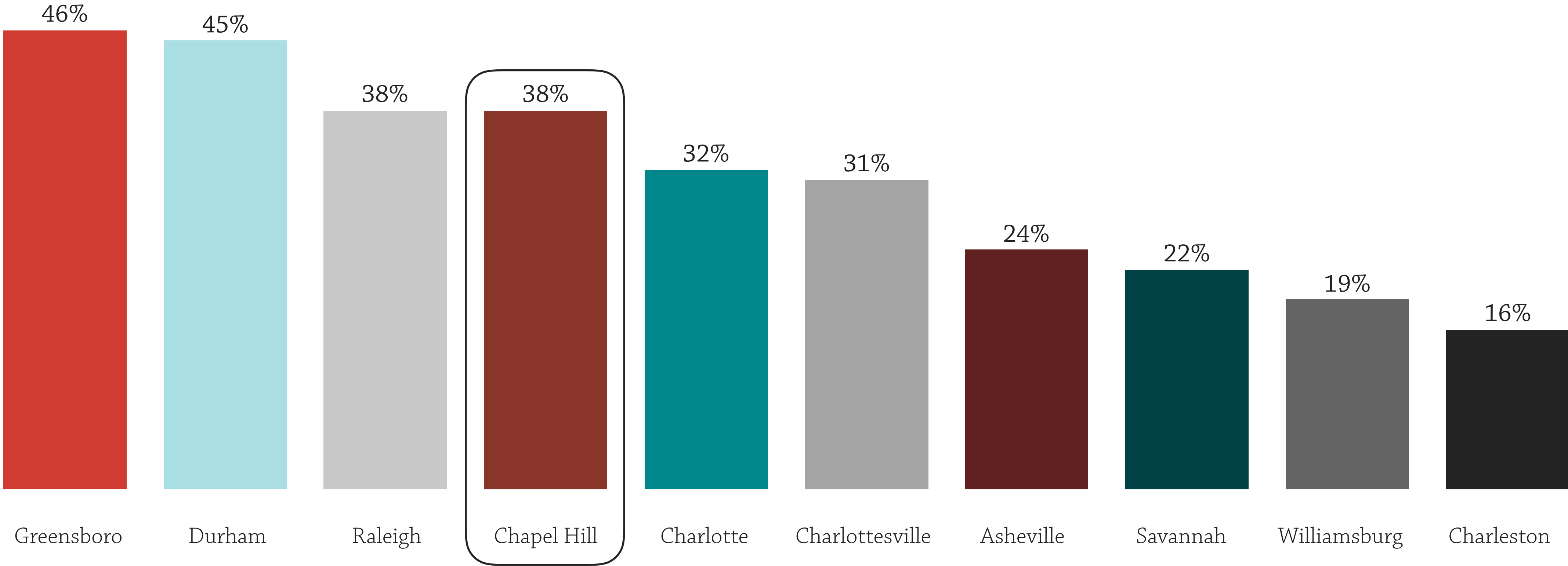
“(X)” Denotes NPS score

SOURCE: Survey about Chapel Hill, fielded May 2019



# THIS IS SOMETHING THAT CHAPEL HILL SHARES WITH DURHAM, GREENSBORO, AND RALEIGH

## “INDIFFERENCE” (5-7 NPS SCORE)

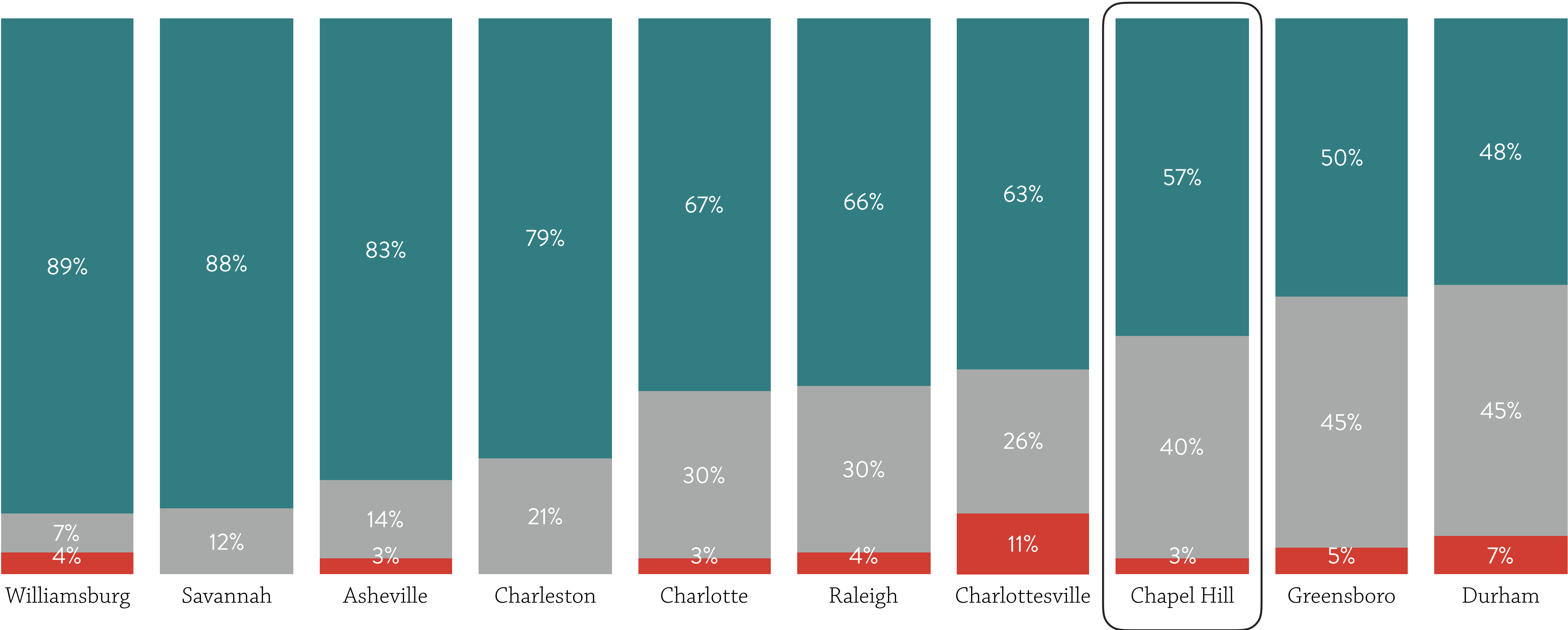


SOURCE: Survey about Chapel Hill, fielded May 2019



# TRAVELERS TO CHAPEL HILL AREN'T AS DRIVEN TO TELL OTHERS ABOUT THE TOWN

- I would actively tell my family and friends about it
- I would rarely bring it up to my family and friends
- I would actively avoid telling my family and friends about it



SOURCE: Survey about Chapel Hill, fielded May 2019

Base: Visited cities for vacation/leisure in the past 12 months (Base Varies)

NPS – How likely are you to recommend the following travel destination(s) to family or friends?

CHAPEL HILL IS MORE ASSOCIATED WITH SITES AND LANDMARKS, WHICH MAY CAUSE IT TO HAVE A LESS MASS APPEAL THAN DURHAM AND RALEIGH, WHICH ARE MORE ASSOCIATED WITH 'FOOD & DRINK' AND 'NIGHTLIFE'.

### CHAPEL HILL

**FOOD & DRINK 5**

**FUN & GAMES 5**

**NIGHTLIFE 10**

**SIGHTSEEING 17**

**SHOPPING 11**

### DURHAM

**FOOD & DRINK 23**

**FUN & GAMES 18**

**NIGHTLIFE 18**

**SIGHTSEEING 19**

**SHOPPING 21**

### RALEIGH

**FOOD & DRINK 19**

**FUN & GAMES 39**

**NIGHTLIFE 60**

**SIGHTSEEING 45**

**SHOPPING 44**



## COMPARED TO CHARLOTTESVILLE, CHAPEL HILL IS SEEN AS LACKING IN FOOD AND DRINK AND SHOPPING EXPERIENCES

### CHAPEL HILL

**FOOD & DRINK 5**

**FUN & GAMES 5**

**NIGHTLIFE 10**

**SIGHTSEEING 17**

**SHOPPING 11**

### CHARLOTTESVILLE

**FOOD & DRINK 33**

**FUN & GAMES 16**

**NIGHTLIFE 11**

**SIGHTSEEING 18**

**SHOPPING 27**



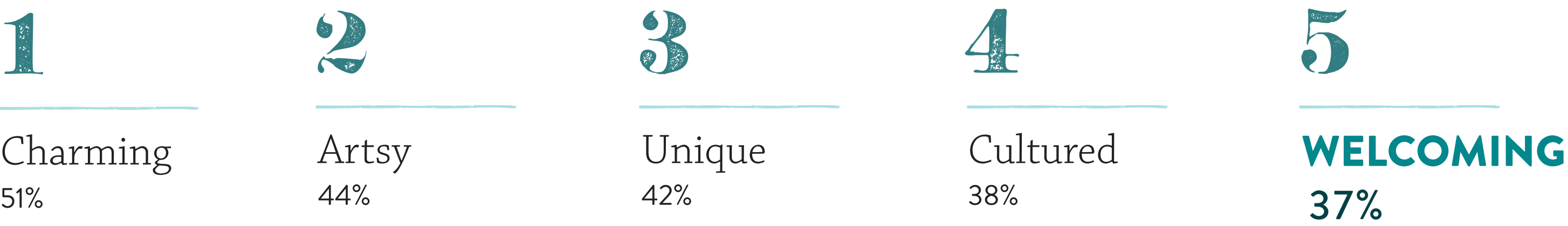
# IMPLICATION

THERE IS AN OPPORTUNITY TO IGNITE ENTHUSIASM  
AND, IN TURN, CREATE CHAPEL HILL ADVOCATES.

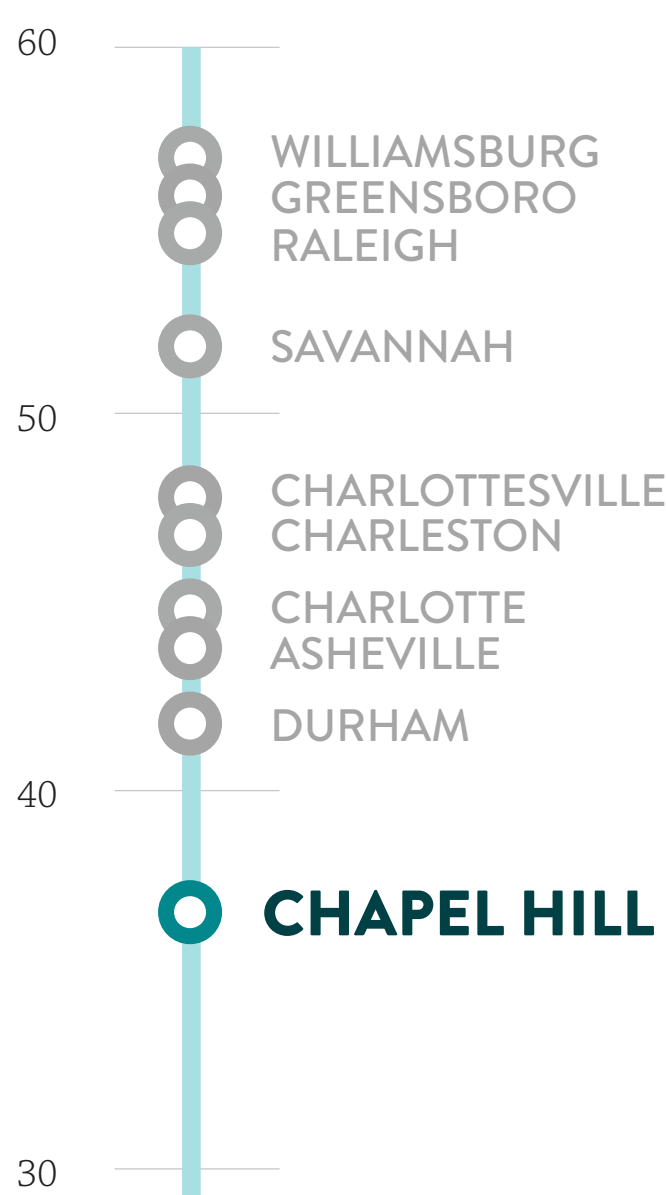
# FINDING №5

CHAPEL HILL IS NOT SEEN AS OVERLY “WELCOMING”.

## WHILE THERE IS ROOM FOR IMPROVEMENT, ‘WELCOMING’ DOES RANK IN CHAPEL HILL’S TOP FIVE TRAITS WHEN VIEWED BY TOTAL PERSONALITY TRAITS



### CHAPEL HILL LAGS BEHIND OTHER TOWNS WHEN BASED ON “WELCOMING”



### CERTAIN GROUPS FEEL UNWELCOME IN CHAPEL HILL:



**nola darling.**  
@KhyaJennell

Follow

All love visiting Chapel Hill and seeing all the melanin 🤝 y'all better add some brown to all that blue 🥰🥰

10:58 AM - 6 Apr 2017

1



**Aisha Alexander** 🏳️‍🌈  
@AishaThinker

Follow

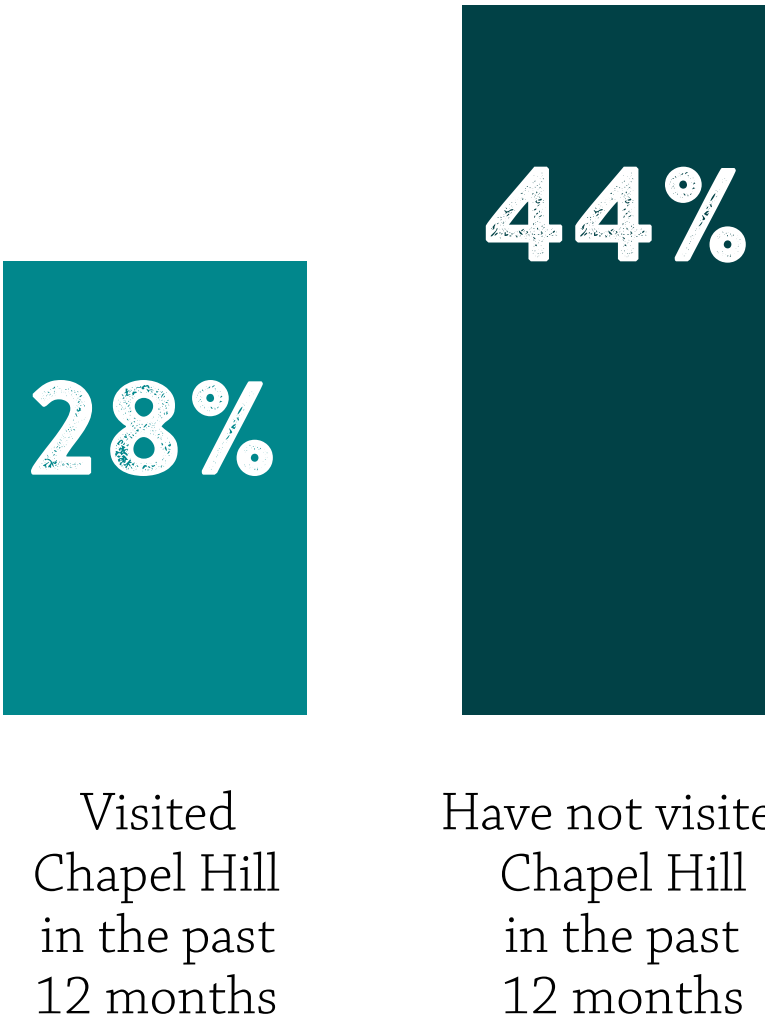
Replying to @zuriberry @wamu885 @alpha1906

As I shared [#onhere](#) earlier, when visiting Chapel Hill during their annual Halloween festivities, I would see several white students dressed in Blackface. I didn't understand it's acceptance. I was furious. I was so glad I went to an HBCU.

8:56 PM - 5 Feb 2019

### CHAPEL HILL’S LACK OF “WELCOMING” IS BASED ON PAST VISITATION, NOT PERCEPTION

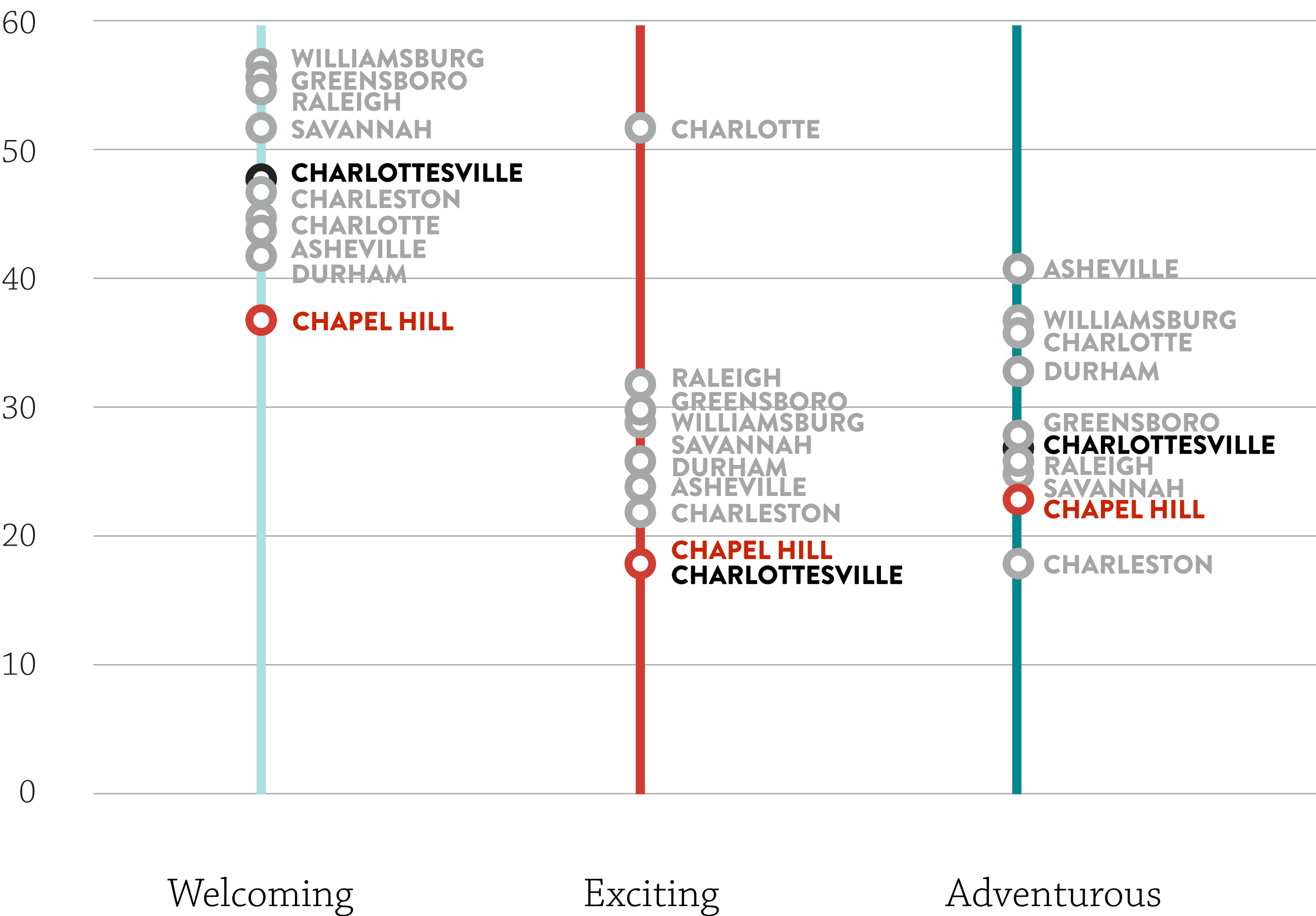
VIEWED AS “WELCOMING”





# IT LAGS BEHIND OTHER TOWNS IN BEING SEEN AS WELCOMING, EXCITING, AND ADVENTUROUS

‘Welcoming’ is the biggest challenge for the town, especially compared to Charlottesville.

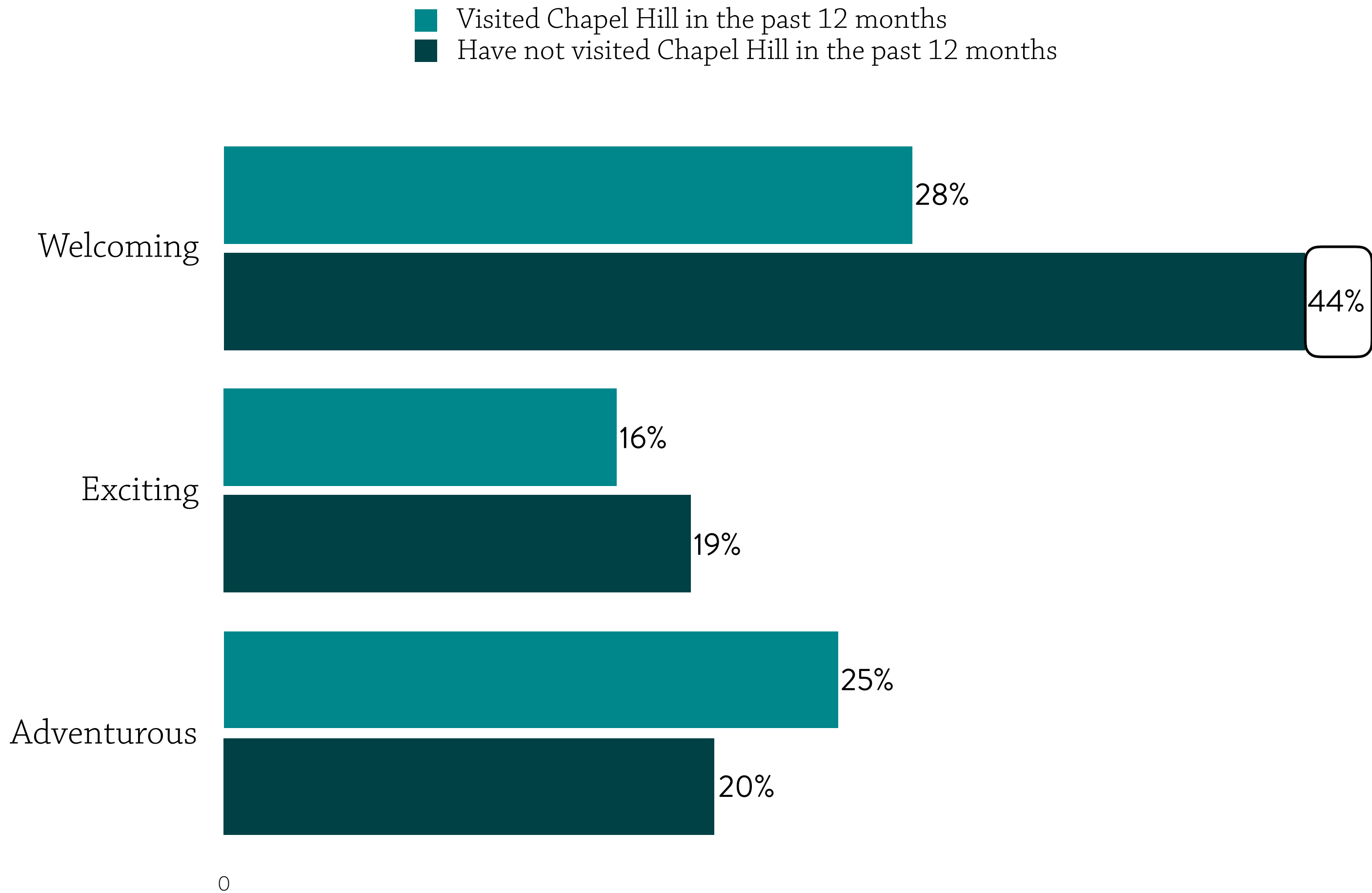


SOURCE: Survey about Chapel Hill, fielded May 2019



# THE ‘WELCOMING’ LAG IS DRIVEN BY THOSE WHO HAVE ALREADY VISITED CHAPEL HILL

This finding is concerning given it is based on real-life experiences of Chapel Hill.



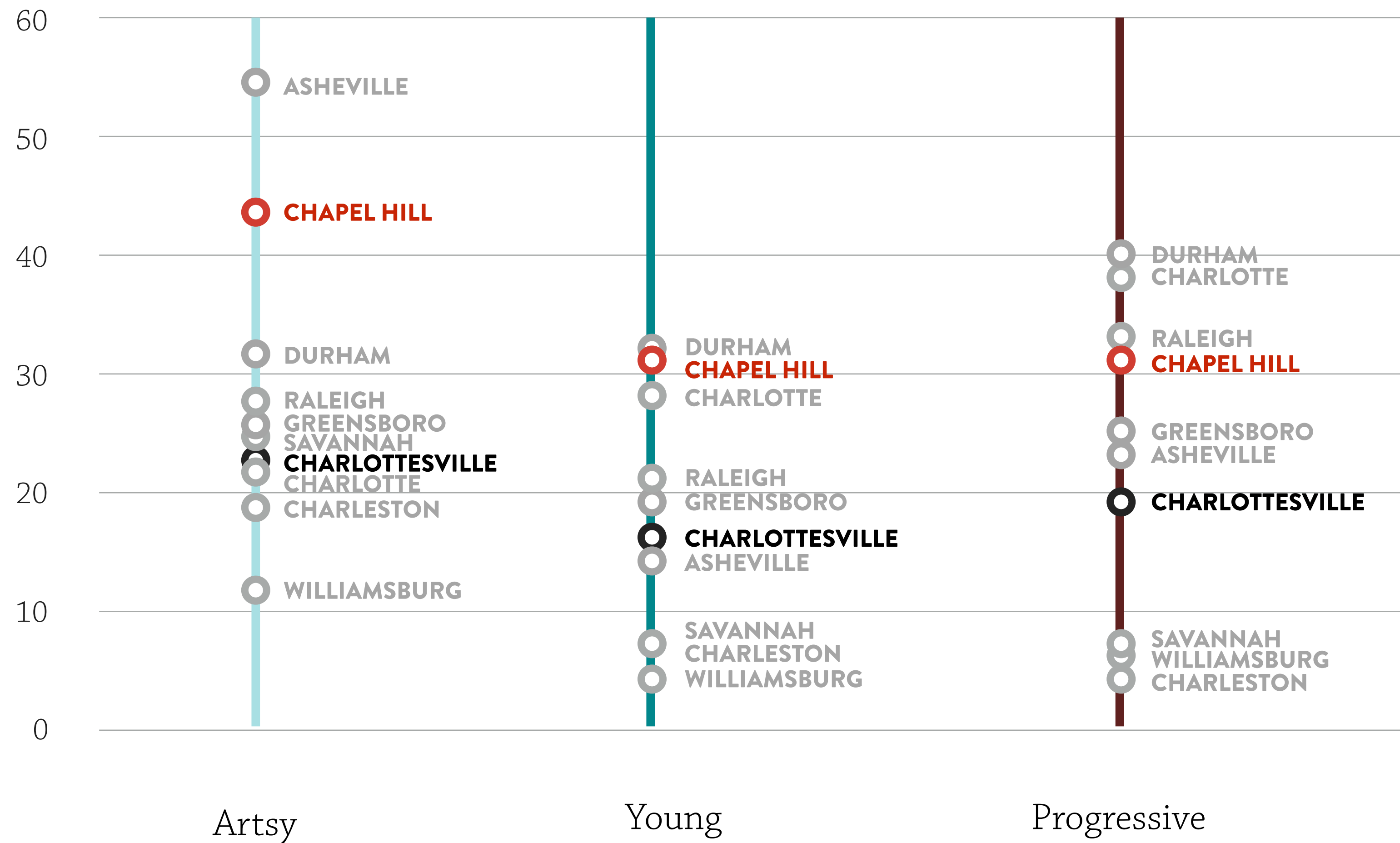
SOURCE: Survey about Chapel Hill, fielded May 2019

What top five (5) personality traits would you most associated with [DESTINATION]. Please place a “1” next to the most associated personality trait, “2” next to the second most, and so on until you've selected all five traits. Boxed values are significantly higher at 90% confidence level



# CHAPEL HILL’S STRENGTHS ARE BEING PERCEIVED AS ARTSY, YOUNG, AND PROGRESSIVE

In all of these areas, it leads Charlottesville.





SOURCE: Survey about Chapel Hill, fielded May 2019



# CERTAIN GROUPS MAY FEEL UNCOMFORTABLE IN CHAPEL HILL

Seeing other people like them reflected in the town makeup may make them feel more at home.



**Aisha Alexander**   
@AishaThinker

Follow

Replying to @zuriberry @wamu885 @alpha1906

As I shared [#onhere](#) earlier, when visiting Chapel Hill during their annual Halloween festivities, I would see several white students dressed in Blackface. I didn't understand it's acceptance. I was furious. I was so glad I went to an HBCU.

8:56 PM - 5 Feb 2019

Source: Twitter




**nola darling.**  
@KhyaJennell

Follow

All love visiting Chapel Hill and seeing all the melanin 🖤 y'all better add some brown to all that blue 😊😊

10:58 AM - 6 Apr 2017

Source: Twitter



37

↓

Posted by u/ThrowawayA1911A11 1 year ago

**So how gay friendly is Raleigh/The Triangle/Chapel Hill?**


Title says it all. Am a gay man (who already has a partner), looking to move to the Raleigh area, for a change of life, I may already have a job waiting as well.

So how gay friendly is Raleigh-Durham? I am planning on visiting later in the year.

42 Comments Share Save Hide Report

72% Upvoted

Source: Reddit



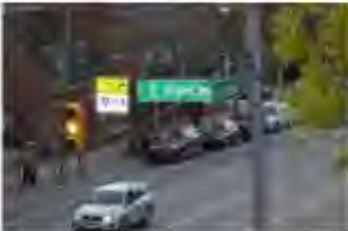



Reviewed April 22, 2018

**Take A Walk...Look Around**

This main street is about 12-15 NYC blocks long lined with shops and restaurants and bars. It is full of 20 year olds having a fun time. ~~If you are over 50, do not expect too much.~~ Food is mostly pub food and inexpensive and not of great quality. It is still nice to be part of the scene but one night does it.

[Show less](#)

**Date of experience:** April 2018



Source: TripAdvisor



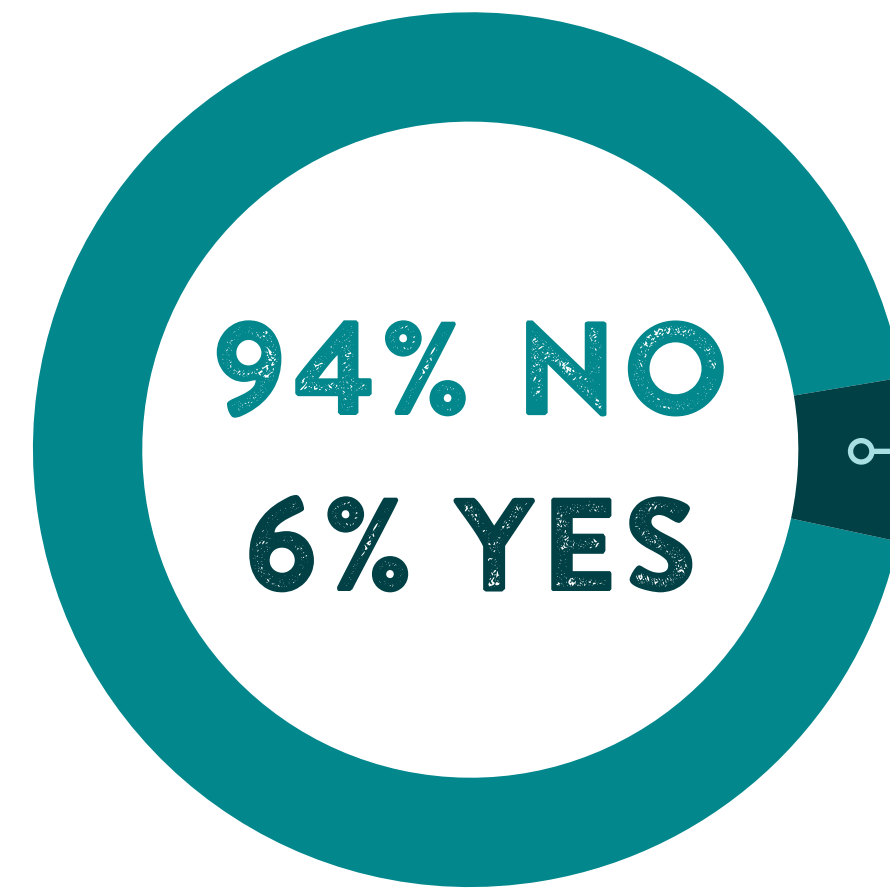
# IMPLICATION

FIND OPPORTUNITIES TO BOTH DEMONSTRATE AND  
COMMUNICATE A SENSE OF INCLUSION AND HOSPITALITY.

# FINDING №6

**ALUMNI HAVE STRONG POSITIVE PERCEPTIONS AND TRAVELERS' VISITATION DECISIONS HAVEN'T BEEN AFFECTED BY NEGATIVE NEWS COVERAGE.**

## FEW TRAVELERS ARE SWAYED BY THE NEWS OUT OF CHAPEL HILL WHEN CONSIDERING IT:



### AFFECTED?

“Ongoing academic cheating scandal at UNC (and their lack of ethics in responding to it)”

“UNC Chapel Hill seems super political”

“The whole Silent Sam protests and controversy on the university grounds. It sounds like Chapel Hill culture is governed by a bunch of bratty, drunk millennials rather than thinking intellectuals”

“Crime in that area seems pretty high”



**Kaaren Haldeman**  
@Kaargav

Follow



This @UNC alum is so proud of students making their voices heard today. “We must be better.” 🙌

Students Protest Racism During 'Strike Back UNC' Demonstration

[spectrumlocalnews.com/nc/triangle-sa](https://spectrumlocalnews.com/nc/triangle-sa) ...

5:29 PM - 24 Apr 2019



## CONVERSELY, UNC ALUMNI VIEW THE TOWN AS MORE WELCOMING

This may be due to the memories they have, the time they've spent there, and the sense of belonging they felt as a student.

**WHEN ASKED TO COME UP WITH A SHORT SLOGAN THAT DESCRIBES THE ESSENCE OF CHAPEL HILL, BEYOND THE UNIVERSITY, MANY MENTIONED DIVERSITY AND CULTURE:**

“Chapel Hill is progressive, accepting, and **welcoming**”

“**Southern Hospitality** that welcomes all”

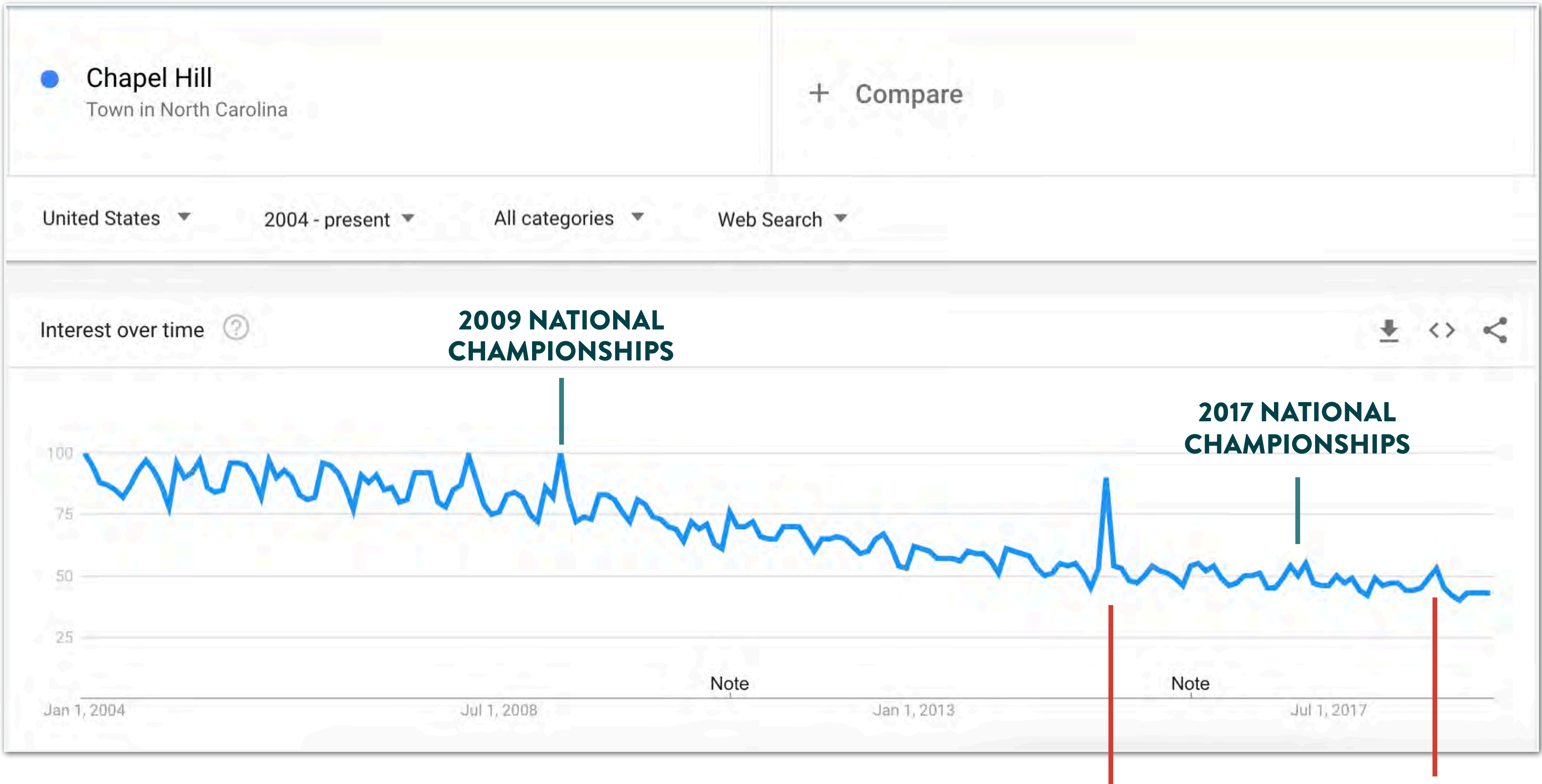
“A family-centered town that **encourages self-expression**”

“Chapel Hill, a place that **welcomes** everyone”



# ASSOCIATIONS WITH CHAPEL HILL HAVE SHIFTED SOMEWHAT FROM SPORTS TO POLITICS

Searches about Chapel Hill used to have the highest spikes during sporting events, but recently social/political events have gained more attention.

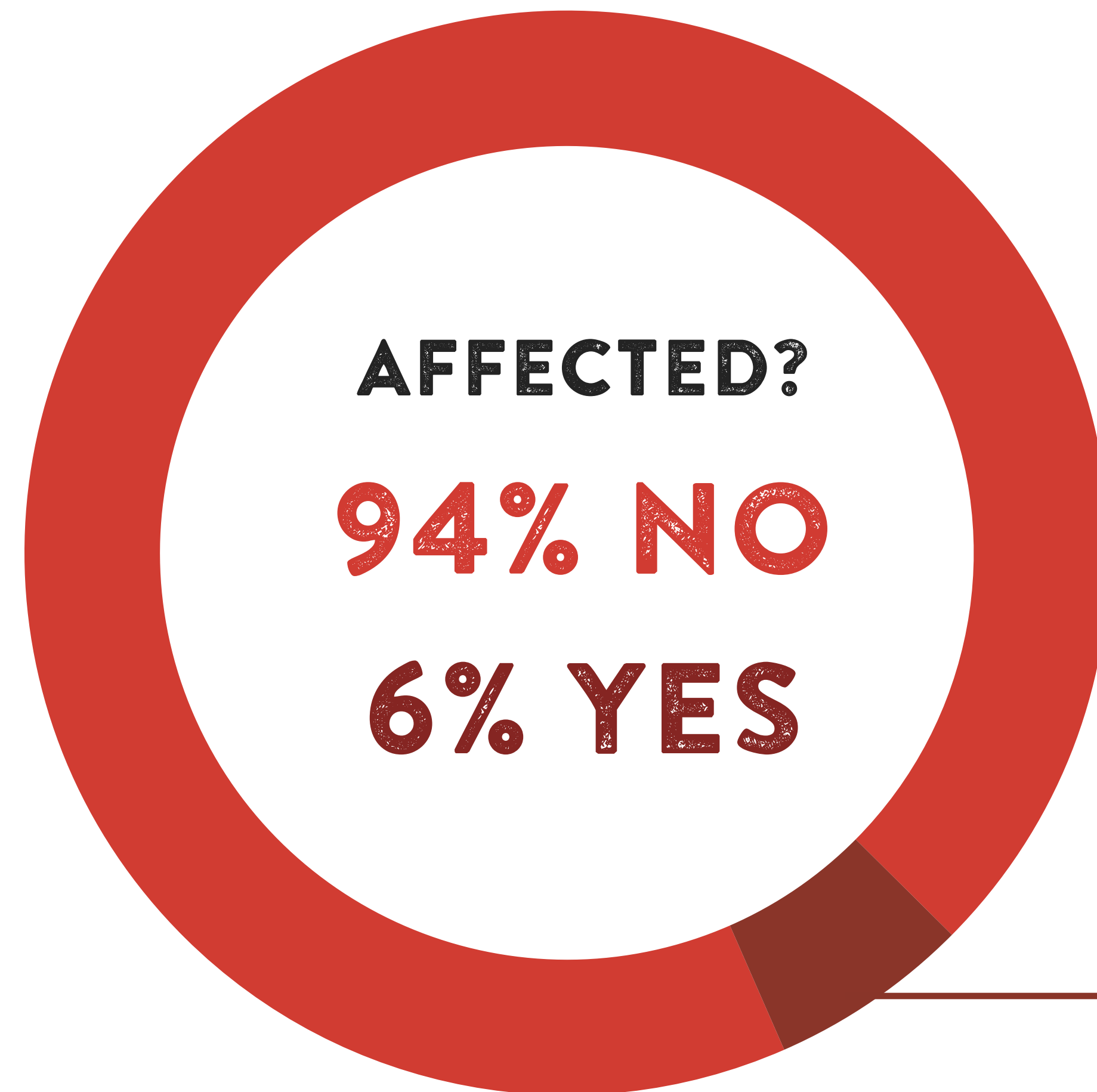


**HATE CRIME  
SHOOTING OF 3  
STUDENTS, 2015**

**SILENT SAM  
PROTESTS,  
2018**



## FEW TRAVELERS ARE SWAYED BY THE NEWS OUT OF CHAPEL HILL WHEN CONSIDERING IT



“Ongoing academic cheating scandal at UNC (and their lack of ethics in responding to it)”

“UNC Chapel Hill seems super political”

“The whole Silent Sam protests and controversy on the university grounds. It sounds like Chapel Hill culture is governed by a bunch of bratty, drunk millennials rather than thinking intellectuals”

“Crime in that area seems pretty high”

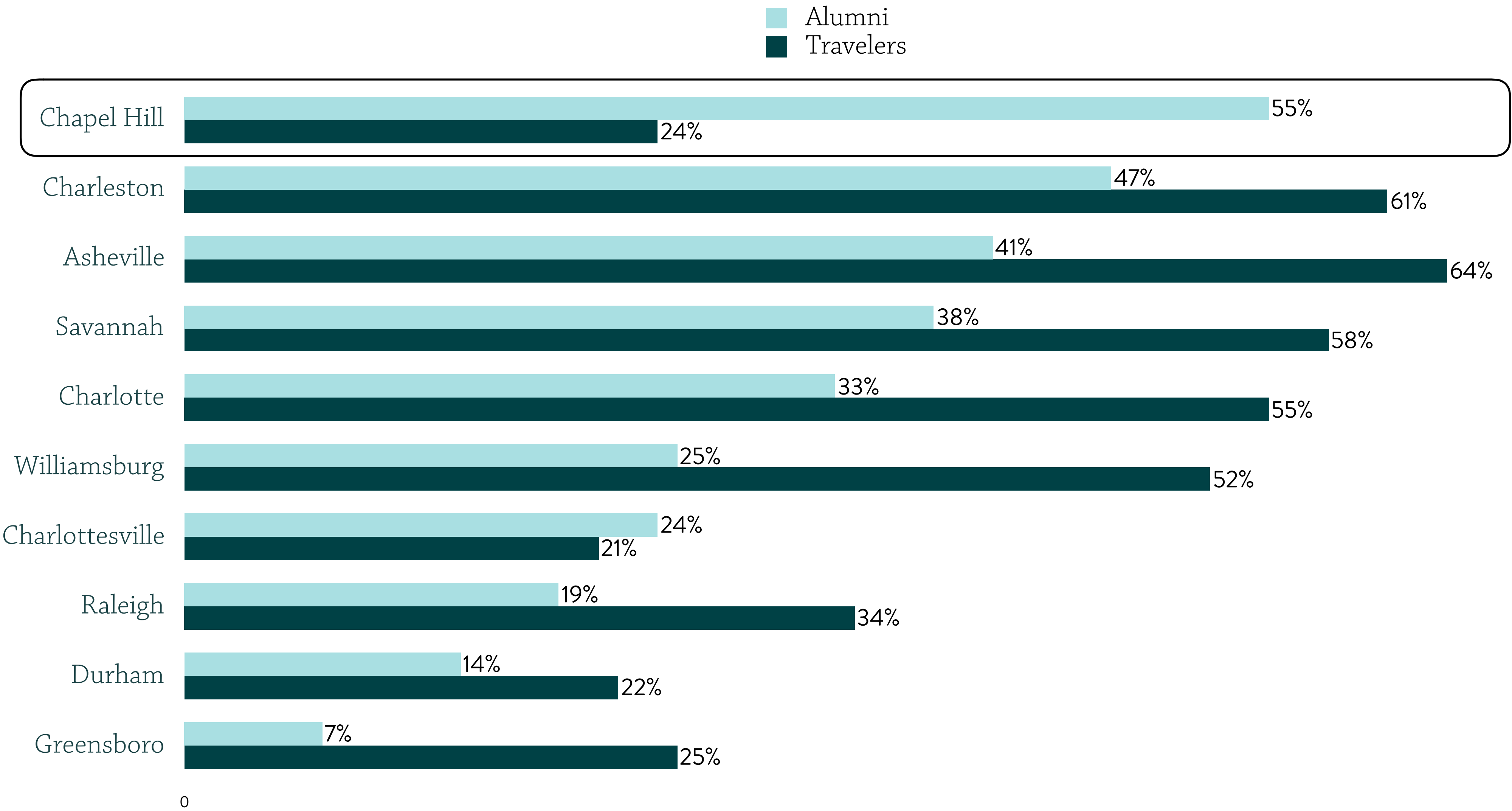
SOURCE: Survey about Chapel Hill, fielded May 2019

Base: Total 405



# CONSIDERATION IS HIGHER AMONG ALUMNI

This is likely due to their prior experience in the area.



Base: Total Alumni (N=50)  
Total Visitors (N=405)



# IMPLICATION

NEGATIVE NEWS EVENTS CAN OVERSHADOW WHAT PEOPLE HEAR MORE GENERALLY ABOUT CHAPEL HILL. BUT THEY TEND TO FADE INTO THE BACKGROUND OVER TIME.

# CONSIDERATIONS



HOW DO WE ENCOURAGE  
BUSINESSES TO LIVE INTO  
OUR CAMPAIGN'S BRAND  
PROMISE?



HOW CAN WE INCREASE  
ENTHUSIASM OF VISITORS SO  
THAT THEY INHERENTLY  
BECOME VOCAL ABOUT THEIR  
EXPERIENCE?



HOW DO WE LEVERAGE  
LOCAL BUSINESSES AND THE  
COMMUNITY TO  
DEMONSTRATE AN OVERALL  
SENSE OF WELCOMING?




HOW DO WE HARNESS THE FEELING  
THAT PEOPLE ARE GOING FOR WHEN  
THEY COME FOR BASKETBALL  
GAMES, AND REPLICATE THAT  
FEELING MORE BROADLY?



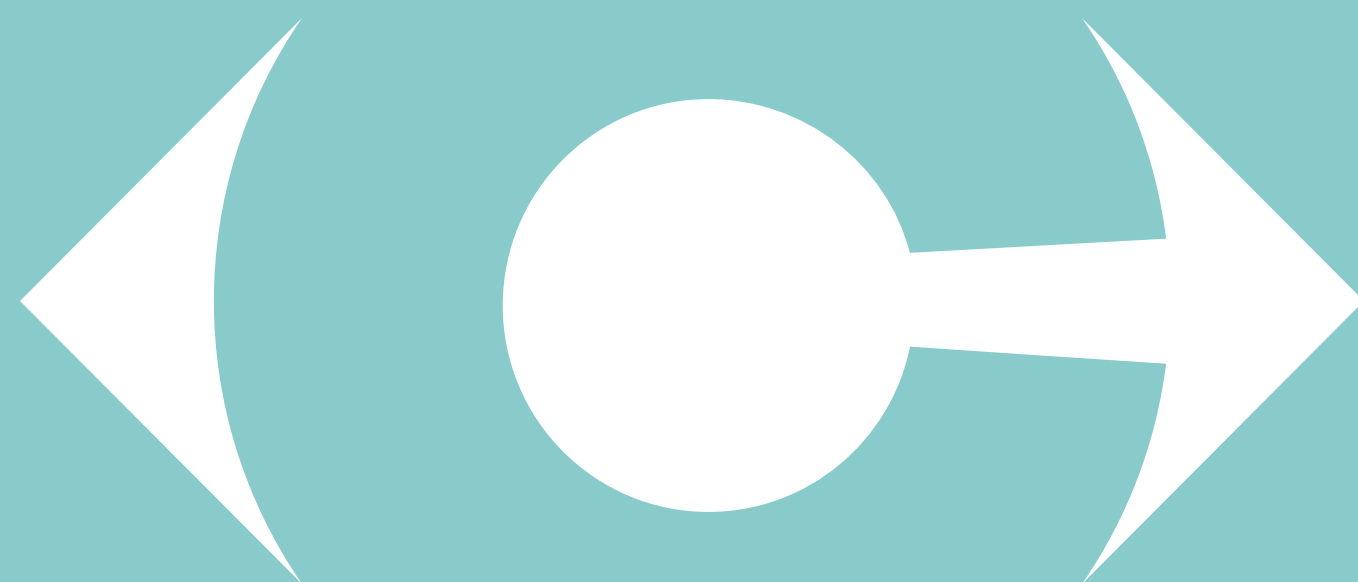
HOW CAN WE  
BETTER LEVERAGE  
ALUMNI?



HOW CAN WE TIE IN  
CHAPEL HILL MORE  
TO THE TRIANGLE?



HOW DO WE GET VISITORS  
TO KNOW THAT THERE IS  
MORE TO DO, WHICH IN  
TURN, WILL EXTEND THEIR  
LENGTH OF STAY?



**just do you** campaign



# just do you

- Capture the progressive, welcoming spirit of Chapel Hill and Orange County
- Embrace the individual while allowing people to picture themselves here
- Recognize our diverse audience members and their range of interests
- Promote experiences the area offers rather than solely focusing on businesses
- Achieve balance between Chapel Hill, Carrboro, and Hillsborough

Glasshalfull

Watering hole


CHAPEL HILL    HILLSBOROUGH & CARRBORO

The Old-Well; photo courtesy of the University of North Carolina at Chapel Hill

From modern cocktails to campus traditions, there's no one way to experience Chapel Hill, Hillsborough, and Carrboro. Find what you love, or discover something new. Whatever you do here, just do you.

VisitChapelHill.org

Maple View Farm Country Store



Breathing space


CHAPEL HILL    HILLSBOROUGH & CARRBORO

Triangle Yoga

From aerial yoga to brunch al fresco, there's no one way to experience Chapel Hill, Hillsborough, and Carrboro. Find what you love, or discover something new. Whatever you do here, just do you.

VisitChapelHill.org

Hillsborough Riverwalk



just do you: digital ads .....



animated banner ads



rich media ads

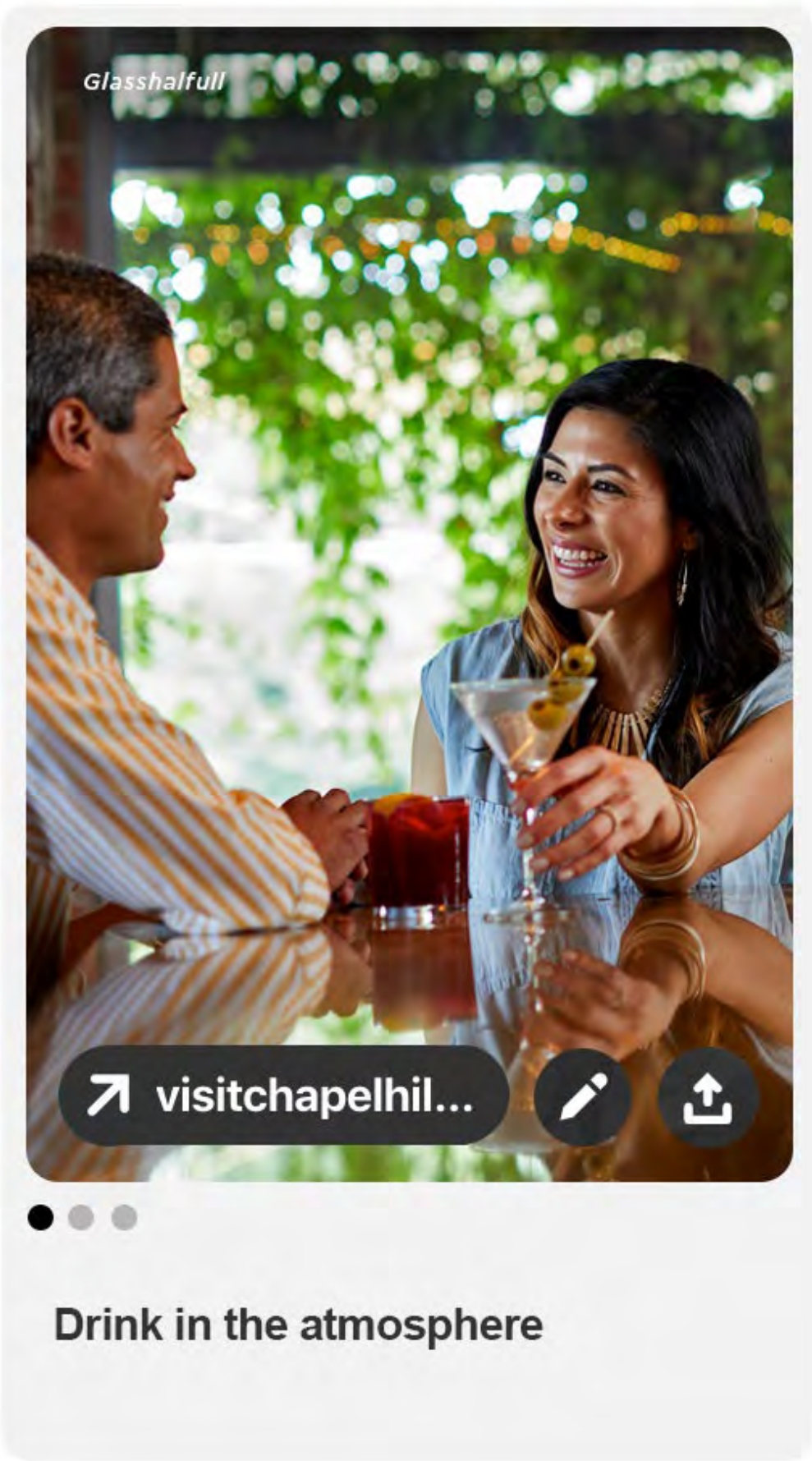
just do you: social ads .....



facebook carousel

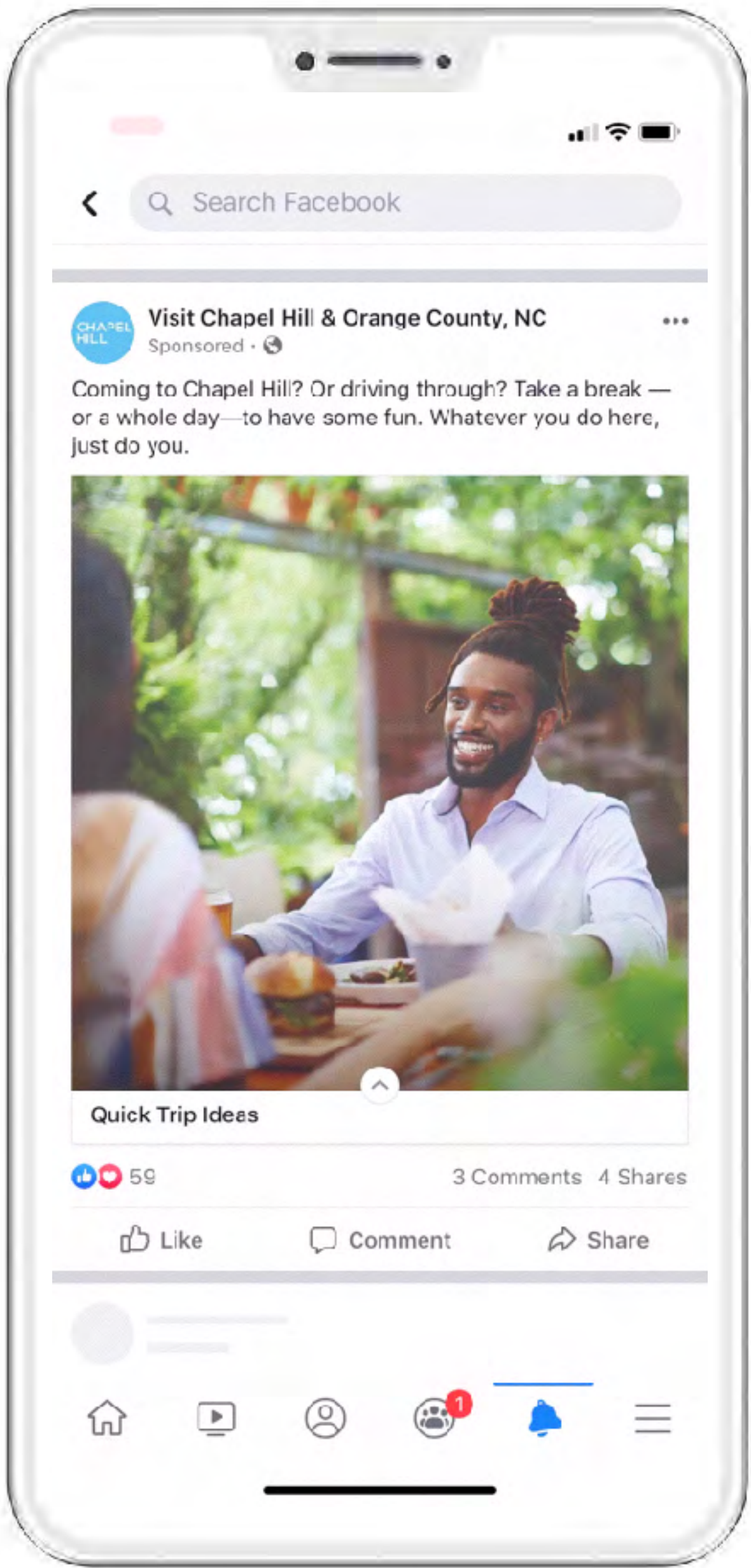


instagram story



pinterest

just do you: facebook instant experience—fill a day .....



just do you: website refresh .....

CHapel Hill

HILLSBOROUGH & CARRBORO

MEETINGS

WEDDINGS

MEDIA

UNC-CHAPEL HILL

AGRITOURISM

73°

Things to do

Events

Hotels

Restaurants

Maps & Info

Whatever you do here, just do you.

Whether you're coming for work or for play, there are plenty of excuses to extend your stay. Revisit your favorite Chapel Hill icons, or discover something new in Carrboro and Hillsborough. We invite you to be comfortable, be adventurous, and, most of all, be yourself.



Home grown



## next steps

- research results will inform future campaign planning
- evaluate considerations that arose from research
- seek opportunities to promote welcoming spirit of Chapel Hill/ Orange County

