

Chapel Hill/Orange County Visitors Bureau Advisory Board Meeting

Blue Hill Event Center

January 21, 2026

8:00 – 9:30 AM

- I. Call to Order, Creston Woods – Vice Chair
- II. Introductions, Creston Woods – Vice Chair
- III. Approval of Minutes, Creston Woods – Vice Chair
- IV. Executive Director’s Report, Laurie Paolicelli
- V. Community Updates, Board Members
- VI. New Business, Creston Woods – Vice Chair
- VII. Adjournment – next meeting February 18, 2026 at Courtyard Chapel Hill

**Chapel Hill/Orange County Visitors Bureau
Advisory Board Meeting
Carolina Inn
November 19, 2025
8:00 – 9:30 AM**

Board Members Present: Donald “DR” Bryan – Chair, Craig Lloyd, Allison Reid, Lisa Kaylie, Karen DeHart, Matt Hughes, Creston Woods – Vice Chair, Randee Haven-O’Donnell, Ben Marklin, Heidi Werner-Dawson, David Putnam, Jon Hartman-Brown

Not Present: Paris Miller-Foushee, Wendy Smith

Staff Attendance: Laurie Paolicelli, Hannah Hemphill, Marlene Barbera, Tina Fuller, Patty Griffin, Katie Murray

Guests: Guest Speaker: Marcus Ginyard – Director of Special Projects, UNC Offices of Public Affairs and Finance and Operations, Ted Vorhees – Town of Chapel Hill Town Manager

Call to Order

DR Bryan called the meeting to order at 8:10 AM.

Round Table Introductions

Approval of Minutes

DR Bryan requested a motion to approve the minutes from the October 15, 2025 meeting. Sally Grene moved, and Karen Dehart seconded. With everyone in favor, the minutes from October were approved as submitted.

Guest Speaker: Marcus Ginyard, Head of Special Projects at UNC

- Marcus Ginyard is the new Head of Special Projects for UNC, a role jointly supported in the Offices of Public Affairs and Finance and Operations. He has been in Chapel Hill for over 20 years, collaborating with businesses, the police department, and other stakeholders. His goal is to continue working to keep Chapel Hill special and provide services for the constituents in town.
- Ginyard works with UNC’s real estate team and local state and federal affairs teams to better understand how to work together better with the County, Town, State, etc. He approaches the role in the same way as basketball, keeping common goals aligned to create the best team.
- Ginyard is working with the Board of Trustees, Ram’s Club, Carolina Alumni Association, UNC Athletics, and students to increase learning opportunities for students and provide the support and services they need for success.
- Questions:
 - DR Bryan asked what Ginyard sees as being different at UNC in 10 years? UNC has the strategic initiative to grow their enrollment so the university will be a lot bigger. They are asking how to grow intentionally especially when located in a town.
 - DR Bryan asked how Ginyard’s experience living internationally has informed his work. Ginyard talked about better understanding how to connect with people on a human level to develop trust and work as a group.
- Paolicelli commended Ginyard on his involvement with the Visitors Bureau through the years, as he was helpful in providing narration in an Our State Video about Chapel Hill.

Communications Report: Patty Griffin and Tina Fuller, Visitors Bureau Staff

- Patty Griffin reported on her work with media relations, VisitNC, and travel writers.
 - VisitNC hosts a number of media missions throughout the year, including a state media missions which includes about 40 travel writers across North Carolina; regional media missions, this year being in Atlanta where she met with 10 writers and was able to get their editorial calendars and discuss our destination; and a smaller media mission at the VisitNC Tourism Conference in the Spring. VisitNC also brings familiarization tours to our destination, usually as one of three stops.
 - The Visitors Bureau also works with VisitNC to provide a presentation on our destination to the North Carolina Women's Correctional Facility. Women at this facility provide information for people who call 1-800-VisitNC.
- Patty also attended the Society of American Travel Writers conference, which is more of a national audience. She meets people who are specifically interested in working with Orange County.
- Patty has hosted content creators and influencers, including This is Raleigh, freelance writer EnJanae' Taylor, and Julie Earle-Levine for Travel Curator. There will be a continued focus on working with travel writers, influences and content creators.
- Worked with Southern Living to develop their six-page spread of our destination, promoting a long weekend in Chapel Hill.
- Patty oversees the Visitors Bureau publications. Print publications include the 2026 Visitors Bureau Guide; a new brochure about what to do in Chapel Hill; a map of Downtown Chapel Hill previously managed by the Downtown Partnership; a County wide; mural map for Chapel Hill and Carrboro; county wide restaurant map; and miscellaneous brochures including one for Carrboro/fun facts.
- Tina Fuller gave an update on the Visitors Bureau website, as it is the main information hub for visitors and the destination for the majority of our paid media for leisure and meetings.
 - Website launched in August 2024 with several components added to make it more engaging.
 - Added a [Neighborhoods section](#) that feature places beyond downtowns.
 - Added a mini-video library that houses the Bureau's [Sneak Pique videos](#).
 - Added an accessibly section with resources and activities for individuals with special needs.
 - Working as a department to ensure that the website is aligned with Orange County's ADA Title II compliance requirements by April 2026.
 - Staff member, Pix Walsh, keeps the events calendar updated, with events added daily.
 - The top landing pages by organic search are Events and Restaurants.
 - Last fiscal year we had 617k visitors to our website, more than ever before, with visits this year trending the same. Paid media and search accounts for approximately 30% of visits.
- Tina continued to discuss the seven social media channels the Visitors Bureau maintains, with Facebook and Instagram having the most followers.
- There is an extensive image library maintained by the Bureau that anyone can access and use for purposes other than commercial for-profit reasons.
- Questions:
 - Board member asked if we have considered having an app for our website. We had an app, but we had to let it go for budget purposes. We are revisiting this project with budget funds now.
 - Jon Hartman-Brown asked how the Visitors Bureau measures the outcomes of marketing efforts? Patty answered that it's hard to gauge and tie marketing efforts to actual visitors.
 - How do you know who the influencers you work with are? Patty talked about how VisitNC vets a lot of the influencers, but also evaluates if their online presence, followers, and engagement is a good match.

Executive Directors Report

- Paolicelli reminded the board that this is the last meeting of the year. The board will reconvene in January and Chris Cavanaugh of Magellan Strategies will give a presentation.
- **Savannah Banana Update**
 - There is a community call scheduled on Thursday, November 20, 2025 at 3pm that is open to everyone. The event will be held at Kenan Stadium on Saturday, April 11 and Sunday, April 12, 2026. Staff of almost 200 will be arriving four days before the game.
 - The Visitors Bureau is working on a contract with the Bananas for the \$80k bid fee. This is funded by Orange County Occupancy Tax Revenues and the Town of Carrboro is contributing \$7,200.
 - Pre-game dinner planned in Hillsborough with an America 250 tie-in. Tentative date of April 9, 2026 at the pavilion.
 - The Visitors Bureau is building out a webpage to be included in communications to ticket holders. A Facebook event will be created after December 9th to drive community engagement.
 - Chapel Hill-Carrboro Chamber will send out information to their members in March.
 - The Visitors Bureau will compile discount books and itineraries and are planning to have an event at the Welcome Center on April 11th and 12th.
 - Tar Heel Athletics are trying to sell suites.
 - Celebrity appearances are being coordinated for the game but are not pre-announced.
 - Game Times and Fan Experience – estimated 10k fans at pregame events. Our community goal is to elevate local business spending in Carrboro and Chapel Hill.
- **Visitors Bureau Budget Update**
 - Laurie Paolicelli and Matt Hughes discussed the [2024/2025 Occupancy Tax Revenues](#).
 - Projections show future revenues as flat.
 - The Visitors Bureau brought in approximately \$2.196 million with Chapel Hill being the largest contributor. Chapel Hill has about 13 properties collecting \$1.529 million, Carrboro has one property, five properties in Hillsborough, five with Durham addresses and seven short term rentals. The tax office is conducting an audit starting this year on Occupancy Tax remittance.
 - Matt Hughes discusses the current fiscal year budget. The Visitors Bureau budget is a total of \$2.5 million allocated from the Orange County Occupancy Tax. The bureau allocated \$30k from the reserve fund to cover marketing expenses for the Savannah Bananas. The Bananas bid fee took up most of the promotions budget and the budget office advised that we don't draw down anything addition on the reserve fund.
 - Contributors to the flat revenues include federal cuts, including fewer federal employees, travel cuts, fewer employees in RTP, and fear of the economy.
 - Sienna Hotel is projected to be closed for most of next year, if not longer. Sienna had a higher ADR than other hotels.
 - Our goal is to stay within the budget and not anticipate any revenue increases, but we are not expecting to see a decline.

Community Update

Meredith Saybe, Union Grove Farms: Meredith brought the farm's freeze-dried seedless, thin-skinned muscadine grapes to share. This product will be going to market early next year. UGF harvested 2000 pounds of grapes, has 100 acres of muscadines planted with 60 acres to be planted in 2026, and has achieved Tier 5 regenerative certification - the highest level from Regenified.

For Approval January 21, 2026

Every Saturday they hold regenerative agriculture tours and sheep herding tours. Venue plans are indefinitely on hold. Matt Hughes asked about bill that was passed about supplying schools with muscadine grapes. Union Grove is not part of the program, but more for farmers who grow traditional muscadines. Farmers are having a hard time, but Union Grove farms sustainably.

Karen Dehart, NCSHAA: Will have four games at Kenan stadium this year on the 11th and 12th, with two games on Thursday and two games on Friday. They will partner with Patty to get materials to pass out at press conference. Won't know the classifications

Craig Lloyd, shared that they moved the Antique Festival to Friday and Saturday vs Saturday and Sunday, which has been successful. Elf-land Christmas Festival will be held December 12 & 13.

Sally Greene, Orange County Commissioners acknowledged ICE's appearance in Triangle area. A [joint statement](#) was read aloud.

Matt Hughes expects to see an economic impact from the ICE presence, as people stay home out of fear of harrassment.

Jon Hartman-Brown shared that Carrboro has hosted 4th amendment events to inform residences of their rights. Randee thanks Sally, Matt, Jon for sharing. She took online training offered by Siembra, NC. Encourages people to check out their website which has a lot of information about how the community can respond/support.

Randee Haven-O'Donnell's last meeting. Laurie thanked her for her service. Delegation from Dublin came with the Aer Lingus announcement, which O'Donnell attended on behalf of the Visitors Bureau.

Katie Murray will share an infographic from Uproar, which was huge success this year. All data has been collected and all of the metrics were up 200-300% over the first year. More than half of the expenses went back into Orange County. The only challenge was fundraising due to issues with the economy. The event was the uplift the community needed right after Chantal.

With no additional new business, DR asked for a motion to adjourn. Matt Hughes motioned for the meeting to adjourn, which was seconded by Allison Reid. All were in favor and the meeting was adjourned at 9:36 AM.

Next meeting: *January 21, 8:00 AM at Blue Hill Event Center.*

Chapel Hill/Orange County Year To Date Budget	Line Item	December 2025	Year to Date including funds encumbered	Annual Budget	Percent of Budget Used
Revenues	-	-	-	-	-
-	Town of Chapel Hill	None	None	\$ 200,000.00	-
-	Town of Carrboro	\$ 7,200.00	\$ 7,200.00	\$ 7,200.00	100%
-	Occupancy Tax	\$ 192,664.85	\$ 1,202,077.44	\$ 2,380,729.00	50%
-	Appropriated Fund	None	None	\$ 512,444.00	-
-	Interest	\$ 2,085.00	\$ 7,719.00	\$ 17,000.00	45%
-	Grant Revenue	None	None	\$ 5,976.00	-
-	Arts Commission Revenue	None	\$ 41,900.67	\$ 259,984.00	16%
-	Total Revenues	\$ 201,949.85	\$ 1,258,897.11	\$ 3,383,333.00	37%
Visitors Bureau Expenditures	-	-	-	-	-
Overhead	-	-	-	-	-
-	General Fund	None	None	\$ 239,000.00	-
-	County Administrative Fee	None	None	\$ 105,611.00	-
-	Overhead Total	None	None	\$ 344,611.00	-
Salaries and Benefits	-	-	-	-	-
-	Salaries and Benefits Total	\$ 27,606.69	\$ 333,188.17	\$ 705,349.00	47%
Business Operations	-	-	-	-	-
-	Travel	\$ 475.00	\$ 10,152.10	\$ 12,600.00	81%
-	Mileage	\$ 9.38	\$ 847.35	\$ 2,500.00	34%
-	Postage	None	\$ 1,958.01	\$ 3,000.00	65%
-	Freight	None	\$ 1,932.47	\$ 4,000.00	48%
-	Building Rent	\$ 12,073.00	\$ 108,407.36	\$ 170,962.00	63%
-	Printing	\$ 219.00	\$ 1,047.00	\$ 3,300.00	32%
-	Dues	None	\$ 2,755.25	\$ 18,887.00	15%
-	Subscriptions	\$ 34.24	\$ 9,878.94	\$ 31,101.00	32%
-	Department Supplies	\$ 3,017.99	\$ 22,278.40	\$ 30,000.00	74%
-	Office Supplies	\$ -	\$ 285.21	\$ 600.00	48%
-	Contract Services	\$ 2,618.60	\$ 30,711.62	\$ 30,712.00	100%
-	Electricity	\$ 177.54	\$ 2,269.45	\$ 6,000.00	38%
-	Strategic Alliances	None	\$ 3,700.00	\$ 10,800.00	34%
-	Building Improvements	None	\$ 1,679.34	\$ 1,679.34	100%
-	Business Operations Total	\$ 18,624.75	\$ 196,223.16	\$ 324,462.00	60%
Sales and Marketing	-	-	-	-	-
-	Advertising	\$ 46,490.62	\$ 939,570.01	\$ 991,540.00	95%
-	Promotions	\$ 3,112.02	\$ 39,600.14	\$ 168,351.00	24%
-	America 250	None	\$ 125.00	\$ 5,976.00	2%
-	Trade Shows	None	\$ 4,500.00	\$ 7,400.00	61%
-	Sales Travel	None	\$ 773.36	\$ 2,200.00	35%
-	Research	None	\$ 12,037.50	\$ 15,000.00	80%
-	Publications	\$ 20,660.08	\$ 83,826.70	\$ 100,100.00	84%
-	Sales and Marketing Total	\$ 70,262.72	\$ 1,080,432.71	\$ 1,290,567.00	84%
Total Visitor Bureau Expenditures	-	\$ 116,494.16	\$ 1,611,523.38	\$ 2,322,057.34	69%
Arts Commission Expenditure	-	-	-	-	-
-	Salary/Benefits	\$ 12,728.46	\$ 150,553.18	\$ 403,541.00	37%
-	Travel	\$ 120.00	\$ 2,405.00	\$ 2,250.00	107%

-	Training/Develpoment	None	\$	413.32	\$	450.00	92%	
-	Mileage	\$	193.06	\$	686.63	\$	1,500.00	46%
-	Postage	None	None		\$	100.00	#VALUE!	
-	Building Rent - 71390	None	\$	9,677.67	\$	116,527.00	8%	
-	Duplicating	None	\$	128.04	\$	-	#DIV/0!	
-	Printing	None	\$	143.72	\$	3,275.00	4%	
-	Advertising	\$	966.32	\$	5,130.31	\$	12,500.00	41%
-	Dues	None	\$	400.00	\$	450.00	89%	
-	Dept. Supplies	\$	174.99	\$	5,428.02	\$	6,000.00	90%
-	Dept Supplies - 71390	None	\$	664.77	\$	6,433.00	10%	
-	Office Supplies	\$	36.19	\$	858.63	\$	1,000.00	86%
-	Office Operations - 71390	\$	76.00	\$	3,140.31	\$	10,000.00	31%
-	Contract Services	\$	5,833.33	\$	106,153.69	\$	113,539.00	93%
-	Program Expense	\$	1,783.19	\$	18,789.47	\$	22,969.00	82%
-	State Arts Grant	None	\$	49,525.00	\$	49,525.00	100%	
-	Local Arts Grant	None	\$	28,800.00	\$	28,800.00	100%	
-	Overhead	None	None		\$	32,264.00	-	
-	Capital Under \$500	None	None		\$	200.00	-	
-	It Equipment	None	None		\$	2,795.00	-	
-	Furnishings	None	None		\$	650.00	-	
Total Arts Commission Expenditures	-	\$	21,911.54	\$	382,897.76	\$	814,768.00	47%
Outside Agencies	-	-	-		-	-	-	
-	Historical Foundation	None	\$	7,312.50	\$	29,250.00	25%	
-	Historical Hillsborough Commission	None	\$	2,700.00		\$	10,800.00	25%
-	Alliance for Historic Hillsborough	None	\$	2,250.00	\$	4,500.00	50%	
Total Outside Agencies	-	None	\$	12,262.50	\$	44,550.00	28%	
Total Expenditures	-	\$	138,405.70	\$	2,006,683.64	\$	3,525,986.34	57%

Chapel Hill/Orange County Visitors Bureau Sales Report

December 2025

Fiscal Year 2025-2026

-	Current Month	Year to Date	Year Over Year
Confirmed Bookings	3	22	19
Number of Room Nights	128	1516	1386
Estimated Spending	\$45,909	\$646,076	\$542,713
Leads Generated	11	81	68

Leads:

- Chamber to Chamber. May 2026. 110 room nights. 3 day meeting for 55
- Shared Hardware Solutions- 2026 Takeoff Event. Feb 2026. 363 room nights. 4 day meeting for 90
- Appreciation Dinner. Jan 2026. 20 room nights. Dinner for 50
- NC Nazarene District Assembly. June 2026. 256 room nights. 3 day meeting for 400
- 2027 Leadership seminar and Congress. March 2027. 6 day meeting for 1000
- WWF Board Meeting NC. Feb 2026. 70 room nights.
- Best Buy Hall of Fame. Jan 2026. 60 room nights. Event for 146
- Leadership Meeting. Jan 2026. 24 room nights. 2 day meeting for 12
- National Marriage Ministry Conference. April 2027. 750 room nights. 3 day meeting for 500
- NCAPP Central AP Symposium. March 2026. 277 room nights. 3 day meeting for 210
- 2026 Neuromuscular Conference. Sep 2026. 76 room nights. 3 day meeting for 150

Definites:

- Quarterly Worship Gathering. \$1,669. Blue Hill Event Center
- Chamber to Chamber. \$38,264, Hampton Inn
- Acumen Staff Retreat. \$5,976. Graduate

Lost:

- 2026 Neuromuscular Conference. All OC hotels declined to bid
- National Marriage Ministry Conference. Too large for any OC venue
- 2026 GRS All Colleague Offsite. Canceled
- Zollinger / Broadway Wedding. Canceled
- WWF Board Meeting NC. Booked at JB Duke
- 2027 Leadership Seminar and Congress. Too large for any OC venue
- Shared Hardware Solutions- 2026 Takeoff Event. Canceled
- 2026 Office Retreat. Canceled
- The Grant Group. Booked at Hampton Inn and HIEX in Durham
- Clinical Acceleration & Performance All-Staff Meeting. Booked outside OC

Other Notable Sales Activity:

- Attended Connect Marketplace conference in Washington DC. Had one-on-one appointments with 24 meeting planners.

Chapel Hill/Orange County Visitors Bureau
Communications and Social Media Report

December 2025

2025-2026

1. Key Publications Produced

Bureau received 22,000 copies of the **2026 Official Visitors Guide** in house on December 17. We produced **Holidays Events** list in Welcome Center for Walk-in visitors. Sent updates for 2026 printed **Visitors Map** to designer on December 3. **Orange County Holiday Gift Guide** done for online promotion and to place in Local Reporter. Pix Walsh designed **rack card** on December 31 on vegan, vegetarian, halal, and gluten free restaurants on December 31 to help with requests.

2. Online Campaigns, Social Media and Bureau Promotions

New Leisure campaign with striking photography was presented by CLEAN on December 19. Ads can be used as print and digital. **Social media video reels** produced from the following content creators including Lifestyle with Lousia on Sweetgreen Restaurant and Shrunken Head on December 10, Lifestyle with Lousia on Bandido's on December 16 and Linda Eats World on Venable Bistro and Carr Mill Mall on December 17. Visit Chapel Hill produced reels on Carolina Brewery on December 19 and A Look Back at 2025 on December 31. Tina Fuller created a landing page for **Savannah Bananas** for Visit Chapel Hill website.

3. Social and Website Highlights

December Social Media Highlights

Platform	Previous Month End	Current Month End	Increase or Decrease	Number of Posts
Facebook	28,720	28,923	203	16
Bluesky	480	485	5	6
Instagram	9,631	9,690	59	11
Pinterest	609	609	0	10
YouTube	363	364	1	3
Threads	1,582	1,582	0	1
LinkedIn	332	332	0	1

Website Analytics by Month

2025-2026	July	August	September	October	November	December
Sessions	34,337	40,870	51,602	57,793	43,235	40,862
Requests for Literature	39	54	45	62	39	54
Newsletter Subscription	26	25	43	50	30	40

4. Work with VisitNC and Travel Writers

Selected on December 8 to attend the Visit North Carolina Media Mission taking place in Nashville, TN September 28-30.

5. Travel Media Assistance

Sent information to Kevin Benefield, Editor of **Southbound Magazine** for his upcoming visit in January for story on Hillsborough and Chapel Hill as part of the magazine's On the Road feature highlighting Central North Carolina. Sent holiday photos of Orange County's towns to **Research Triangle Regional Partnership (RTRP)** for their social media promotion. Sent ideas, photos, videos to freelancer Julie Earle-Levine for a pitch to the **Today Show** to include Chapel Hill as a place to visit in 2026.

6. Stories and Media Mentions

Select media stories appearing in December includes **Travelbanger.com** features Chapel Hill in 12 College Towns that are Ideal for Retirees; **WorldAtlas.com** includes Carrboro as one of 10 Welcoming Towns in NC to Retire in; **Leisure Group Travel** includes the Chapel Hill/Carrboro Food Scene in 15 Things for Groups; **Axios** 12 Best New Triangle Restaurants in 2025 included Wedgewood Cheese Bar and Serratore's Pasta & Pizza; 8 Southern Destinations Editors Can't Wait to Visit in 2026 in **Southern Living** features the Triangle Area; 10 Southern College Towns that Make Perfect Weekend Getaway Escapes **Yahoo.com**; **Our State Magazine** features Guide to North Churton Street in January Issue and Bureau gave writer ideas for this story; **2026 NC Travel Guide** printed; **Local Reporter** includes Laurie Paolicelli Orange Slice Columns throughout the month.

7. Press Releases and Blog Posts

In December, had press release on **New 2026 Visitors Guide** and the blog **Your Guide to Celebrating New Years Eve in Chapel Hill & Orange County, NC**.

Chapel Hill/Orange County Visitors Bureau
Communications and Social Media Report

November 2025

2025-2026

1. Key Publications Produced

Orange County Holiday Events List for Welcome Center for walk-in visitors. **Things to Do on Franklin Street Brochure/Map.** Pix Walsh created for the Orange County Veterans a **flyer, program brochure, timeline which is at the Veterans Memorial and a photo collage** for the Veterans Day activities. Walsh designed **Holiday signs** to be used in the Chapel Hill Carrboro and Hillsborough parades. Tina Fuller compiled selections for the **Orange County Holiday Shopping Gift Guide.**

2. Online Campaigns, Social Media and Bureau Promotions

The Visitor Bureau’s Agency, CLEAN, produced **four leisure campaign itinerary videos** to run through June 2026. They are a Foodie Day in Chapel Hill, Nightlife in Carrboro, Outdoors in Hillsborough and Fan Day in Chapel Hill. LinkedIn ads are running. **Social media video reels** produced from the following content creators including Linda Eats World on Say it with Glass on November 3, Lifestyle with Louisa on Brandwein Bagels on November 3 and Chapel Hill Magazine on Holiday shopping on November 24. Visit Chapel Hill produced reels on Our Murals on November 5 and Brunch options on November 14. Discussions have begun for Visitor Bureau **Savannah Bananas promotions** culminating in 2-days of games, April 11-12.

3. Social and Website Highlights

November Social Media Highlights

Platform	Previous Month End	Current Month End	Increase or Decrease	Number of Posts
Facebook	28,477	28,720	243	14
Bluesky	477	480	3	5
Instagram	9,592	9,631	39	5
Pinterest	608	609	1	8
YouTube	361	363	2	0
Threads	1,575	1,582	7	5
LinkedIn	329	332	3	0

Website Analytics by Month

2025-2026	July	August	September	October	November	December
Sessions	34,337	40,870	51,602	57,793	43,235	
Requests for Literature	39	54	45	62	39	
Newsletter Subscription	26	25	43	50	30	

4. Work with VisitNC and Travel Writers

Communications is working with Visit North Carolina's Public Relations Staff on hosting a **Next Gen Stream Travel FAM** for March 9-10. The stop in Chapel Hill will include 4 national media and two VisitNC/JPR reps. Added Holiday Events to new-look Visit North Carolina Website. The Visitors Bureau hosted New York Freelance Travel Writer **Julie Earle-Levine** November 16-17 for travel destination story on Chapel Hill that will appear in **TravelCurator.com** website in late winter. I am sending out follow up emails with the writers from the October Visit North Carolina Raleigh Media Mission.

5. Travel Media Assistance

Sent things to do in Orange County for the Holidays and shopping ideas to Meghan Grant content creator of I'm Fixing To Blog. Vetting requests from three influencers for possible 2026 visits including **Truffles & Chia** – travel with two dogs from Washington DC; **Karina Henry** who is based in Mexico with connections to South Carolina and **Juliana and Trey** with American Travels Archives from Florida.

6. Stories and Media Mentions

Select media appearing in November includes Must Visit College Towns in **Travel and World Website, North Carolina Weekend** on PBS story on Merritt's Grill, Travis McClendon story on Matthew's Chocolates for **mylocalnooks.com**, **Local Reporter** includes Laurie Paolicelli Orange Slice Columns throughout the month and Nine Safe Small Communities to Settle In features Carrboro in **worldatlas.com**.

7. Press Releases and Blog Posts

In November posted one blog on **Festive Holiday Events in Chapel Hill & Orange County, NC** on Visit Chapel Hill website.