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NEWS RELEASE



2014 Hotel Revenues Highest in Orange County's History

CHAPEL HILL, NC – (July 7, 2015) - Orange County, North Carolina reached a new calendar year record for the highest annual hotel revenues in the county's history, the Chapel Hill/Orange County Visitors Bureau announced today. Every month in the 2014 calendar year except November and December experienced more than 20% revenue growth from the previous year. March, April and September broke the record for the highest monthly revenue collections in Orange County's history.

"Orange County's strength as a destination is at an all-time high, and this unprecedented growth reflects the immense appeal our communities have for both leisure and business travelers," said Laurie Paolicelli, Director of the Chapel Hill/Orange County Visitors Bureau. "The hospitality industry has always been an economic engine for our three communities. All signs point to continued growth for the future, and I applaud all who work every day to make Chapel Hill, Carrboro and Hillsborough three of the best destinations in the state. Orange County's investment in tourism works for our communities."

FY 2014 hotel revenues reached an all-time high of \$47,101,825, representing an increase of 20.02 percent compared to 2013.

April 2014 revenues totaled \$4,519,859, marking the highest collections in one month, followed by March 2014 monthly revenues of \$4,159,596 and September 2014 monthly revenues of \$4,012,512.

"Whether it's tax collections, media coverage or event attendance, once again we are seeing record-breaking growth," said Anthony Carey, Chairman of the Visitors Bureau Board of Directors and General Manager of Siena Hotel. "From Carrboro's East Main Street success to the University of North Carolina at Chapel Hill achieving a 10th consecutive record for first-year applications in 2015, and Hillsborough's Riverwalk and downtown renaissance, the work we have done as a hospitality industry and the collaboration across all of Orange County is impressive."

According to reports from Smith Travel Research, the global hotel industry revenue management firm, year-to-date May 2015 performance in Orange County has increased across key metrics. The average cost for a hotel room in May in Orange County was \$119. Orange County has 1623 hotel rooms ranging from economy hotels to full service properties.

The Chapel Hill/Orange County Visitors Bureau is Chapel Hill and Orange County NC's official Destination Marketing Organization and is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International in Washington, DC. The Visitors Bureau is a department of Orange County Government. The Bureau's mission 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. For information: www.VisitChapelHill.org.

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Media Contact:

Patty Griffin

Communications Director

Chapel Hill/Orange County Visitors Bureau

501 W. Franklin Street, Chapel Hill, NC 27516

(919) 245-4321 * www.visitchapelhill.org

pgriffin@visitchapelhill.org