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NEWS RELEASE



International Trade Association Honors Chapel Hill/Orange County Visitors Bureau for services provided to People with Disabilities

Chapel Hill, NC-- (October 5, 2015)-- The Destination Marketing Association International (DMAI), an international association in Washington, DC whose membership includes over 600 official Visitor Bureaus and related agencies in over 15 countries, awarded the Chapel Hill/Orange County Visitors Bureau with its annual WOW award for the Bureau's 2015/16 Access guide for People With Disabilities.

The DMAI WOW Awards recognize Exemplary Ideas in Visitor Services and celebrate Destination Marketing Organizations (DMOs) creativity, effectiveness, and adaptability in servicing the many visitors that experience destinations worldwide. Each year, awards are given for Most Creative, Most Cost-Effective and Most Replicable.

The prestigious award given to the Chapel Hill/Orange County Visitors Bureau was in the category of "Most Replicable" visitor service at the 2015 Annual Visitor Services conference held in Salt Lake City on September 28, 2015.

To elevate the level of service offered to travelers with special needs, the Visitors Bureau produced in March, the **2015/16 Chapel Hill/Orange County Access Guide** to provide information on how travelers can more easily access services and accommodations, attractions, restaurants and travel services throughout Orange County, North Carolina.

"To produce an item that an international trade association deems as most worthy of reproducing globally, is a huge honor," said Laurie Paolicelli, Community Relations and Tourism Director for Orange County. "We couldn't have done this without our subject matter expert, Ellen Perry, a local activist for the disabled community. We are grateful to her and our co-editor, Val Schwartz for their hard work and expertise. And we agree that this is a tool that should be replicated by all cities. Those with special needs deserve to know which local businesses are most accommodating."

Other winners included Most Creative to Travel Lane County in Eugene, Oregon and Most Cost Effective to Visit Norfolk, in Virginia. To read more, visit the [DMAI Blog](#).

As the official 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. www.VisitChapelHill.org.

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