



**FOR IMMEDIATE RELEASE**

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Media Contact:

Brantley Ussery

Director of Marketing & Public Relations

[bussery@albemarle.org](mailto:bussery@albemarle.org)

434.953.0005

**CHARLOTTESVILLE & ALBEMARLE COUNTY CELEBRATE THE SPIRIT OF TRAVEL  
FOR NATIONAL TRAVEL AND TOURISM WEEK**

**Charlottesville & Albemarle County to highlight the resiliency and  
power of tourism May 3 – 9, 2020**

**CHARLOTTESVILLE, VA** – The [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) will celebrate National Travel and Tourism Week with a number of virtual offerings that honor the spirit of travel in recognition of the industry’s strength, selflessness and resiliency, even in the face of adversity.

Each day of National Travel and Tourism Week, the CACVB will push out themed content to support the diverse sectors of the tourism industry, including historic attractions, outdoor recreation, restaurants and more. Additionally, the CACVB will share inspirational and uplifting stories from local tourism heroes, who have been doing remarkable things during these unprecedented times.

The CACVB will celebrate the spirit of travel all week long with website updates and social media posts with the following schedule:

- **Sunday:** kicks off the Spirit of Travel content and gives an idea of what to expect for the week.
- **Monday: Local Tourism Heroes**, highlights local tourism partners who have gone above and beyond with acts of kindness, generosity and hospitality
- **Tuesday: Takeout Tuesday**, supports the local restaurant industry this week and every week
- **Wednesday: Iconic Virginia**, showcases Charlottesville & Albemarle County’s world-renowned tourism attractions
- **Thursday: Thirsty Thursday**, whets the appetite with local craft beer, wine and spirits
- **Friday: Fresh Air Friday**, invites residents and future visitors to experience local outdoor recreation opportunities
- **Saturday: Spirit Saturday**, shares the story of how the CACVB’s own dedicated team of travel specialists have shown their commitment to the spirit of travel during these difficult times

The CACVB enthusiastically encourages consumers to order takeout or delivery from their favorite local restaurants, farmers markets, wineries, breweries, distilleries and other local businesses during this time.

“During these difficult times when the tourism industry has come to a grinding halt, I am overwhelmed by the innovative spirit and genuine togetherness that first attracted me to this line of work,” said Courtney Cacatian, Executive Director of the CACVB. “While many of our partners are unable to work, they are finding ways to contribute, give back and prepare for the future. National Travel and Tourism Week is how we honor these partners every year and the extreme circumstances of this year have shown a spotlight on our industry’s resiliency and optimism.”

National Travel and Tourism Week is an annual tradition created by the U.S. Travel Association when travel and tourism professionals across the country unite to celebrate the value travel holds for the economy, businesses and personal wellbeing.

Tourism is big business in Virginia. In 2018, visitors to Charlottesville & Albemarle County spent \$654 million, which supported nearly 6,000 jobs and contributed \$22 million in local taxes. When it is safe to travel again, locally and regionally, travel will be what invigorates the local economy, and tourism will be a vital part of Virginia’s overall economic recovery.

For more information on Charlottesville & Albemarle County, visit [www.visitcharlottesville.org](http://www.visitcharlottesville.org).

For more information on Virginia, visit [www.virginia.org](http://www.virginia.org).

For more information on National Travel and Tourism Week, visit [www.ustravel.org](http://www.ustravel.org)

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#### **About the Charlottesville Albemarle Convention & Visitors Bureau**

The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) welcomes thousands of visitors to the region each year from all over the world who are seeking a variety of unique experiences in history, food, wine, spirits and adventure. The CACVB serves as the global resource for marketing the tourism assets of the City of Charlottesville and County of Albemarle, and assists tour operators, meeting planners, and other groups in planning visits to the destination. The CACVB’s mission is to enhance the economic prosperity of the people of the City and County by promoting, selling and marketing the area as a destination, in pursuit of the meetings and tourism markets.