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CHARLOTTESVILLE ALBEMARLE CONVENTION & VISITORS BUREAU ANNOUNCES PLANS FOR TWO MOBILE VISITOR CENTERS

**The two mobile visitor centers will provide visitor services in
Albemarle County and the City of Charlottesville**

CHARLOTTESVILLE, VA – The [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) announces plans to shift its model of offering visitor services by introducing two mobile visitor centers. One mobile visitor center will be dedicated to visitor services in Albemarle County, with the other dedicated to the City of Charlottesville. The mobile visitor centers will replace the traditional brick and mortar visitor centers that have most recently been in the Transit Center on the Downtown Mall and in the historic train depot in Crozet. The mobile visitor centers will likely be Ford Sprinter vans and will be branded to represent the array of tourism offerings located in Albemarle County and Charlottesville. These new efforts will complement increased online interactions with visitors on the CACVB's website, www.visitcharlottesville.org.

This new mobile solution will allow the CACVB to reach and interact with even more visitors, by meeting them where they are located. Online and mobile efforts will provide more socially-distanced visitor services options and offer a safer experience for visitors and employees alike during the era of COVID-19. This more responsive and agile model will also allow the CACVB to operate remotely in multiple locations and provide more equitable coverage in both jurisdictions. The two mobile visitor centers will run on a predictable weekly schedule with flexibility to provide on-site visitor services for popular events.

"Mobile visitor centers have been in use since 2010 by destination marketing organizations (DMOs) across the United States to meet visitors where they are," said Courtney Cacatian, Executive Director of the CACVB. "The mobile centers will increase our visibility and connectivity in the community, while helping to provide more equitable coverage to our tourism partners in both Albemarle County and Charlottesville."

The CACVB is working toward a timeline of implementing the new mobile visitor centers in early 2021.

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.

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