INTRODUCTION

“The Charlottesville Albemarle Convention and Visitors Bureau has been directly responsible for marketing our area and generating an influx of tourism dollars in the 2016 fiscal year. With this unprecedented growth, and a ROI of 8.06:1, the Charlottesville Albemarle area has gained national attention for its unique beauty, wineries, breweries, historic landmarks, and abundant culinary and lodging offerings.”

Jennifer Mayo
CACVB Board Chair

“This past year has been an exciting one for the Charlottesville Albemarle Convention & Visitors Bureau and we’re pleased to share with you this annual report highlighting our activities and initiatives.

Our sincere thanks and appreciation are extended to the City of Charlottesville & Albemarle County for their funding support, as well as the incredible interaction and support provided by our tourism partners and community stakeholders. We’re proud to share these accomplishments and look forward to continuing our service to you in the coming year!”

Kurt Burkhart
CACVB Executive Director

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Charlottesville
ALBEMARLE COUNTY VIRGINIA
Where tradition is always new.
610 East Main St.
Charlottesville, VA 22902
434-293-6789
www.visitcharlottesville.org

Albemarle
TOURISM & ADVENTURE CENTER
5791 Three Notch’d Rd.
Crozet, VA 22932
434-293-6789
**BIG PROJECTS**

**Albemarle Tourism & Adventure Center**
- Official opening – October 9, 2015
- Located in historic train depot in Crozet
- Space is shared with local artisans

3,000+

Number of visitors welcomed since the opening of the Albemarle Tourism & Adventure Center

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**USA Cycling Team**

- The USA Cycling Team chose Charlottesville & Albemarle County as its training camp prior to the UCI World Cycling Championship, which was held in Richmond in September 2015!

The CACVB executed and coordinated three large events to increase awareness of the region as a premier cycling destination.

- **A welcome reception** at Monticello for Team USA

- **Showing of the movie “Ride the Divide”** at the Paramount Theater. This event included the presence of the USA Cycling Team.

- **CycleFest** – an event featuring exhibitors connected to the local cycling community and the only press conference highlighting Team USA prior to the Richmond competition.

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Albemarle Tourism & Adventure Center

Team USA at Monticello
The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) is funded by a portion of the taxes collected by hotels, inns, and B&Bs located in Charlottesville and Albemarle County.

8.06 to 1
CACVB's return on investment for FY16

11.5% 14%
Increase in local guest room demand compared to last year
Increase in local hotel room revenue compared to last year

The CACVB has demonstrated sound management and accepted financial practices in successive annual audits performed by Cherry Bekaert of Richmond, Virginia.

Room Tax RISING
FY14 $1,368,027
FY15 $1,458,189
FY16 $1,506,453
(10.3% increase)
MARKETING

The CACVB uses a multi-faceted marketing strategy to increase awareness and entice potential visitors to choose our destination.

- A robust advertising plan elaborated by our vendor, Payne, Ross & Associates, which includes placements in print and online publications, as well as cutting-edge strategies allowing our video content to be shown to target audiences.

- Consistent and deliberate media relations, which include regular distribution of press releases on a local and national level, story pitching to journalists on a regular basis, and welcoming journalists to our destination to allow them to share their experiences with their audiences.

- Presence at key travel and trade shows.

- Constant maintenance of www.visitcharlottesville.org to ensure that information is up-to-date and relevant.

**27,890,954***

Total number of digital and print ad impressions

*Total number of ad impressions from the marketing plan encompassing the time period March 2015 – June 2016 (16 months).
ONLINE MARKETING

The CACVB’s online marketing efforts are ongoing and improving every year. In addition to managing www.visitcharlottesville.org, which has seen close to 630,000 unique visitors in FY16, the CACVB also manages some of the most powerful social media channels in the mid-Atlantic region.

- **1,978,865** Total number of page views
- **629,247** Absolute unique visitors to CACVB website
- **324,914** Number of visitors visiting on mobile devices
- **75%** Percentage of NEW online visitors
- **28,000+** Number of consumers reached monthly through CACVB newsletters
- **$104,487,173** Estimated economic impact (Conversion of unique visitation to www.visitcharlottesville.org.)

*Source: FY16 ROI Report Card*
VISITOR SERVICES

The CACVB features a team of knowledgeable and passionate travel specialists, who are eager to assist visitors and residents alike with any questions, suggested itineraries, or insider tips. All of our travel specialists are also Certified Tourism Ambassadors!

$9,501,286*
Economic impact from visitor inquiries

42,951
Total number of visitor inquiries

87,565
Total number of visitor guides distributed through bulk mailings and at state-certified visitor centers, including our own!

Inquiries Breakdown

- In-Person (Downtown): 84%
- In-Person (Crozet): 7%
- Phone: 5%
- E-mail: 4%

*Source: FY16 ROI Report Card
PUBLIC RELATIONS

One of the most efficient ways to spread the word about Charlottesville & Albemarle County is through robust and constant media relations. Having travel, food & wine, or outdoor journalists experience our destination for themselves and then share their experience with their audiences is a low-cost marketing strategy; it is basically free advertising!

$438,414*
Earned media value

214
Number of media assists/pitches

103
Number of editorial stories produced

26
Number of press releases issued

74%
Percentage of the stops included in travel journalists' itineraries located in Albemarle County

The CACVB represented our destination in two trade shows where destinations and travel journalists meet to establish a collaboration.

Travel Media Showcase
Bloomington, Indiana
August 11-14, 2015
45 appointments

MATPRA (Mid-Atlantic Tourism Public Relations Alliance)
Erie, Pennsylvania
September 23-25, 2015
38 appointments

*In FY16, the CACVB did not have a media monitoring service, allowing us to do a thorough scanning of media outlets to find stories and to send out press releases through the newswire (which provides tremendous earned media value). The CACVB has recently contracted with Meltwater to provide these services.
Our destination was featured in dozens of publications, electronic and online channels in FY16. Here are some of the highlights:

- www.fodor.com, August 31, 2015
- www.richmond.com, September 14, 2015
- www.towncarolina.com, September 30, 2015
- www.foodnetwork.com, October 6, 2015
- www.forbes.com, November 6, 2015
- www.worldwidetouristguide.com, November 12, 2015
- Radio-Canada & Canadian TV, February 15, 2016
- www.livability.com, March 1, 2016
- www.travelontoronto.de, June 1, 2016

(*All hyperlinks are live, when this document is viewed electronically.*)
GROUP SALES

The CACVB provides incremental value to the lodging industry by facilitating the issuance of requests for proposals. Guests in need of a block of hotel rooms and/or a venue to host a professional or social event can work with the Director of Sales who gathers pertinent information before surveying all suitable local partners to obtain availability and rate information.

$821,333*

Economic impact from group sales

94

Number of leads handled

$821,333*

*Source: FY16 ROI Report Card

The CACVB represented our destination in two sales-oriented trade shows.

ABA Marketplace
Louisville, Kentucky – January 8-12, 2015
3,500+ attendees
35 appointments
Tour operators from U.S. & Canada

Engaged!
(Virginia’s first statewide LGBTQ wedding show)
Richmond, Virginia – April 17, 2016
Greater Richmond Convention Center
CACVB only destination marketing organization present as a vendor

Breakdown of Sales Leads

- Meetings & Conferences: 34%
- Weddings: 48%
- Leisure: 18%

*Source: FY16 ROI Report Card
OTHER TRADE SHOWS

IPW
(Powered by U.S. Travel Association)

New Orleans, Louisiana • June 18-22, 2016
More than 1,300+ global buyers
38 scheduled appointments

Travel industry's premier international marketplace in the United States.

Objective: As part of the Capital Region U.S.A. / Virginia delegation, the CACVB's goal is to provide options for multi-day trips in the CRUSA region — specifically for our destination.

Audience: International and domestic leisure buyers, international meeting and incentive buyers, and international and domestic journalists.

Ottawa Travel & Vacation Show

Ottawa, Ontario, Canada • March 9-10, 2016
Record attendance: 17,900
French & English speaking visitors

More than 200 exhibitors from around the world. CACVB is the only Virginia bureau exhibiting alongside VTC.

Objective: Most Canadians travel south (some yearly) by car to visit warmer climates such as South Carolina or Florida. We educate them about the Charlottesville area being a great place for them to spend a few days on their way to or from their final destination.

Audience: Consumer travelers, along with some travel agents and media

NGIC Defense Quarterly Showcase Event

Charlottesville, VA • Spring 2016

In addition to the two major trade shows, the CACVB also participated in the NGIC Defense Quarterly Showcase event to provide direct engagement with local and out-of-area military personnel.
INDUSTRY TRADE & COMMUNITY AFFILIATIONS

PAYNE, ROSS & ASSOCIATES

Payne, Ross & Associates
CACVB’s agency-of-record

Produces a yearly advertising plan in conjunction with the CACVB

Produces artwork for online & print advertising

Virginia is for lovers

Virginia Tourism Corporation (VTC)

The CACVB partners with Virginia’s official state tourism office, mainly through joint sales efforts (such as being part of the Capital Region USA delegation at IPW and sales missions), co-op advertising buy-downs and media relations.

Destination Marketing Association International (DMAI) Conference

Austin, Texas • July 14-18, 2015
More than 1,000 attendees
Nearly 70% of attendees from destination marketing organizations (DMOs)

Objective: To learn of industry trends, challenges/threats, and opportunities available to DMOs through general sessions, shirtsleeve niche meetings, CEO forums and peer-to-peer networking.

Audience: DMOs and allied members representing all aspects of marketing, travel, technology, research, housing and more

CACVB joins with regional partners and member-supported organizations:

Virginia Association of Convention & Visitors Bureaus
Virginia Restaurant, Lodging & Travel Association
Journey Through Hallowed Ground
Monticello Wine Trail
Fredericksburg & Spotsylvania National Military Park
Jefferson Heritage Trail
ACV
CHO AIRPORT
TOURISM SPONSORSHIPS & FESTIVAL MARKETING

The CACVB allocated 3.56% of its total budget to sponsorships and event funding in FY16. The dollars are awarded to applicants who have successfully demonstrated the tourism value of their event, or project, and must be leveraged for marketing expenses, with the goal of increasing out-of-area visitation.

$53,700
Total amount paid out to eligible applicants

The following organizations received funding as a part of this program in FY16:

VIRGINIA FILM FESTIVAL
LOOK3 CHARLOTTESVILLE FESTIVAL OF THE PHOTOGRAPH
VIRGINIA FESTIVAL OF THE BOOK
WTJU
VIA VIRGINIA INSTITUTE OF AUTISM

Monticello
Heritage Harvest Festival

VA Association of Cider Makers

LifeView Marketing

Cville PRIDE
BAD TO THE BONE SPORTS
Tourism Connections

- August 26, 2015 – Montfair Resort Farm
- December 3, 2015 – Comfort Inn Monticello

Tourism Recognition Awards

- May 5, 2016
  - Old Metropolitan Hall
  - Chris Eure – Paramount Theater
  - Melanie Roberts – Tip Top Restaurant
  - Best Server: Restaurant, Bistro, Café, Lounge or Pub
  - Erika Collazo – Glass House Winery
  - Best Customer Service: Attractions
  - Jon Craig – Cville Hop On Tours
  - Best Customer Service: Transportation
  - Cristiña Peña Suárez – Hyatt Place
  - Best Customer Service: Lodging
  - Christian Kelly – Maya Restaurant
  - Best Chef