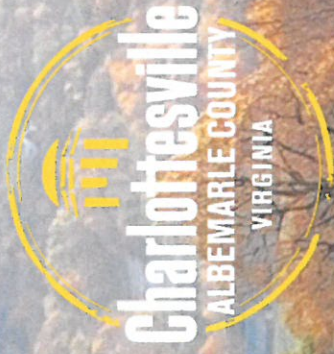




Where tradition is always new.

Annual Report Fiscal Year 2016



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 Burkhardt
CACVB Executive Director

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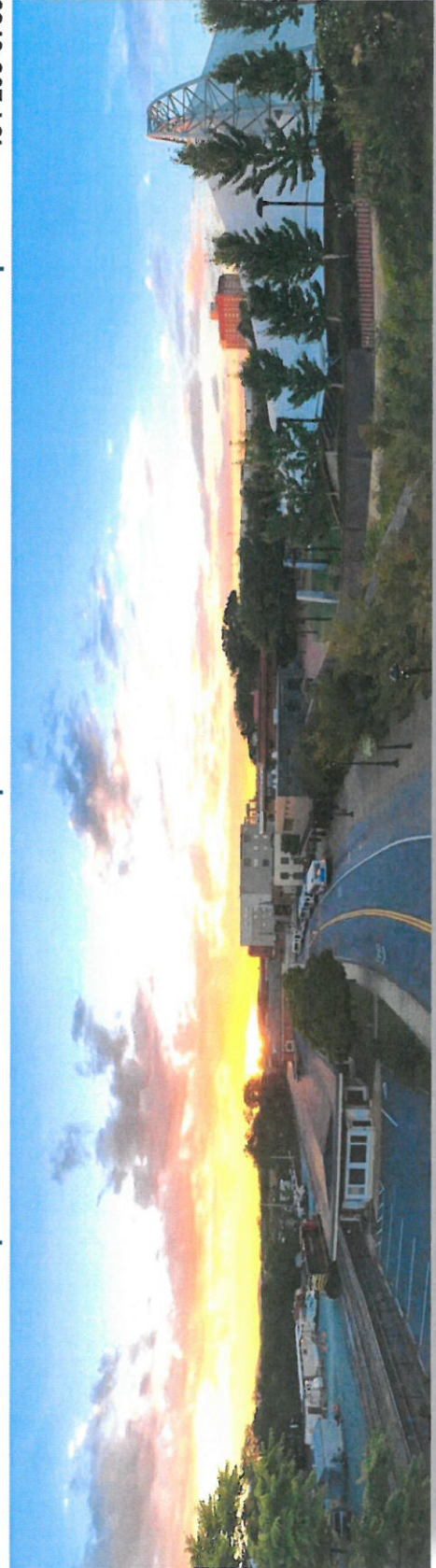
Where tradition is always new.

610 East Main St.
Charlottesville, VA 22902
434-293-6789

www.visitcharlottesville.org



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



Albemarle Tourism & Adventure Center



- 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.



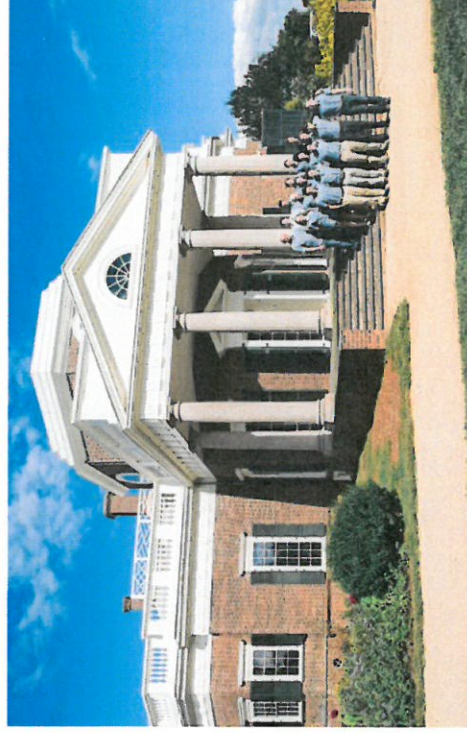
A welcome reception at Monticello for Team USA



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.



Team USA at Monticello

FINANCE

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

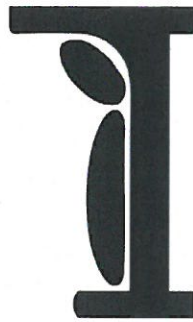
CACVB's return on investment for FY16

11.5%

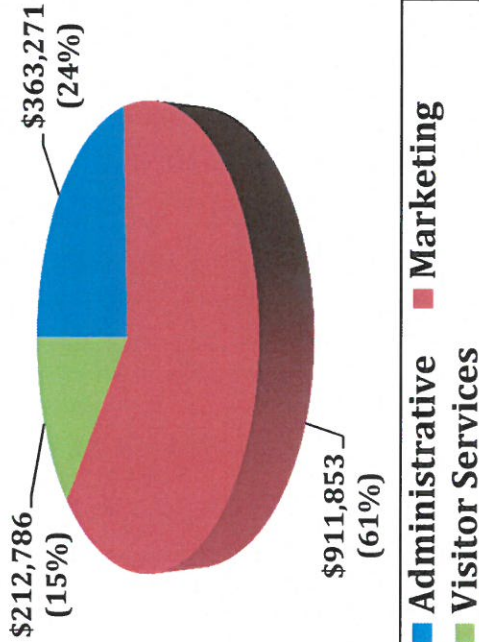
Increase in local
guest room
demand compared
to last year

14%

Increase in local
hotel room revenue
compared to last
year



Breakdown of Expenses



CACVB
partners
provided

\$27,865

of in-kind
complimentary
rooms, meals
and activities
to travel
writers, VIP
journalists, VIP
visitors and
the CACVB.

Room Tax RISING

\$1,368,027

FY14

\$1,458,189

FY15

\$1,506,453

FY16

(10.3% increase)

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



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.

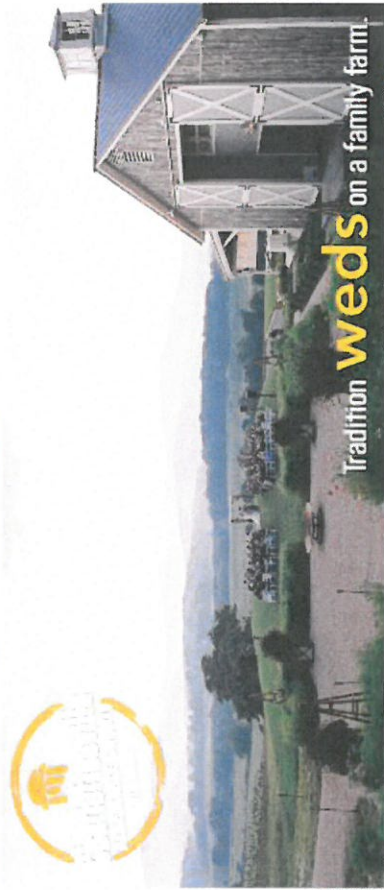
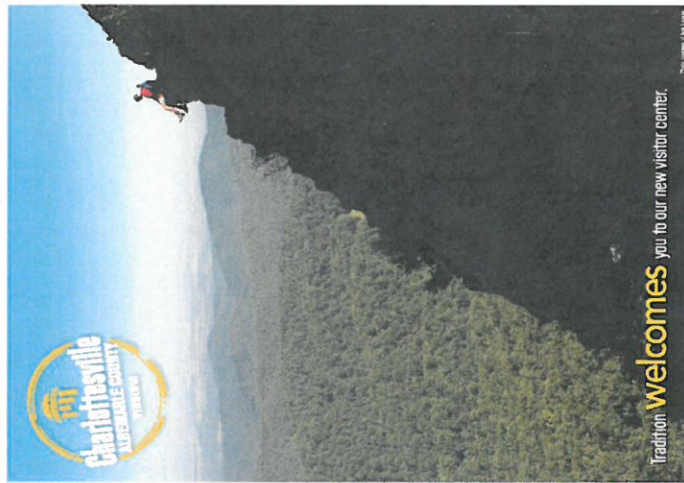
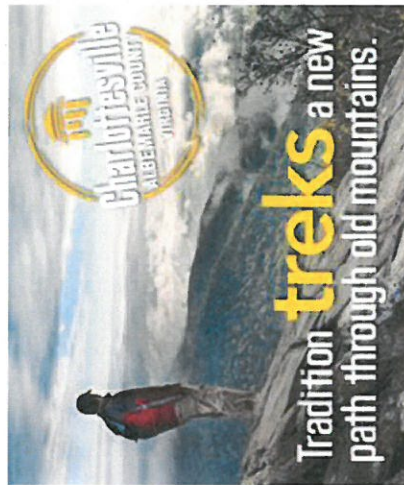
✓ **Presence** at key travel and trade shows.

✓ **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).



Nestled in the Blue Ridge Mountains, only two hours from Northern VA and Washington DC, Charlottesville and Albemarle County, VA is the perfect wedding destination. With an eclectic mix of event spaces, including over 24 venues and vineyards, a vast selection of talented wedding professionals, and scenic beauty, it's no wonder this region is known for extraordinary weddings. Plan yours and request a visitor guide at visitcharlottesville.org #VOWeddings.

Where tradition is always new. 5

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.



88,256

fans (+7,000 in FY16)



10,500

followers (+6,000 in FY16)



4,411

followers (+700 in FY16)



28,000+

Number of consumers reached
monthly through CACVB
newsletters



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



\$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



Albemarle Tourism & Adventure Center



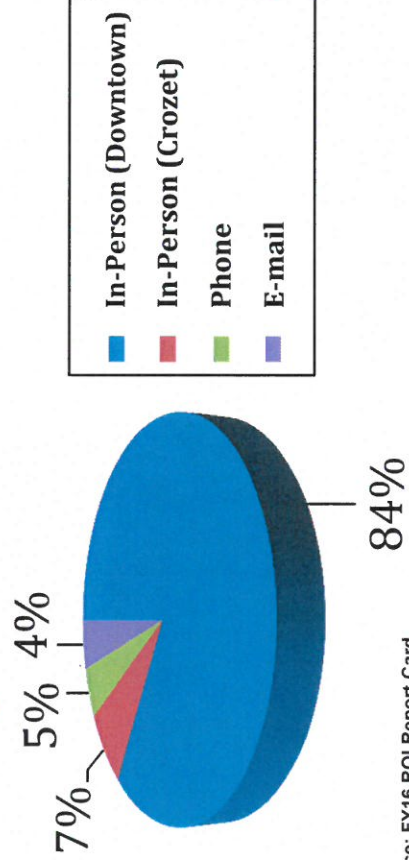
87,565

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



Travel Specialist Bob Crytzer
Downtown Visitor Center

Inquiries Breakdown



*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

*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.

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



MATPRA Trade Show
September 2015



26

Number of press releases issued



74%

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

PUBLIC RELATIONS

Our destination was featured in dozens of publications, electronic and online channels in FY16. Here are some of the highlights!

- www.fodors.com, August 31, 2015
- www.richmond.com, September 14, 2015
- www.towncarolina.com, September 30, 2015
- www.foodnetwork.com, October 29, 2015
- www.forbes.com, November 6, 2015
- www.worldwidedestinationguide.com, November 12, 2015
- www.travelandleisure.com, December 23, 2015
- www.offmetro.com, February 7, 2016
- Radio-Canada & Canadian TV, February 15, 2016
- www.forbes.com, February 25, 2016
- www.livability.com, March 1, 2016
- www.eatmovemake.com, March 13, 2016
- www.ourage.jp, May 26, 2016
- www.travelontost.de, June 1, 2016

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



Forbes
com

eat move make
with Liz + Charlotte

98,5 fm
VOUS LE SAVEZ
MAINTENANT!



Fodor's



RADIO-CANADA

**Richmond
Times-Dispatch
TRAVEL+
LEISURE**

**THE
HUFFINGTON
POST**

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



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

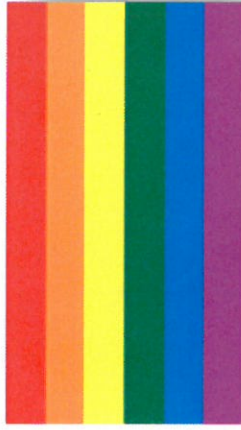
ABA Marketplace

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

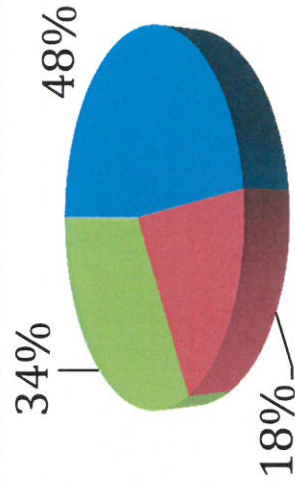


Engaged! (Virginia's first statewide LGBTQ wedding show)

Richmond, Virginia – April 17, 2016
Greater Richmond Convention Center
CACVB only destination marketing organization present as a vendor



Breakdown of Sales Leads



■ Meetings & Conferences ■ Weddings ■ Leisure

*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.



IPW Trade Show
June 2016

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
ADVERTISING • MARKETING • PUBLIC RELATIONS

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
RESTAURANT • LODGING • TRAVEL
ASSOCIATION**



SHENANDOAH
National Park Trust



**JEFFERSON
HERITAGE TRAIL**

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:



Heritage Harvest Festival



VA Association of Cider Makers



PARTNER RELATIONS

Tourism Recognition Awards

- May 5, 2016
 - Old Metropolitan Hall
- ❖ Chris Eure – Paramount Theater
2016 Tourism Achievement Award
- ❖ Melanie Roberts – Tip Top Restaurant
Bester 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 Services
- ❖ Cristina Peña Suárez - Hyatt Place
Best Customer Service: Lodging
- ❖ Christian Kelly – Maya Restaurant
Best Chef



Tourism Connections

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



Chris Eure – Paramount Theater
2016 Tourism Achievement Award



Montfair
RESORT FARM

