INTRODUCTION

“Our region is a destination of choice for thousands of visitors who choose our area for everything it offers such as its unique events, natural beauty, amazing culinary scene, eclectic lodging offerings, world-renowned historical landmarks and the University of Virginia. The Charlottesville Albemarle Convention and Visitors Bureau is pleased to play an important role in marketing the City of Charlottesville and Albemarle County ultimately resulting in additional tourism dollars that benefit our local businesses.”

Anthony P. de Bruyn
CACVB Board Chair

Kurt Burkhart
CACVB Executive Director

TABLE OF CONTENTS

*Finance 3
*Marketing 4,5
*Online Marketing 6,7
*Visitor Services 8
*Public Relations 9,10,11
*Group Sales 12
*Other Trade Shows 13
*Industry Trade & Community Affiliates 14
*Tourism Sponsorships and Festival Marketing 15
*Partner Relations 16,17
*Staff & Board 18

("FY17 is July 1, 2016 – June 30, 2017")
The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) receives its funding from the City of Charlottesville and Albemarle County through a portion of the overnight bed tax collected by hotels, inns, B&Bs and short term rentals. When room revenue grows, this is added revenue for the City & County, and provides additional funding to the CACVB.

9.75 to 1
CACVB’s return on investment for FY17

5.4%  9.0%
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 Brown Edwards.

CACVB partners provided $26,758 of in-kind complimentary rooms, meals and activities to travel writers, journalists, VIP visitors and the CACVB.

Breakdown of Expenses

- Administrative: $190,386 (12%)
- Marketing: $379,457 (24%)
- Visitor Services: $1,000,112 (64%)

CACVB Budget

- FY15: $1,458,189
- FY16: $1,506,453
- FY17: $1,569,995
(7.6% Increase)
The CACVB uses a multi-faceted marketing strategy to increase awareness and entice potential visitors to choose our destination.

A robust advertising plan created by our vendor, Payne, Ross & Associates, through the end of their contract on December 31, 2016, which included placements in print and online publications, as well as cutting-edge strategies allowing our video content to be shown to target audiences.

For the second half of FY17, the CACVB marketing team created and executed an advertising strategy spanning radio, television, digital, print, and social media, which targeted markets such as Chicago, Philadelphia, Washington, D.C., and Raleigh-Durham, N.C.

Consistent and deliberate media relations, which include regular distribution of press releases on a local and national level, pitching story ideas to journalists on a regular basis, and welcoming journalists to the 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. Additionally, other digital efforts included consumer newsletters, a robust blog, and powerful social media channels.
The CAVCB expanded its “Stay Local, Play Local” marketing campaign into a year-round effort to promote area tourism partners to local residents.

- **A weekly television interview segment on CBS19**, which features a local attraction or upcoming event.
- **Strategic and targeted radio campaigns and interviews**, which help promote upcoming events while encouraging locals to consider the idea of planning a “staycation.”
- **Constant maintenance and updating** of the Visit Charlottesville blog on www.visitcharlottesville.org.
The CACVB’s online marketing efforts are ongoing and improving every year. In addition to managing www.visitcharlottesville.org, which has seen more than 550,000 unique visitors in FY17, the CACVB also manages some of the most powerful social media channels in the mid-Atlantic region.

- **1,452,499** Total number of page views
- **555,093** Absolute unique visitors to CACVB website
- **341,314** Number of visitors visiting on mobile devices
- **75%** Percentage of NEW online visitors
- **$94,509,916*\)** Estimated economic impact (Conversion of unique visitation to www.visitcharlottesville.org.)
- **112,433** fans (+27,500 in FY17)
- **17,946** followers (+7,500 in FY17)
- **4,958** followers (+550 in FY17)

*Source: FY17 ROI Report Card*
The CACVB increased its blogging efforts in FY17, with more than 40 articles generated by the marketing team. Additionally, the CACVB website, www.visitcharlottesville.org, has now become fully responsive, making it much more visually appealing and user friendly, particularly on mobile devices. A new partner Extranet and content management system (CMS) were also implemented by the marketing team in FY17.

**40**
Number of blog articles published in FY17

**43,000**
Page visits to CACVB blog in FY17
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!

$9,953,480*

Economic impact from visitor inquiries

43,103

Total number of visitor inquiries

Inquiries Breakdown

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>In-Person (Downtown)</td>
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<tr>
<td>In-Person (Crozet)</td>
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<tr>
<td>Phone</td>
<td>10%</td>
</tr>
<tr>
<td>E-mail</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Source: FY17 ROI Report Card

61,275

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

Special programming at the Albemarle Tourism & Adventure Center

Travel Specialist, Carla Mullen
2017 Shining Star Award Recipient
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!

**FY17 earned media value**

$8,676,442

**Number of media assists/pitches**

294

**Number of editorial stories produced**

1,019

The CACVB represented Charlottesville & Albemarle County in two trade shows where destinations and travel journalists meet to establish a collaboration.

**Travel Media Showcase**
Grapevine, Texas
August 16-19, 2016
35 appointments

**MATPRA (Mid-Atlantic Tourism Public Relations Alliance)**
Talbot County, Maryland
September 13-15, 2016
41 appointments

**Number of press releases issued**

33

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

66%
Our destination was featured in dozens of publications, electronic and online channels in FY17. Here are some of the highlights:

- [www.usatoday.com](http://www.usatoday.com), July 19, 2016
- [www.buzzfeed.com](http://www.buzzfeed.com), September 7, 2016
- [www.nypost.com](http://www.nypost.com), September 14, 2016
- [www.southernliving.com](http://www.southernliving.com), October 4, 2016
- [www.travelocity.com](http://www.travelocity.com), October 17, 2016
- [www.travelandleisure.com](http://www.travelandleisure.com), October 28, 2016
- [www.travelchannel.com](http://www.travelchannel.com), December 7, 2016
- [www.fodors.com](http://www.fodors.com), December 7, 2016
- [www.thrillist.com](http://www.thrillist.com), January 1, 2017
- [www.expedia.com](http://www.expedia.com), January 4, 2017
- [www.today.com](http://www.today.com), March 7, 2017
- [www.mensjournal.com](http://www.mensjournal.com), May 5, 2017
- [www.huffingtonpost.com](http://www.huffingtonpost.com), May 22, 2017
- [www.foxnews.com](http://www.foxnews.com), June 15, 2017

(*All hyperlinks are live, when this document is viewed electronically.*)
The CACVB hosted two familiarization (FAM) tours to groups of international travel journalists and tour operators before and after the IPW trade show in Washington, D.C. in June 2017. Approximately 30 delegates attended these tours, resulting in a spike of positive media coverage and articles.
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.

In FY17, the CACVB contributed to secure the Kappa Sigma Fraternity’s 150th Anniversary event to be held in our destination in 2019. More than 1,000 people are expected to attend.

$1,294,361*

Economic impact from group sales

69

Number of leads handled

*Source: FY17 ROI Report Card

The CACVB represented our destination in two sales-oriented events.

ABA Marketplace
Cleveland, Ohio – January 13-17, 2017
3,500+ attendees
35 appointments
Tour operators from U.S. & Canada

Canadian Sales Mission
Montreal, Quebec & Toronto, Ontario
April 10-13, 2017
Meetings with more than 70 journalists and travel agents

Breakdown of Sales Leads

Meetings & Conferences 53%
Weddings 28%
Leisure 19%
OTHER TRADE SHOWS

IPW
(Powered by U.S. Travel Association)

Washington, D.C. ● June 3-7, 2017
More than 1,300+ global buyers
24 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 25-26, 2017
Attendance: 18,000
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

Shaw Convention Center
Ottawa Travel & Vacation Show
## INDUSTRY TRADE & COMMUNITY AFFILIATIONS

### Payne, Ross & Associates

Advertising, Marketing, Public Relations

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### Virginia Tourism Corporation (VTC)

The CACVB highly values its partnership with Virginia’s state tourism office. With the many offerings made available, such as cooperative advertising, media placement buy-downs, media relations and familiarization tours, as well as being part of a joint sales effort at IPW through Capital Region USA, VTC and the CACVB have enjoyed a healthy, mutually beneficial relationship.

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Through December 31, 2016, this agency provided marketing support and services to the CACVB and produced an annual advertising plan for media placements. The agency also provided artwork for online and print advertising and produced a series of high quality, topical and seasonal promotional videos.

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## Virginia Tourism Corporation (VTC)

**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

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## CACVB joins with regional partners and member-supported organizations:

- Virginia Association of Destination Marketing Organizations (VADMO)
- Virginia Restaurant, Lodging, Travel Association (VRITA)
- Journey Through Hallowed Ground
- Shenandoah National Park Trust
- Virginia Artisans Center of Virginia Artisan Trail Network
- Virginia Artisan Trail Network
- Jefferson Heritage Trail
- CHO Airport
- Monticello Winetrail
Each year the CACVB allocates a portion of its marketing budget to sponsorships and event funding, which includes its two Signature Events, Virginia Festival of the Book and the Virginia Film Festival. These dollars are awarded to applicants who have successfully demonstrated the “tourism value” of their event or project and must use these marketing funds to attract and increase out-of-area visitors.

The following organizations received funding as a part of this program in FY17:

- Virginia Film Festival
- Virginia Festival of the Book
- WTJU
- Run5K for Autism
- Charlottesville Opera
- Run5K for Autism
- Monticello
- Foundation Festivals
- Lifeview Marketing
- Cville Pride

Total amount paid out to approved applicants (nearly an 8% increase over FY16)
PARTNER RELATIONS

NATIONAL TRAVEL & TOURISM WEEK MAY 7-13, 2017

Tourism Recognition Awards

• May 11, 2017
• DoubleTree by Hilton Hotel

- Paul Beyer – Tom Tom Founders Festival 2017 Tourism Achievement Award
- Rachel Gendreau – Bizou Bester Server: Restaurant, Bistro, Café, Lounge or Pub
- Nate Johnson – RMC Events Best Customer Service: Attractions
- Roger Jackman – Wish Wish Wine Tours Best Customer Service: Transportation Services
- Kayla Musselman – Hilton Garden Inn Best Customer Service: Lodging
- Walter Slawski – Shebeen Pub & Braai Best Chef

Lodging Council Meetings

The CACVB convened one lodging council meeting in FY17 and helped facilitate the creation of a Central Virginia chapter of VRLTA.

Tourism Connections

• August 25, 2016 – Residence Inn by Marriott - Downtown
• November 17, 2016 – Graduate Charlottesville
• March 9, 2017 – Country Inn & Suites
PARTNER RELATIONS

The CACVB hosted a series of social media and marketing/public relations boot camps in FY17. All CACVB tourism partners were encouraged to attend the sessions for best practices regarding social media management, brand reputation, crisis communications, and media relations. Sessions were well attended and will be offered up again in FY18.

Ellen Sewell & Brantley Ussery lead social media boot camp at the University of Virginia.

Bri Warner & Brantley Ussery lead communications and public relations boot camp.
**CACVB Staff**

- Kurt Burkhart, Executive Director
- Brigitte Bélanger-Warner, Director of Sales & Marketing
- Ellen Sewell, Digital Marketing Coordinator
- Brantley Ussery, Marketing & Public Relations Specialist
- Dawn Peters, Visitor Relations Manager
- Kathy Oleary, Finance Administrator
- Trish Carpenter, Administrative Assistant

**CACVB Board of Directors (FY17)**

- Anthony de Bruyn, University of Virginia (Chair)
- Jennifer Mayo, Omni Charlottesville (Vice-Chair)
- Yolunda Harrell, A Taste of Home Southern Cuisine (Vice-Chair/Finance)
- Sara Bishop, Hyatt Place
- Lee Catlin, Albemarle County
- Cynthia Chiles, Carter Mountain Orchard
- Chris Engel, City of Charlottesville
- Timothy Hulbert, Charlottesville Regional Chamber of Commerce
- Kirby Hutto, Starr Hill Presents
- Andrea Saathoff, Albemarle Limousine
- Ann Taylor, Thomas Jefferson Foundation, Inc.
- Kurt Burkhart, CACVB (Ex. Officio)

**CACVB Travel Specialists**

- Bob Crytzer
- John Farmer
- Angie Glidden
- Carla Mullen

**CACVB Interns**

- Sam Barglof
- Will Dozier
- Abigail Lague
- Lauren Reifsteck
- Gina Weigold
- Rachel Wiener
The CACVB continues to fulfill its mission of increasing visitation to our destination, with extra efforts applied toward the slower tourism months, especially in the winter. The organization looks forward to building on the positive momentum in FY18 and continuing to increase awareness of Charlottesville & Albemarle County!