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FOR IMMEDIATE RELEASE

Lodging Demand and Hotel Room Revenue Significantly Increased in Charlottesville and Albemarle County

Guest room demand is up by 11.5%
while room revenue increases by 14% year over year

Charlottesville, August 30, 2016 - The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) is thrilled to announce the results of a report provided by the Virginia Tourism Corporation (VTC) that shows significant increases in both hotel room demand and room revenue. The monthly lodging report clearly shows that the demand for hotel rooms in the Charlottesville area has increased by 11.5% compared to the same period in 2015. Hotel room revenue has also increased by 14% compared to last year.

These numbers clearly show the vibrancy of this destination. Comparatively, the state of Virginia, as a whole, saw hotel room demand increase by 3.2%, and room revenue increase by 5.8%. This data, provided by VTC on its industry website, is compiled by Smith Travel Research (STR), which tracks lodging industry occupancy, average daily rates, room revenue, supply and demand and other data deemed important to the hotel industry, destination marketing organizations and economic development offices nationwide. The full report can be viewed [here](#).

Timothy Hulbert, President of the Charlottesville Regional Chamber of Commerce, also was pleased with these report's results. "The steady and accelerating growth in our local hospitality enterprise is stellar. Today our visitors have more offerings beyond our area's signature attractions – a vibrant enterprising winery environment; distinctive happenings at Monticello and other exciting area venues; a burgeoning nationally-recognized wedding scene; and – enhanced lodging accommodations to boot."

"We are so excited to see this tremendous growth and demand in Charlottesville and Albemarle County," stated Kurt Burkhardt, Executive Director of the CACVB. "This good news is a great lead-in to the numbers that are released annually by VTC that show economic impact data for localities and the state." Burkhardt believes 2015 was another good year, "and the numbers for our area should further validate that tourism is thriving in the greater Charlottesville region."

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through www.visitcharlottesville.org, the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a second visitor center, the [Albemarle Tourism and Adventure Center](#) in downtown Crozet ([5791 Three Notch'd Rd](#)) at the historic train depot; it is open Wednesday - Saturday 10:00 a.m. - 5:00 p.m. and Sunday 10:00 a.m. - 5:00 p.m. The CACVB also provides a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center. The official website of the CACVB is www.visitcharlottesville.org. In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCville on Twitter, CvilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.

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