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**THE CHARLOTTESVILLE ALBEMARLE  
CONVENTION & VISITORS BUREAU'S FACEBOOK CHANNEL  
REACHES MAJOR MILESTONE OF 100,000 FANS  
Growth continues in the midst of a  
rapidly changing social media landscape**

**CHARLOTTESVILLE, Va.** (October 20, 2016) – The official destination marketing organization for Charlottesville and Albemarle County, the Charlottesville Albemarle Convention & Visitors Bureau (CACVB), reached a major milestone this week in its social media marketing efforts, with the Facebook page “Experience Charlottesville” topping 100,000 fans. This steady growth continues even in the midst of a rapidly changing and constantly evolving social media landscape.

By reaching 100,000 fans, the CACVB Facebook page finds itself in the same leagues as much larger destination marketing organizations. In fact, only Virginia’s state tourism office (Virginia Tourism Corporation) and the destination of Virginia Beach have more Facebook followers than Experience Charlottesville on Facebook in Virginia. The CACVB credits a simple but effective strategy for its social media successes over the years.

“We have implemented a simple social media strategy that gets top-notch results,” said Ellen Sewell, Digital Marketing Coordinator for the CACVB. “We post beautiful pictures of the Downtown Mall, the picturesque countryside of Albemarle County, Shenandoah National Park, our Blue Ridge Mountains, and our bounty of historic sites, with very minimal accompanying text. We want the pictures to tell the story, while evoking emotion from our fans. This strategy has paid off in a major way, as we’ve now reached yet another major milestone on one of the largest social media platforms in the world,” she said.

The CACVB has been recognized for its social media channels in the past, as it received a prestigious Platinum Adrian Award from the Hospitality Sales & Marketing Association International (HSMIA) for an innovative social media campaign in 2013. Earlier in 2016, Livability recognized the CACVB’s Instagram channel as being one of “The 6 Best Cities on Instagram.” Since that designation was made, the Bureau’s Instagram account has seen growth of 111%.

The CACVB’s Executive Director, Kurt Burkhart, is thrilled with these social media accomplishments. “We are so excited and energized by these latest achievements,” he said. “Our team continues to embrace social media and harness its power in effective and meaningful ways for the Charlottesville & Albemarle County destination. I would like to congratulate our Digital Marketing Coordinator, Ellen Sewell, as well as the interns who have helped us over the past few years in managing our social media in a creative and appealing way,” he said.

Charlottesville and Albemarle County, as a destination, have racked-up numerous accolades that continue to motivate travelers to visit, what is commonly referred to as, Jefferson’s County. Livability named the destination one of *10 Best College Towns*, *100 Best Places to Live* and more recently, *Top 10 Places to Retire*, while Good Housekeeping magazine proclaimed Charlottesville to be the *Happiest City in America*. Forbes Magazine named our area the *Locavore Capital of the World*; Go Green Go Travel chose Charlottesville as their *#1 destination for agritourism*; and Wine Enthusiast Magazine proclaimed Charlottesville as one of *America’s 5 New Foodie Cities* and Virginia as one of the *top 10 wine destinations in the world*. With its burgeoning arts and entertainment scene, the Charlottesville area remains a draw for visitors who attend our array of festivals and events that celebrate music, theater and

innovation, not to mention food & wine. A complete list of accolades can be found here:  
<http://www.visitcharlottesville.org/media/accolades/> .

**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](http://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 Noon - 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](http://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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