



CACVB Annual Report Fiscal Year 2017

July 1, 2016 – June 30, 2017

(Both cover photos are currently on display in key locations at CHO Airport.)

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

"Fiscal year 2017 has been another exhilarating year for the Charlottesville Albemarle Convention & Visitors Bureau and we are thrilled to share with you this annual report highlighting our activities and initiatives. We express our sincere thanks and appreciation to the City of Charlottesville & Albemarle County for their funding support, as well as the invaluable continued collaboration of our tourism partners and community stakeholders. We are proud of the work we accomplished again this year and look forward to continuing our service to you in the coming year!"

Kurt Burkhart
CACVB Executive Director

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(*FY17 is July 1, 2016 – June 30, 2017)



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



5791 Three Notched Rd.
Crozet, VA 22932
434-293-6789



FINANCE

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%

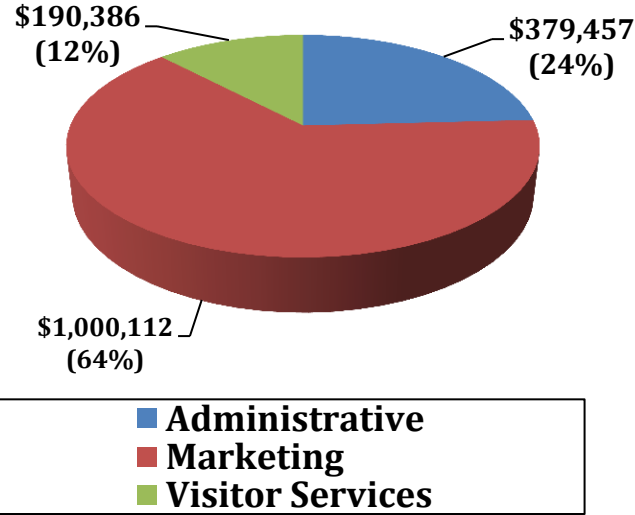
Increase in local guest room demand compared to last year



9.0%

Increase in local hotel room revenue compared to last year

Breakdown of Expenses

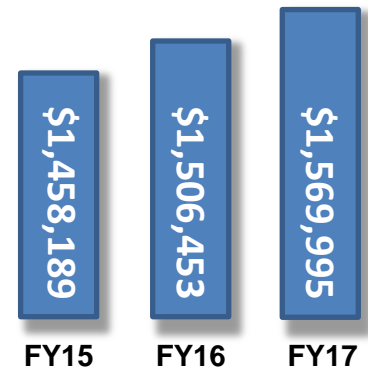


CACVB partners provided **\$26,758** of in-kind complimentary rooms, meals and activities to travel writers, journalists, VIP visitors and the CACVB.



The CACVB has demonstrated sound management and accepted financial practices in successive annual audits performed by Brown Edwards.

CACVB Budget



(7.6% 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** 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.



MARKETING

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.



A screenshot of the Visit Charlottesville website. The header includes navigation links for About, Visitors, Events, Meetings & Weddings, Media, and Contact Us. A search bar shows 57°F. The main content area features a large image of a classical building at night. Below this are sections for Categories (Area Happenings (11), Stay Local, Play Local (19)), Archives (2017 (19), 2016 (36), 2015 (7), 2014 (11)), Authors (Abigail Lague (3), Bram Reusen (1), Brantley Ussery (34), Bri Warner (2), Brian Mellott (1), Cville Niche (1), Dana Cloud (1), Dawn Peters (1), Gina Weigold (2), Julia McCartney (1), Karen Dawkins (2), Kayla Elder (1), Rachael Palm (1), Rachel Wiener (6), Samantha Barglof (1), Samantha Tobias (2), Sarah Lawson (1), Shuree Hohn (1), Tess McGough (8), Tricia Wilson (1), Will Dozier (1)), and Tag Cloud (Albemarle (62)). A Blog section features a post titled "3 Days of Summer Fun in Charlottesville & Albemarle County!" by Brantley Ussery, dated June 6, 2017, with a photo of people tubing on a river.

A screenshot of a CBS 19 News broadcast. The top banner shows the CBS 19 News logo and weather information (57°F, 61°/36°). The main content area features a video player showing two women in a studio setting. The video title is "Stay Local, Play Local: Carter Mountain Orchard". To the right, there is a "WATCH LIVE CBS 19 NEWS NOW" button and a "...you just haven't been!" advertisement for Walt Disney World. At the bottom, there is a "7 DAY FORECAST" showing temperatures for the week.

ONLINE MARKETING

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.



112,433 fans (+27,500 in FY17)



17,946 followers (+7,500 in FY17)



4,958 followers (+550 in FY17)



350,000+
Number of consumers reached through CACVB newsletters in FY17



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.)

*Source: FY17 ROI Report Card

ONLINE MARKETING

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

Authors

- Abigail Lague (3)
- Bram Reusen (1)
- Brantley Ussery (34)
- Bri Warner (2)
- Brian Mellott (1)
- Cville Niche (1)
- Dana Cloud (1)
- Dawn Peters (1)
- Gina Weigold (2)
- Julia McCartney (1)
- Karen Dawkins (2)
- Kayla Elder (1)
- Rachael Palm (1)
- Rachel Wiener (6)
- Samantha Barglof (1)
- Samantha Tobias (2)
- Sarah Lawson (1)
- Shuree Hohn (1)
- Tess McGough (8)
- Tricia Wilson (1)
- Will Dozier (1)

Tag Cloud

Albemarle (62)

Antiquing (1) Arts (9) Beer (8)

Brewery (7)

Charlottesville (66)

Cider (4) Cville (50)

Downtown Mall (12)

Fall (16) Festival of the Book (1)

First Night Virginia (1)

Food (17) Golf (2)

Historic (12) Holidays (7)

Independence Day (2)

James River (5) Local (24)

Monticello (14)

Orchard (11)

Outdoors (26)



Blog

3 Days in the Charlottesville Area: A Perfect Winter Vacation Getaway!

December 20, 2016 2:00 PM by [Brantley Ussery](#)



The time has finally come. The beautiful and dazzling leaves have all fallen from their branches. The nights are a little longer. The days are a little colder. But winter is still an absolutely **picture-perfect** time to visit Charlottesville & Albemarle County! In fact, a trip to the Charlottesville area during the winter months can really pay off - quite literally! There are tons of deals to take advantage of during this time of year with regards to lodging and attractions, so get ready to pack your bags and make a trip to Charlottesville this winter!

Winters typically tend to be on the milder side in Central Virginia, with major, disruptive snow and ice events rather uncommon. Since heavy snow is such a rarity, when the snowflakes do start to fly, they contain a sense of magic, wonder and excitement, while turning the already picturesque historic Downtown Mall and surrounding Blue Ridge Mountains into a winter

CACVB Blog Content

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!

 **\$9,953,480***

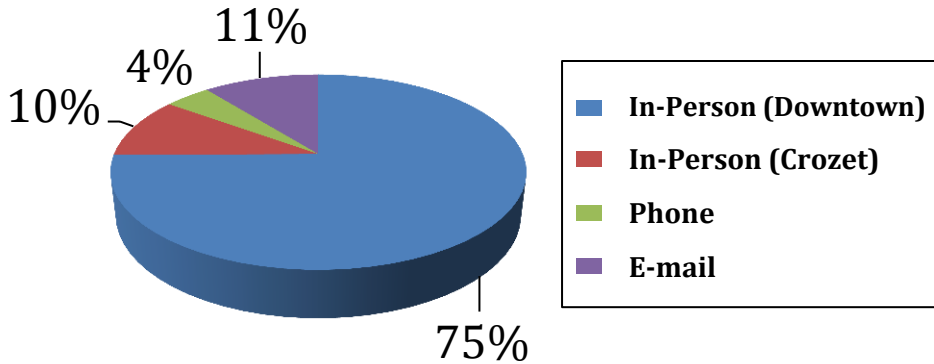
Economic impact from visitor inquiries



43,103

Total number of visitor inquiries

Inquiries Breakdown



*Source: FY17 ROI Report Card



Special programming at the Albemarle Tourism & Adventure Center



61,275

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



Travel Specialist, Carla Mullen
2017 Shining Star Award Recipient

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!

 **\$8,676,442**

FY17 earned media value



294

Number of media assists/pitches



1,019

Number of editorial stories produced

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



MATPRA Trade Show



33

Number of press releases issued



66%

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 FY17. Here are some of the highlights!

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

BuzzFeed



Expedia®



THRILLIST

MEN'S JOURNAL

Travel



CHANNEL™



travelocity®



THE HUFFINGTON POST

Southern Living

TRAVEL+ LEISURE

Fodor's

PUBLIC RELATIONS

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.



**Pre-IPW Familiarization Tour
Michie Tavern**



**Post-IPW Familiarization Tour
Pippin Hill Farm & Vineyard**



**Post-IPW Familiarization Tour
Rotunda - University of Virginia**

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.

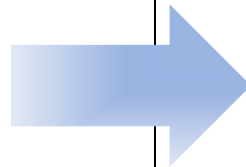
 **\$1,294,361***

Economic impact from group sales



69

Number of leads handled



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

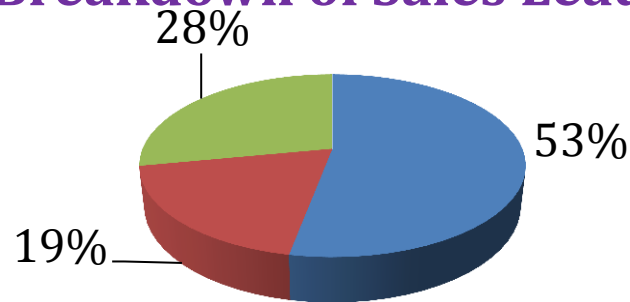


Canadian Sales Mission

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



Breakdown of Sales Leads



■ Meetings & Conferences ■ Weddings ■ Leisure

*Source: FY17 ROI Report Card

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.



IPW Trade Show
June 2017

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

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.



Virginia Tourism Corporation (VTC)

The CACVB highly values its partnership with Virginia's state tourism office. With the many offerings made available, such as co-operative 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.



Destination Marketing Association International (DMAI) Conference

Minneapolis, Minnesota • August 1-3, 2016
More than 1,500 attendees
85 speakers and 30 educational sessions
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:



TOURISM SPONSORSHIPS & FESTIVAL MARKETING

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.



\$58,250

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

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



Artisans Studio Tour

PARTNER RELATIONS



Tourism Recognition Awards

- May 11, 2017
- DoubleTree by Hilton Hotel
- ❖ Paul Beyer – Tom Tom Founders Festival 2017 Tourism Achievement Award
- ❖ Rachel Gendreau – Bizou
Best 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



Paul Beyer – Tom Tom Founders Festival 2017 Tourism Achievement Award



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.

STAFF & BOARD



Where tradition is always new.

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 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 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!

