



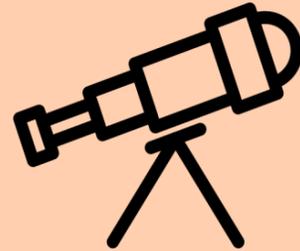
City Council Presentation 2023

As a Destination Marketing Organization, the Charlottesville Albemarle Convention & Visitors Bureau (CACVB) is committed to building a welcoming environment for visitors. We believe in **tourism for all.**



MISSION

To welcome all visitors, improve the quality of life for residents, support a robust tourism ecosystem, and drive overnight visitation through innovation and collaboration



VISION

To create a better quality of life for residents by being the most inclusive, diverse, welcoming, thriving destination for visitors in the Southeast



VALUES

To uphold the values of resiliency, unity, diversity, creativity, and responsibility, and let these ideals lead the work we do

Strategic Imperatives

- **Resiliency**: As defined by its mission, the primary function of the CACVB is to **Drive Overnight Visitation**, which fuels the rest of the strategic imperatives.
- **Unity**: This destination is only as strong as the partners it represents and how well those partners work together to **Increase Visitor Spending** as a unified place.
- **Diversity**: Our community has a diverse range of people, places and experiences. The CACVB helps to **Develop New Visitor Opportunities** (tourism product) by fostering strong partnerships with tourism-related businesses and non-profits.
- **Creativity**: Destinations are defined by what makes them unique, and we have the opportunity and responsibility to **Tell Stories that Uplift and Inspire**.
- **Responsibility**: As a governmental body, the CACVB has the responsibility to **Utilize Public Funds with Transparency and Efficiency** to optimize its impact.



The CACVB is an innovative, collaborative and service-oriented destination marketing and management organization that welcomes all visitors to Charlottesville and Albemarle County with the goal of improving the quality of life for residents and supporting a robust tourism ecosystem. This ecosystem is sustained and enhanced through partnerships with all tourism-related businesses and attractions in Charlottesville and Albemarle County.

The CACVB is funded through a portion of the Lodging Tax, generated through overnight stays in our wide variety of accommodations. Therefore, welcoming visitors from all backgrounds to stay overnight is the primary mission of our organization.





11 Full-time staff
15 Board directors

The CACVB Executive Board (15 voting members)

- One member of the Albemarle County Board of Supervisors
- **One member of the Charlottesville City Council**
- The Albemarle County Director of Economic Development or their designee
- **The Charlottesville Director of Economic Development or their designee**
- The Executive Vice President or Chief Executive Officer of the University of Virginia or their designee
- One tourism industry organization representative appointed by the Albemarle County Board of Supervisors
- One accommodations representative appointed by the Albemarle County Board of Supervisors
- One food and beverage representative appointed by the Albemarle County Board of Supervisors
- **One tourism industry organization representative appointed by the Charlottesville City Council**
- **One accommodations representative appointed by the Charlottesville City Council**
- **One food and beverage representative appointed by the Charlottesville City Council**
- The President or Chief Executive Officer of the Charlottesville Regional Chamber of Commerce or their designee
- **One representative of the arts community jointly appointed by designated members of the County Board of Supervisors and the Charlottesville City Council**
- **One representative of the recreation community jointly appointed by designated members of the County Board of Supervisors and the Charlottesville City Council**
- The President or Chief Executive Officer of the Thomas Jefferson Foundation or their designee.



Charlottesville Albemarle Convention & Visitors Bureau

(Steers Action Plan, Provides Free Resources, Marketing and Research Work, Reports Outcomes)



Hospitality Partners

(Provide Input on Experiences, Takes Advantage of TripAdvisor and Wheel the World Resources)



Community Stakeholders

(Develop Community Pledge, Identify Inclusive Experiences)



Destinations International

(Identifies Best Practices and Welcoming Language)



TripAdvisor

(Tracks Destination and Partner Progress through Ratings and Comments)

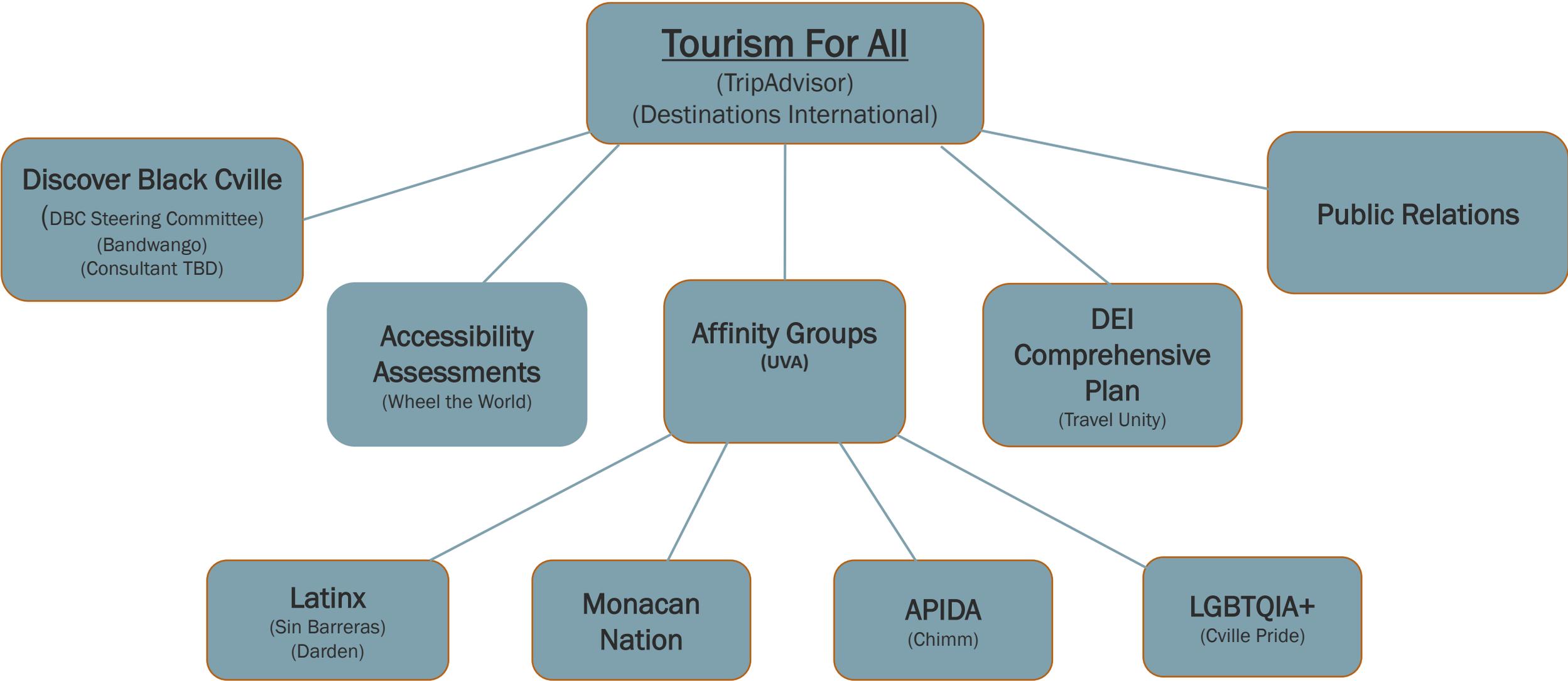


Wheel the World

(Runs Free Accessibility Assessments & Trainings, Markets Accessible Experiences)



WHO'S INVOLVED?





What Are We Trying to Accomplish?

- Uphold the brand pillars and ensure that they meet or exceed the expectations of our visitors
- Create a welcoming environment by extending the quality of care to everyone, equitably
- Strengthen our inclusive thinking when it comes to frontline interactions
- Build tourism products that appeal to a diverse audience base
- Propose a counter narrative to the one in the national news through real change

Hoping to Accomplish

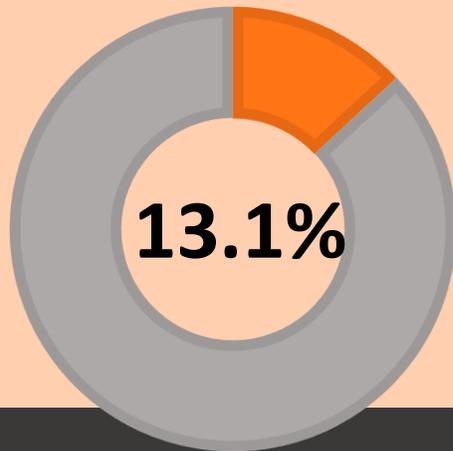
Who is the Audience (A Snapshot)

BLACK TRAVELERS

Black travelers made up 13.1% of the leisure travel population in 2019

They spent \$129.6B

1 in 3 Black travelers will use TripAdvisor for planning

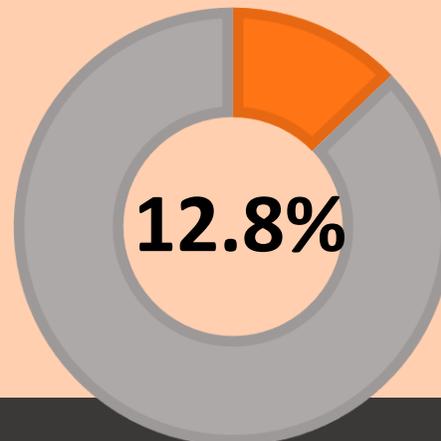


HISPANIC TRAVELERS

Hispanic travelers made up 12.8% of the leisure travel population in 2019

They spent \$113B

1 in 3 Hispanic travelers will use TripAdvisor for planning

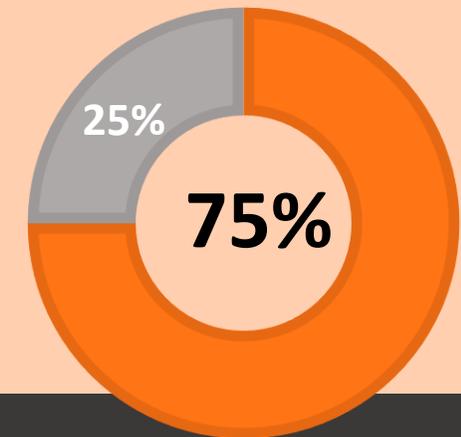


WHEELCHAIR USERS

Of the Wheelchair User population, 75% traveled for leisure in 2019

They spent \$58.2B

35% will use TripAdvisor for planning



In response to the rational and emotional attributes needed by past and prospective visitors:

“Marketing messages that showcase a happy, welcoming vibe while reinforcing safety, affordability, and opportunities to unplug and “be yourself” may help engage both past and prospective visitors and fuel first time visitation and repeat visitation.”

SIR Research, 2020

Why Should You Care?

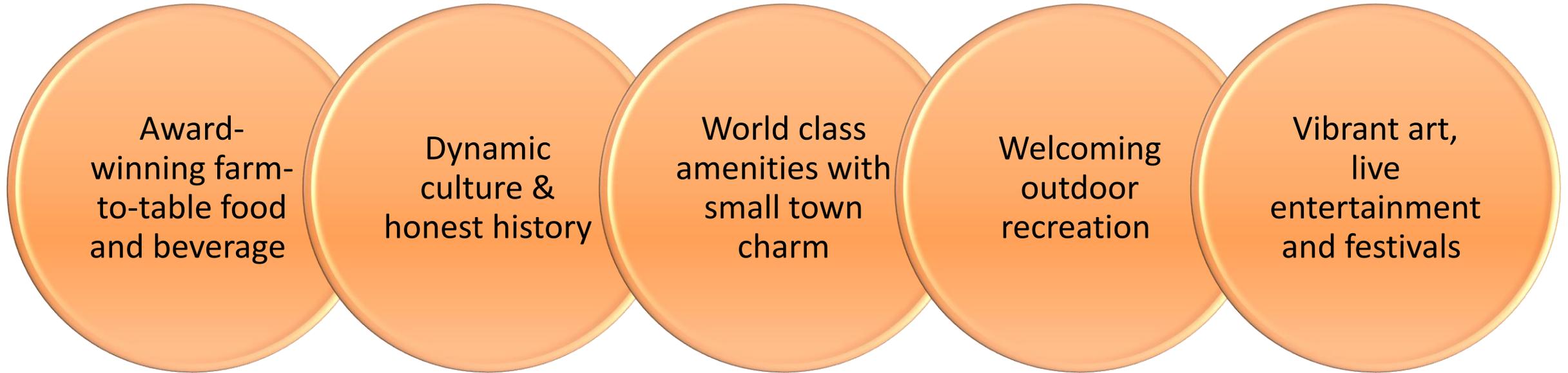
- 54% of Black Travelers are likely to travel to a destination where there is representation in advertising
- 50% of Black Travelers don't feel safe traveling alone
- 57% of Hispanic Travelers are likely to travel to a destination where this is representation in advertising
- 66% of Hispanic Travelers are likely to visit a destination known to be Latinx-friendly
- 82% of Wheelchair users have run into barriers while navigating a destination



Marketing & Public Relations



CACVB Brand Pillars



The brand pillars represent the very best of the Charlottesville-Albemarle area.

Historic Vines

New Roots

Experience the emerging
palate of our region's wine.

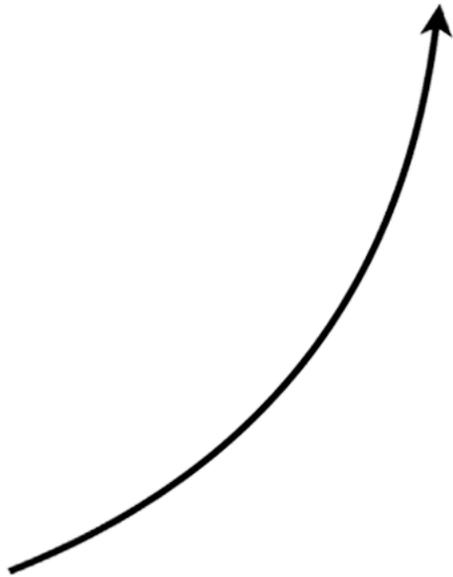
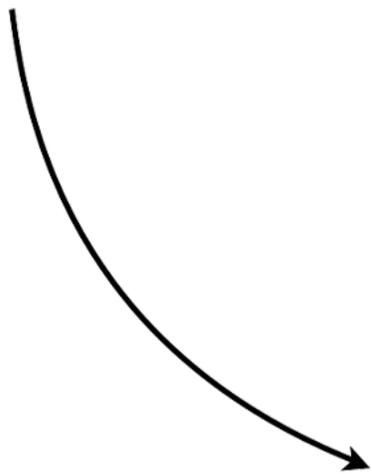




The hook:
Wine

The shelf life: **History+**
Culture

The "back for more":
Belonging

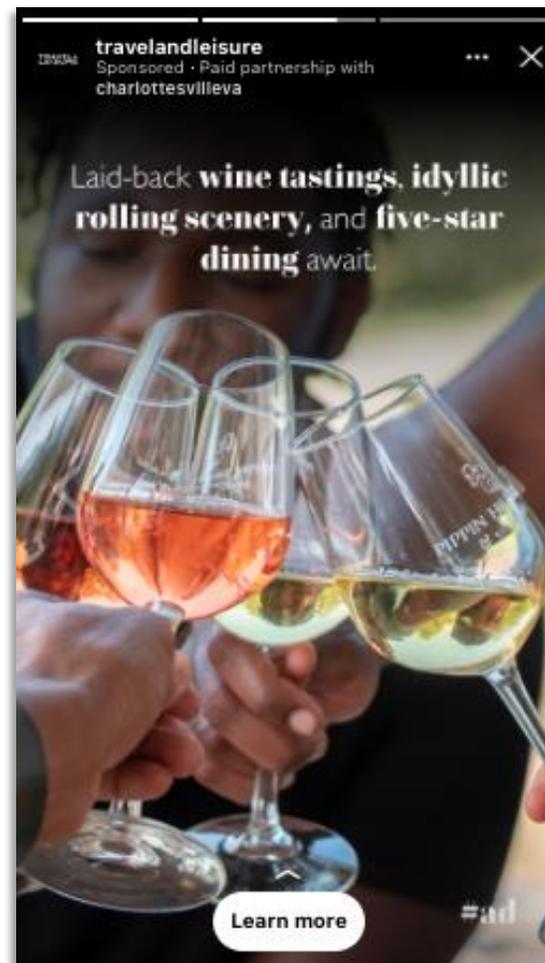
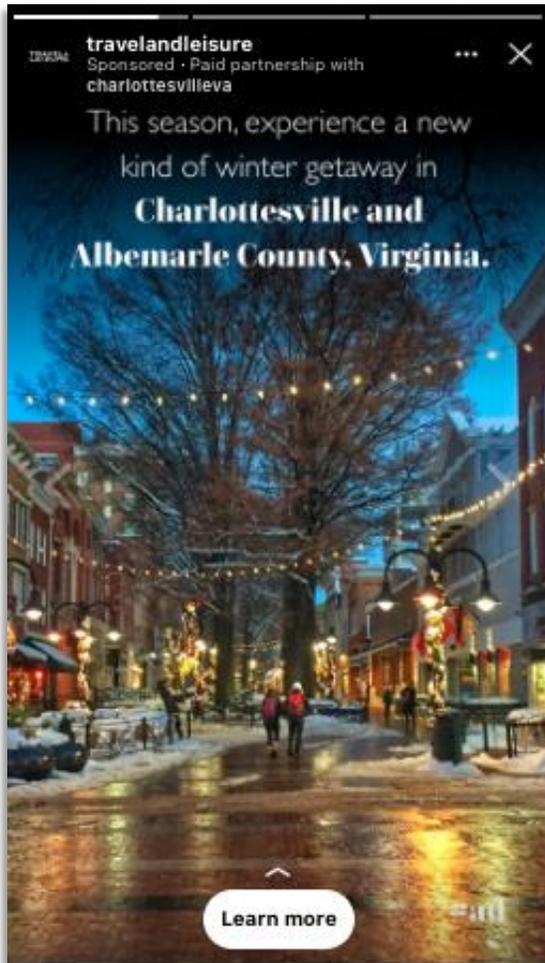




FY23 Advertising Update



National Advertising Success – Food & Wine, Travel + Leisure



- Native article performance on Travel + Leisure and Food & Wine had a total click-through rate (CTR) of 3.7% - **2.6x the benchmark.**
- Banner ads on these outlets had a CTR of 1.13% - **4.2x the benchmark of 0.27%.**
- Average time spent on native articles was 42 seconds, **compared to the benchmark of 31 seconds.**

National Advertising Success – Food & Wine, Travel + Leisure



- ***Social media ads received significant engagement, with potential visitors planning their trip in the comments (and tagging their friends), while simultaneously receiving buy-in from locals.***

National Advertising Success – The Local Palate

Patience is a necessity if you're in the mood for fried chicken, as Walker takes no shortcuts: He won't even think about starting the fryer until a guest orders this southern staple. From the fried fish submarine to the bologna and egg sandwich, it's easy to see why Mel's has been consistently named one of the most popular destinations in Charlottesville.

The Pie Guy



- *The CACVB ran a print/digital campaign with **The Local Palate**, including multi-page advertorials, with one focusing solely on Black-owned restaurants in Charlottesville & Albemarle County.*
- The web version of the Black-owned restaurants advertorial received **2.57x more page views than any other element of our campaign**, allowing us to shine a spotlight on these important local businesses.

Target Market Advertising Success – Washington, D.C.



abc7 NEWS ON YOUR SIDE

NEWS WEATHER I TEAM SPORTS GAME CENTER WATCH

SPONSORED

Winter is the perfect time to visit Charlottesville & Albemarle County

by GOOD MORNING WASHINGTON | Tue, December 6th 2022, 10:32 AM EST

Charlottesville
ALBEMARLE COUNTY, VIRGINIA

▶

- ***The CACVB ran a winter TV campaign on WJLA-TV (Good Morning Washington) featuring five 4-minute segments pushing winter visitation to Charlottesville and Albemarle County.***
- The CACVB was able to involve nearly a dozen partners in these segments and a TV commercial schedule ran into January.
- ***We saw great success with this outlet in FY22, so we expanded it to a weeklong “Good Morning Washington” takeover in FY23.***

Target Market Advertising Success – Baltimore/Charlotte

4. Charlotte NC	Users	New Users Sessions	
Nov 15, 2022 - Mar 15, 2023	12,624 (4.59%)	12,271 (4.90%)	13,516 (4.37%)
Nov 15, 2021 - Mar 15, 2022	4,146 (2.21%)	3,973 (2.23%)	5,026 (2.20%)
% Change	204.49%	208.86%	168.92%
5. Baltimore MD			
Nov 15, 2022 - Mar 15, 2023	12,370 (4.50%)	11,962 (4.78%)	14,100 (4.56%)
Nov 15, 2021 - Mar 15, 2022	6,156 (3.28%)	5,758 (3.24%)	7,373 (3.23%)
% Change	100.94%	107.75%	91.24%

**Web traffic from November 15, 2022 – March 15, 2023. During our period of heaviest advertising, Charlotte and Baltimore became our 4th and 5th highest markets for web traffic, respectively.*

Target Market Advertising Success – Washington, D.C.

1. Washington DC (Hagerstown MD)	Users	New Users	Sessions
Dec 1, 2022 - Jan 31, 2023	24,710 (19.55%)	23,061 (20.15%)	28,867 (20.28%)
Dec 1, 2021 - Jan 31, 2022	20,751 (22.91%)	20,046 (23.42%)	25,558 (23.47%)
% Change	19.08%	15.04%	12.95%

- ***OKR: Increase website traffic (sessions) by 5% in target markets by measuring year-over-year performance.***



FY23 Content Creation Update

CACVB Content Creation Efforts



20+ Charlottesville Area Wineries to Discover on the 2023 Virginia Governor's Cup Gold Medal Trail

Looking for the best wines in Charlottesville and Albemarle County? The Virginia Governor's Cup wine competition is one of the ways wineries and retailers judge



Jefferson School African American Heritage Center Celebrates 10 Years

Written by Dr. Andrea Douglas,
Executive Director of the
Jefferson School African
American Heritage Center
The Jefferson School African American



Top 5 Reasons to Visit the Virginia Festival of the Book

Written by Kalela Williams,
Director of the Center for
the Book

The Virginia Festival of the Book, the biggest literary event in Charlottesville and Albemarle County, takes place in March each year. In

- From July – March, the CACVB has published 26 blog posts, already exceeding our yearly goal. Blog posts have been created internally, through guest writers, and through partner collaborations.
- ***The average time on page for our blog has increased by 46% year-over-year in FY23 (going from 2:28 to 3:38).***

- ***Most viewed blog content in FY23 has included outdoor recreation, wine, and winter visitation ideas.***

CACVB Content Creation Efforts

The screenshot shows a digital visitor guide page for wineries. It features several images: a sunset over a farm, a man in a plaid shirt holding a wine glass, a hand pouring wine into a glass, and a vineyard with a horse. Text includes 'Local wines that come with a view.', 'The rolling hills and valleys of Albemarle County are home to some of the most renowned wineries in Virginia.', 'A top wine destination on the East Coast, the Monticello Wine Trail is centered around the Charlottesville area and features more than 40 wineries.', 'Whether you're new to visiting wineries or sip at a sommelier status, the friendly, knowledgeable staff at each locale encourages you to enjoy wine your own way, guiding your selections based on your personal preferences and tastes. While you sip and discover the rich history of Central Virginia terroir in every glass, you can pair it with food trucks, movie nights, games, live music, and even mini-golf! Many wineries are suitable for families.', 'Did You Know? The Charlottesville area is considered the birthplace of American wine. Thomas Jefferson attempted to grow grapes here, and though his attempts were not successful, momentum to establish Virginia as a significant wine-growing state continued. Today, the Monticello Wine Trail produces wines of national and international acclaim.', and a QR code with the text 'SCAN ME' and 'Scan QR code to learn more about wineries in Charlottesville and Albemarle County.' The page is titled 'Wineries' and has a URL 'VISITCHARLOTTESVILLE.ORG' on the right side.

- This winter, the CACVB embarked upon a complete overhaul of the visitor guide. This was a teamwide collaboration and the first time the production of a visitor guide had been completely managed in-house.
- *The new guide leans heavily on stunning photography, QR codes driving to our website, and encourages shoulder season and midweek visitation.*

New CACVB Visitor Guide



FY23 Public Relations Update



CACVB Public Relations Efforts



- Proactive media outreach to target markets was limited in FY23. A baseline of 12 articles per year, with 5 coming from target markets has been established. Outreach efforts will be increased for the remainder of FY23 and into FY24, with additional staff joining the CACVB.

- ***Screenshot of “3-Day Weekend” on ESPN, featuring Charlottesville and Albemarle County.***

CACVB Public Relations Efforts



Monday, May 8: Charlottesville, VA

A visit to Charlottesville, Virginia offers Laurita and Lauren both adventure and meaningful historical explorations.

With delicious food stops at Bodo's Bagels and Angelic's Kitchen, and stays at The Clifton and The Draftsman hotels, the hosts get a new perspective on Laurita's college town. The visit also includes horseback riding with Indian Summer Guide Service, wine-tasting at Veritas Vineyards and a poignant personal tour of Monticello.



TRAVEL

Why Charlottesville's Quirk Hotel Should be the Next Stylish Address for Your Vacation

Late fall is an ideal time to head to Charlottesville, and the Quirk Hotel has a central location from which to explore this vibrant city.

By [Renee Sklarew](#) | November 1, 2022

In a city known for its history, [Quirk Charlottesville](#) is a haven for contemporary design lovers. The hotel's groundbreaking architecture incorporates modern minimalism with historic structures, making it entirely unique in Charlottesville.

- Recent media placements have included outlets in our target markets, including WETA-TV in Washington, D.C. and *Northern Virginia Magazine*.

WETA-TV in Washington, D.C.

Northern Virginia Magazine

CACVB Public Relations Efforts

- Additional FY23 media coverage includes:
 - *AFAR Magazine*: **A Changing Narrative at One of America's Most Famous Presidential Homes**
 - *Florida Today*: **The Wine is Fine in Charlottesville, as is the Rest of the Place**
 - *Skift.com*: **The Remaking of Tourism in 5 U.S. Cities**
 - *Getaway Mavens*: **20+ Surprisingly Romantic Getaways In Virginia**
 - *Virginia Living*: **Hooked on Charlottesville**
 - *The Local Palate*: **How to Stencil Bread Like a Professional Baker**
 - *Forbes*: **Where to Stay, What to Do, When Visiting Second Cities**



Visitor Services & Destination Development



2022 Reach

Total Reach with MVCs & Collateral:
+15,000

(includes MVC visitation, special events, phone calls, emails, bulk orders, weekly mailing list)

Items Sent Totals: **+100,000**

(distributed by the MVCs, special events, sales manager, bulk orders, mailing lists, independent requests)

Welcome Centers: **15,000**

(welcome and visitor centers)



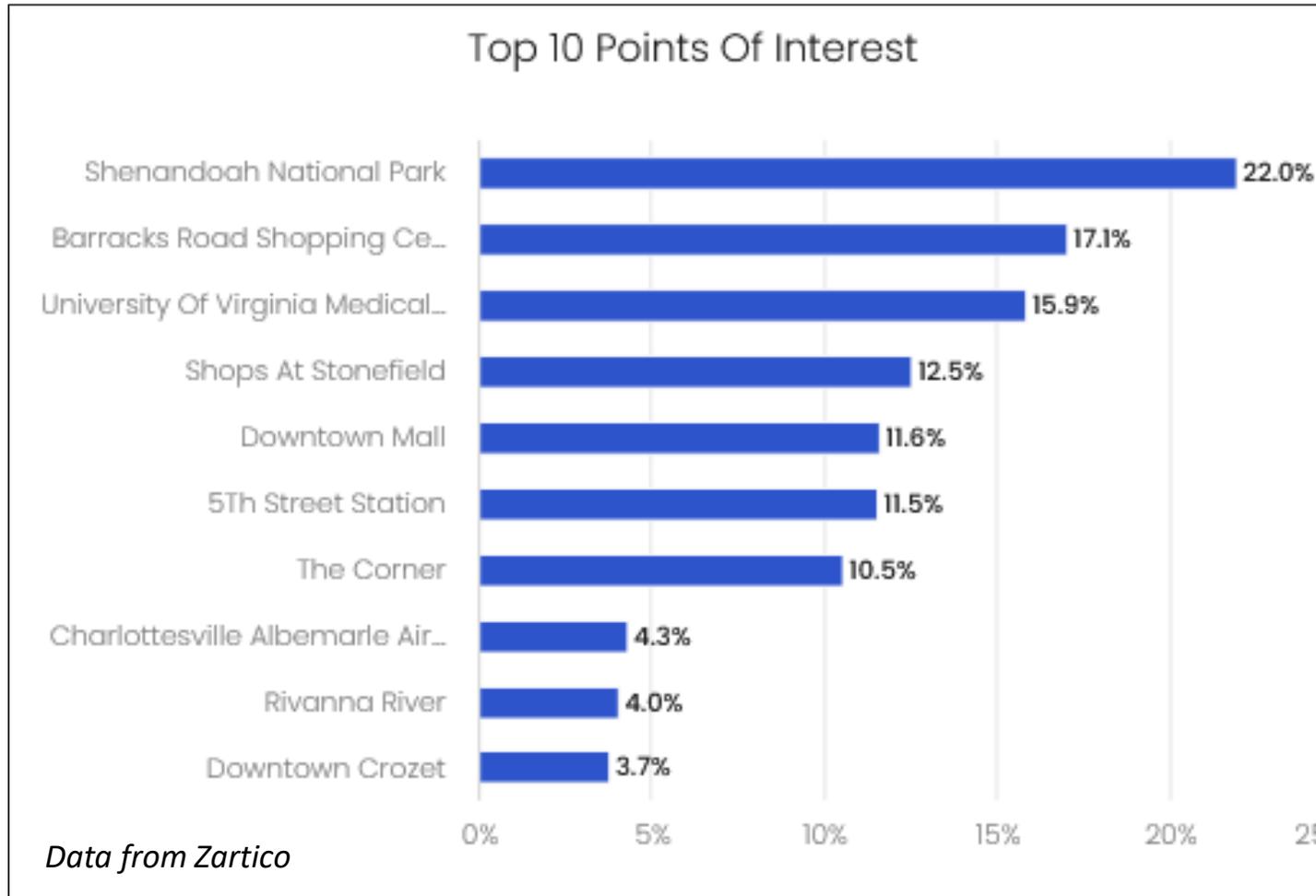
What are Visitors Asking About/Doing?

Information:

- **65% of asked visitors responded that they were staying 1+ nights (-7% from 2021)**
- Travel, Arts, and Drinking and Dining all increased
- Shopping and History stayed pretty much the same
- Decrease in Outdoor Rec. (-21% from 2021), but increase in Special Events (+122% from 2021)
- Visitors were most interested in what to do Downtown and on UVA's campus
- 65% of asked visitors were interested in family-friendly activities



Visitor Interests (As of Jan. 1)



Feedback from MVCs

- Agriculture, Gardening Groups, Historic Garden Week
- Relocation, Newcomers, How to Meet People
- Downtown and UVA
- Trails and Parks, SNP, and Blue Ridge Tunnel
- Family-friendly experiences



Destination Development:

Wheel the World

- 60+ Partners Assessed. All partners have received accessibility reports and access to e-learning platform.
- Charlottesville, VA is now listed on Wheel the World's website.
- Wheel the World and Marketing are in the process of creating a promotional video for our destinations

CACVB + Monticello High School Job Fair

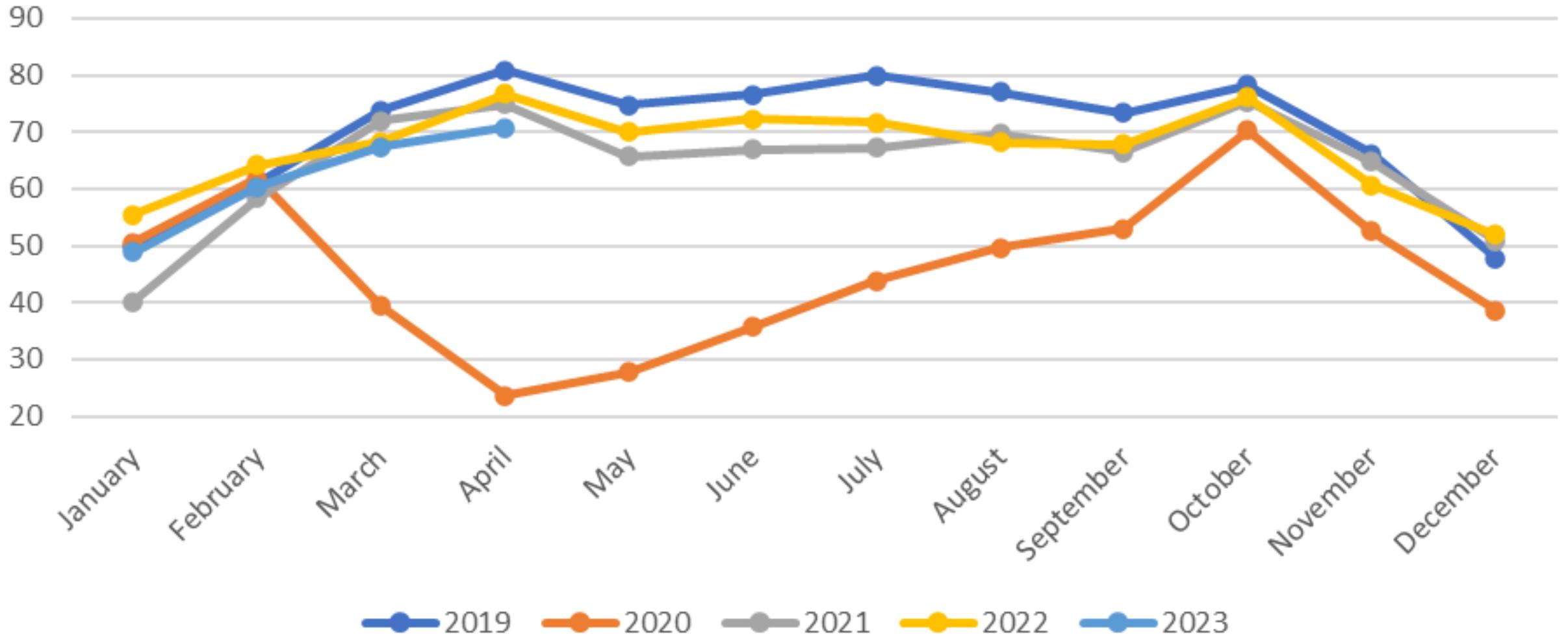
- Job Fair held Wed., Mar. 15 with 18 employers. Partners saw roughly 650 students during lunch periods.



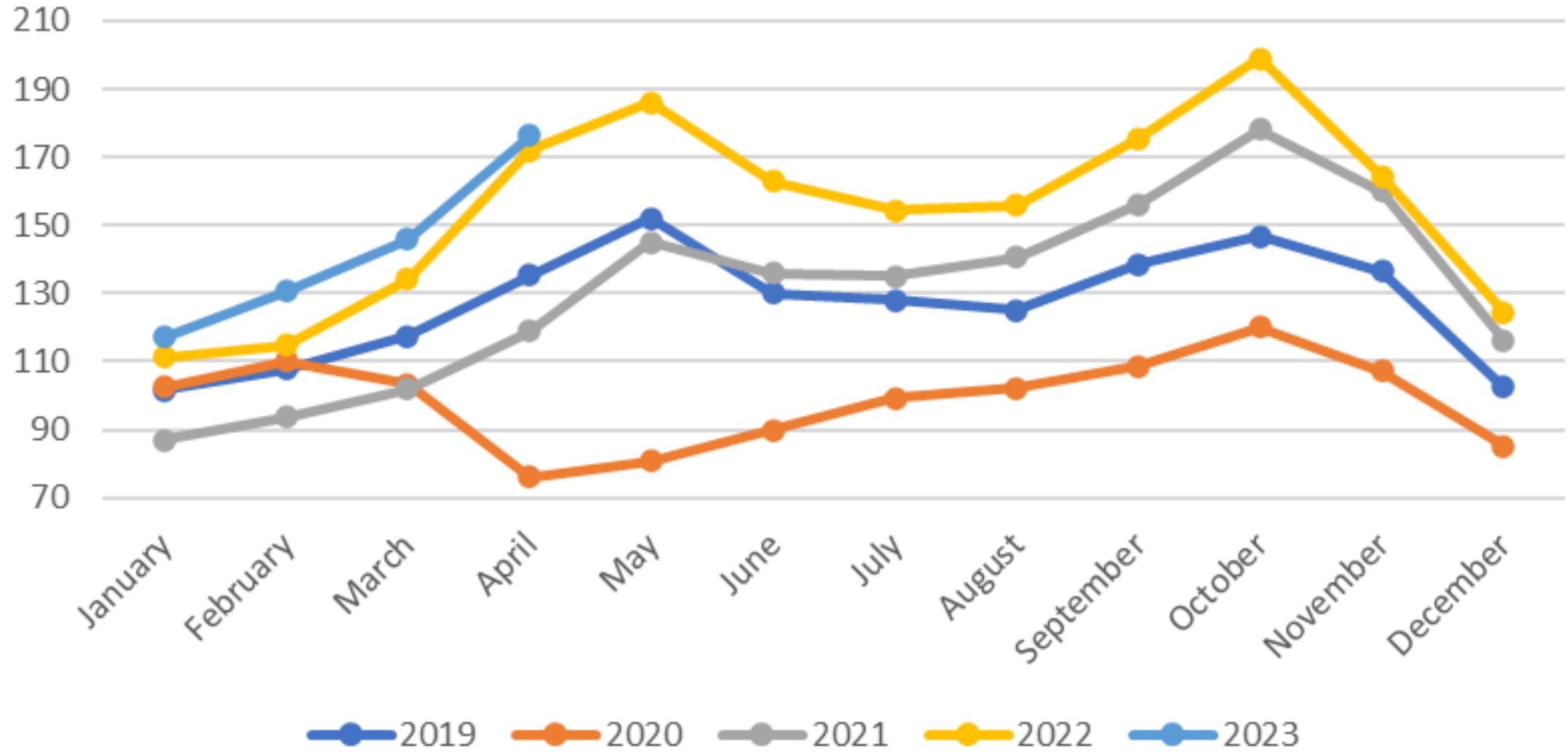
Destination Sales



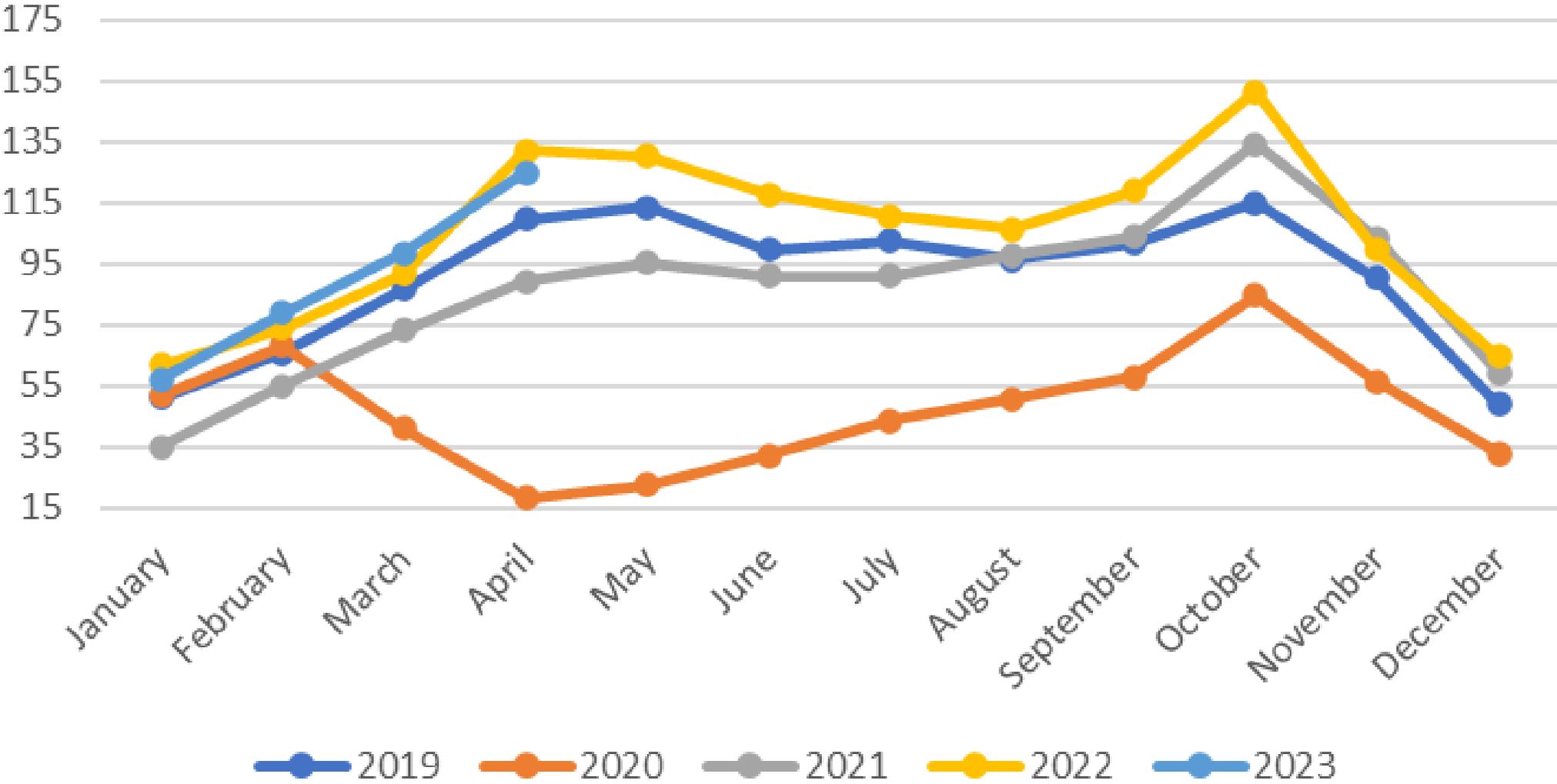
Hotel Occupancy Rates



Average Daily Rate



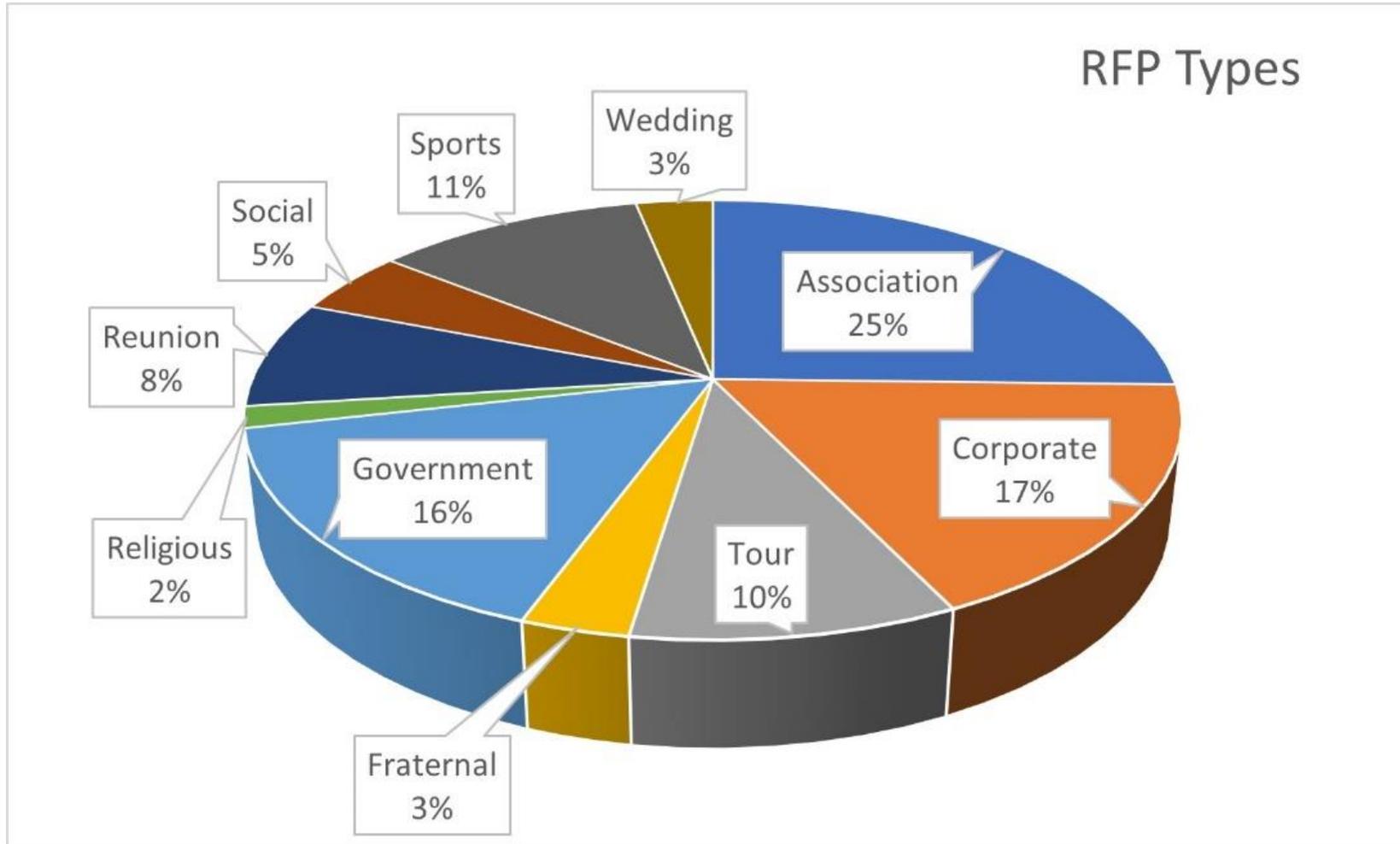
Revenue per Available Room



CACVB Sales Efforts

- Generates group leads for local accommodations and event spaces
- Distributes Requests for Proposals to appropriate partners
- Attends trade shows to build relationships and generate leads representing group tour, reunion, student and youth and military markets
- Hosts familiarization tours with group and event planners to showcase local partners and close business
- Provides materials and occasionally visitor services to groups
- Networks locally to encourage businesses and groups to host conferences and meetings in community
- Hosts Sales Strategy meetings with local hotel partners to educate them on the above process and solicit feedback

CACVB Sales Efforts





Research

KEY INSIGHTS

1

Visitors represented 24% of total retail spending in 2022.

Furthermore, the share of visitor wallet in the retail category was 14.8%, which made it the 3rd-highest spending category for visitors behind food and accommodations.

2

18.9% of all Charlottesville visitors were observed at a retail POI in 2022.

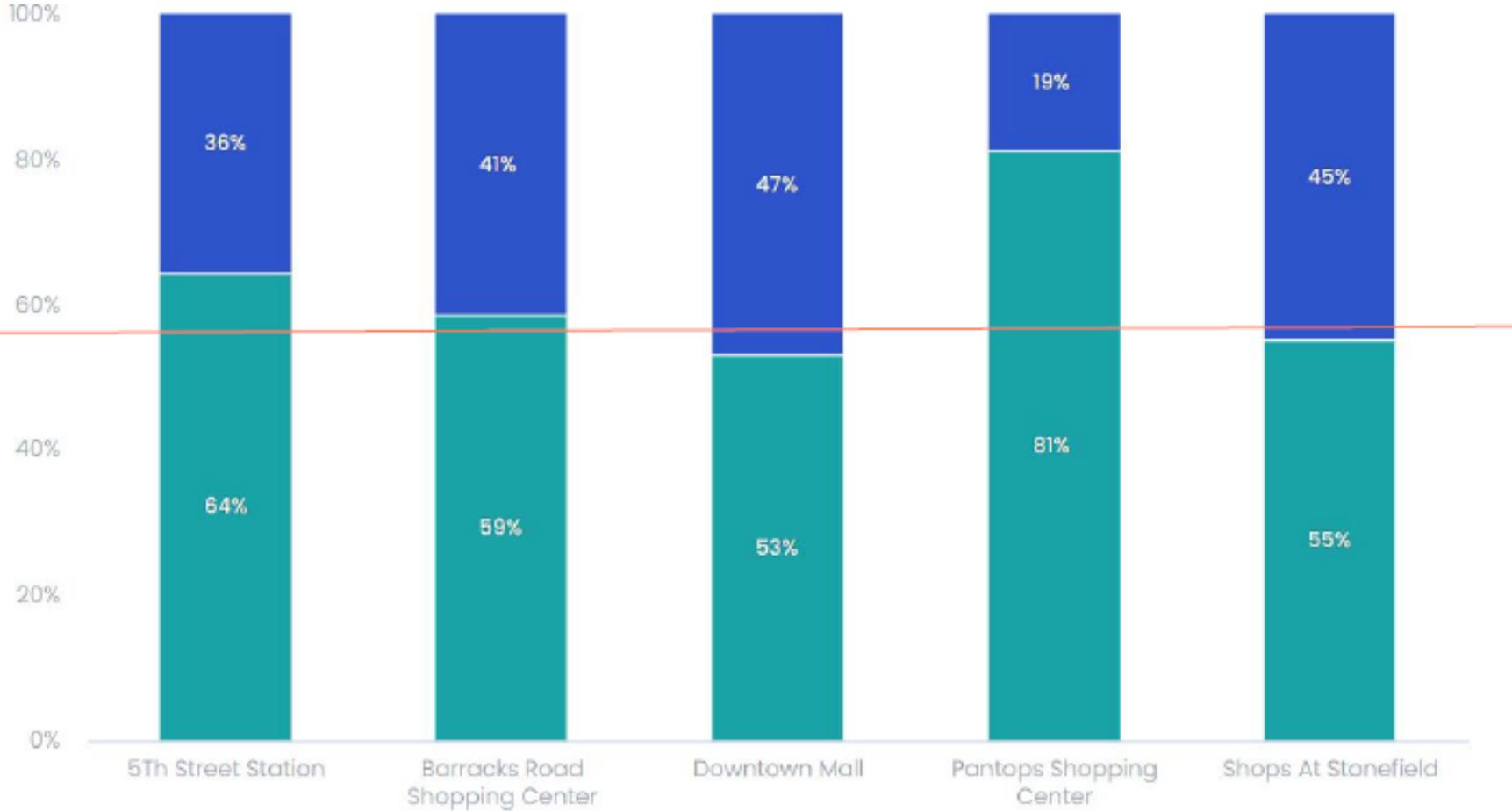
59.4% of visitors to retail POIs were from in-state markets and 59.7% were observed as an overnight trip.

3

There were unique visitor trends in the origin markets of retail visitors, their spending behaviors, as well as their visitation patterns to various points of interest throughout Charlottesville from each primary retail POI studied.

What is the visitor to resident mix at the Charlottesville primary retail POIs?

■ Visitor % of Total ■ Resident % of Total

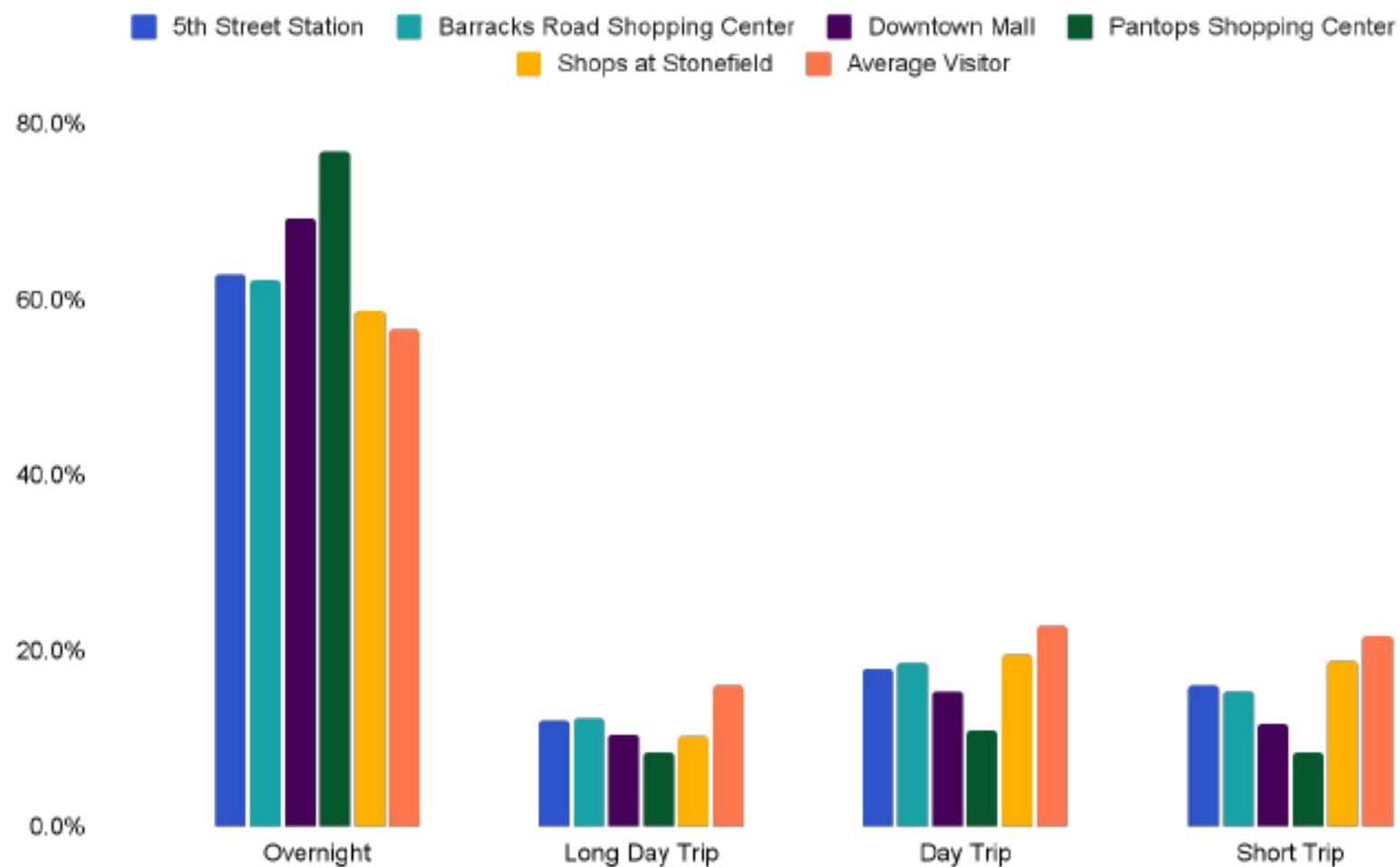


The **Downtown Mall, Shops at Stonefield, and the Barracks Road Shopping Center** have the highest share of **visitors** compared to the other retail POIs.

The Pantops Shopping Center had the highest share of residents compared to other retail POIs.

The average visitor to resident mix at Retail POIs is 56% resident and 44% visitors.

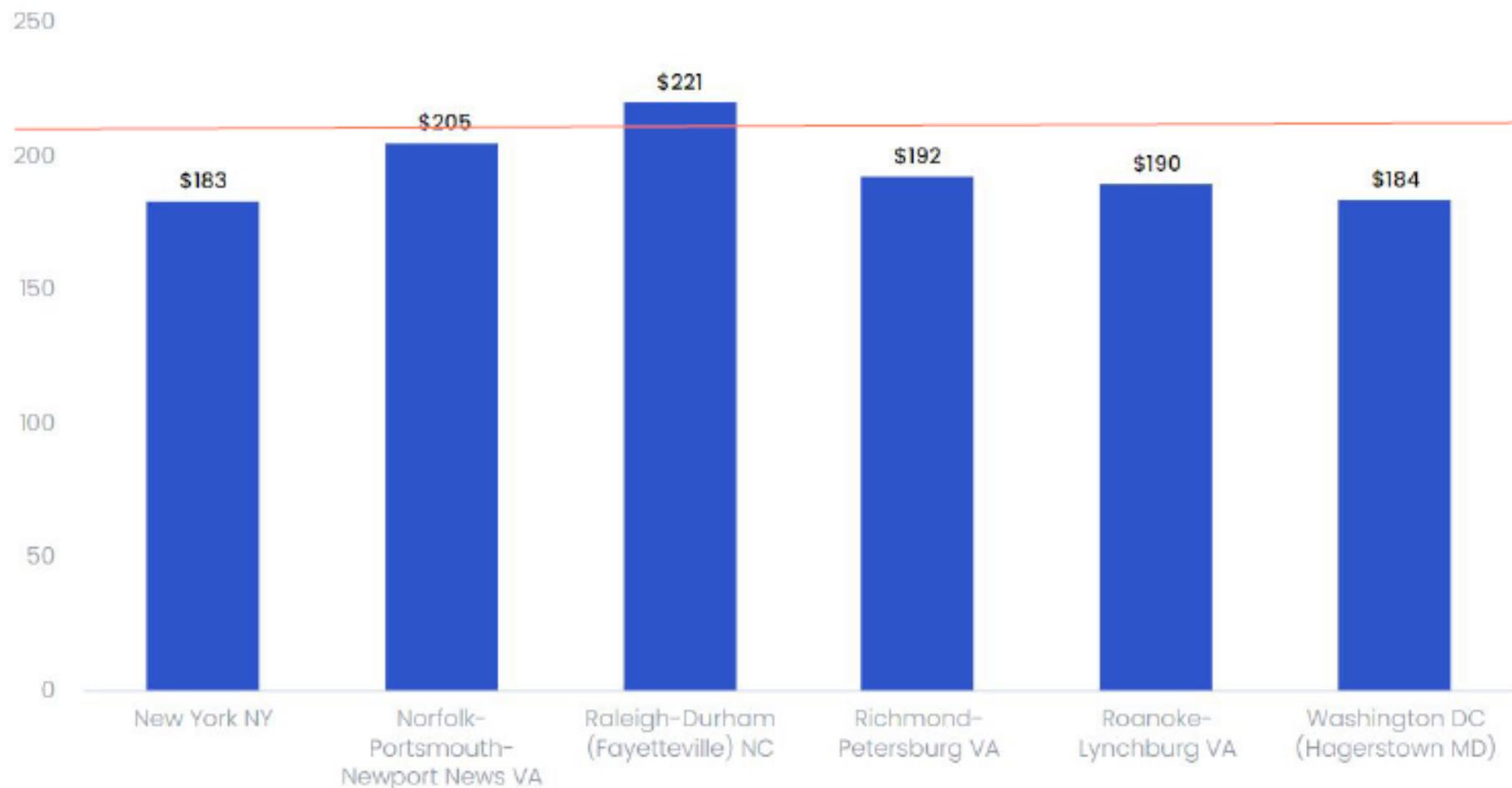
What are the trip types of the visitors to the different retail POIs compared to the average visitor?



Visitors to the **Pantops Shopping Center** and the **Downtown Mall** have the highest share of **overnight visitors** compared to the other retail POIs.

The Shops at Stonefield had the highest share of day trip visitors compared to other retail POIs.

What was the average visitor spending in the retail category from the top visitor markets?



Visitors from the **Raleigh-Durham NC DMA** had the **highest average visitor spending** in the retail category and was higher than the **overall average visitor spending in the retail category, which was \$212.**



Awards

- HSMMAI Adrian Award received for Discover Black Cville
- US Travel Association Destiny Award for Discover Black Cville
- US Travel Association Destiny Award Finalist for Monticello Wine Trail

Awards from FY23



Thank You!

