



Board of Directors Meeting: July 11, 2022



Call to Order







Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement



Director's Report





Highlights

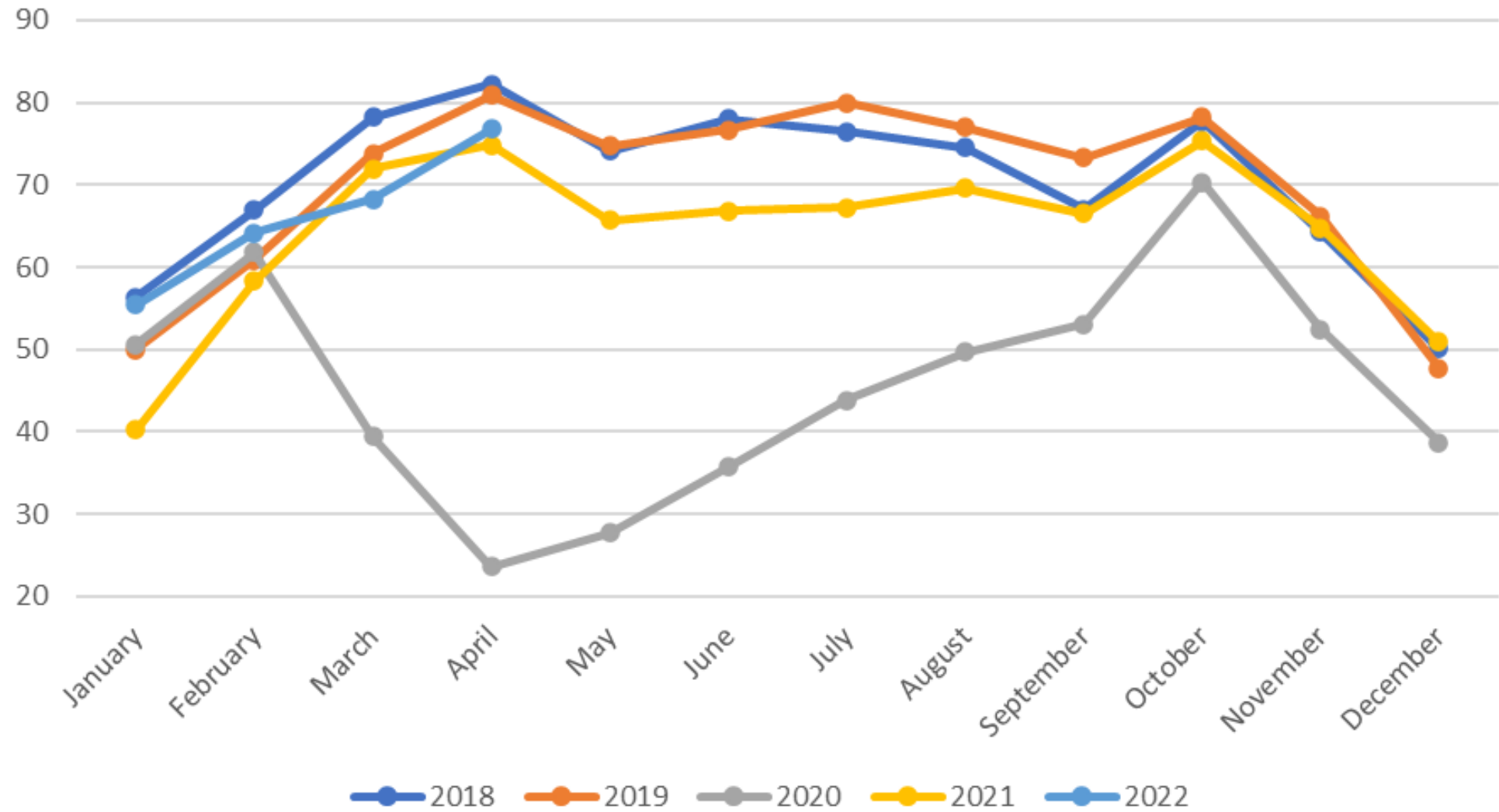
- Received \$750,000 ARPA funding from County
- City Council presentation
- Zartico fully onboarded
- Featured in Travel Unity publication
- Etourism shout out
- CHO presentation
- APIDA celebration and Black Cville Juneteenth posters
- Sales missions to Germany and France
- Promotion of Chris Ridder
- Competitive salary study with County

Charlottesville

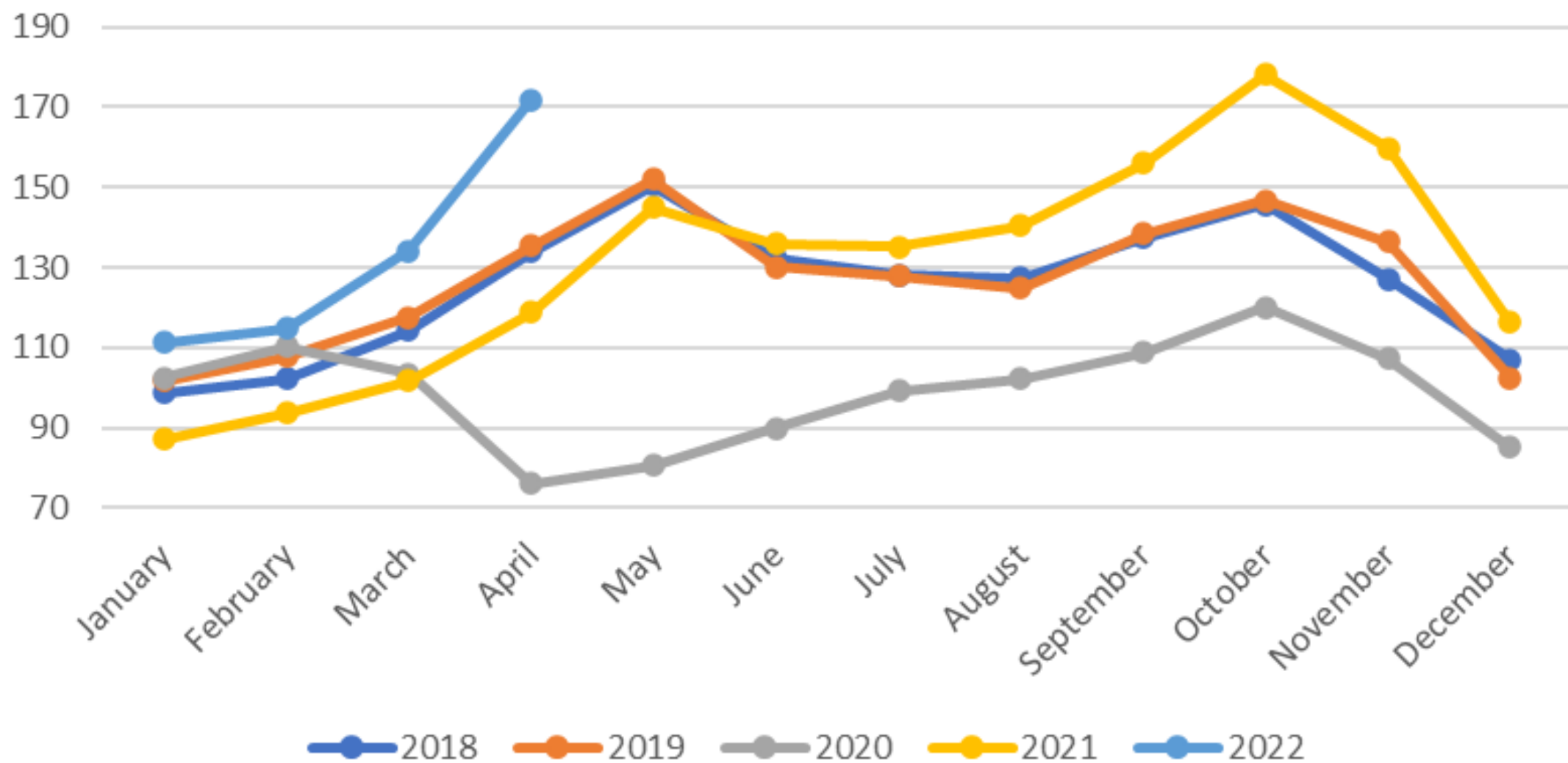
ALBEMARLE COUNTY, VIRGINIA



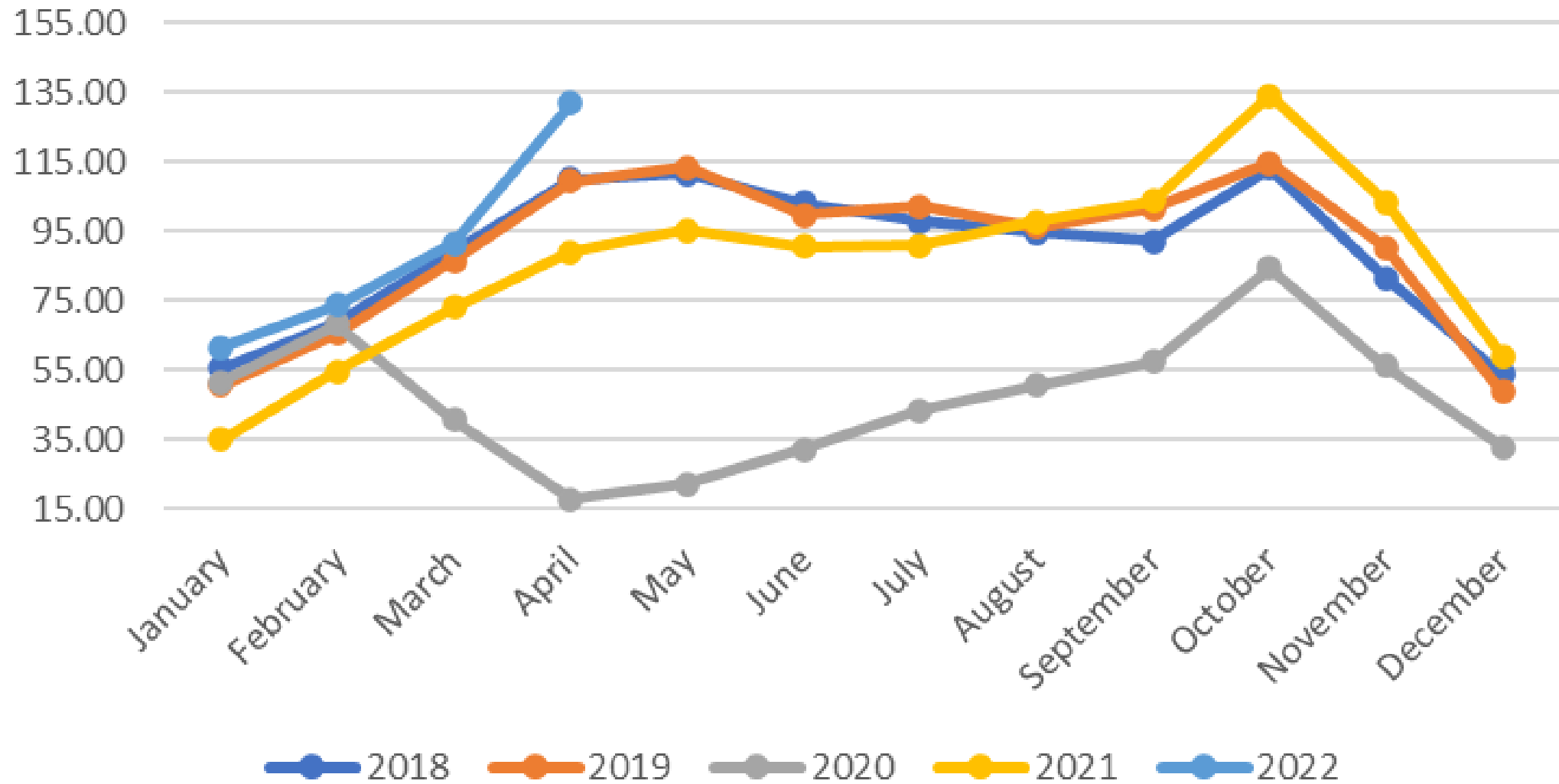
Hotel Occupancy Rates



Average Daily Rate



Revenue per Available Room



ADARA Impact – April – Lodging



224	218	\$ 47,322	9.0	32.5	1.8	1.8	\$ 217.07
Total Travelers	Total Nights	Total Revenue	Avg. Search to Booking	Avg. Advance Purchase	Avg. Length of Stay	Avg. # of Travelers	Avg. Daily Rate (ADR)

Site Impact is tracking an estimated **39.3%** of website traffic for the selected website pixel.

ADARA Impact – April – Lodging Enriched



4,065

Total
Travelers

3,960

Total Nights

\$ 859,608

Total
Revenue

9.0

Avg. Search
to Booking

32.5

Avg. Advance
Purchase

1.8

Avg. Length
of Stay

1.8

Avg. # of
Travelers

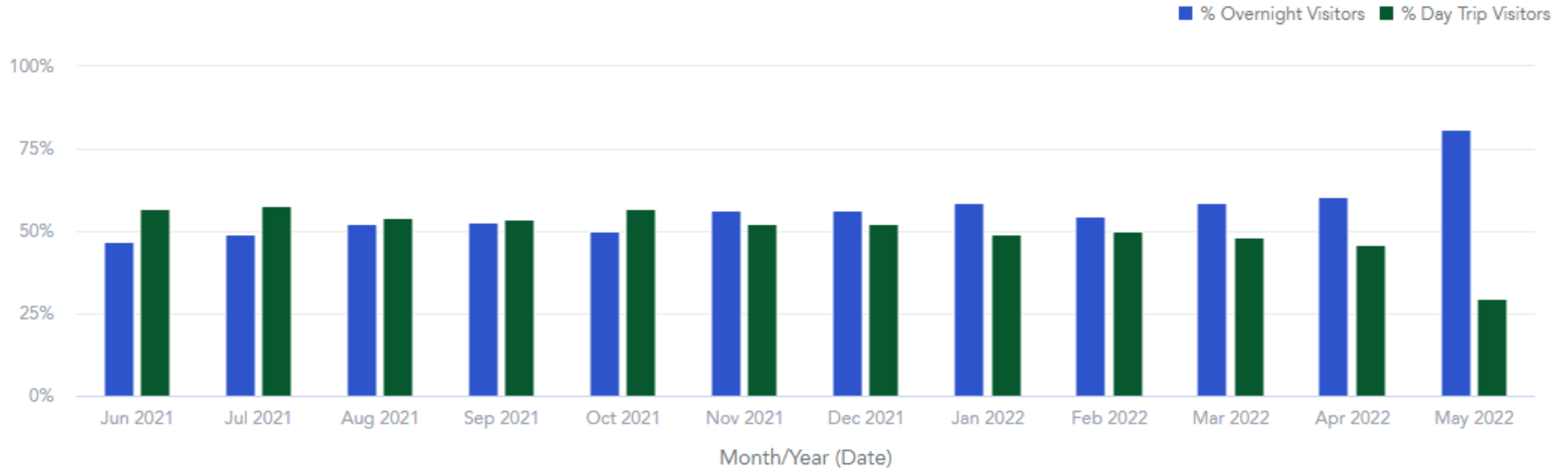
\$ 217.07

Avg. Daily
Rate (ADR)

Site Impact is tracking an estimated **39.3%** of website traffic for the selected website pixel.



Share of Overnight & Day Trip Visitors





Visitor & Resident Mix by POI Category

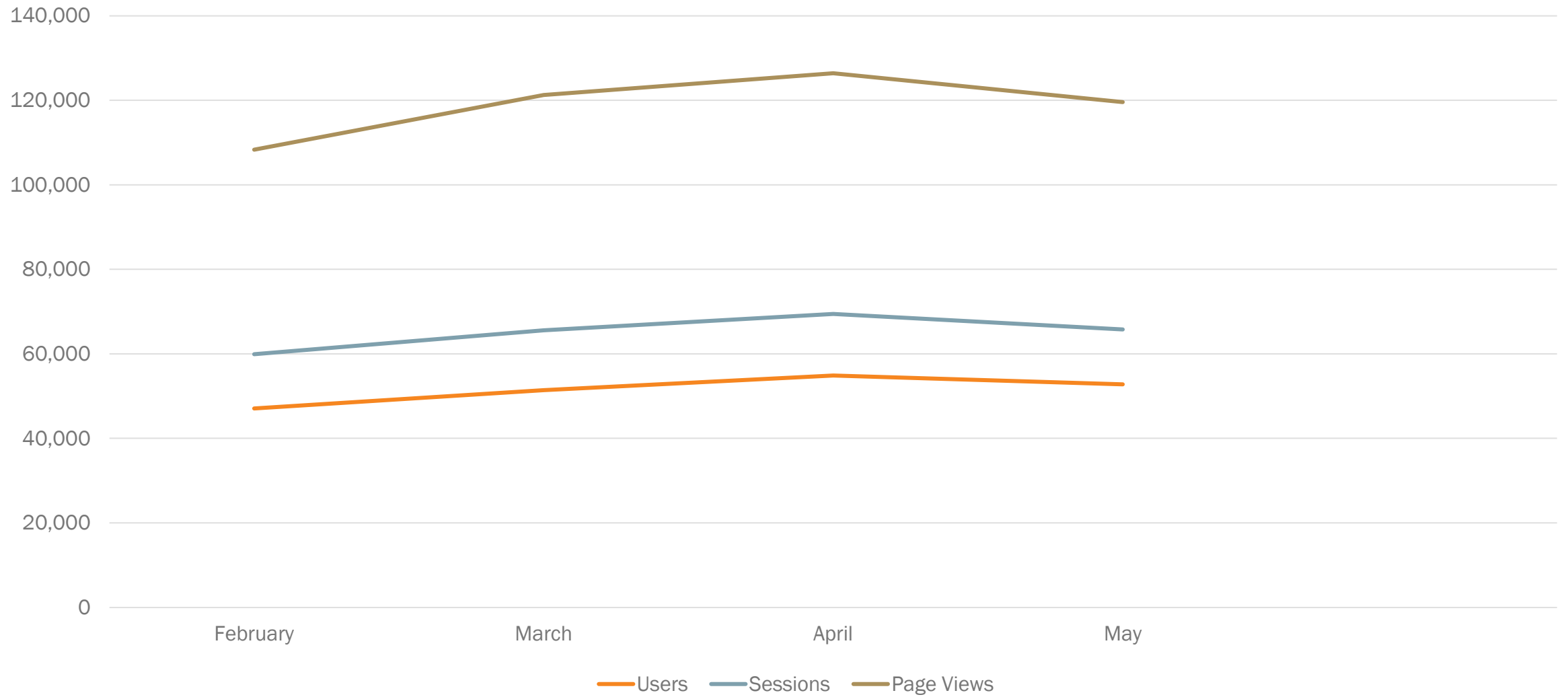




Marketing and Public Relations Update



Website Visitation Trends



Source: Google Analytics

CACVB Marketing & Advertising Efforts

- **Marketing Support Services Update**
 - Graphic design services awarded to Kathleen Capshaw
 - Copywriting services awarded to MJ Arquette
 - Videography services awarded to Ben Lolli
- **Marketing Intern Update**
 - CACVB summer marketing intern – Hannah Hoaglund – Social media strategy and content creation
- **Multiple major advertising campaigns underway, or upcoming including:**
 - Travel + Leisure
 - Food & Wine
 - Wine Enthusiast
 - The Local Palate
 - Charlotte Observer
 - Baltimore Sun
 - Blue Ridge Outdoors
 - Ongoing search engine marketing efforts

CACVB Public Relations Efforts

- Recent media visits:
 - **Dirk Baumgartl:** April 18 – 20 in partnership with Capital Region USA
 - **Austa Clausen:** May 6 – 8 through CACVB media relations efforts
 - **Amanda O'Brien:** May 24 – 29 in partnership with Virginia Tourism Corporation
 - **Japanese Group Media Visit:** June 20 – 22 in partnership with Virginia Tourism Corporation
 - **Ismael Houdassine:** June 23 – 25 in partnership with Virginia Tourism Corporation
 - **Renee Sklarew:** July 5 – 7 through CACVB media relations efforts

CACVB Public Relations Efforts

- Upcoming media visits:
 - **Amanda Mitchell:** July 16 – 17 in partnership with Virginia Tourism Corporation
 - **WETA-TV (PBS station – Washington, D.C.):** July 18 – 20 through CACVB media relations efforts
 - **ESPN (3 Day Weekend):** August 30 – September 1 through CACVB media relations efforts

CACVB Public Relations Efforts

Recent media coverage generated through CACVB efforts:

- [This Small Virginia City Has a One-of-a-kind Wine Scene Served With Southern Hospitality](#) (*Travel + Leisure*)
- [This Train Ride From NYC to New Orleans Is One of America's Most Underrated Routes](#) (*Travel + Leisure*)
- [11 Things to Do \(and Eat\) on Your First Trip to Charlottesville, Virginia](#) (*Southern Living*)
- [Finding Repurpose With Older Buildings in Charlottesville, VA](#) (*Livability.com*)
- [4 Weekend Getaways From the D.C. Metro Area](#) (*MilitaryFamilies.com*)

CACVB Sales Efforts

- Attended VSAE Annual Conference Loudoun County, Virginia
- Researched and made appointment requests for SYTA (Student & Youth Travel Association) Annual Conference
- Sent out 2 hotel RFPs
- Hosted 2 site visits: 1 Government Meeting Planner (meeting booked) and 1 Group Tour Planner (tour series planning for 2023)
- Assisted with 4 group dining recommendations and bookings
- Attended VRLTA (Virginia Restaurant, Lodging & Travel Association) government affairs call
- Provided welcome bags for 2 tour groups
- Met with several local hotel partners and toured properties

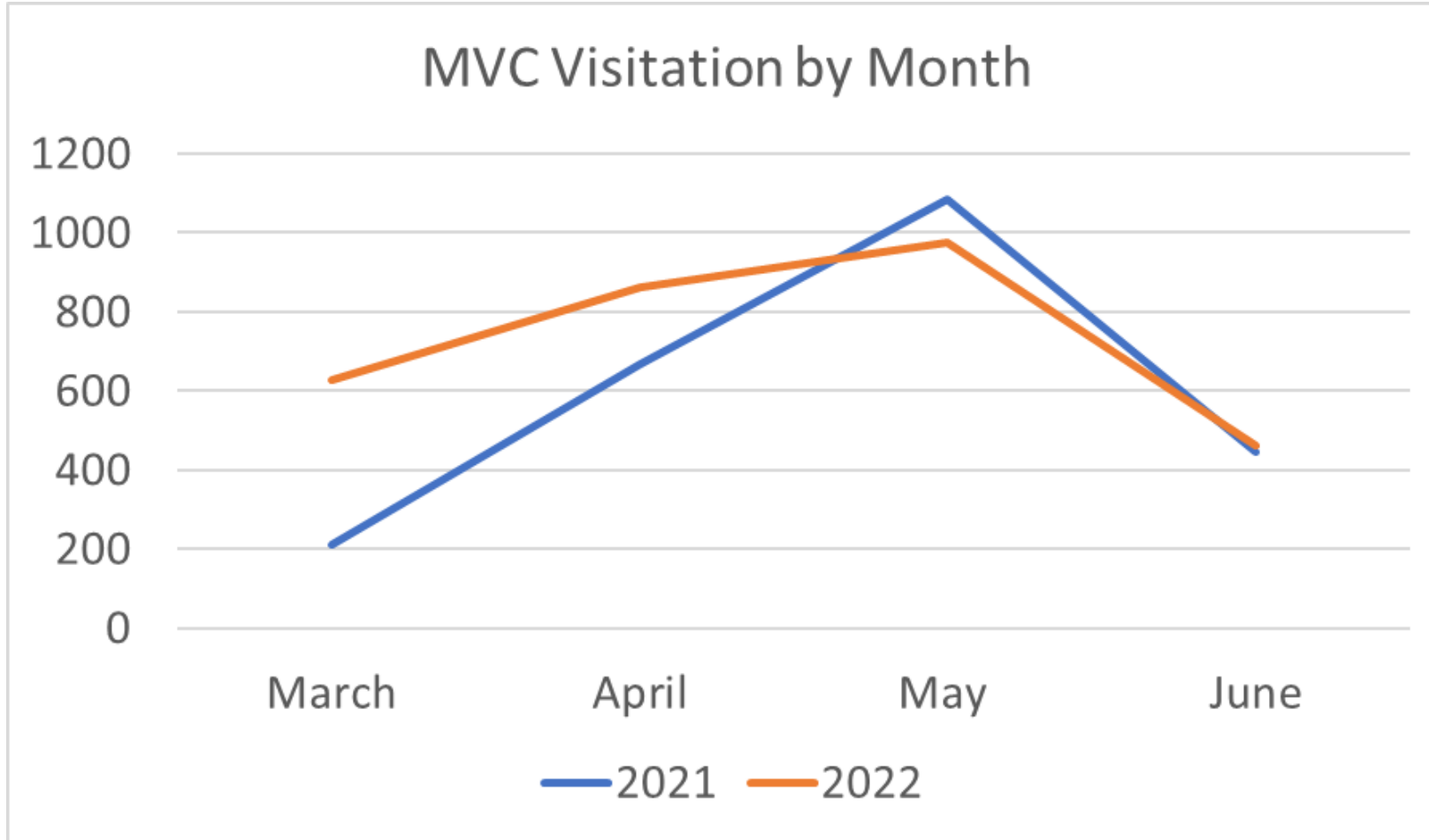


Visitor Services



Visitation at MVCs

AS OF 6/13/2022



- MVC Visitation: 2,929
- Special Event: 301
- **Total Visitation: 3,230**

Top interests continue to be Drinking & Dining and Outdoor & Play.

**June statistics stop at June 13.*

Requests & Fulfillment

AS OF 6/13/2022

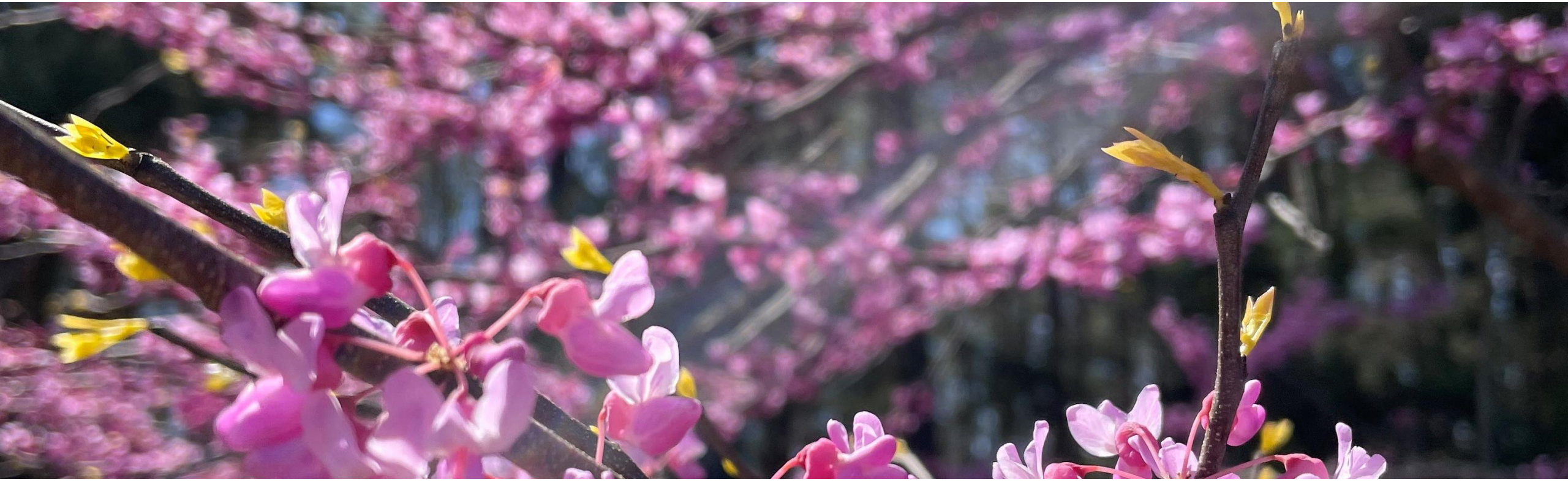
- +1,400 Active Partners (There has been a small drop in active partners. This is most likely due to the team doing data cleanup.)
- Top 5 States Requesting Materials: PA, VA, MD, NC, & OH
- Items Sent to Visitors: +22,500 (Includes Digital Guides)
- Total Inquiries (Calls, Emails, and Contact Us Submissions): +3,000
- +50 Bulk Orders Fulfilled

Means of distribution: CACVB inquiries and bulk orders, VTC's PMAP, and City Select

Community Involvement and Professional Development

4/7--06/13

- MVCs were at Charlottesville Half Marathon Packet Pick-up (04-08)
- MVCs were at the Charlottesville Criterium and Bike Festival at Dairy Market (04/16)
- Travel Specialist participated in an Unconscious Bias training (04/21)
- All of Visitor Services watched the DC Knowledge Drop - Destination Training (05/05)
- MVC at the Crozet Arts and Craft Festival (05/07)
- The Visitor and Community Relations Manager attended “Using Data for Digital Storytelling” webinar hosted by Destinations International (05/04), VTC Orientation (05/10-12), and State of The Industry: Two Years After Black Out Tuesday (06-02)
- The Visitor and Community Relations Manager is participating in Travel Unity’s Certified Diversity Travel Professional (CDTP) Cohort (June -August)



Website Advertising



Public Comment



Adjourn

