



Board of Directors Meeting: October 24, 2022





Call to Order





Matt Harmon, Harmony Wine





Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement



ZARTICO

Steven Clenney, Zartico





ZARTICO

Charlottesville
ALBEMARLE COUNTY, VIRGINIA

WHO IS ZARTICO?

OPERATING SYSTEM



OPERATING SYSTEM

DESTINATION



OPERATING SYSTEM

DESTINATION

TECH

GOOGLE ANALYTICS

MARKETING DATA

STR REPORT

TAX DATA

AIRPORT DATA

SPEND DATA

GEOLOCATION

EVENT DATA



OPERATING SYSTEM

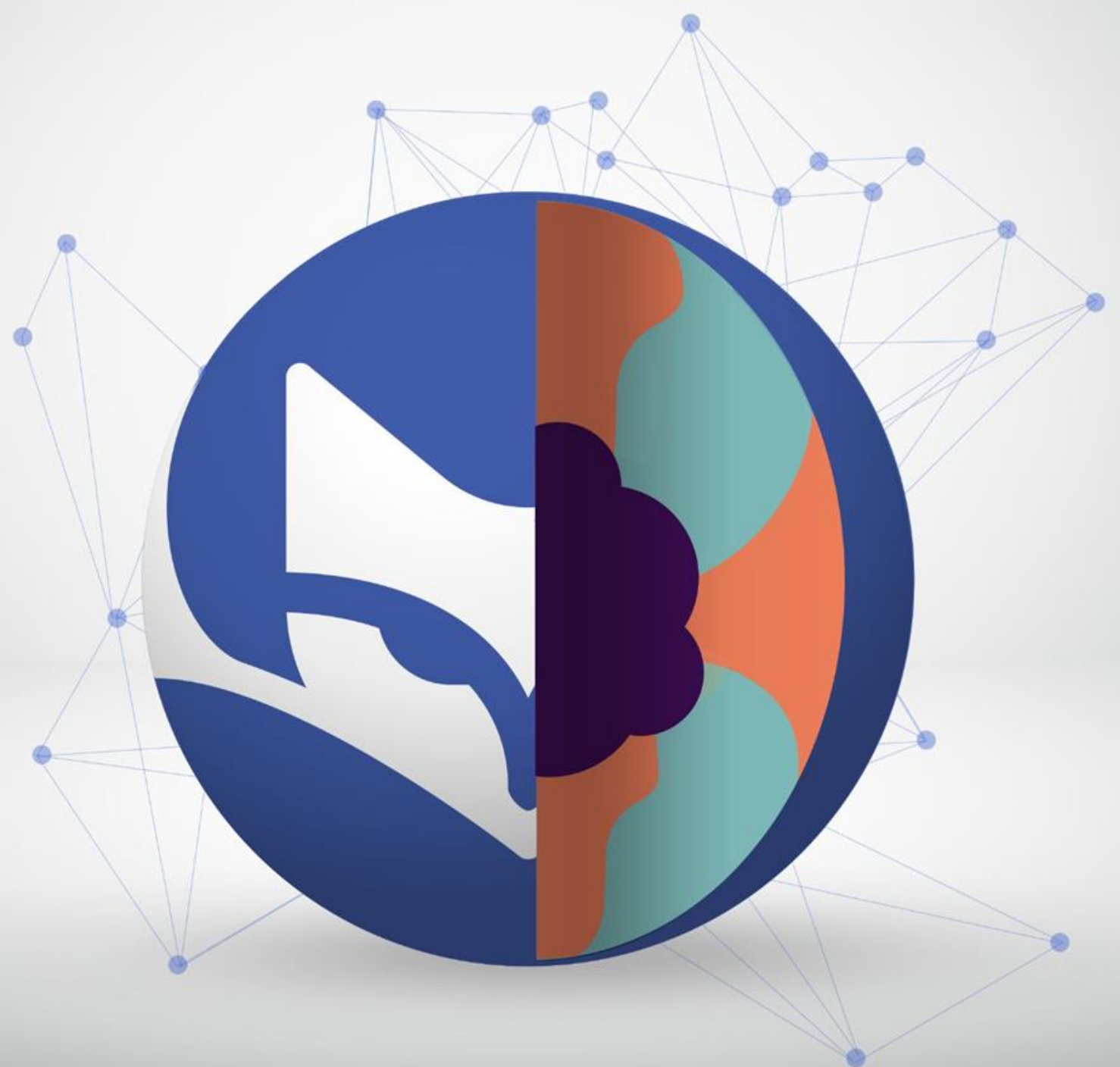
DESTINATION

TECH

GOOGLE ANALYTICS
MARKETING DATA
STR REPORT
TAX DATA
AIRPORT DATA
DATA – SPEND, GEOLOCATION, EVENT

PEOPLE


STRATEGIC ADVISORS
EDUCATION
COMMUNITY
BEST PRACTICES



An aerial photograph of a sandy beach meeting the ocean. Several large beach umbrellas in shades of blue, white, and pink are scattered across the sand. A group of people is gathered around a blue lounge chair and some beach gear. In the shallow turquoise water, two people are standing on a yellow surfboard. The overall scene is bright and summery.

OUR MISSION:
**PROVIDE
THE
CLEAREST
VIEW**

**OF THE
VISITOR
ECONOMY**

An aerial photograph of a city at dusk, with mountains in the background. Overlaid on the city is a complex network of glowing blue and orange lines connecting numerous yellow dots, representing a data or communication network.

UPGRADED MEASURES OF SUCCESS

Livelihood & Well-being
of the Community

ZARTICO'S LICENSED DATA SETS

Geolocation

**Largest
Commercially
Available**
Geolocation
Data Set

**Daily
Visibility**
Of Both
Visitors &
Residents

1.6 Billion
Global
Devices
in 180+
Countries

3 Years
Historical

Spend Data

**90
Million**
Cards

10 Billion
Transactions
Annually

4 Brands
Credit
& Debit
Cards

3 Years
Historical

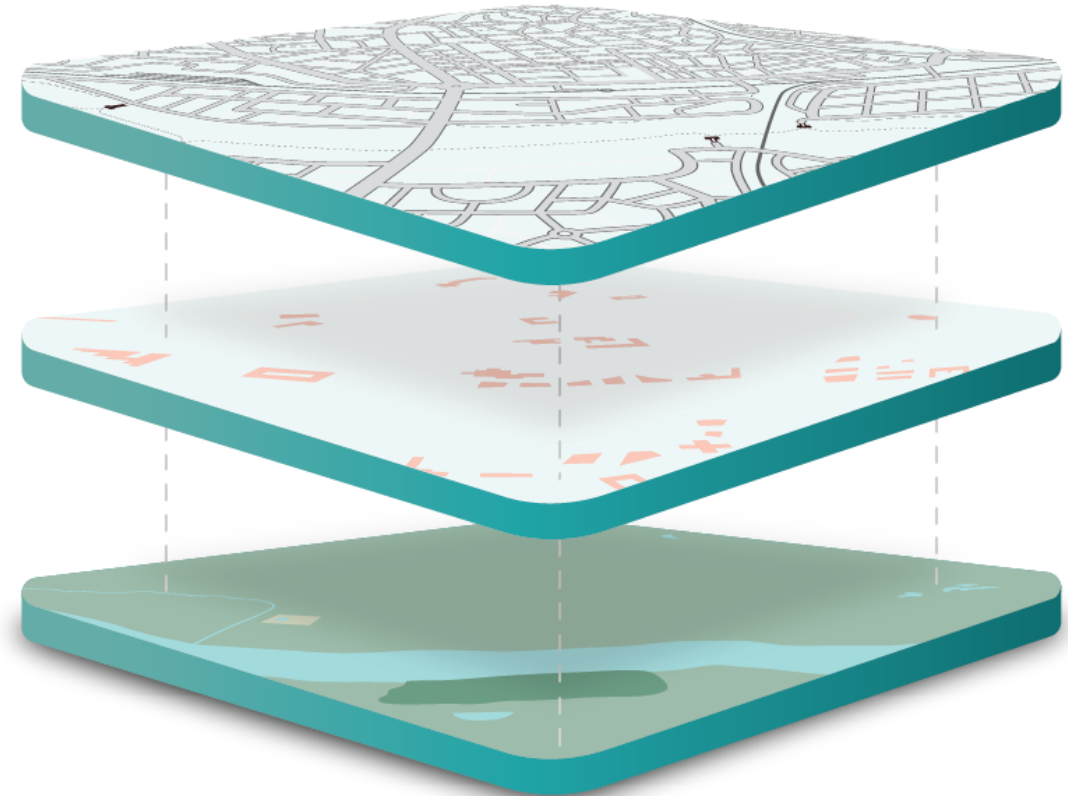
Event Data

300+
Global
Event
Sources

**40+
Million**
Events
Worldwide

12 Month
Look Into
the Future

3 Years
Historical



ZDOS®: ZARTICO DESTINATION OPERATING SYSTEM



Answer and Share Your FAQs Daily through the ZDOS®

Simple

- Where are they from?
- Where are they going?
- How much are they spending?
- How are they being influenced?
- What is my Visitor Resident Ratio today?
- How does Weather affect Demand?

Complex

- What is my average visitor to resident ratio and how does it change over time?
- How is my YOY visitation pacing and what is the forecast?
- How does my website content directly contribute to visitation?
- What is the ratio and composition of overnight vs day trip visitors?



WINERIES & BREWERIES IMPACT

September 2021 – August 2022



ZARTICO

Charlottesville
ALBEMARLE COUNTY, VIRGINIA



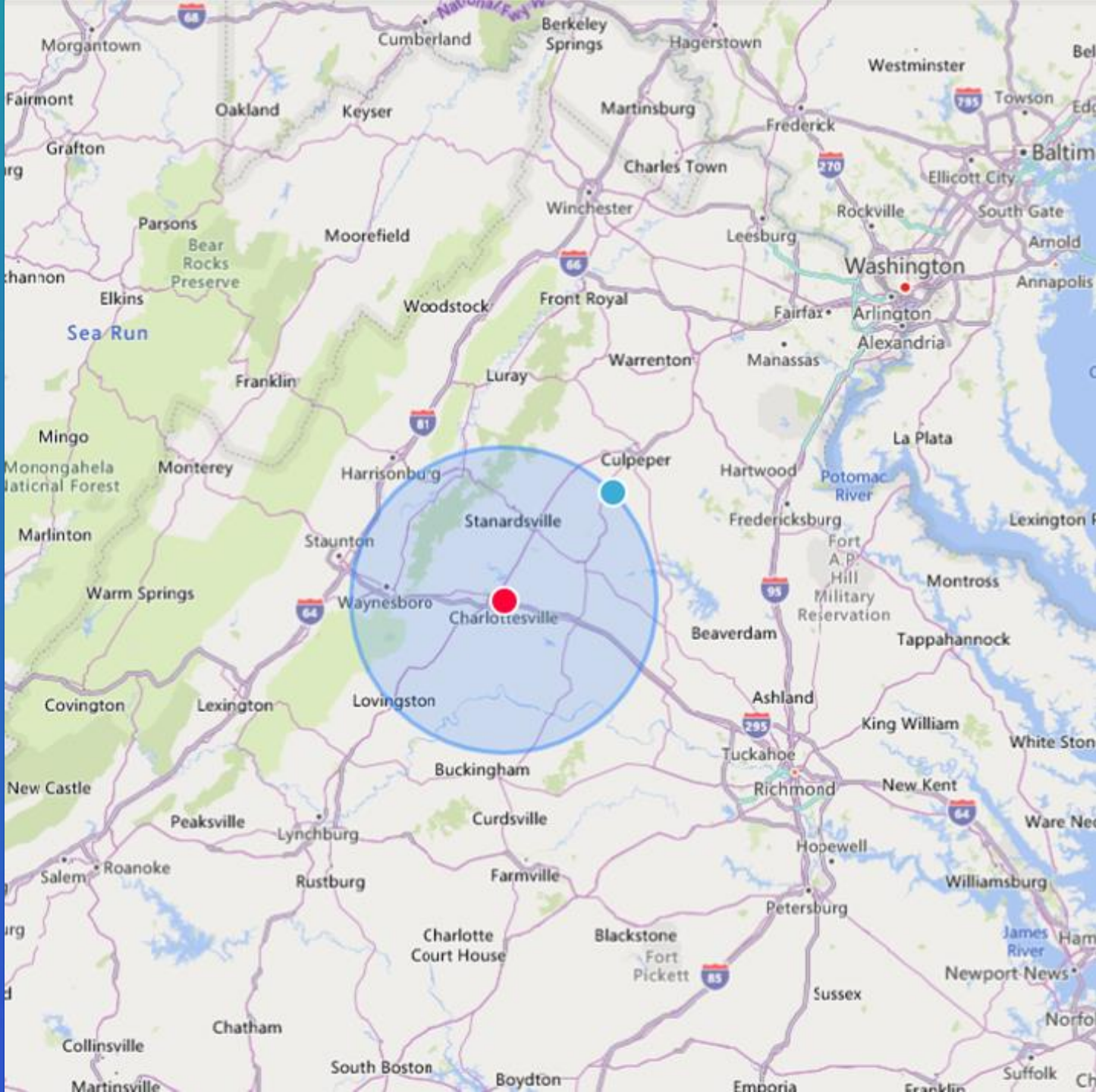
Objective

Virginia is one of the country's top wine-producing states and the Charlottesville area has more than 40 wineries.

The objective of this analysis is to understand the impact and trends of visitors to wineries, breweries, and other like points of interest in Charlottesville-Albemarle County.

The timeframe this study is September 1, 2021 through August 31, 2022.





Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over 30 miles from where they live and/or work,
- Stayed for more than 2 hours in your destination, and
- Have visited at least one place of impact.

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than 60 miles between the center of the cardholder zip and the center of the merchant zip.

Example: Charlottesville, VA



KEY INSIGHTS

1

5.4% of overnight visitors to Charlottesville-Albemarle County visited either a winery, brewery, or other like point of interest (POI).

2

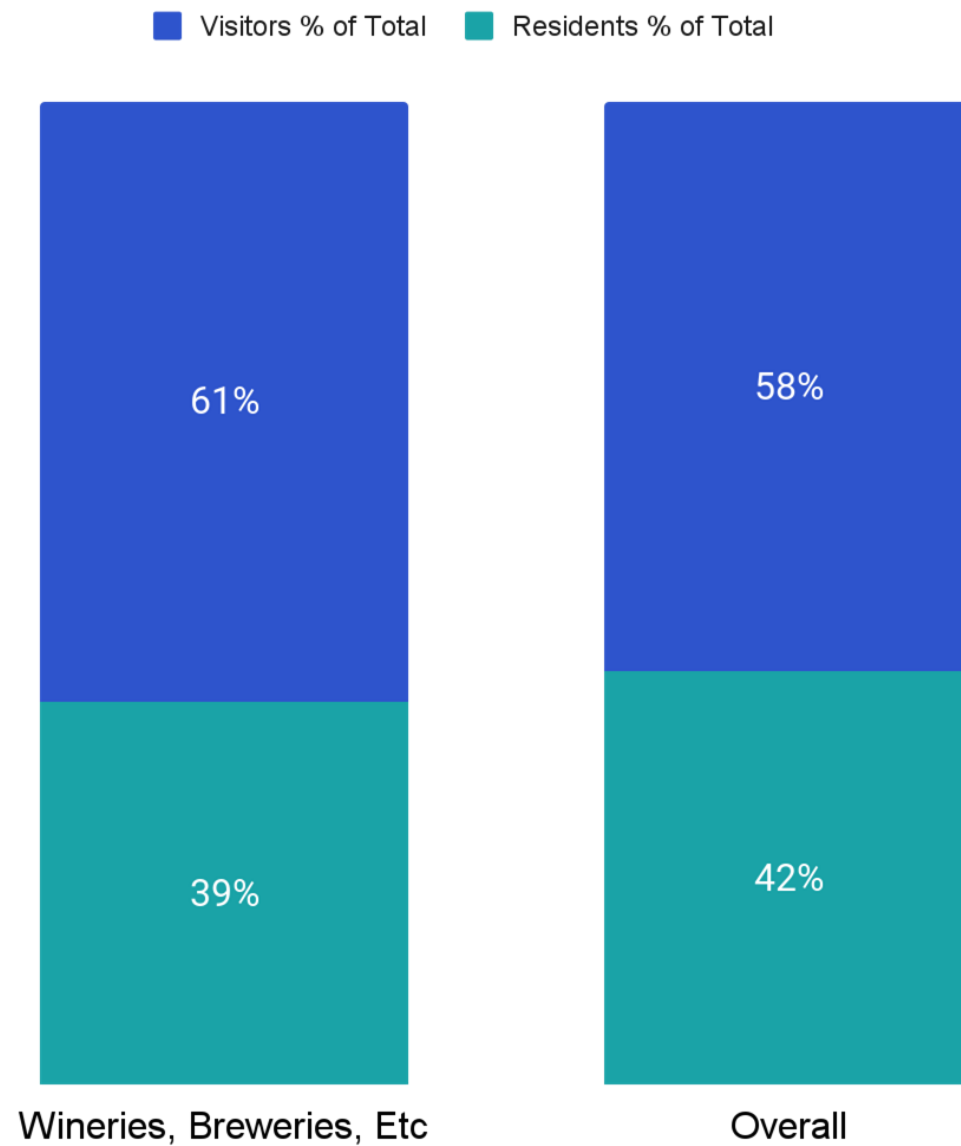
Visitors to wineries and breweries were **more likely to have an overnight trip and be from out-of-state** compared to the average visitor.

3

The variations in origin markets and seasonal travel patterns of visitors to wineries and breweries provide opportunities to better target these potential visitors.

WHAT IS THE VISITOR TO RESIDENT MIX IN WINERIES AND BREWERIES?

The overall share of visitors to wineries and breweries is **5% higher** than observations in the overall destination.

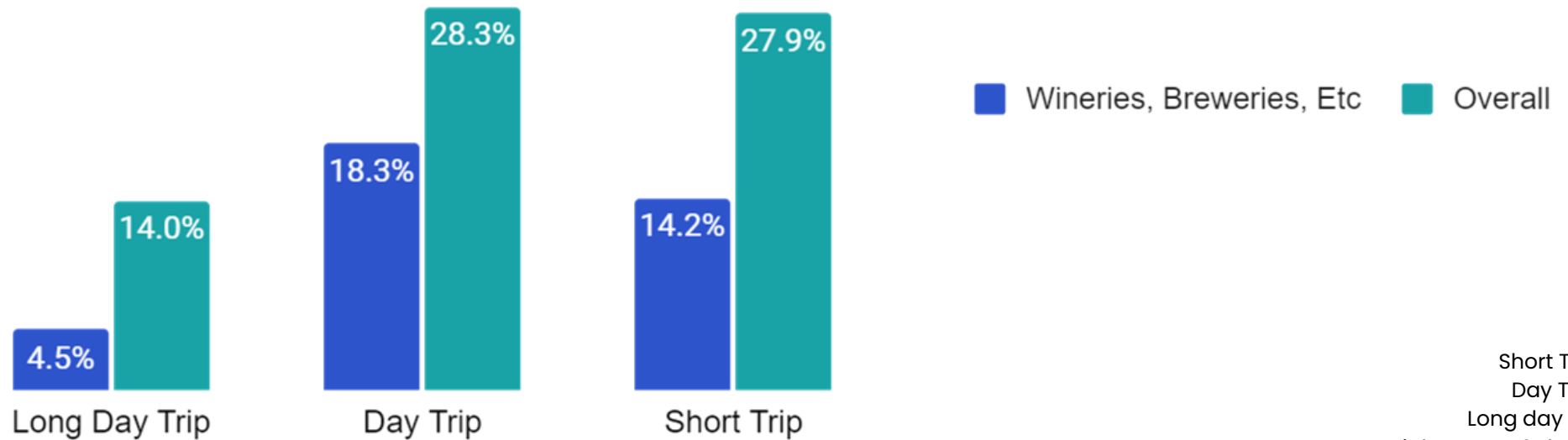
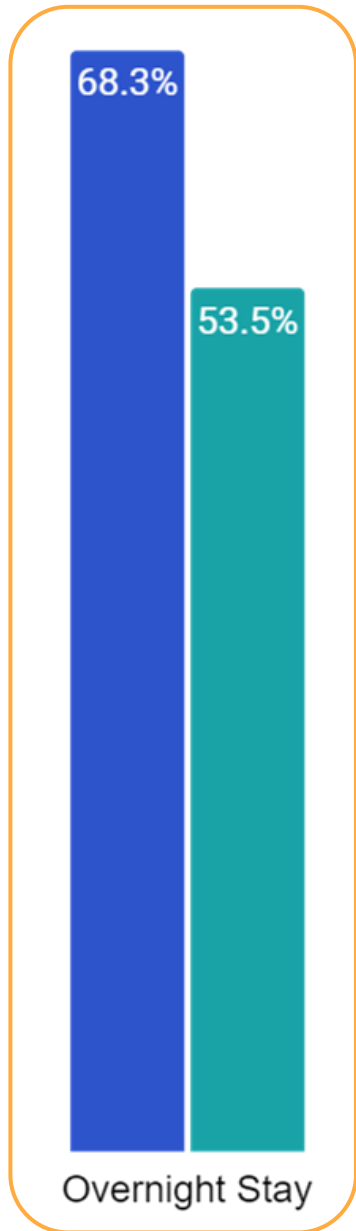


Source: Near

*Zartico defines a resident as a device observed less than 30 miles from the common device location to the POI.

ARE VISITORS MORE LIKELY TO STAY OVER-NIGHT IF THEY VISIT A WINERY OR BREWERY?

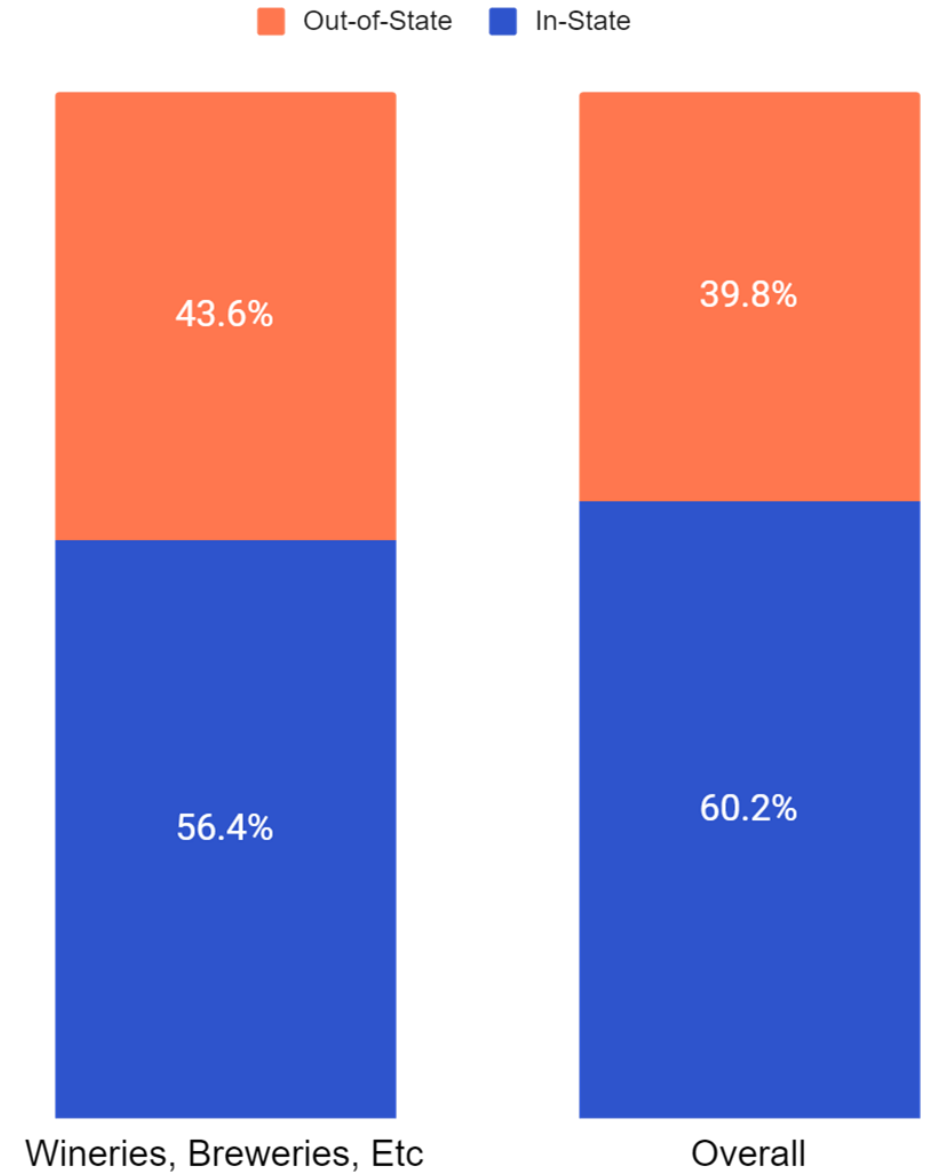
Visitors who go to a winery or brewery are **27.7% more likely to have an overnight trip** compared to the average Charlottesville – Albemarle County visitor.



Source: Near
Short Trip = 2-4 hours
Day Trip = 4-8 hours
Long day Trip = 8+ hours
Overnight Stay = 8+hours & Next Day

VISITORS TO WINERIES AND BREWERIES: WHERE WERE THEY FROM?

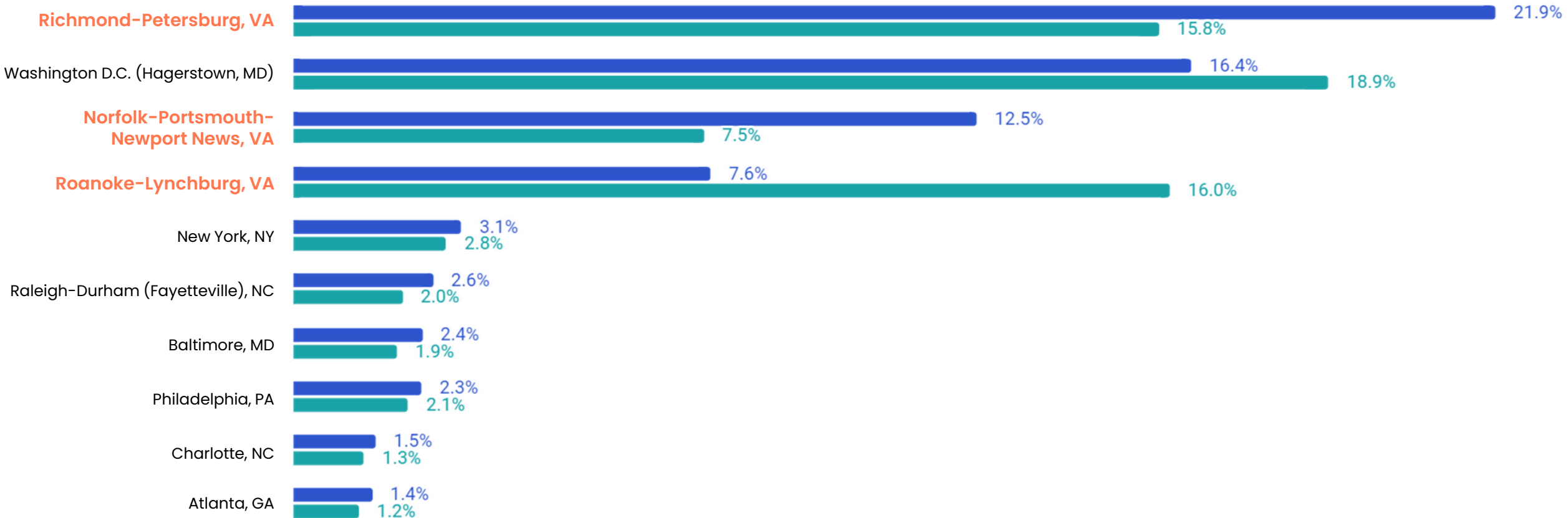
Wineries and breweries have **9.6% more out-of-state visitors** compared to the overall destination.



Source: Near

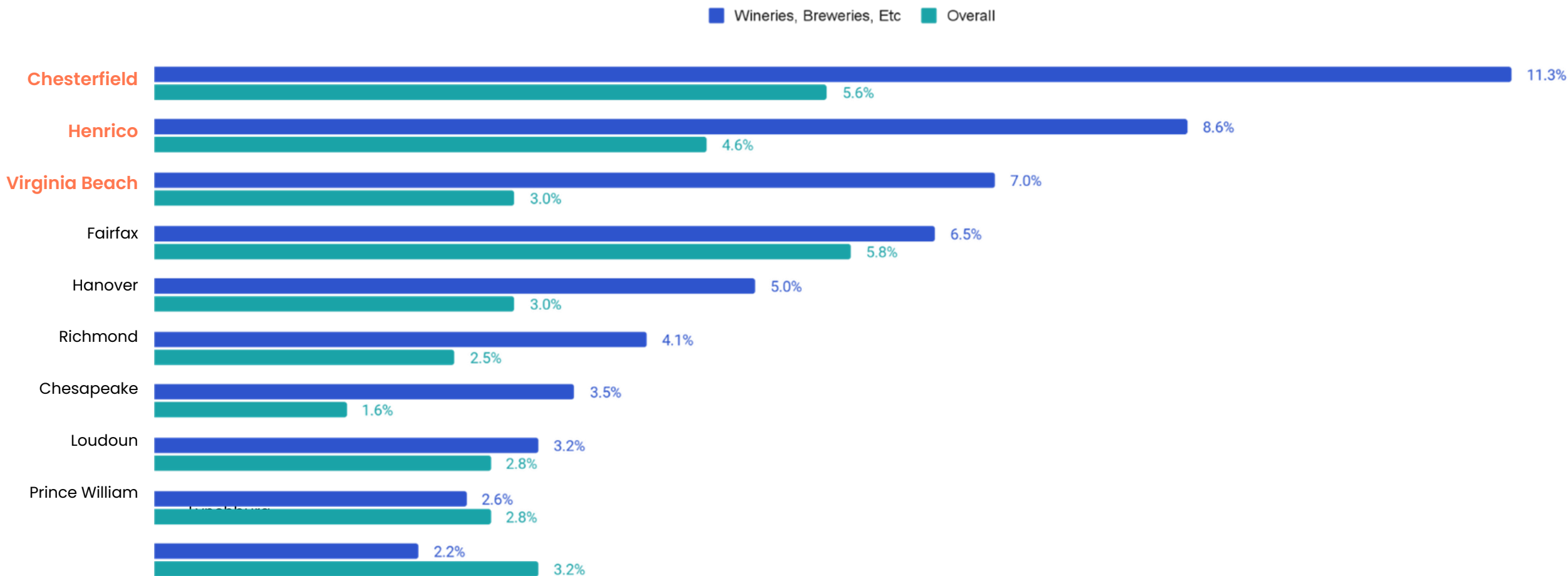
WHAT ARE THE TOP VISITOR ORIGIN MARKETS TO WINERIES AND BREWERIES COMPARED TO THE OVERALL DESTINATION?

■ Wineries, Breweries, Etc ■ Overall



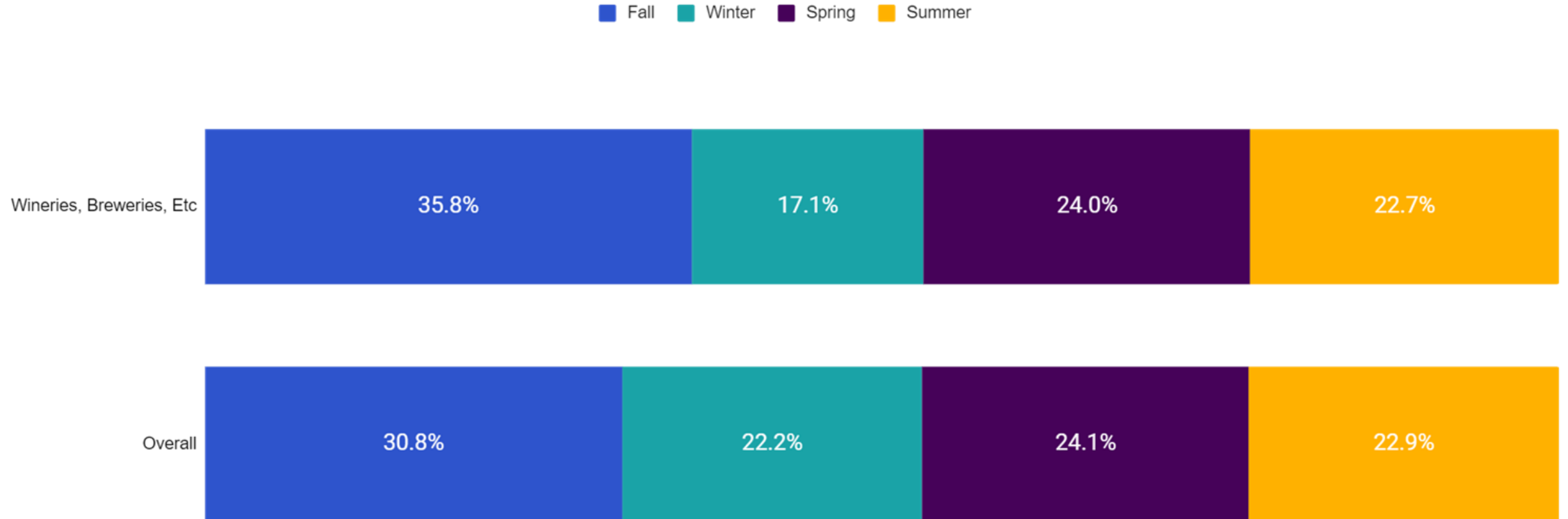
Source: Near

WHICH COUNTIES ARE IN-STATE VISITORS COMING FROM TO EXPERIENCE WINERIES AND BREWERIES?



Source: Near

WHAT ARE THE SEASONAL TRAVEL PATTERNS OF VISITORS TO WINERIES AND BREWERIES?



Source: Near

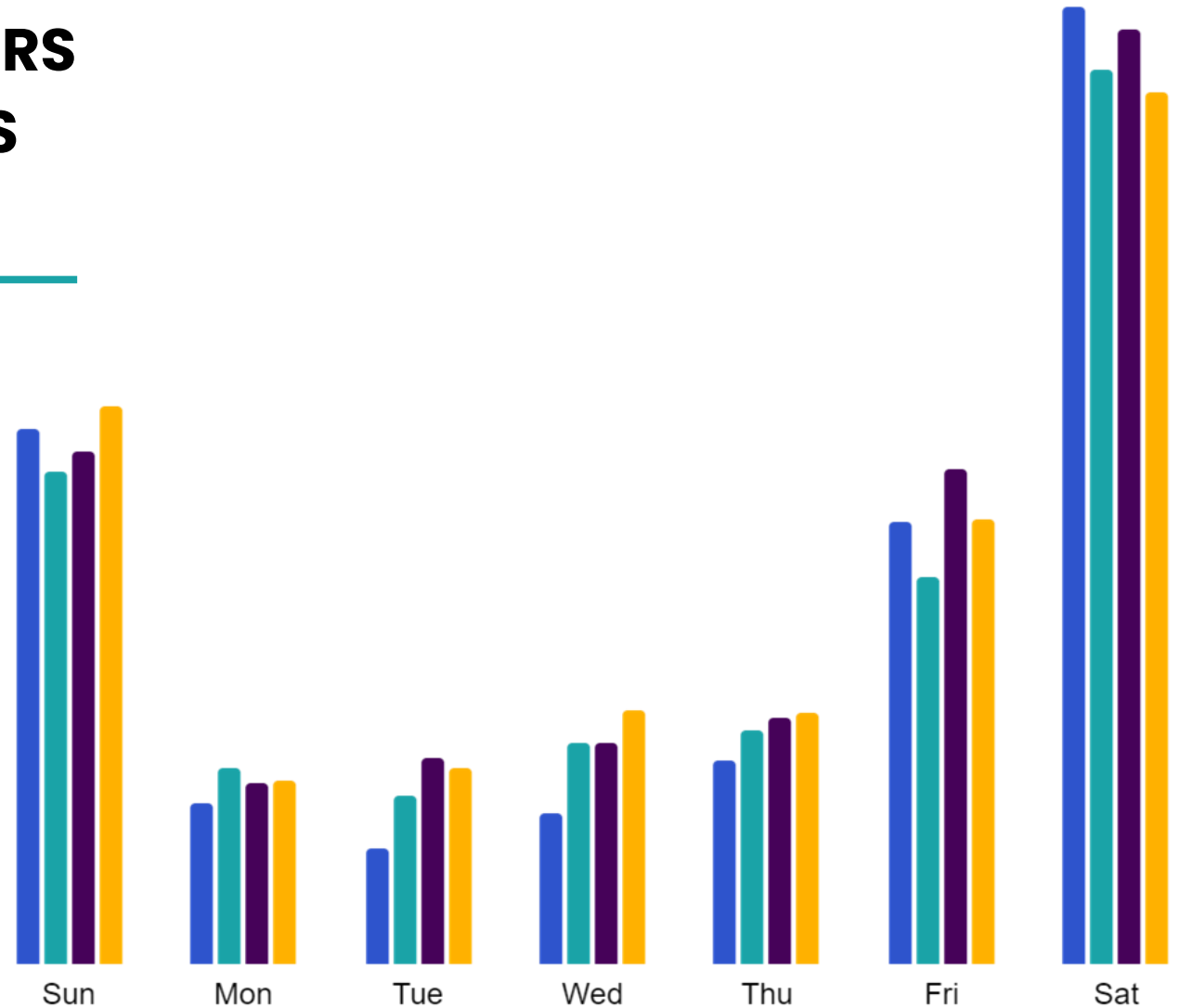
WHAT MONTHS ARE VISITORS COMING TO WINERIES AND BREWERIES COMPARED TO THE OVERALL DESTINATION?



Source: Near

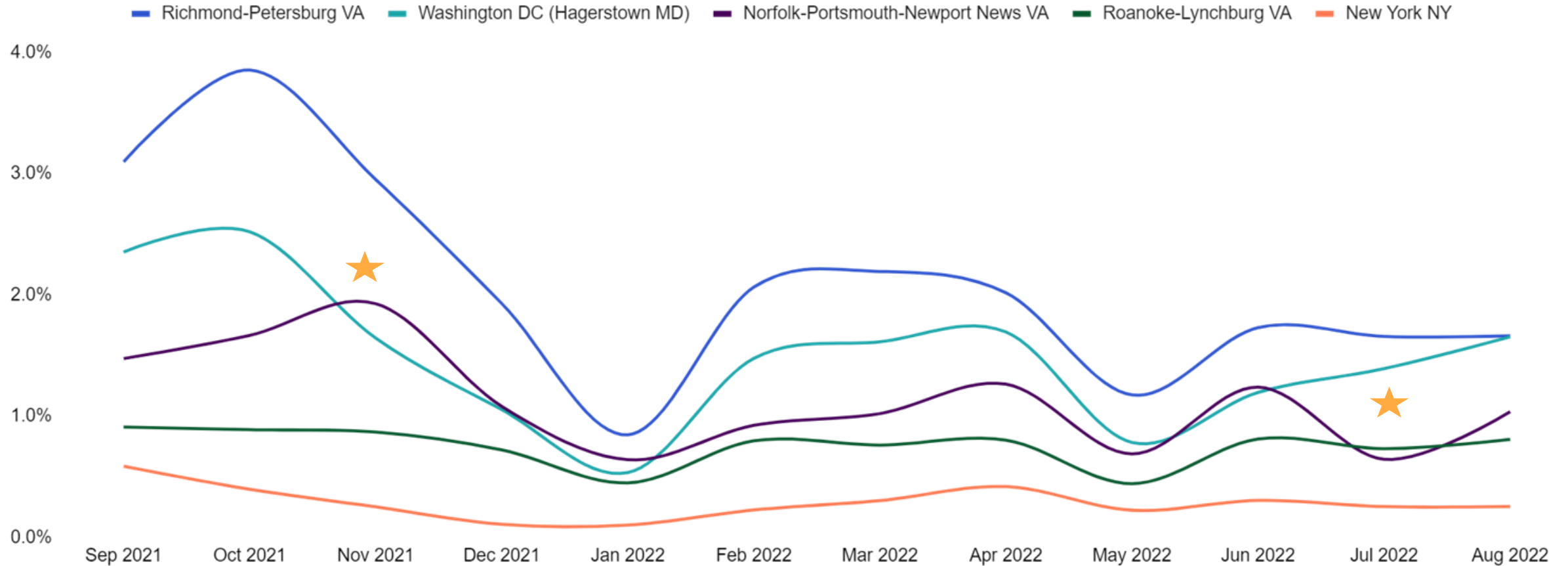
WHAT DAY OF THE WEEK ARE VISITORS GOING TO WINERIES AND BREWERIES DURING THE DIFFERENT SEASONS?

Primary visitation to wineries is on Saturday and Sunday, however, **visitors are more likely to be seen during weekdays in the Spring and Summer seasons.**



Source: Near

WHEN ARE THE TOP VISITOR ORIGIN MARKETS COMING TO WINERIES AND BREWERIES?



Source: Near

King Family Vineyards

Hazy Mountain Vineyards

Keswick Vineyards

Pippin Hill Farm & Vineyards

Jefferson Vineyards

OUT-OF-STATE VISITORS
CROSS VISITATION



King Family Vineyards

Hazy Mountain Vineyards

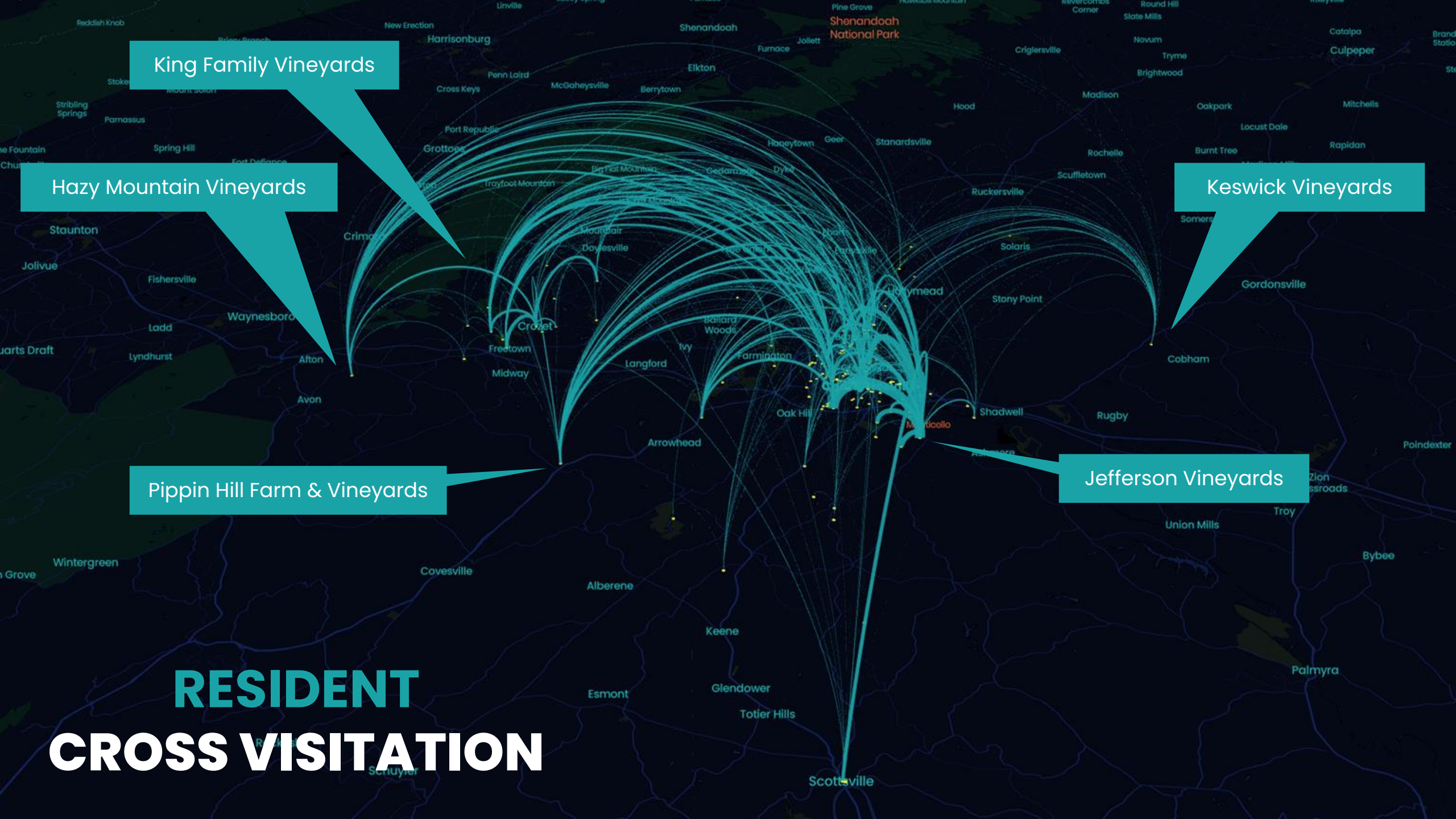
Keswick Vineyards

Pippin Hill Farm & Vineyards

Jefferson Vineyards

IN-STATE VISITORS
CROSS VISITATION





King Family Vineyards

Hazy Mountain Vineyards

Keswick Vineyards

Pippin Hill Farm & Vineyards

Jefferson Vineyards

RESIDENT CROSS VISITATION

THANK YOU





Director's Report





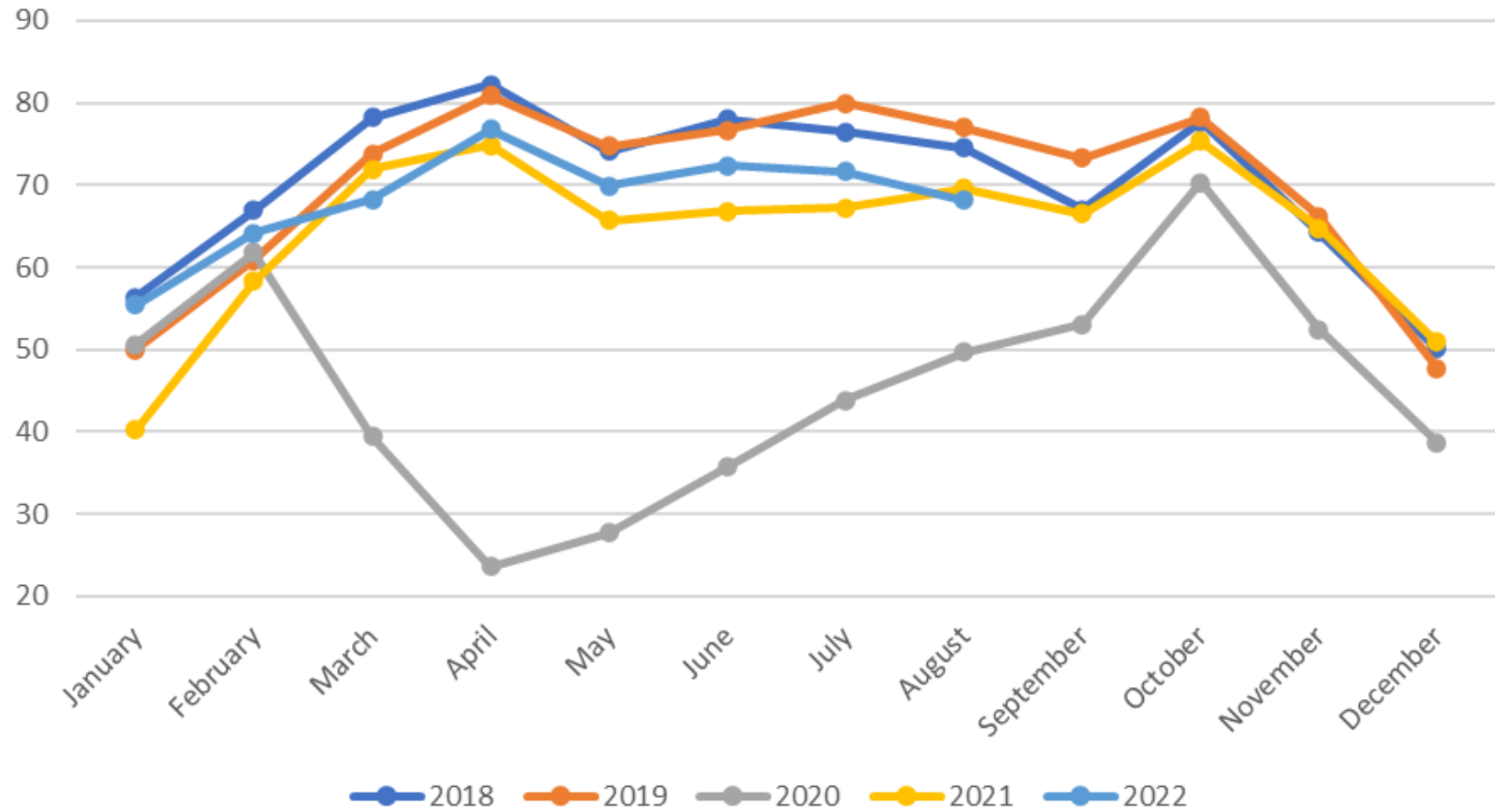
Highlights

- Event sponsorships distributed
- Meetings with UVA affiliate groups and Cville Pride
- CRUSA GTE and international fam tour
- German tour operator visit
- Joined VRLTA Board of Directors as President, Travel Component
- Named one of USAE News' Leading Ladies of the Tourism Industry
- Cville Chamber benchmarking trip
- Successful outdoor recreation application

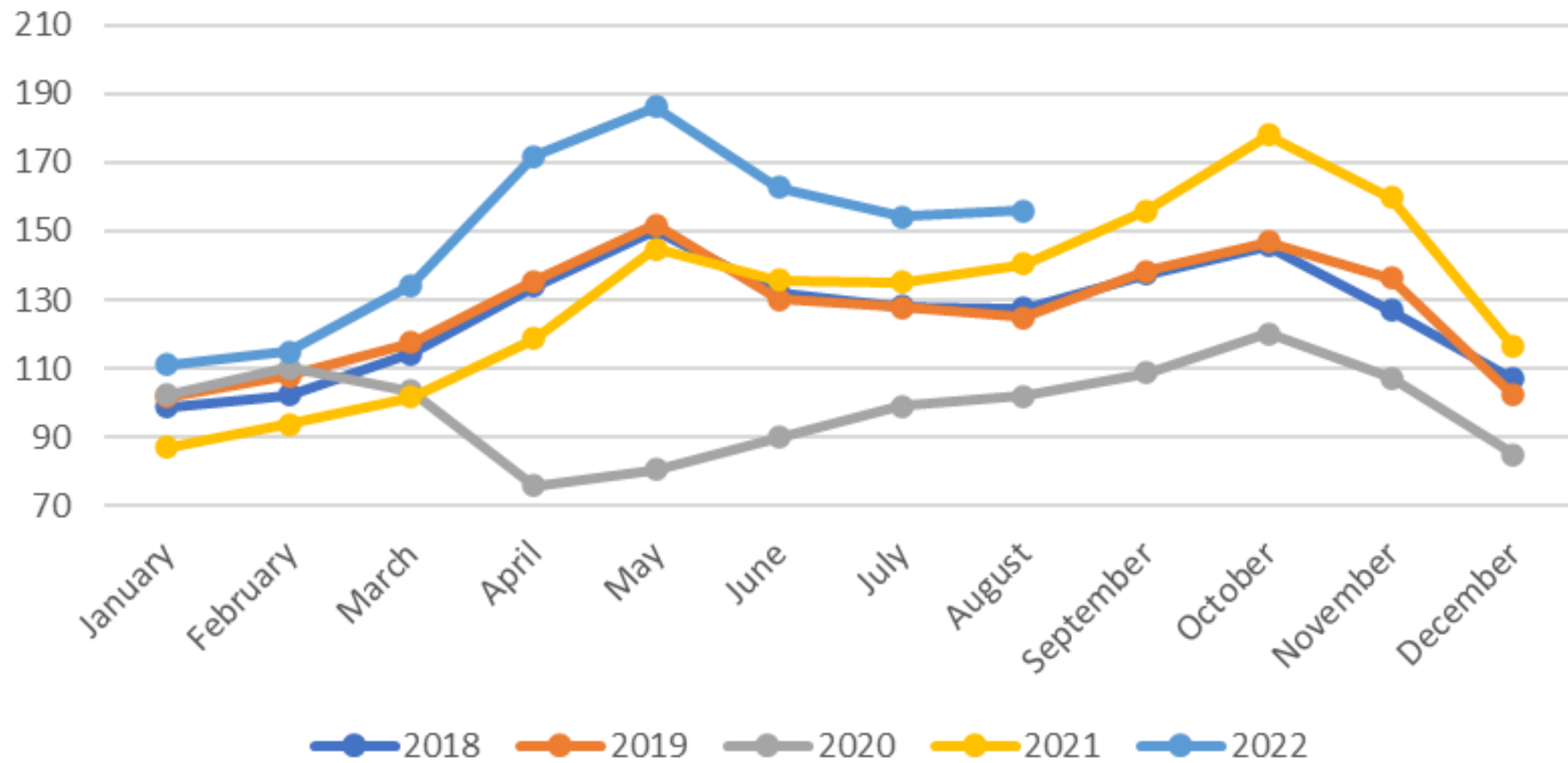




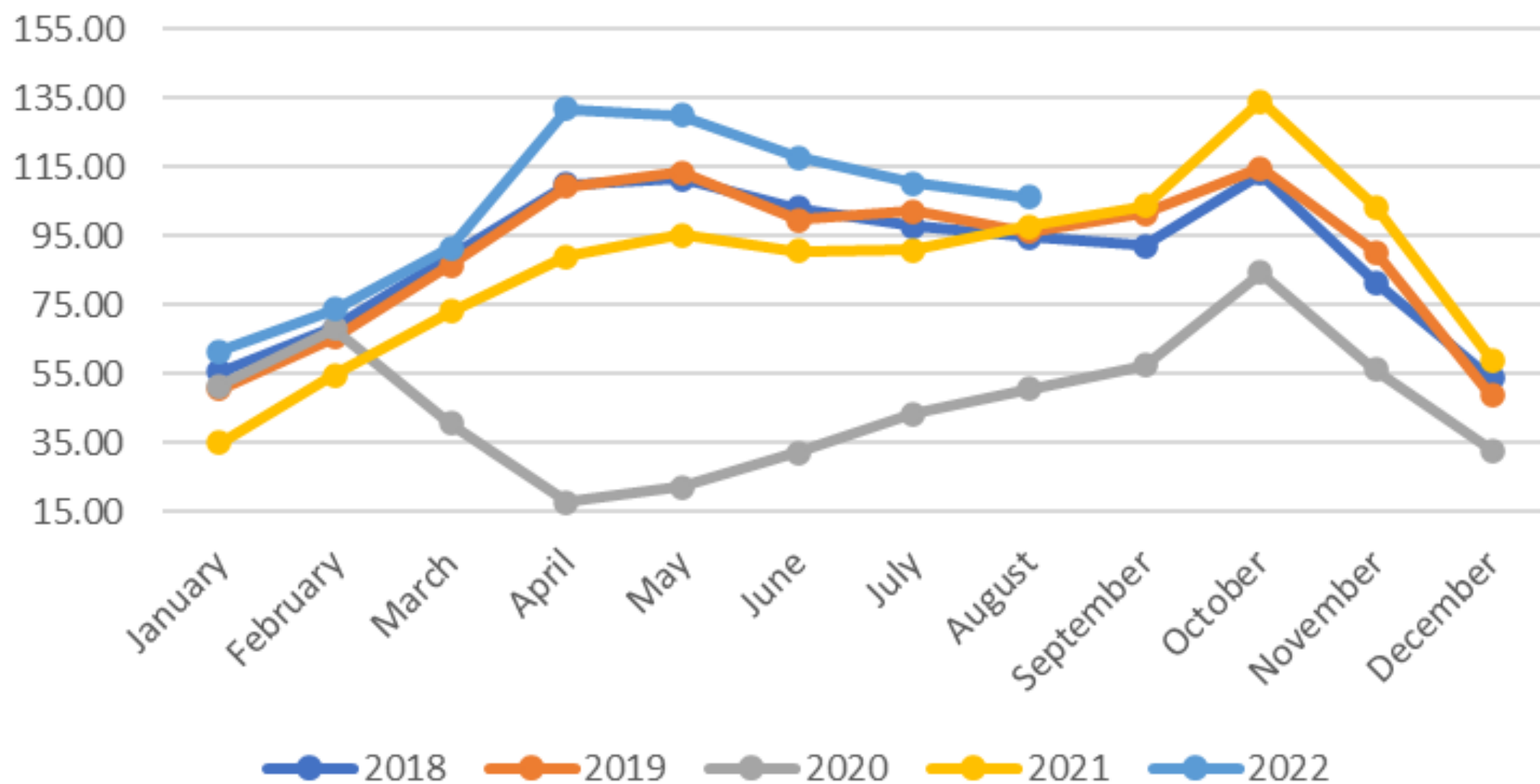
Hotel Occupancy Rates



Average Daily Rate



Revenue per Available Room



ADARA Impact – Jan-July – Lodging



1,348	1,319	\$ 276,495	6.7	37.5	1.9	1.9	\$ 209.62
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 40.6% of website traffic for the selected website pixel.

ADARA Impact – Jan-July – Lodging Enriched



22,918	22,428	\$ 4,701,457	6.7	37.5	1.9	1.9	\$ 209.62
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 40.6% of website traffic for the selected website pixel.



Marketing and Public Relations Update



CACVB Advertising Efforts

Multiple major advertising campaigns underway, or upcoming for winter 22/23:

- Travel + Leisure
- Food & Wine
- Conde Nast/Bon Appetit
- Essence
- Hemispheres (In-flight magazine for United Airlines)
- Wine Enthusiast
- The Local Palate
- WJLA-TV (Washington, D.C. market)
- Charlotte Observer
- Baltimore Sun
- Blue Ridge Outdoors
- Northern Virginia Magazine
- Virginia Living
- Search engine marketing (ongoing)

CACVB Content Creation Efforts

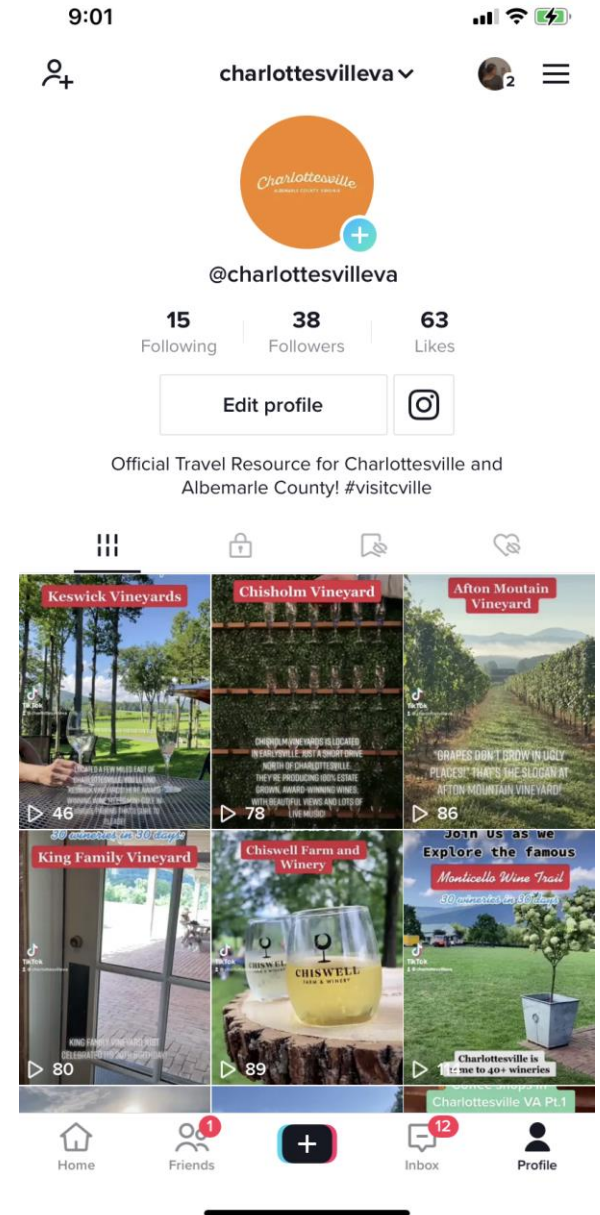
Content creation is in full swing and since August, we have created the following pieces of long-form content for our audiences:

- [20+ Charlottesville Area Wineries to Discover on the 2022 Virginia Governor's Cup Gold Medal Trail](#)
- [2022 Virginia Film Festival Preview](#)
- [Things to Do in Charlottesville and Albemarle County: October 2022](#)
- [The Ultimate Fall Bucket List For Charlottesville & Albemarle County](#)
- [Things to Do in Charlottesville and Albemarle County: September 2022](#)
- [Things to Do in Charlottesville and Albemarle County: August 2022](#)

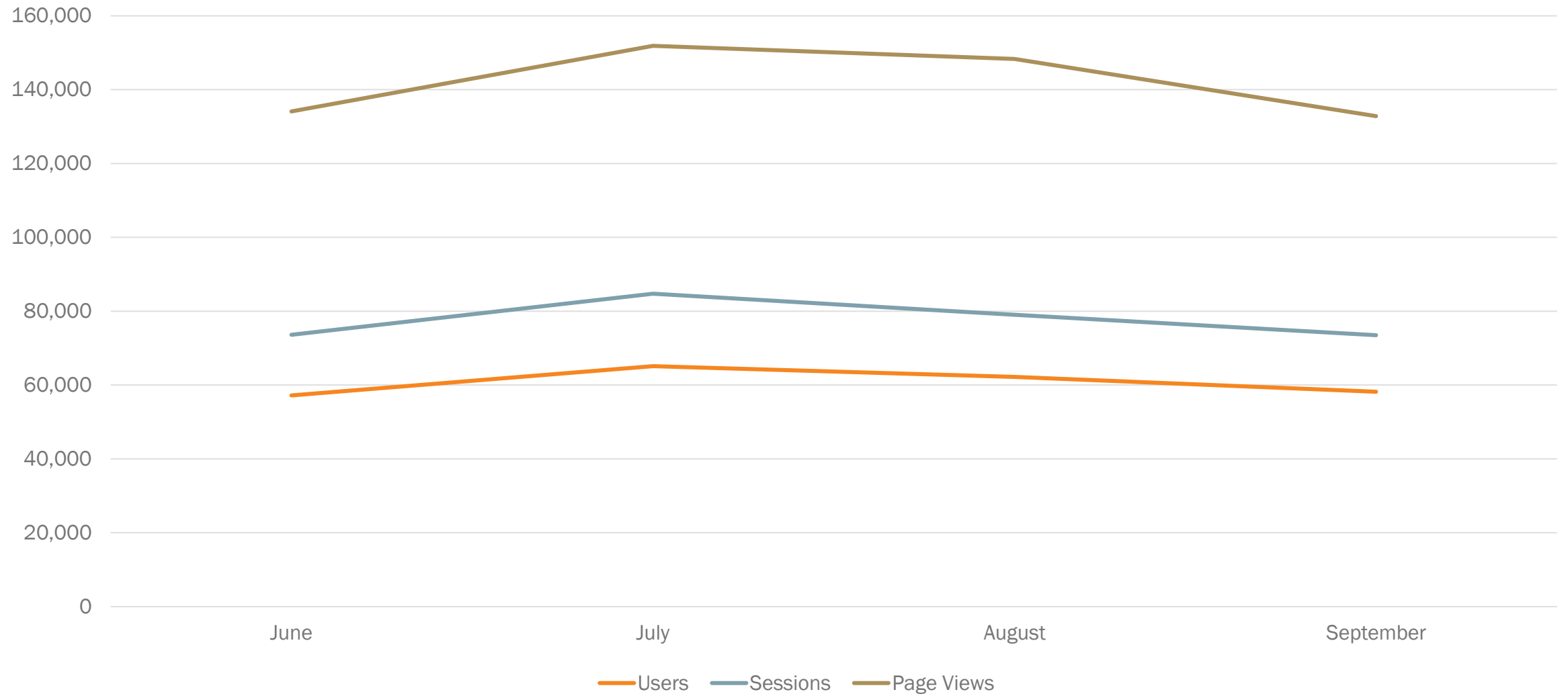
Winter content is already being developed and will be published/shared in the weeks ahead.

CACVB Social Media Efforts

- In October, the CACVB launched its new [TikTok channel](#)! This will allow the CACVB to put its message in a space that is quickly becoming the go-to channel for younger audiences.
- The channel was launched with a “30 Wineries in 30 Days” campaign to celebrate Virginia Wine Month in October. We will evaluate the campaign’s performance at the end of the month to determine the best sustainable strategy moving forward.
- We have been able re-purpose TikTok content across our other social media channels.



Website Visitation Trends



Source: Google Analytics

CACVB Public Relations Efforts

- Recent and upcoming media visits:
 - **Bruce Ingram:** August (CACVB media relations efforts)
 - **Yvon Rioux:** August (in partnership with Virginia Tourism Corporation)
 - **Jeff Boudreault:** August (in partnership with Virginia Tourism Corporation)
 - **ESPN “3 Day Weekend” Crew:** August/September (CACVB media relations efforts)
 - **Andrea Bonder:** September (in partnership with Capital Region USA)
 - **Renee Sklarew:** September (CACVB media relations efforts)
 - **Lauren Mowery:** October (CACVB media relations efforts)

CACVB Public Relations Efforts

- Recent and upcoming media visits:
 - **WETA-TV (Washington, D.C.):** October (CACVB media relations efforts)
 - **Maria Sonnenberg:** October (CACVB media relations efforts)
 - **Vicki Denig:** October (in partnership with the Virginia Wine Office)
 - **MATPRA Media Marketplace:** October – the CACVB will attend the MATPRA (Mid-Atlantic Tourism Public Relations Alliance) Media Marketplace to meet with dozens of vetted travel writers to pitch story ideas and keep Charlottesville & Albemarle County top of mind for potential media coverage

CACVB Sales Efforts

- Hosted 2 Site Visits (Virginia Department of Agriculture and international travel agent Kerstin Woge)
- Met with 7 community partners
- Attended SYTA's (Student & Youth Travel Association) Annual Conference with 20 set appointments with tour operators
- 9 RFPs were received and distributed to the appropriate partners
- 3 RFPs secured
- Completed and received certification - Tourism Pro Academy SYTA course
- Attended:
 - VSAE and SGMPs monthly meetings in Richmond VA
 - Chamber's Let's Connect at the Blake
 - VRLTA Chapter Event at the Graduate Hotel Charlottesville
 - STS (Southeast Tourism Society) Marketing Coffee and Conversations (virtually)
 - Quarterly SIG meeting and the Community Service Committee meeting (virtually)



Visitor Services



Visitor Services Data



MVC and Special Event Visitation

- MVC Visitation: 6,542
- Special Event Visitation: 1,001
- **Total Visitation: 7,543**

iDSS Reports:

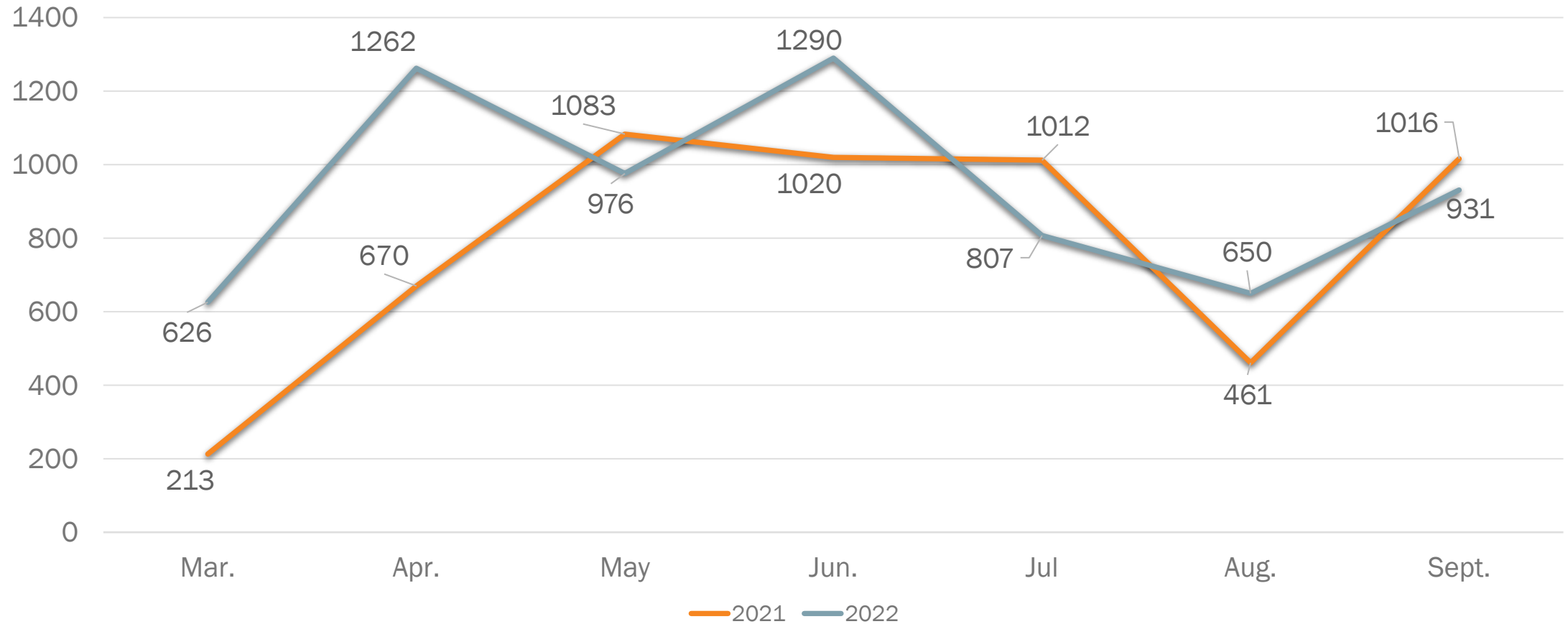
Items Distributed to Visitors

- Since July 1: 29,896
- Since Beginning of MVC Run (mid-March): 66,466

Digital Downloads of Visitor Guide

- Since July 1: 607
- Since Beginning of MVC Run (mid-March): 1624

Visitation at Mobile Visitor Centers



The Mobile Visitors Centers run mid-March to mid-December, Wednesdays—Sundays. Summer break was from July 27—August 9. Visitor Services was down a Travel Specialist from Jun. 20 to Sept. 28. Data is from mid-March to October 1.



Special Event Attendance

- Soul of C'ville at Ix Art Park (07/13)
- Class of 2025 Back-to-School Event at UVA (08/27)
- Festival of the Wheel at Boar's Head (08/28)
- UVA vs. Richmond Alumni Hall Tailgate (09/03)
- UVA vs. ODU Alumni Hall Tailgate (09/17)
- Loop d'Ville Trail Fest (09/24-25)
- UVA vs. Louisville Alumni Hall Tailgate (10/08)
- Crozet Arts & Craft Festival (10/09)
- Two Up Wine Down at Jefferson School (10/23)

Top: Setup at Alumni Hall Tailgate. Bottom: Setup at Loop d'Ville Fest

Updates from Visitor Services

- Marketing increased the presence of the MVCs on the homepage resulting in a 50% increase in visitation to Mobile Visitor Center page (As of 09/29)
- VS onboarded new Travel Specialist Teri Burgan. Teri previously worked with Wish Wish Wine Tours and was a volunteer wildlife rehabilitator.
- The CACVB is moving forward with 10 fine arts and performing arts organizations to build an arts-focused passport with Bandwango
- The VCR Manager and Sales Manager submitted a proposal to Virginia Tourism Corporation to host the 2023 Visitor Services Seminar
- The VCR Manager submitted Travel Unity's comprehensive DEI plan on Sept. 30 for the certification of Diversity Travel Professional
- To educate hospitality partners about the MVCs, the VCR Manager and the Sales Manager visited five hotels
- The CACVB is in the process of onboarding the Wheel of the World firm to run accessibility assessments on partners (Informational webinar Nov. 10)



Travel Specialist Teri Burgan



Public Comment





Adjourn



APPENDIX

Geolocation & Place-Based Data Analytics

Using geolocation data to understand visitor movement allows us to answer and better anticipate where, when, and how people move throughout a destination. Every 24 hours we ingest the data of over 1.8 billion mobile devices from over 180 countries, which is the highest frequency and highest resolution commercially available on the market.

The Zartico Destination Operating System leverages physical places as a core component to creating our place-based measurement strategy for your destination. This strategy, coupled with the geolocation data, other public data sets, and the data each destination partner provides are collected, cleaned, organized, and stored in a data warehouse and then fed directly into the Zartico Integrated Data Model'. Zartico is the only Destination Operating System fueled by a team of Data Scientists constantly innovating this integrated data model.



2+ billion data points
refreshed every **24 hours**



1.6+ billion
global devices



19+ trillion
observations of
visitors + residents



180+
countries



Visitor
movement data



Data
normalization



Track places
of impact



3 years
historical data

Events

Only Zartico integrates over 40 million events from over 300 sources worldwide every single day.

All event types, sourced from Ticketmaster, SeatGeek, Live Nation, Eventbrite, and others are added to Zartico's integrated Data Model. This increases the visibility destinations have on the event impacting their community by an average of 5x.

What is the overall visitor movement before, during, and after the event?

Where are visitors coming from?

How do visitors and residents consume the event or the destination?

Where else do event visitors go in the destination?



2+ billion data points
refreshed every **24 hours**



40+ million
events worldwide



300+ sources
ensuring coverage
quality and accuracy



Location origins
in the USA



Visibility into
event venues



Visitor
movement data



3 years
historical data



12-month
look into the future

Visitor Spend

How do we provide the clearest view of the visitor economy?

We collect anonymized data from over 3,000 financial institutions, 90M cards and growing. With over 10B transactions annually, including both credit and debit cards, this data stream is a core component of the Zartico Integrated Data Model.

Destinations can now see...

- Where and how much visitors are spending?
- What merchant categories are they spending at (bars, coffee shops, clothing or entertainment)
- Who are the visitors contributing the most to the economy?
- And what emerging markets to activate today?



2+ billion data points
refreshed every **7 days**
with daily granularity



90+ million
card holders



Debit and credit
transactions



Visitor
movement data



Mastercard, Visa,
AmEx, Discover



\$10+ billion
annual transactions



Spend history of
3 years



Zartico's
integrated data model