



CHARLOTTESVILLE ALBEMARLE CONVENTION
AND VISITORS BUREAU
P.O. Box 178, Charlottesville, Virginia, 22902

[Date]

Brooke Chapman
Associate Director
Small Community Air Service Development Program
U.S. Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear Ms. Chapman,

On behalf of the Charlottesville Albemarle Convention & Visitors Bureau (CACVB), I am pleased to offer our strong support for Charlottesville Albemarle Airport's (CHO) application to the Small Community Air Service Development Program in pursuit of restoring nonstop service to Boston.

As the destination marketing organization for Charlottesville and Albemarle County, we see direct connectivity to Boston as a critical asset for strengthening our visitor economy and our region's competitiveness. Boston represents one of our top feeder markets for both leisure visitation and business travel. Nonstop service between CHO and Boston Logan International Airport would provide a significant boost to our ability to attract high-value travelers, support meetings and conferences, and welcome year-round visitors drawn to our region's history, culinary and wine scene, outdoor recreation, and nationally recognized cultural assets.

This route would also open new opportunities for tourism-related economic impact across Albemarle County, the City of Charlottesville, and the broader Central Virginia region. Increased accessibility is consistently one of the most important factors in destination selection, and nonstop flights from major markets like Boston dramatically expand our reach.

To demonstrate our commitment, the CACVB will pledge \$30,000 in combined purchased and in-kind marketing support to help ensure the success of this service. This investment would include targeted digital advertising, social media promotion, public relations support, and collaborative marketing efforts in both the Charlottesville/Albemarle County



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region and the Greater Boston area. Our team is ready to activate these resources in coordination with CHO and participating airline partners.

We deeply value our ongoing partnership with Charlottesville Albemarle Airport and fully recognize the transformative impact that improved air service has on our community's economic vitality and visitor appeal. We respectfully encourage the U.S. Department of Transportation to give full consideration to CHO's application.

Sincerely,

Courtney Cacatian
Executive Director
Charlottesville Albemarle Convention and Visitors Bureau