BOARD OF DIRECTORS MEETING

October 26, 2026

AGENDA

- Call to Order
- Presentation: Renee Areng, DMAP Consultant
- Consent Agenda:
  - Approval of previous meeting minutes
  - Financial statement
- Director's Report
- Discussion: December Board Meeting Date
- Public Comment
- Board Announcements
- Adjourn

INDUSTRY PRESENTER:
RENEE ARENG, DMAP CONSULTANT

Destinations International Accreditation

Comprehensive Guide for Staff, Board, and Stakeholders



The Destination Marketing Accreditation Program (DMAP), administered by Destinations International, provides a recognized framework for operational excellence among destination organizations. Its standards address the core functions of a well-run DMO, including governance, stakeholder engagement, management and operations, finance, research, marketing, sales, visitor services, destination development, and sustainability.



Internal Staff Buy-In: Driving Excellence

Operational Clarity

- Defines 95 clear industry standards.
- Reduces organizational ambiguity.
- Aligns day-to-day workflows with global best practices.

Professional Growth

- Fosters immense pride in a globally recognized achievement.
- Acts as an ongoing training framework for existing team members.
- Attracts top-tier talent to an accredited organization.

Team Alignment

- Breaks down operational silos between departments.
- Unifies governance, finance, sales, and destination development.
- Ensures everyone works toward identical high benchmarks.



Board Approval: Securing Governance & Risk Management

Risk Mitigation

• Mandates strict compliance in governance and finance.

• Protects organizational integrity through rigorous external audits.

• Ensures comprehensive policies are securely documented.

Fiduciary Duty

• Demonstrates ultimate fiscal accountability to funding bodies.

• Validates appropriate resource allocation and budgeting practices.

• Aligns financial systems with international standards.

Strategic Leadership

• Elevates the board's oversight from tactical to strategic.

• Provides an independent, third-party stamp of operational health.

• Secures a competitive edge over unaccredited destinations.



Stakeholder Value: Proving Community Impact

Community Trust

• Positions the DMO as a transparent public good.

• Maintains an active 5-year cycle of continuous improvement.

• Communicates clear value directly to local residents.

Economic Credibility

• Reassures local business partners of sustainable growth initiatives.

• Attracts high-value meetings, conventions, and major events.

• Validates marketing ROI with research-backed standards.

Political Capital

• Defends public funding with concrete, verified metrics.

• Establishes long-term authority with government leadership.

• Proves alignment with regional economic objectives.



What it means to be accredited

Rather than simply attracting visitors, an accredited DMO focuses on creating long-term value by:

- Growing visitation responsibly
- Supporting local businesses year-round
- Strengthening the visitor experience
- Protecting and enhancing community assets
- Using data to make informed marketing decisions

What it means to our partners

- Making strategic, data-driven marketing decisions.
- Investing tourism resources responsibly.
- Measuring results and continuously improving our programs.
- Collaborating with businesses, local governments, and community leaders.
- Following nationally recognized industry best practices.
- Positioning Charlottesville Albermarle to remain competitive in an ever-changing tourism landscape.



A Commitment to Excellence

At the Charlottesville Albermarle Convention and Visitors Bureau, accreditation is more than a designation—it is a commitment.

A commitment to our partners.
A commitment to our residents.
A commitment to our visitors.
And a commitment to ensuring that tourism continues to strengthen our local economy while preserving the qualities that make Charlottesville Albermarle such a special place.



CONSENT AGENDA



- Approval of Amended Previous Meeting Minutes
- Financial Statement

DIRECTOR'S REPORT

CACVB Board Composition

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

STAKEHOLDER GROUPS

- Regular meetings:
  - VRLTA chapter events with restaurants and hotels (quarterly)
  - CHO (monthly)
  - Charlottesville Ale Trail (monthly)
  - Monticello Wine Trail (monthly)
  - Accommodations Sales Directors (twice annually)
  - Downtown Arts meetings (monthly)
  - ACPS Senior Stay Day (annual)
  - Creative Mornings (monthly)

- Ad hoc meetings:
  - Friends of Charlottesville Downtown
  - Crozet Small Business Collaborative
  - Arts Council Steering Committee (paused)
  - Monticello/Friends of Charlottesville Downtown/CACVB meetings
  - Outdoor Recreation
  - Discover Black Cville
  - VA250 local committee
  - Charlottesville Marketing Professionals meet-up
  - PRSA Richmond Chapter meetings
  - Virginia Tourism Corporation

HIGHLIGHTS

- Industry meetings:
  - CACVB/UVA/Foundation meetings
  - Holiday Drive meetings with hoteliers and police
  - Workforce meeting at PVCC
  - John Paul Jones site visit and meeting
  - Newark flight arrival reception
  - CHO meetings
  - CoStar meeting on lodging data updates
  - Chamber Chapel Hill tour reception and hosted dinner
  - VRLTA fall membership meeting at Boars Head

- Government meetings:
  - Board of Supervisors presentation and follow-up
  - City/County joint EDA meeting – questions about outdoor recreation and trail connectivity
  - Virginia Director of Outdoor Recreation presentation at Great Outdoor Provision Company
  - Meeting with Juandiego and Bea
  - Meeting with Sam Sanders and Chris Engel
  - Albemarle County's supervisors conference
  - Risk management meetings for flood mitigation
  - Annual county IT meeting on needs
  - Virginia statewide transportation study

COMING SOON

- December board meeting with board training – date TBD later in this meeting
- Tourism for All registration opening for Feb. 23
- Hospitality workforce meeting
- Destination 20+25: Beyond the Basics: Creating Experiences That Feel Premium and Personal Dec. 2



STRATEGIC PLAN PROGRESS: YEAR 2

STRATEGIC PLAN PROGRESS: YEAR 2

- Amplify Visitor Experiences
- Fostering a Welcoming Community
- Strengthen Community Partnerships
- Enhance local quality of life
- Boost Sustainable Economic Growth
- Critical Business Imperatives

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

AMPLIFY VISITOR EXPERIENCES

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- Website Redesign
  - Creative Brief October 6-8. 2026
    - Tempest team visited Charlottesville and Albemarle County attractions
  - Information Architecture phase begins November 2026
    - Determines structure of visitcharlottesville.org
  - Design phase begins January 2027
    - Determines look and feel of visitcharlottesville.org
  - Development and Migration February and March 2027
    - Builds and moves content to new site draft
  - Training and Testing June 2027
    - CACVB team trains on new site
  - Live Date June 30th 2027
    - New visitcharlottesville.org is live

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

FOSTER A WELCOMING COMMUNITY

FOSTER A WELCOMING COMMUNITY

Accessibility

- The CACVB will work with Wheel the World in early November to offer accessibility assessments for 6 businesses.
- The Director of Engagement will attend the TravelAbility conference Nov. 8-11. The conference will roll out findings from the 2025 Traveler Data Study with Longwoods International and the new accessibility playbook.
- Using TravelAbility's playbook, the Engagement team is working on an accessible events and meetings checklist.

Tourism for All

- The Tourism for All cohort launched with PVCC on September 8. The cohort includes 8 leaders from the tourism sector ranging from attractions to hoteliers.
- The TourismWORKS application is open until Nov. 2. Graduated cohort members can apply to receive work assistance from TourismWORKS in 10 focus areas (market research, sustainability enhancements, event development, etc.).
- Save the date for the 2027 Tourism for All Conference on Tues., Feb. 23 (Snow Date Mar. 2). The event will be held at PVCC's Bolick Center.

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

STRENGTHEN COMMUNITY PARTNERSHIPS

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VA250th

- Planning at the state level will continue to 2031. The VA250 Commission is creating a 5-year action plan to get the state to that date. The CACVB will continue to lead the local committee and encourage partners to produce and promote local events.
- VA250th branding will transition to "America Made in Virginia." Future grant funding and the scheduling of the mobile museum beyond 2027 is up in the air.
- Destination Development will attend the 2027 Common Cause conference in April. The CACVB continues to host the *Founding Footprints* podcast on our website, along with several partner resources.



STRENGTHENING COMMUNITY PARTNERSHIPS

Destination 20+45

- All survey respondents rated the sessions as valuable or very valuable. Attendees like the length of the event and enjoy the time to network with peers. Each event sees roughly 20 partners.

- Past sessions included:
  - The Collaboration Code (August)
  - Right Event, Right Time (Sept.)

- Registration for upcoming sessions is live! Join us for:
  - December 2, 2026: Beyond the Basics: Creating Experiences That Feel Premium and Personal
  - January 27, 2027: Shared Stewardship: What Makes Our Destination Special
  - May 26, 2027: Access for All: Honoring Global Accessibility Awareness Day (GAAD)



STRENGTHENING COMMUNITY PARTNERSHIPS

Food and Beverage

- Marketing team has created thematic buckets for social media promotion of food and beverage partners from owned channels

- In October, in collaboration with the Virginia Tourism Corporation, the CACVB welcomed food-focused content creators @wanderingpassports_, and in coordination with Amtrak Virginia, welcomed creator Bianca Brown to Charlottesville and Albemarle County to experience food and beverage outlets

- In November, the CACVB is welcoming a writer from *Wine Enthusiast* as well as two content creators focused on covering wine in our area, in conjunction with Amtrak and the Two Up, Wine Down festival



VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

ENHANCE LOCAL QUALITY OF LIFE

ENHANCE LOCAL QUALITY OF LIFE

Stewardship

- DMAP
  - DMAP 15.02 Standard: The destination organization is committed to preserving the aspects of the region that makes it unique.
  - Destination Development is working on a stewardship statement and environmental sustainability practices for CACVB events.
- Programming
  - January's D20+45 event will focus on Sustainability. The event is scheduled for Wed., Jan. 26.
  - A tour of PVCC's sustainable efforts through the creation of the Bolick Center will be an attendee option for the Tourism for All conference.
- Staff Education
  - Destination Development Manager Chris Ridder attended the Rivanna River Basin Conference on Sept. 30 and participated in the Stewardship Mapping and Assessment Project (STEW-MAP) Kickoff meeting.



VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

BOOST SUSTAINABLE ECONOMIC GROWTH

BOOST SUSTAINABLE ECONOMIC GROWTH

Workforce Pipeline & Efforts

- Hosted a hospitality workforce meeting with PVCC and tourism partners on Aug. 28. Major themes included:
  - A stronger need for professionalism, customer service, and soft skills among entry-level employees
  - Greater awareness of the tourism industry — highlighting what's possible, the joy of the work, and how to share that story
  - Stronger leadership around onboarding, building awareness of long-term career pathways, and communicating wages and benefits

- The next workforce meeting is scheduled for Nov. 2 at the CACVB administrative office.
- The CACVB participated in ACPS's Scholars Advisory Kickoff Lunch on Tuesday, October 13. The CACVB maintains a partnership with ACPS to advise on the Savor Studio and Senior Stay Day & Community Job Fair.

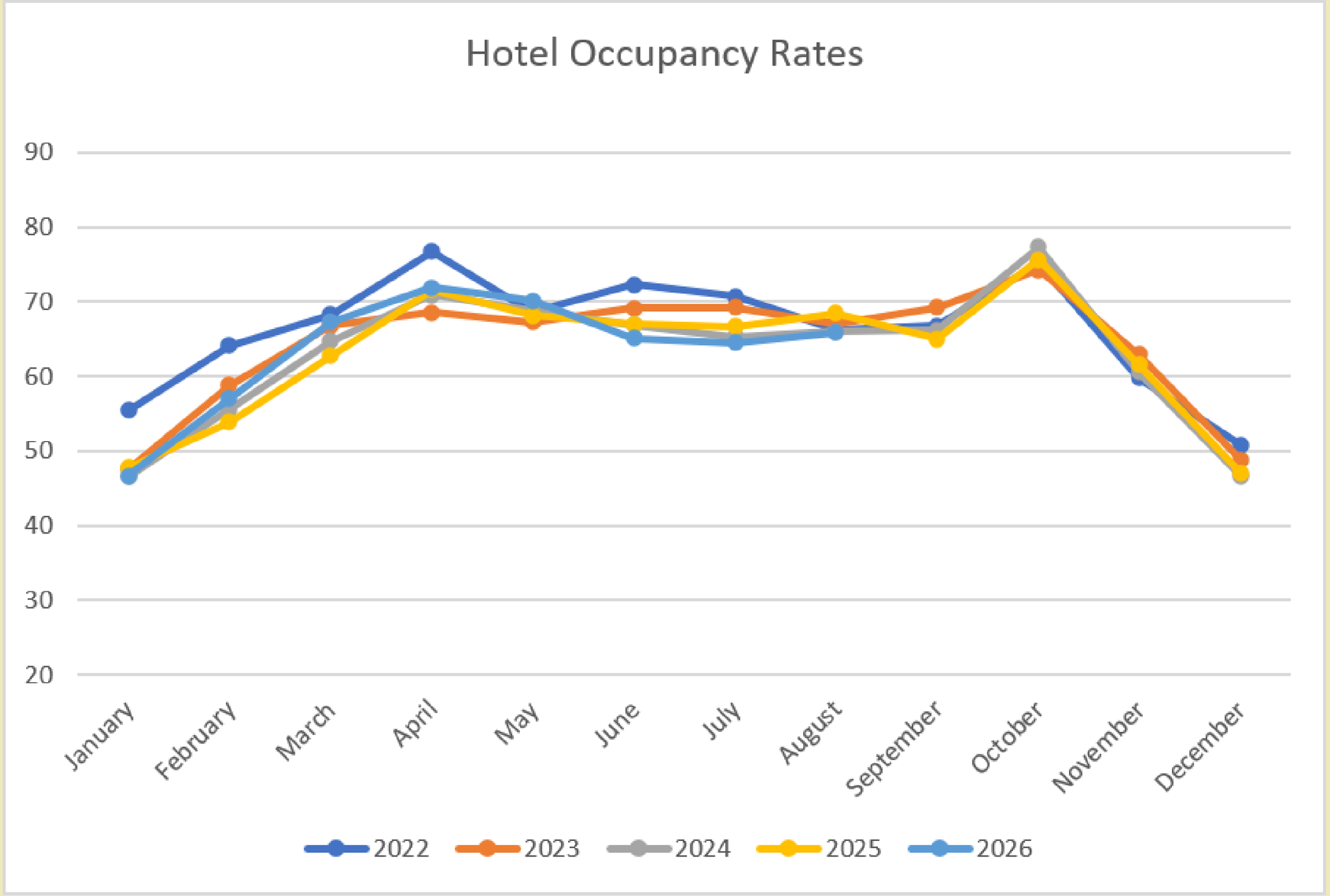


BOOST SUSTAINABLE ECONOMIC GROWTH

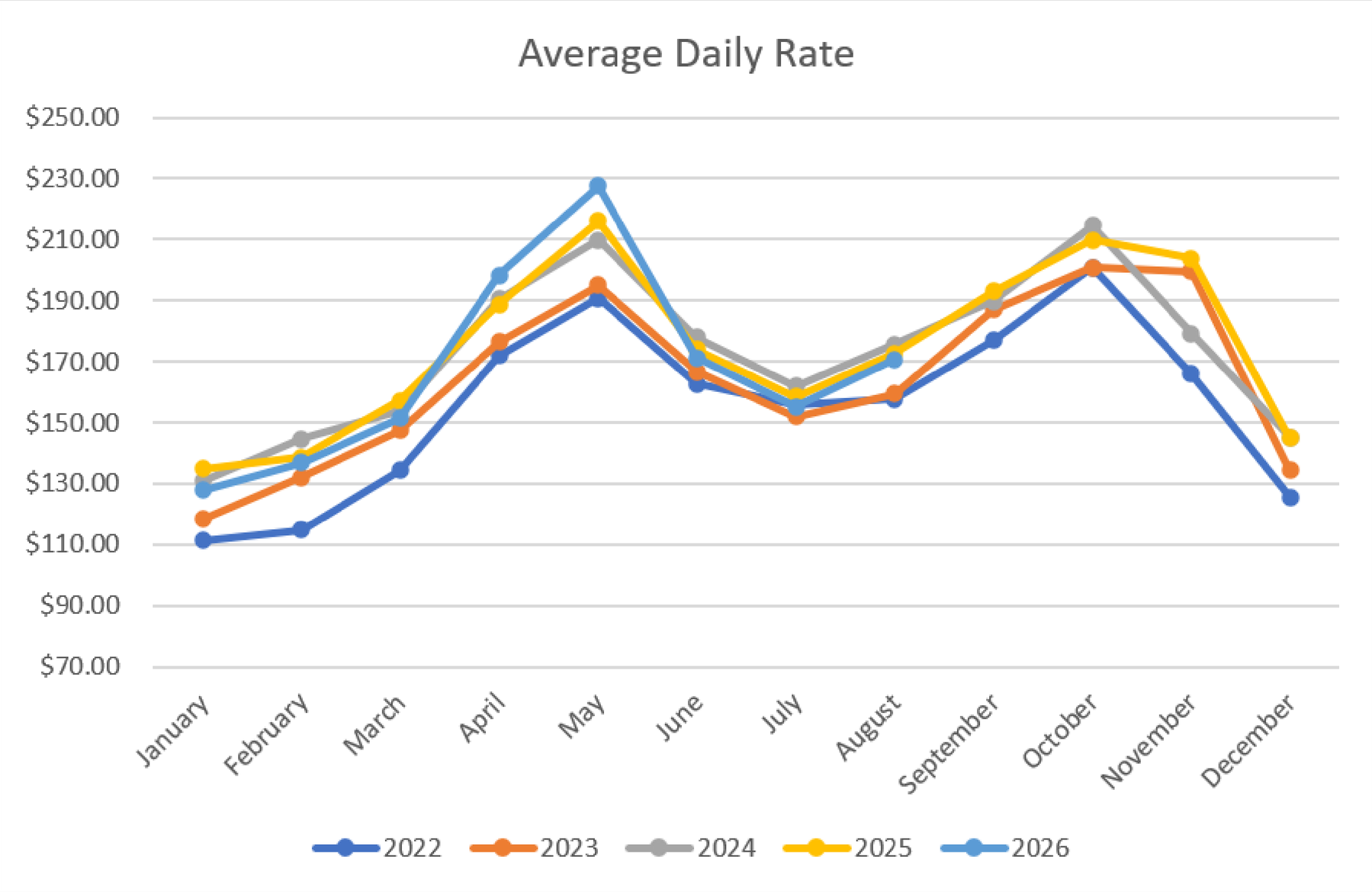
- **Midweek Business**
  - In partnership with partners that offer meeting space, the CACVB is capturing photography and video to support both a full advertising campaign for meetings and events as well as a "Make Meetings Unconventional" video that encourages meetings business in Charlottesville and Albemarle County
  - Target completion date for video is January 2027



HOTEL OCCUPANCY



HOTEL AVERAGE DAILY RATE



AIRDNA AVERAGE DAILY RATE

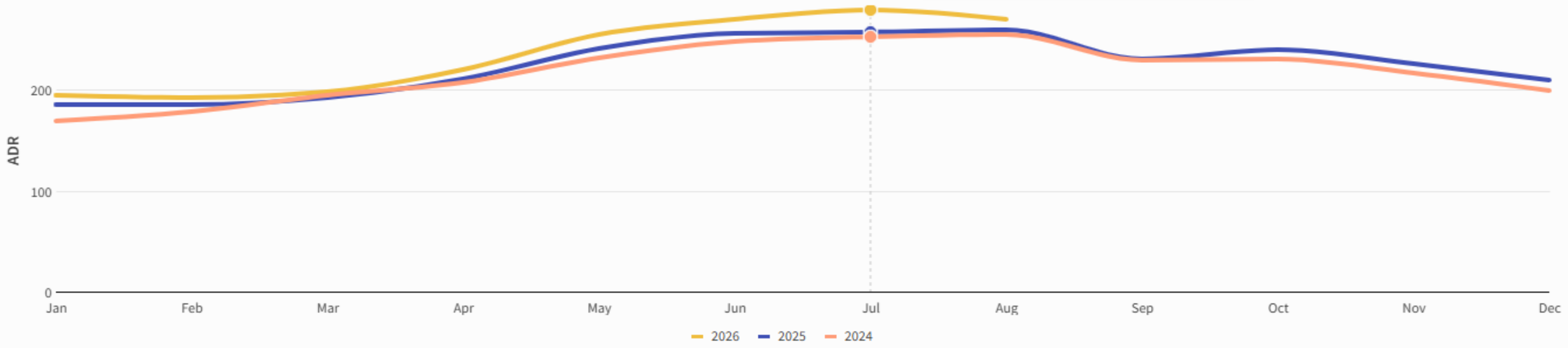
Nightly Rates

Year

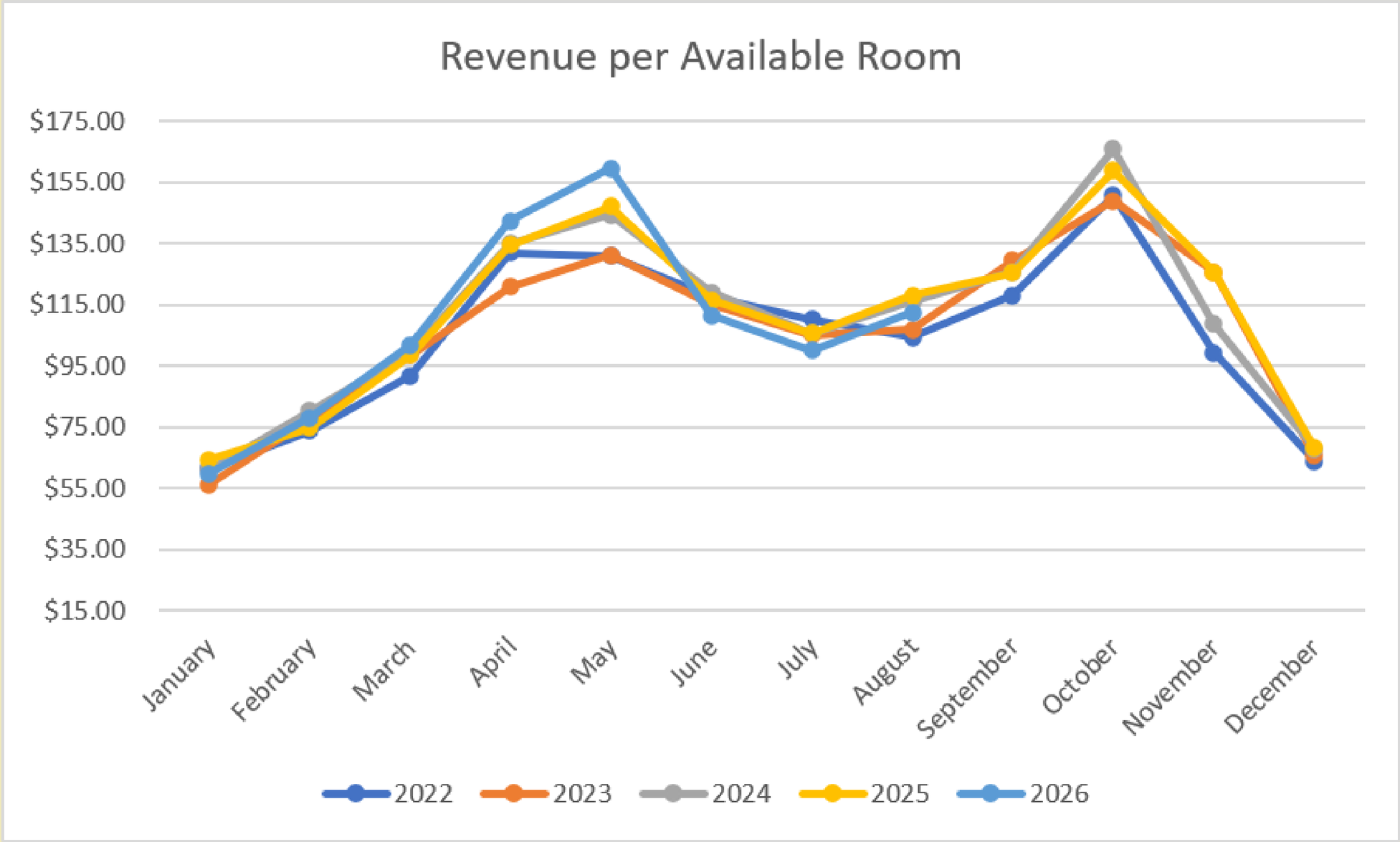
(3) 2026, 2025, 2024

Month			Jul
Year	ADR	Average Year to Date	Year to Date
2026	279	229	238
2025	257	218	225
2024	253	211	220

Average Daily Rate by Month over the Years



HOTEL REVENUE PER AVAILABLE ROOM



AIRDNA REVENUE PER AVAILABLE ROOM

Year

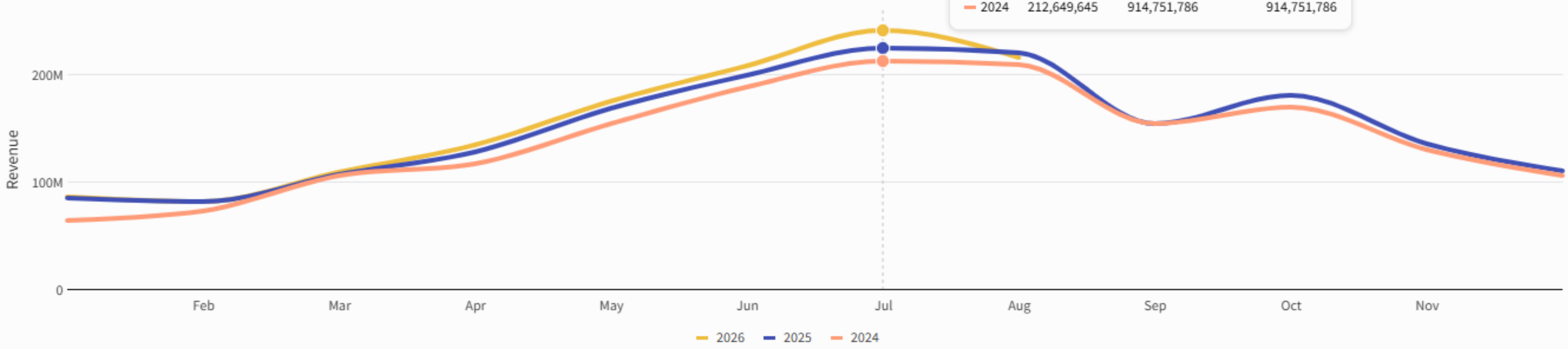
(3) 2026, 2025, 2024

Metric Type

Revenue

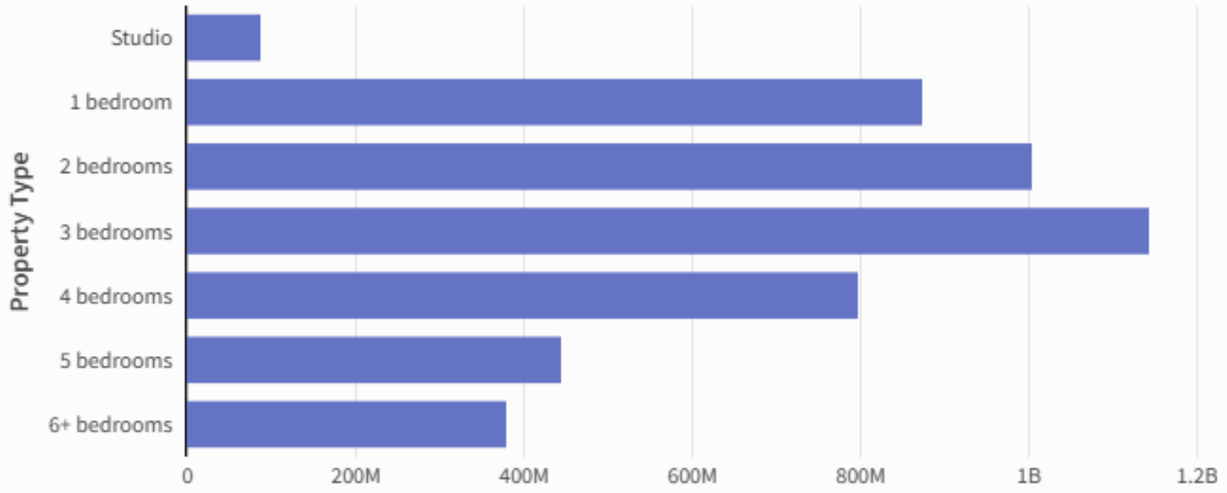
Month	Jul		
.	Revenue		
Year	Metric	Year to Date	Average Year to Date
2026	241,802,535	1,036,485,846	1,036,485,846
2025	224,436,412	994,371,199	994,371,199
2024	212,649,645	914,751,786	914,751,786

Revenue by Month over the Years

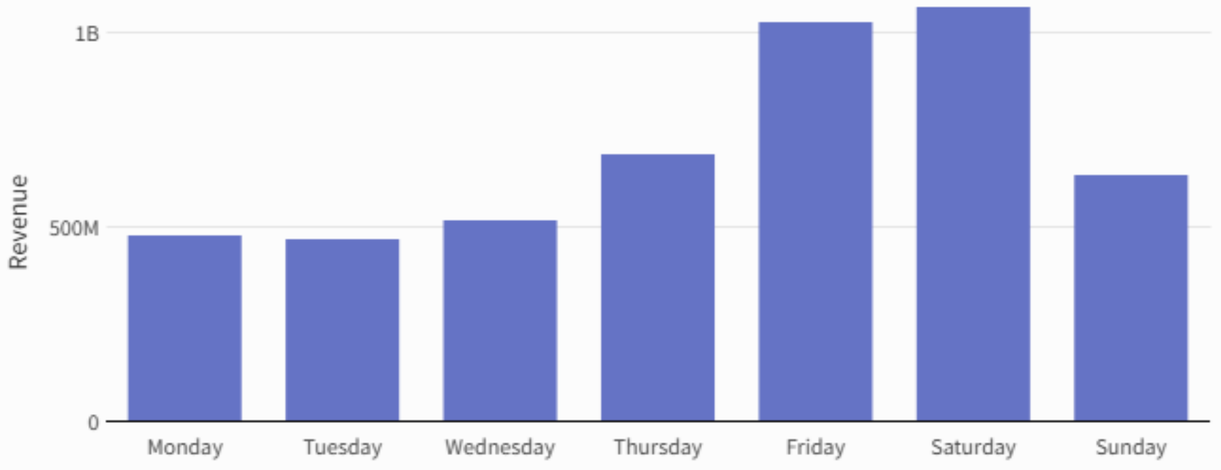


AIRDNA REVENUE DETAILS

Revenue by Bedroom



Revenue by Day of the Week



PLANNER BOOKING INTEREST - CVENT

- Cvent requests for proposals coming into Charlottesville/Albemarle through Cvent for 2025 – August 2026:
  - $29.3 million in turned-down business
  - 60% of the $29 million turned-down business was lost to sold-out rooms, unavailable meeting space or venue-size limits
  - $29.1 million in future turned-down business (Q4 2026 – 2029)
  - More than $23.7 million already booked for Q4 2026 – 2029
  - Rates are strong into 2029
    - April 2029: $255
    - June 2029: $349

- Conclusions
  - Capacity, not interest, is the barrier
  - The largest named reasons — Sleeping Rooms Unavailable, Venue Too Small and Meeting Space Unavailable — are supply-side. Planners wanted the destination but could not be accommodated on their dates.
  - Rates are high but are not the top reason planners aren't booking.

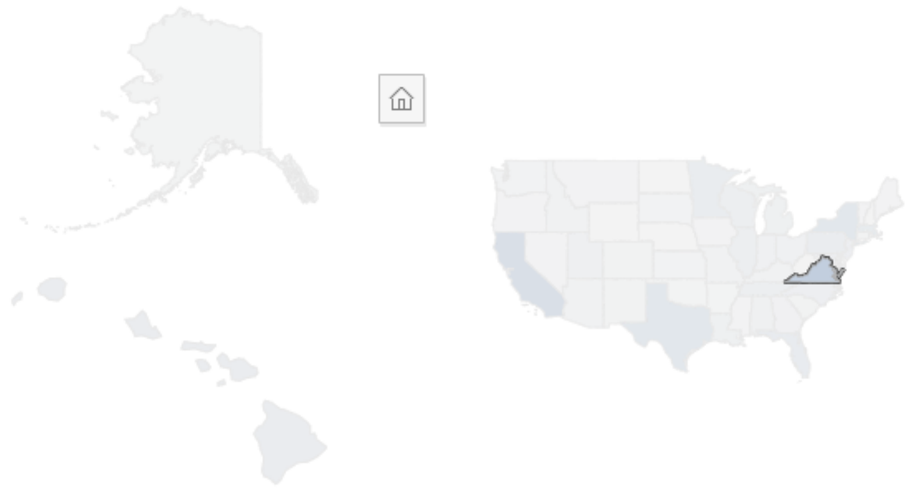
MOTORCOACH TRAVEL FOR 2025

United States Motorcoach Group Travel Industry

2025 Group Economic Impact by State, County, & Congressional District

American Bus Association Foundation

USA Impacts | Canada Impacts | Spend Type Comp. | State Comp. | Data Export



Virginia

$3,540,052,674
Output

$571,396,919
Taxes

$1,046,127,153
Wages and Salaries

20,534
Jobs

Group Impacts

Impact Type	Spend Type	Sort by	Geography Type	State/Province	Area
Group	Total	Output	(All)	Virginia	(Multiple values)

Area	Output	Taxes	Wages and Salaries	Jobs
Virginia Albemarle County	$39,135,345	$6,329,847	$11,809,506	235
Virginia Charlottesville City	$34,722,720	$5,650,869	$10,972,192	227



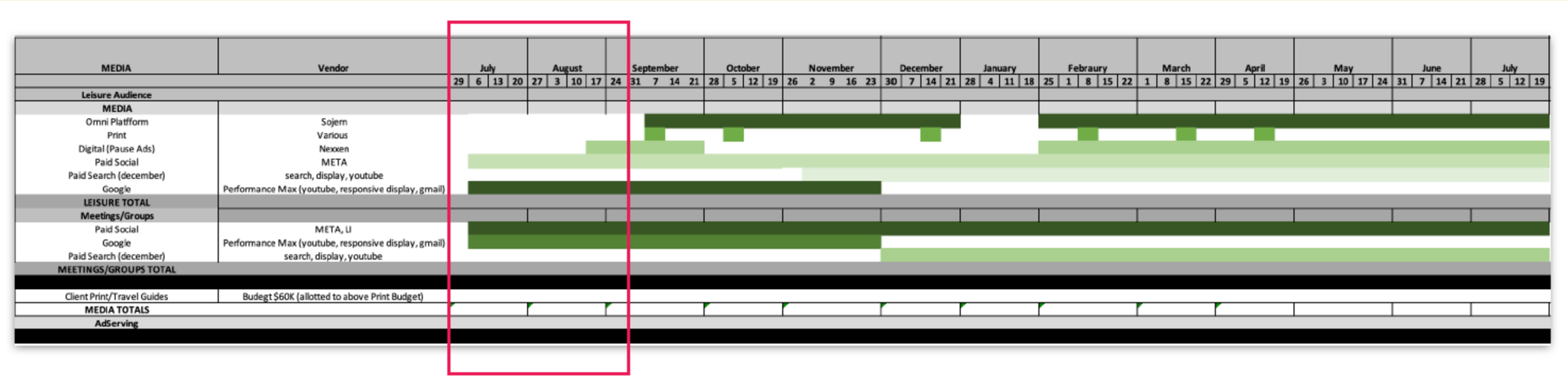
MARKETING AND PR UPDATES

CACVB MARKETING AND PR UPDATES

- Participated in the VTC "Philly Takeover" Event
  - Ad placements in the SEPTA Station closest to CitizensBank Park, NRG Stadium, and Xfinity Mobile Arena
  - Virginia is for Lovers and PhillytoVA.com Sweepstakes in-ballpark and online
    - Driving Philadelphians to enter to win a trip to Virginia
  - VTC actively recruiting journalists and content creators to cover Charlottesville and Albemarle County this fall
  - Coordination with 6 other DMOs: Visit Williamsburg, Visit Norfolk, Richmond Region Tourism, Visit Prince William County, Visit Fairfax, and Visit Virginia Beach
- Conducted Media Outreach for Tourism Economic Impact
  - Coverage on all local television stations and radio networks
- Finalized revised brand video reflecting Charlottesville and Albemarle County
- Hosted Tempest team for Creative Brief to kick off the redesign of VisitCharlottesville.org
- Launched a new "PR and Content Creator Opportunities" program where partners can opt in to receive information about upcoming journalists, ensuring equitable information sharing across all CACVB partners



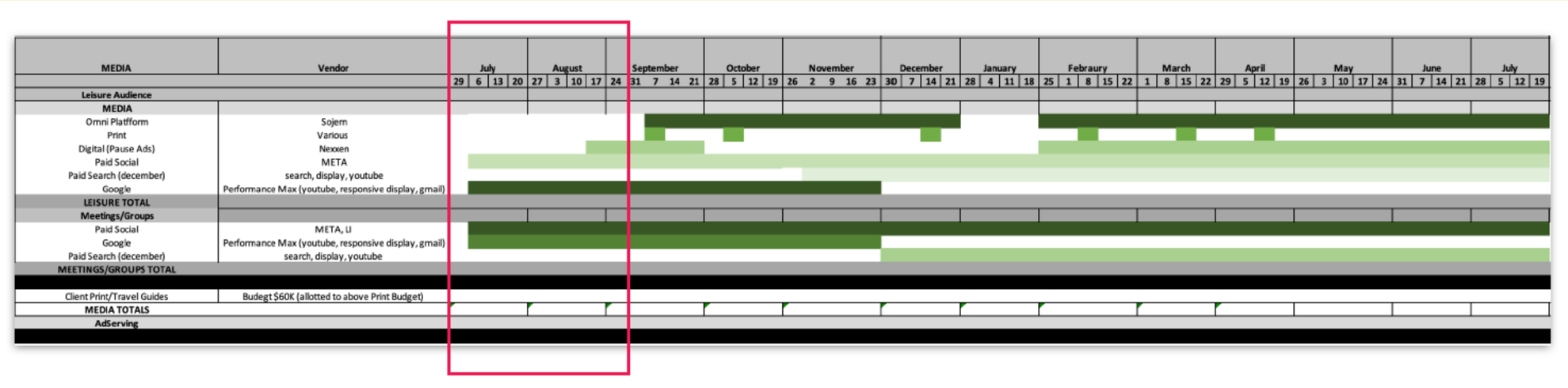
CACVB PAID MEDIA HIGHLIGHTS



MEDIA	Vendor	July				August				September				October				November				December				January				Febraury				March				April				May				June				July			
		29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19
Leisure Audience																																																				
MEDIA																																																			
Omni Platfform	Sojern																																																		
Print	Various																																																		
Digital (Pause Ads)	Nexxen																																																	
Paid Social	META																																																	
Paid Search (december)	search, display, youtube																																																	
Google	Performance Max (youtube, responsive display, gmail)																																																	
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MEETINGS/GROUPS TOTAL																																																		
Client Print/Travel Guides	Budegt $60K (allotted to above Print Budget)																																																	
MEDIA TOTALS																																																		
AdServing																																																		

- The new **Google Performance Max campaign** shows our ads on multiple Google networks including: YouTube, Search, Display, Discover, Gmail, and Maps.
- Google Performance Max **generated 1,209 interactions (clicks & engagements) from 14,387 impressions (8.40% interaction rate) with $347.69 in media spend ($0.29 CPC) through the end of August (105 total conversions for a 8.68% conversion rate (CVR) and $3.31 cost per conversion (CPV)—outperforming all Travel & Hospitality benchmarks:** 0.47% CTR, $0.44 CPC, 0.51% CVR, and $99.13 CPV.
  - Top 5 Audiences include: pet lovers, travel buffs, golf enthusiasts, family vacationers, and baseball fans.
  - Our ads were shown most on mobile phones, followed by computers, tablets, and TV screens.
  - Top 5 locations that generated the most clicks: Washington DC, Richmond-Petersburg, Roanoke-Lynchburg, Harrisonburg, and Raleigh-Durham.

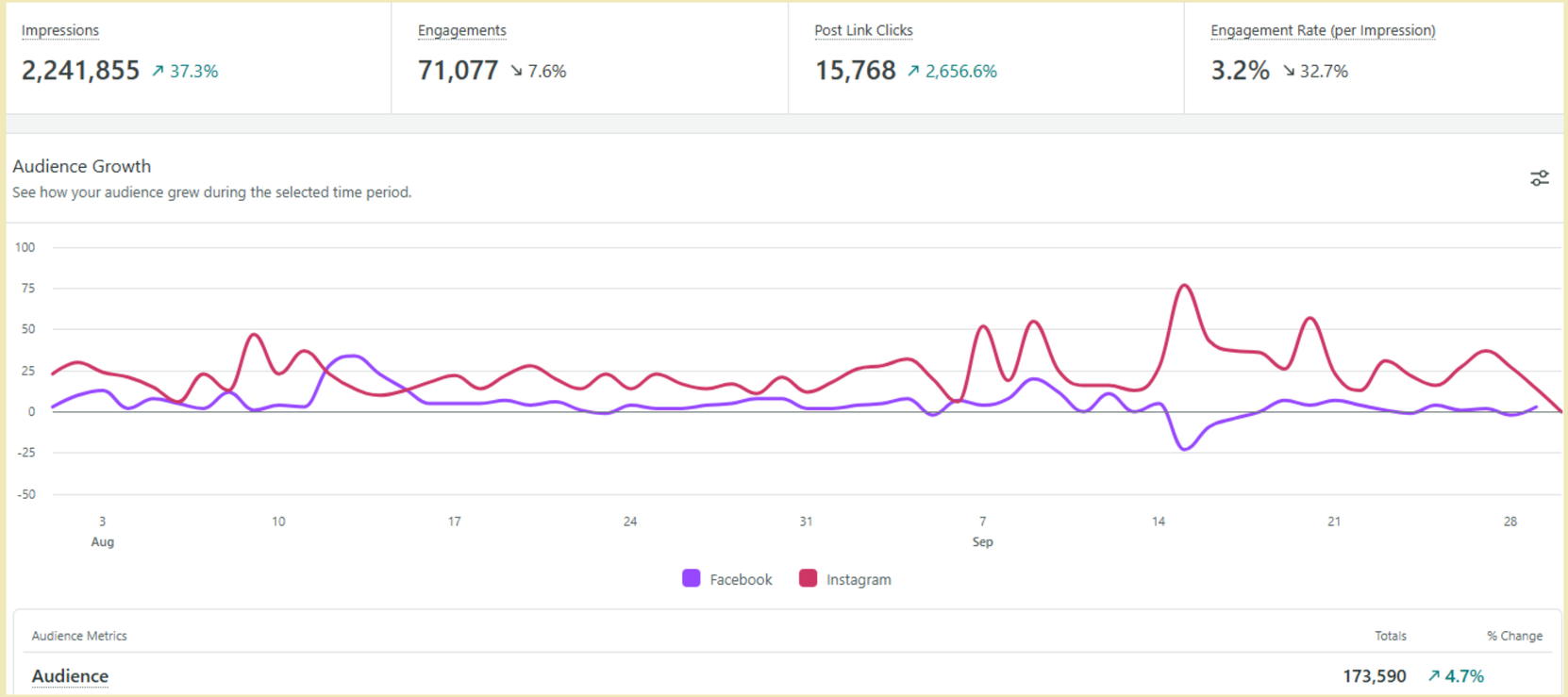
CACVB PAID MEDIA HIGHLIGHTS



MEDIA	Vendor	July				August				September				October				November				December				January				Febraury				March				April				May				June				July			
		29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19
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- **Nexxen** August packages delivered in full, along with performance results that came in above benchmark (98.55% average Video Completion Rate (VCR), and 561,146 completed views).
  - The Entertainment Outdoors video is best performing thus far generating a 98.58% VCR.
  - Top 3 app/domain performance: DirectTV Stream, Samsung TV Plus, and Vizio Watchfree.
  - Top 5 DMA performance: Washington, Charlotte, Raleigh-Durham, Greensboro, and Roanoke-Lynchburg.
  - Nexxen is doing an excellent job at generating upper-level awareness with highly targeted CTV and Pause Ad placements.
- **Paid Social** campaigns remained continuously in market across select Meta placements (Facebook, Instagram, and Threads), carrying over from FY26 into FY27. Campaigns continue to leverage the dual Traffic and Engagement strategy established late last fiscal year, running theme-specific ad groups for Engagement with daily budgets optimized at the campaign level.
  - Across the first two months of FY27 (July–August), Meta generated nearly 9,000 landing page views at $0.29 per LPV – a 36% decrease in cost compared to the prior reporting period. Ads have delivered 800,000 impressions ($7.59 CPM) across approximately 536,400 Meta accounts at a 1.49x frequency, generating nearly 25,000 clicks with a strong 3.12% CTR and $0.24 CPC.

CACVB SOCIAL MEDIA HIGHLIGHTS



- Net audience growth of **1,758 followers.**
- Organically, our **engagement rate is 4.4% on Facebook and 3.2% on Instagram.**
- Organic engagements are **up 26% YOY on Instagram.**

CACVB SOCIAL MEDIA HIGHLIGHTS: ORGANIC POSTS

Visit Charlottesville & Al...
Tue 9/8/2026 8:42 am EDT

Say hello to your new go-to sandwich shop 🥪
...



Engagements	**6,644**
Reactions	371
Comments	46
Shares	26
Post Link Clicks	852
Other Post Clicks	5,349

charlottesvilleva
Mon 9/14/2026 9:58 am EDT

10 dates to put on your fall calendar 🍁🍂

1. **@milkglassblowing**'s pumpkin...



Engagements	**4,837**
Likes	2,081
Comments	85
Shares	1,515
Saves	1,156

charlottesvilleva
Sat 8/8/2026 5:53 pm EDT

a foodie weekend in Charlottesville with **@devourdc** 👏👏
...



Engagements	**3,942**
Likes	1,828
Comments	36
Shares	852
Saves	1,226

Visit Charlottesville & Al...
Wed 8/12/2026 3:13 pm EDT

save the date: two up wine down returns nov. 7th to charlottesville, va ✌️🍷
...



Engagements	**3,676**
Reactions	305
Comments	31
Shares	32
Post Link Clicks	—
Other Post Clicks	3,308

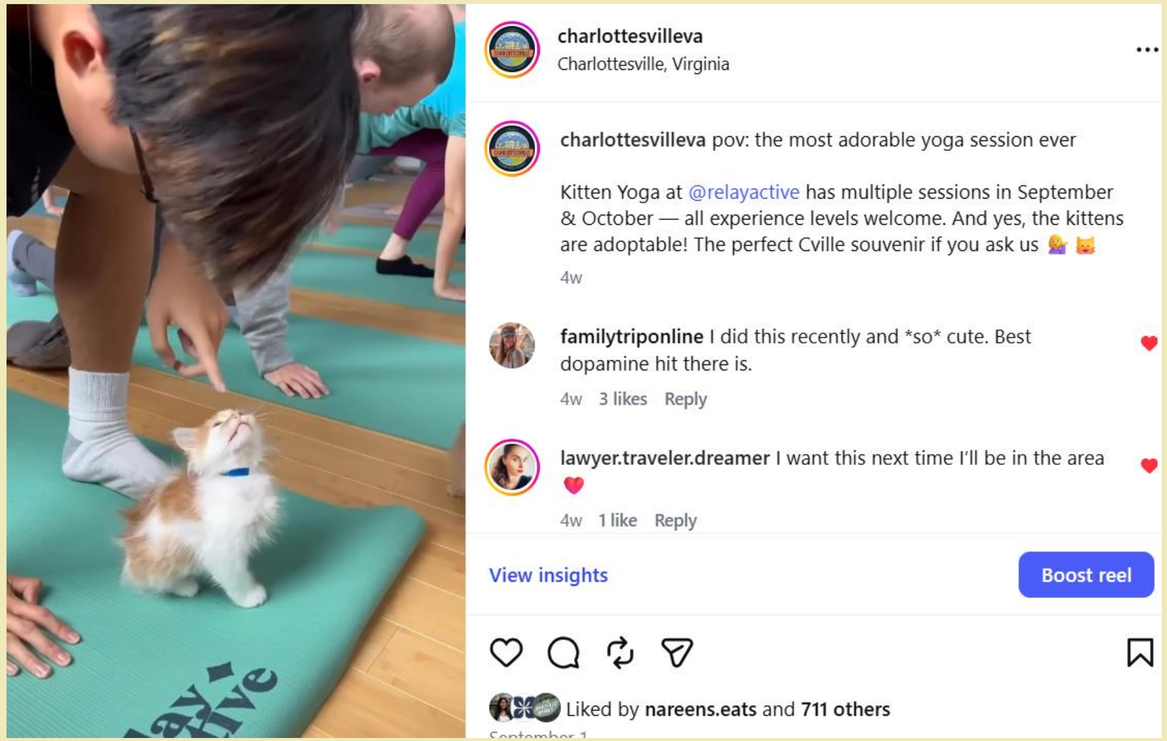
charlottesvilleva
Tue 9/8/2026 5:35 pm EDT

Say hello to your new go-to sandwich shop 🥪
...



Engagements	**3,174**
Likes	1,242
Comments	14
Shares	1,577
Saves	341

CACVB SOCIAL MEDIA HIGHLIGHTS: COLLABORATION



Collaborated with local business @relayactive to promote their Kitten Yoga class.

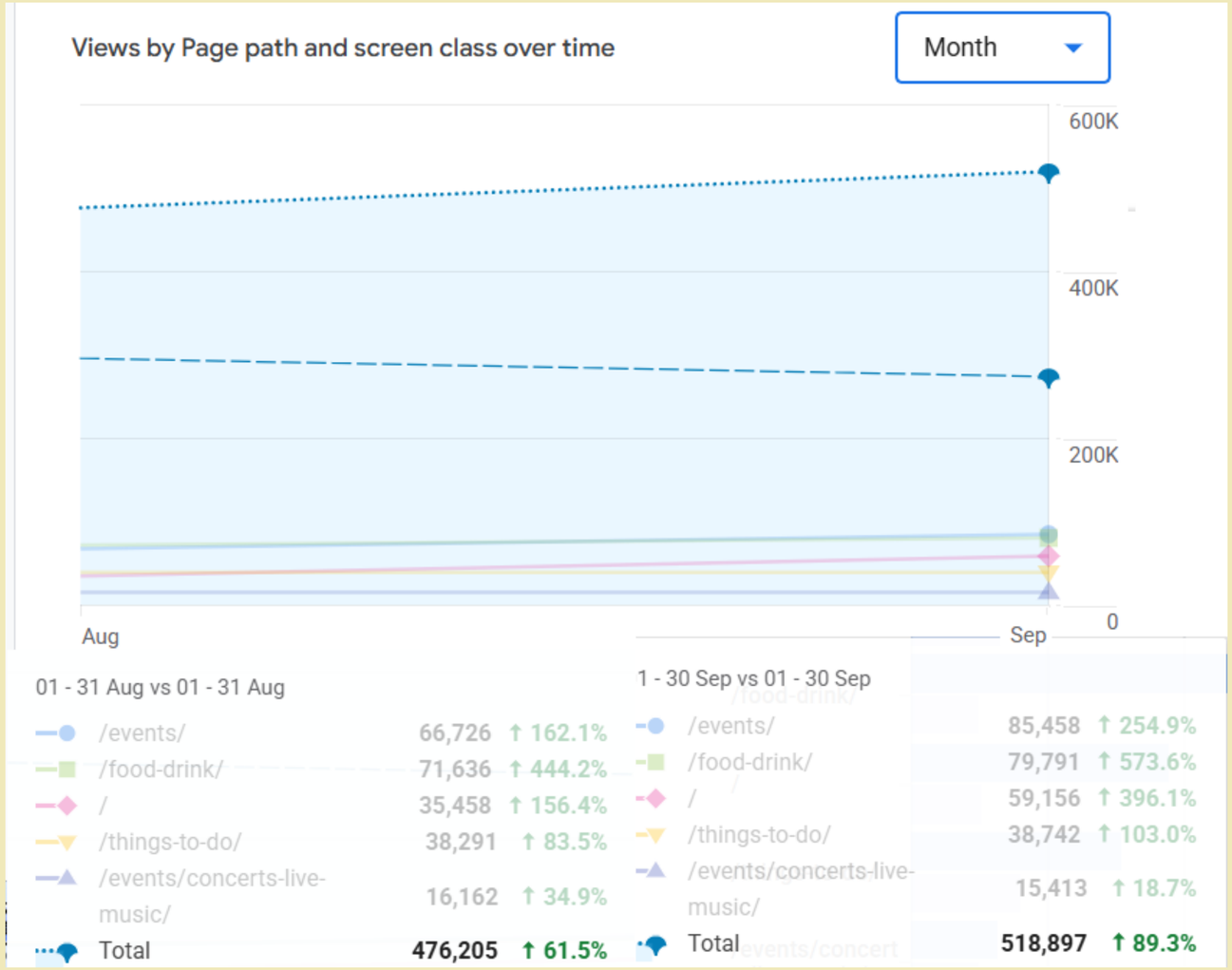
Views: 28,578 | Shares: 415 | Likes/reactions: 712

Collaborated with Discover Black Cville (@blackcville) on Facebook and Instagram to promote upcoming events and black-owned businesses.

Views: 222,417 | Shares: 1,083 | Followers Gained: 431



WEBSITE HIGHLIGHTS



- August 2026 visitation numbers for www.visitcharlottesville.org were up 61.5% over August 2025

- September 2026 overall website visitation numbers were up 89.3% over September 2025

WEBSITE HIGHLIGHTS

August 2026

	Page path and screen class	↓ Views
	Total	476,205 100% of total
1	/food-drink/	71,636 (15.04%)
2	/events/	66,726 (14.01%)
3	/things-to-do/	38,291 (8.04%)
4	/	35,458 (7.45%)
5	/events/concerts-live-music/	16,162 (3.39%)
6	/places-to-stay/	11,831 (2.48%)
7	/events/history/	11,301 (2.37%)
8	/wineries/	10,713 (2.25%)
9	/things-to-do/shopping/	9,250 (1.94%)
10	/directory/charlottesville-historic-downtown-mall/	7,885 (1.66%)

Sept 2026

	Page path and screen class	↓ Views
	Total	518,897 100% of total
1	/events/	85,458 (16.47%)
2	/food-drink/	79,791 (15.38%)
3	/	59,156 (11.4%)
4	/things-to-do/	38,742 (7.47%)
5	/events/concerts-live-music/	15,413 (2.97%)
6	/places-to-stay/	12,001 (2.31%)
7	/wineries/	11,270 (2.17%)
8	/directory/charlottesville-historic-downtown-mall/	7,854 (1.51%)
9	/things-to-do/shopping/	7,377 (1.42%)
10	/media/recent-headlines/	5,731 (1.1%)

- The top visited page in August 2026 was the Food & Drink page
- The top-visited page in September 2026 was the Events page

CONSUMER NEWSLETTER HIGHLIGHTS

Newsletter Date	Subscribers	Open Rate	Click Rate
October 2026	12,749	53.5%	4.7%
September 2026	12,686	46.1%	4.1%
August 2026	12,652	43%	4%
June 2026	12,373	46%	3%
May 2026	12,257	46%	3%
April 2026	12.193	52%	3%
March 2026	12,151	55%	5%
February 2026	12,106	49%	3%

CHARLOTTESVILLE AND ALBEMARLE COUNTY IN THE NEWS

- https://www.29news.com/2026/09/09/visitor-spending-tops-1-billion-charlottesville-albemarle-county/
- https://www.cbs19news.com/news/charlottesville-albemarle-tourism-spending-tops-1b-in-2025/article_f180540e-1498-4b7d-9b2d-2c8e83e98db5.html
- https://cvillerightnow.com/news/208802-visitors-spent-1-billion-dollars-in-the-charlottesville-albemarle-county-area-in-2025-culinary-scene-big-reason-why/
- https://cvillerightnow.com/news/208802-charlottesville-entrepreneur-featured-in-black-travel-video-series-highlights-citys-rich-african-american-culture/
- https://creators.yahoo.com/lifestyle/story/8-fall-wine-getaways-from-washington-dc-that-make-the-most-of-the-season-183025112.html
- https://www.southernliving.com/best-destinations-in-the-south-according-to-travel-experts-11801435
- https://www.arlingtonmagazine.com/virginia-wine-weekends/
- https://www.foxnews.com/outkick-sports/best-hiking-trails-near-scott-stadium-charlottesville-guide-virginia-football-fans

SALES UPDATES

CACVB SALES EFFORTS

Welcome Bags Distributed:

- 375 welcome bags delivered to 3 different groups

Requests for Proposals:

- Assisted with and/or distributed 26 new RFPs

Attended:

- VRTLA Ordinary Awards dinner Richmond, VA
- Albemarle Board of Supervisors meeting
- CvilleBioHub 5th Annual Bio Discovery Summit
- CACVB's D2045 Event: Oversaturating the Calendar
- VMA NCMA Annual Conference 22 appointments
- SYTA Annual Conference 29 appointments and participated in the VTC Destination Talk presentation
- SGMP Board Meeting
- VSAE Community Services Committee
- VSAE Fall Expo – Booth partnership with Boar's Head Resort, DoubleTree by Hilton Charlottesville, Kimpton The Forum Hotel, and Virginia Guesthouse



Greeted Hometown Bank – Varsity Club tour group at Michie Tavern

Arranged motorcoach parking for 3 tour companies visiting the Downtown Mall this fall

CACVB SALES EFFORTS

Partner Meetings/Visits:

- Draftsman Hotel Charlottesville
- Monticello
- Boar's Head Resort discuss tour group opportunities at Winter Wander – Virtually
- Clifton Inn
- Monticello Inn and Cottage
- James Monroe's Highland
- CVENT – Virtually
- Charlottesville Albemarle Airport – Virtually

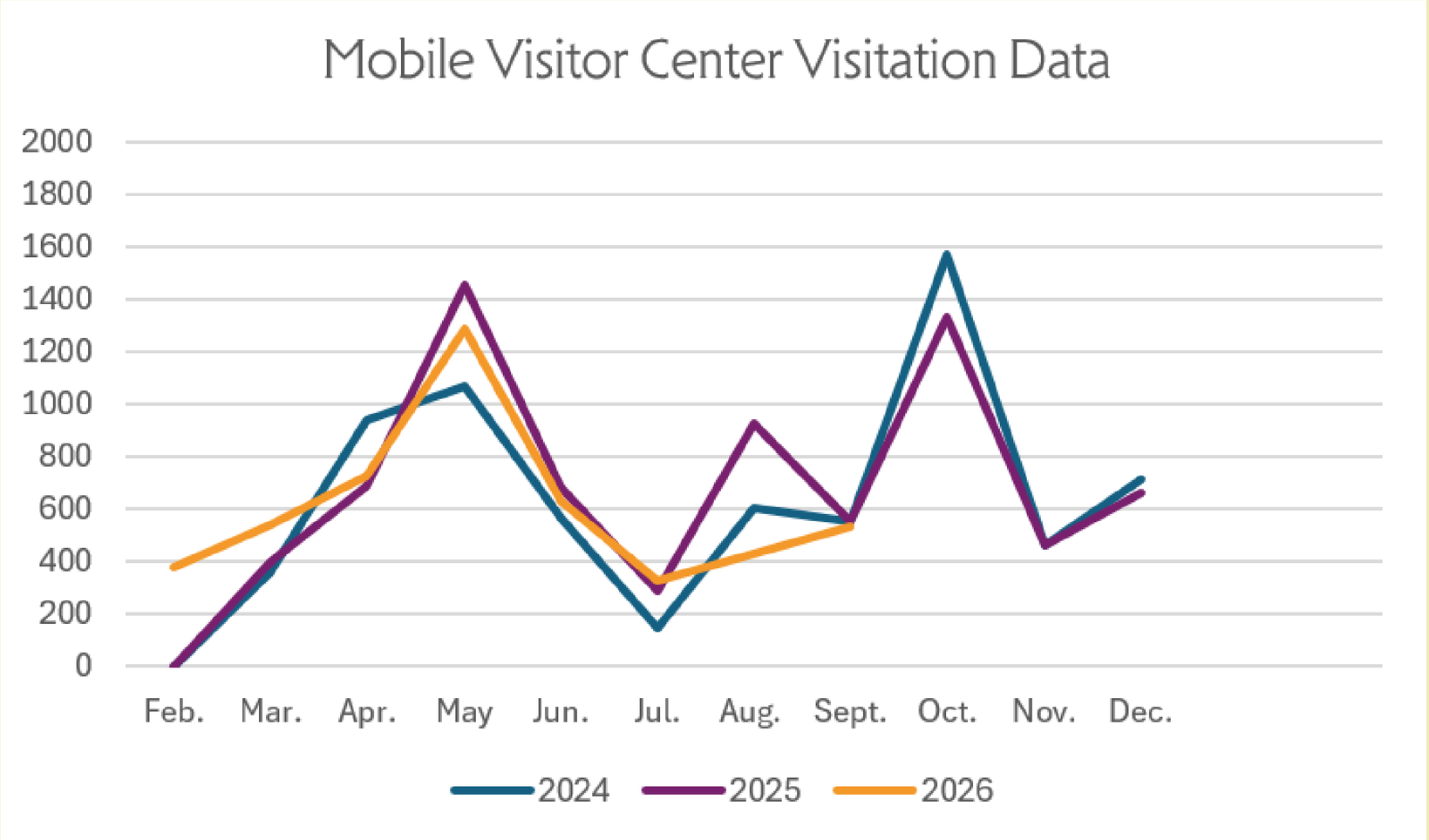
Site Tours/Area Visits:

- Renovated meeting rooms - DoubleTree by Hilton Charlottesville
- John Paul Jones Arena - Discuss venue rental opportunities.
- Conference planner interested considering area for a future conference
- Visit Staunton's Director of Marketing and Sales, - hosting each other as part of a destination learning initiative to cross promote each other's destinations to build tour itineraries.

VISITOR SERVICES UPDATES

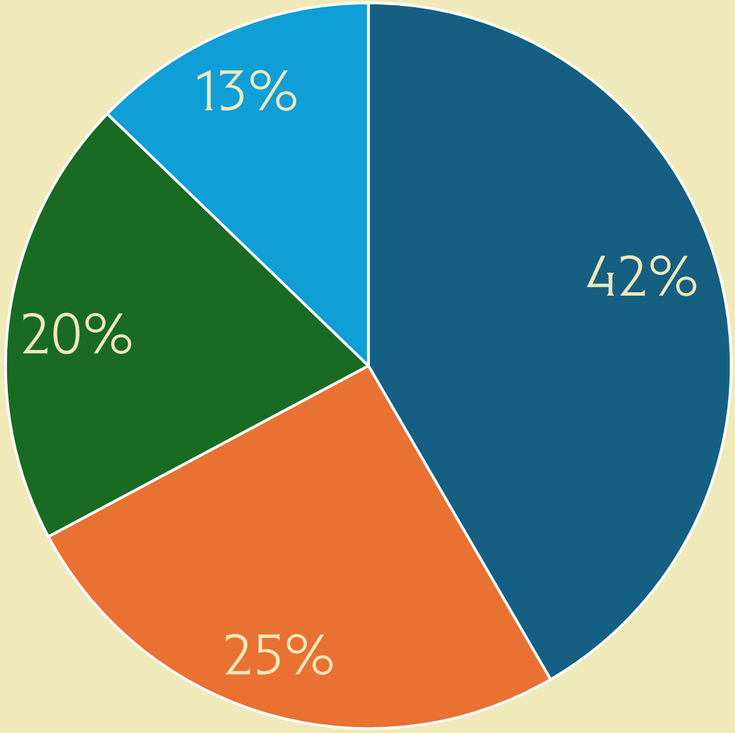
MOBILE VISITOR CENTER UPDATES

- Numbers include MVC visitation, office, and special event participation.
- 2026 visitation is down by 2% compared to last year. However, the team served the Crozet Arts & Craft Festival, a UVA student event, and Foxfield, which haven't yet been reported.
- Sudden decrease in July is due to the annual summer break.

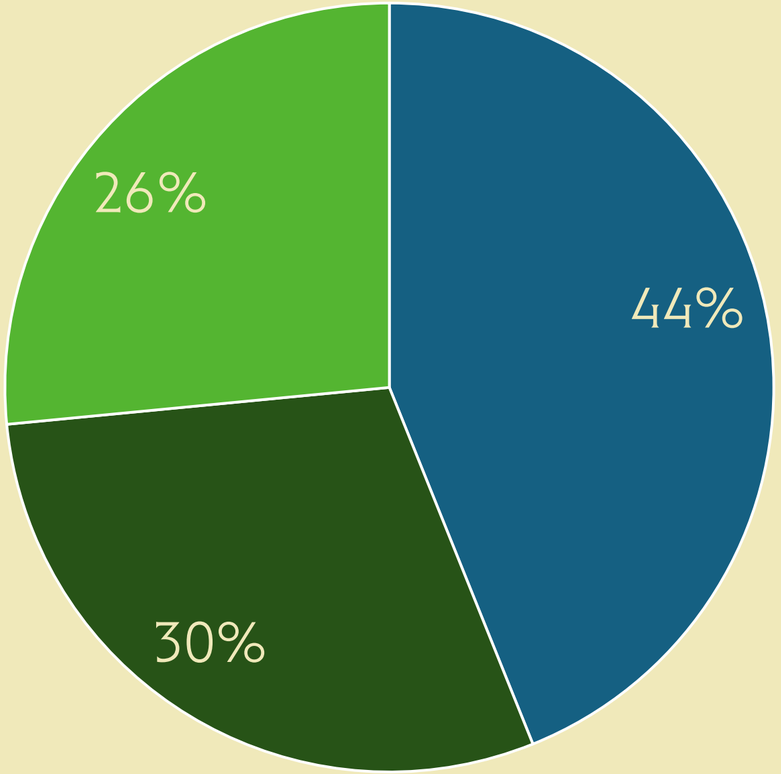


MOBILE VISITOR CENTER UPDATES

Length of Stay



Audience



VISITOR SERVICES

All Brochure Distribution (up to Jul. 1-Oct. 1)

- FY27: 13,088
- FY26: 21,250

*Sudden jump in October FY26 was due to the rebrand. All branded promos were sent or zeroed out.

Visitor Guide Distribution (up to Jul. 1-Oct. 1)

- FY27: 2,839
- FY26: 6,815

*Sudden jump in October FY26 was due to fulfilling large orders for VTC (2,000 guides) and City Select (900 guides).

Ethan at CHO's Newark flight announcement is shown here







DESTINATION DEVELOPMENT UPDATES

DESTINATION DEVELOPMENT UPDATES



DMAP & Business Listings

- DMAP requires broad and up-to-date business representation on the DMO's website. Throughout FY27, DDMs are focusing on strengthening standards for partner outreach, consistent communication, and addressing gaps caused by outdated listings and limited engagement.
- Since the Jan. 1, 48 new businesses have been added to Visitcharlottesville.org, and 129 new CRM accounts have been created.
- Since the start of FY27, 538 events have been reviewed and approved for the special events calendar, ensuring compliance with CACVB standards, requirements of the CMS, and visitor priorities. There have been 1,728 events posted since Jan. 1.
- **Listing categories may shift with the upcoming website redesign, but they will continue to reflect the core sectors of tourism economy.*

DESTINATION DEVELOPMENT UPDATES

iDSS Standards (Internal to CACVB)

- Destination Development has created an internal ticketing system within the CRM to better track partner relations and resolve issues across the CACVB.
- The CACVB adopted team-wide expectations of CRM use.

Policy and Metrics

- Throughout September and October, Destination Development and the Director of Engagement pulled together rural policies that affect agritourism for various leadership presentations. The team is now working on how to measure new and existing agritourism experiences to support City and County economic development plans.

Grants and Letters of Support

- Virginia Tourism Corporation's Virginia Special Events and Festivals Program grant is open through Oct. 29. The Destination Development team will be tackling several letters of recommendations for our partners.
- Last FY, the team wrote 21 letters of support.
- The team attended the County's Arts & Cultural, Community CIP Funding Orientation, along with VTC's "How to Apply for Special Events and Festivals Grant" webinar.

DISCUSSION:
DECEMBER BOARD MEETING DATE



PUBLIC COMMENT

BOARD ANNOUNCEMENTS

ADJOURN