

CACVB Topline Stats

March 2013 through February 2014:

Media Spend	= \$ 131,819.00
Print spend	= \$ 61,400.00
Digital spend	= \$ 70,419.00
Total Circulation	= 14,094,167 (\$ 0.01 per impression)
Production costs	= \$ 163,043.00

March 2014 through February 2015:

Media Spend	= \$ 187,049.00
Print spend	= \$ 52,199.00
Digital spend	= \$ 134,850.00
Total Circulation	= 14,496,872 (\$ 0.01 per impression)
Production costs	= \$ 64,404.90

March 2015 through June 2016 (ie 16 months):

Media Spend	= \$ 272,727.00
Print spend	= \$ 76,477.00
Digital spend	= \$ 196,250.00
Total Circulation	= 27,890,954 (\$ 0.01 per impression)
Production costs	= \$ 120,000.00

FINDINGS CHARLOTTESVILLE/ ALBEMARLE TOURISM INDUSTRY BY THE NUMBERS

\$554million
THE REVENUE GENERATED BY OUR
LOCAL TOURISM INDUSTRY

TRAVELERS SPEND MORE THAN

\$1.5million
PER DAY IN CHARLOTTESVILLE/ALBEMARLE

THE CHARLOTTESVILLE/ALBEMARLE TOURISM INDUSTRY GREW

6%OVER 2013

THE INDUSTRY SUPPORTS

>5,400 jobs

IT GENERATES MORE THAN
&\$40million
IN STATE & LOCAL TAXES

DIGITAL Media Highlights Adara



**TOTAL
BUDGET**
\$15,000



IMPRESSIONS
2,902,569



CLICKTHROUGHS
7,497



CTR
(CLICK-THROUGH RATE)
0.26%



TOTAL REVENUE
\$41,000

PRINT Media Highlights

PHOTO BY ANDY LOCKER



Charlotteville
ALBEMARLE COUNTY
VIRGINIA

Where tradition is always new.

Tradition **navigates** a new path through a historic destination.

Nestled in the Blue Ridge Mountains, only two hours from Northern VA and DC, Charlottesville and Albemarle County, VA is perfect for your next excursion. Visit nearby Shenandoah National Park for 500 miles of hiking trails, or kayak, canoe or fish on the James River. And with 30+ wineries, numerous breweries and cideries, you'll discover why one day just won't be enough. **Plan your next trip and request a visitor guide at visitcharlottesville.org/BROguide.**



OFFICIAL TRAINING DESTINATION
FOR USA CYCLING TEAM



Charlotteville
ALBEMARLE COUNTY
VIRGINIA

Tradition **welcomes**
you to our new visitor center.

The Albemarle Tourism and Adventure Center joins arts, culture, music, food and outdoor attractions in a new hub for locals and visitors alike. **Visit us today at www.visitcharlottesville.org/adventurecenter.**

