

Charlottesville-Albemarle Convention and Visitors Bureau (CACVB) Management Board October 2015

Annual report of the Charlottesville-Albemarle Convention and Visitors Bureau (CACVB) Management Board

Committee Members: Jennifer Mayo, Kirby Hutto, Yolunda Harrell, Lee Catlin, Chris Engel, Cynthia Chiles, Matthew Harris, Andrea Saathoff, Ann Taylor, Anthony de Bryun, Timothy Hulbert. Board member Saathoff replaced Jason Burch, who declined reappointment at the end of his term on June 30, 2015; Cynthia Chiles, Kirby Hutto and Yolunda Harrell were reappointed for another two-year term.

Meeting Frequency: The CACVB Board of Directors meet every other month, with Executive Committee meetings held the same month. Meetings in FY15 occurred in July (14), October (14), November (14), January (15), March (15), May (15).

Summary: The single most important accomplishment this year was actualizing the CACVB's presence in the County, from inception to lease ratification of the Albemarle Tourism & Adventure Center, located in historic train depot in Crozet, VA. The process started with a feasibility study of the initial site at the new library, followed by a working committee that included local businesses, artisan interests, tourism stakeholders and Supervisor Ann Mallek, and the CACVB's agency of record, Payne, Ross & Associates. Tenancy partnership with the Crozet Artisan Depot provides a unique synergistic relationship for tourism and the local arts. A second major accomplishment was to host USA Cycling in Albemarle County for their training camp in advance of the UCI World Cycling Championships. This helped create multiple sponsorship opportunities for 3 events that included a VIP reception at Monticello. CACVB is leveraging the distinction it has now earned as "The official training destination for USA Cycling," through various print and online advertising and media messaging. The CACVB Strategic Plan helps guide the organization and the CACVB Management Board continues to monitor various action steps outlined to accomplish key strategies. The CACVB Management Board continues to have a hands-on approach to developing the organization's budget. As additional room inventory comes into the marketplace, the CACVB Management Board sees this as both an opportunity and challenge.

Conclusion: The priority of the CACVB Management Board is to continue its oversight responsibilities and to ensure that marketing momentum is sustained and to further grow visitation to the Charlottesville-Albemarle County area. This will be achieved through ongoing implementation of the annual marketing plan that is developed by Payne, Ross & Associates in coordination with the CACVB.

Please see attached ROI report on performance measures for the CACVB.



Fiscal Year 2015 (FY15) End of Year Return on Investment (ROI) Annual Report*

ROI Target Goal 7 to 1	7.56 to 1
Excluding Fund Balance	7.70 to 1
Total direct expenditures generated by CACVB to dollars invested by City & County	
	\$11,021,392 to \$1,458,189
\$725,098 Investment by County of Albemarle \$733,091 Investment by City Of Charlottesville	
\$27,234 to Fund Balance	\$11,021,392 to \$1,430,955
Meeting expenditures directly attributed to CACVB	
	\$1,099,938
Group tour expenditures (overnight & day trips)	
	\$1,788,344
Leisure travel expenditures directly attributed to CACVB	
	\$8,133,110
	\$11,021,392

*Return on Investment Methodology outlined within Schedule B of Charlottesville-Albemarle Agreement for Operation of a Joint Convention and Visitors' Bureau (executed 2004)



FY15 End of Year ROI Report Card* Calculations

Room nights booked for meeting and conference groups

Based on DMAI Impact Calculator	\$1,099,938
1,991 Group Room Nights booked	
1,991 x Average Daily Rate provided by STR (\$120.36) =	
\$239,636.76	\$1,099,938

Group Tour definite bookings

Overnight & day trip tour expenditures (based on DMAI Impact Calculator)	
Group tour expenditures (Tours with overnights + service requests)	\$1,788,344
<i>Does not include tabulation of Presidents' Pass clients</i>	\$1,788,344

Leisure Travel Expenditures

578 Leisure Room nights booked through Regatta (booking engine – replaced room nights booked at CACVB visitor centers) =	\$83,835
Additional Average Expenditures for 578 visits at \$220.00 per day x 1.5 days =	\$190,740
Leisure inquiries converted:	
<i>Avg. stay includes \$ room expenses plus \$ other expenses during stay</i>	
35,072 inquiries x 28% conversion = 9,820 visits	
3,321 direct web inquires x 34% conversion = 1,129 visits	
10,949 x 2.5 nights x \$120.36 = \$3,294,554	
Additional Avg. Trip Expenditures of \$416.84 x 10,949 = \$4,563,981	
Total leisure inquiry conversion direct from CACVB:	\$7,858,535
	\$8,133,110

* Return on Investment Methodology outlined within Schedule B of Charlottesville-Albemarle Agreement for Operation of a Joint Convention and Visitors' Bureau (executed 2004)



FY15 End of Year ROI Report Card* Additional Performance Measures

Leisure Travel Expenditures (see addendum)

Website assists by CACVB:
(Assisted Visitor's Economic Impact)
650,903 unique web visits x 31% conversion = 201,780 visits
201,780 x 2.2 Avg. Nights Stay at \$120.36 = \$53,429,730
Additional Expenditures of \$267.80 per visit = \$54,036,684
Total Web leisure expenditures directly attributed to CACVB**

\$107,466,414

Destination Awareness (trade and consumer)

1,187 media articles reaching circulation valued at
† *Cision Media Impact Report*

\$6,381,690[†]

Co-op Resources raised: Marketing Dollars to Private Co-op dollar ratio

15.8%

(In-kind, marketing partnerships & alliances with a goal of 25%)

Online advertising	\$42,184
Hotel partnership	\$0
Co-op Marketing	\$0
Concert Ticket Sales (MusicToday)	\$1,938
Warehouse Outlet Sales	\$0
Rental of DVC	\$0
In-kind	\$29,503
Total	\$73,625

\$464,965[†] to \$73,625

† *marketing and advertising lines*

Overhead expenditures (Goal = 5% annual increase dedicated to marketing)

-1%

Marketing \$ to Invested \$

FY14 \$496,559 to \$1,368,027

36%

FY15 \$504,165 to \$1,458,189

35%

Includes addition of f/t dedicated marketing staff

* Return on Investment Methodology outlined within Schedule B of Charlottesville-Albemarle Agreement for Operation of a Joint Convention and Visitors' Bureau (executed 2004)

** Calculations based on 12-month research-based web conversion study performed for the CACVB in 2012 by Destination Analysts.

Addendum:

Back in 2004 when this report was first configured, traditional forms of marketing were the norm, with the Internet touted only as a complementary component. However, the impacts realized through e-commerce, especially in areas of travel, have been enormous and were likely never fully considered at the time when Schedules A & B of the Joint Operations Agreement were designed. As such, much has changed, including the overwhelming reliance businesses, non-profits and municipalities have on all things digital.

This report and previous ROI Report Cards have not included in the calculations on page one, Leisure Travel Expenditures, which the CACVB believes should be included in the Addendum portion of the Annual ROI Report Card. The CACVB website with its associated components, Customer Relationship Management (CRM) & Content Management System (CMS), represent the largest single marketing expenditure by the CACVB. These functions are managed by a full-time staff person who also administers search engine optimization, social media, and online advertising, the results for this marketing show a 31% conversion of unique web visitors, which is derived through a formula that was pre-established in the construction of this report through Schedule A from the Joint Operations Agreement.

Schedule B of this same Agreement provides the CACVB the opportunity to make adjustments based on data and research, as well as what is included in a marketing plan. A website conversion study was conducted by Destination Analysts for the CACVB that identified \$267.80 per day for incremental leisure spending. For whatever the reason when the initial framework for reporting was created, Leisure Travel Expenditures, which this past year was \$107,466,414 has been excluded.

As online marketing is the primary avenue by which the CACVB markets and promotes to potential visitors, the corresponding results of these expenditures are included below to reflect a clearer insight for monies expended toward achieving the CACVB's mission, thus reflects a more accurate illustration.

The following would be those calculations:

Meeting expenditures directly attributable to the CACVB	\$1,099,938
Group tour expenditures (overnight & day trips)	\$1,788,344
Leisure travel expenditures directly attributable to CACVB	\$8,133,110
Travel expenditures (CACVB website conversion)	\$107,466,414
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	\$118,487,806

In addition, social media channels did not exist in 2004. We feel it is important to track the CACVB's statistics with regards to Facebook, Twitter, Pinterest, and Instagram:

Social Media Statistics

- Facebook - 83,000 "Likes" (6,640 added in FY15); 12,028,291 impressions
- Twitter - 3,737 Followers (952 added in FY15)
- Pinterest - 2,263 Followers (167 added in FY15)
- Instagram- 3,663 Followers (2,343 added in FY15)



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FOR IMMEDIATE RELEASE

Tourism revenue reached over \$553 million in Charlottesville and Albemarle County in 2014

All Virginia regions saw increased tourism revenue
while the state of Virginia topped \$22 billion

Charlottesville, VA (October 5, 2015) - Data released by the United States Travel Association (USTA) reveals that tourism was again an important contributor to the local economy in 2014. Tourism revenue for Charlottesville and Albemarle County reached over \$553 million, a \$29 million increase over 2013. Local tourism-supported jobs totaled 5,402 while local tourism-related taxes were \$18 million. All data was received by the Virginia Tourism Corporation (VTC) from US Travel Association and is based on domestic visitor spending (travelers from within the United States) from trips taken 50 miles or more away from home.

"Increases across the board in Charlottesville and Albemarle County were quite impressive," said Kurt Burkhart, Executive Director for the Charlottesville Albemarle Convention & Visitors Bureau. "Seeing a 5.6% increase in visitor spending, combined with employment up by more than 3.5% in tourism-related services is certainly good news."

With 133 localities reporting data, only 9 fared better than Charlottesville and Albemarle County combined when comparing visitor expenditures. Additionally, in job creation, only 10 localities exceeded the combined of Charlottesville and Albemarle County.

"We've got a lot to be proud of, and it's gratifying to know that we have helped to contribute to the ever-important bottom line for Virginia tourism, right here in Charlottesville and Albemarle County," said Burkhart

According to the US Travel Association, every region in Virginia posted an increase in tourism revenue last year. Tourism in Virginia generated \$22.4 billion in travel spending. Tourism also supported 216,900 jobs in the Commonwealth and \$1.5 billion in local taxes, an increase of 5.6 percent compared to 2013. The increase is largely attributed to Virginia's authentic, local travel experiences and surging culinary scene.

"These new figures illustrate the importance of investing in tourism, an industry which is helping to build a new Virginia economy, creating solid, good-paying jobs for our residents," **said Governor Terry McAuliffe**. "Travelers are coming to Virginia to experience our oysters, wine, craft beer and cider, as well as exceptional opportunities for outdoors lovers, history buffs, and people who just love adventure."

"Tourism is one of the five largest industries in Virginia, generating economic growth in all regions of the Commonwealth," said **Secretary of Commerce and Trade Maurice Jones**. "What is even better is we have more opportunities for prosperity in this strategic sector. With continuing teamwork among state, local and private sector partners, we will capture to the fullest the benefits of our tremendous tourism assets."

"Tourism is an instant revenue generator for the Commonwealth, attracting millions of visitors every year looking to discover why Virginia is for Lovers," said **Rita McClenny, president and CEO of Virginia Tourism Corporation**. "2014 was another exciting year for the travel and tourism industries in Virginia, and we are thrilled to see such continued improvement in our tourism economy. Tourism is a driving force of Virginia's economy--it creates jobs, generates economic impact, and benefits businesses and communities across the state."

The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the [Virginia is for Lovers](#) brand. *Virginia is for Lovers* is the longest-running state tourism slogan in the country. *Virginia is for Lovers* stands for love, pure and simple, and promotes the state as the ideal destination for loved ones to completely connect on a great vacation. *Virginia is for Lovers* was named one of the top 10 tourism marketing campaigns of all time by Forbes and was inducted into the National Advertising Walk of Fame in 2009.

Love is at the heart of every Virginia vacation. Go to <http://www.virginia.org/> and start planning a trip or call 1-800-VISITVA to request a free, Virginia is for Lovers Travel Guide.

The Virginia Tourism Corporation receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on www.vatc.org under Research.

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a second visitor center, the [Albemarle Tourism and Adventure Center](#) downtown Crozet ([5791 Three Notch'd Rd](#)), as well as a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center. The official website of the CACVB is www.visitcharlottesville.org. In addition, the organization manages powerful social media channels such as, ExperienceCharlottesville on Facebook, @VisitCVille on Twitter, CVilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.