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



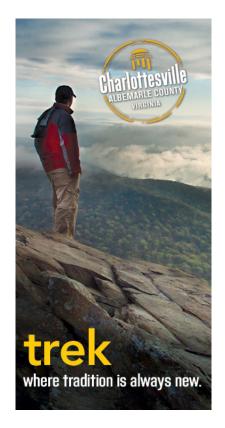
TRAVELERS SPEND MORE THAN \$15000 PER DAY IN CHARLOT TESVILLE/ALBEMARLE

THE CHARLOTTESVILLE/ALBEMARLE TOURISM INDUSTRY GREW





DIGITAL Media Highlights Adara

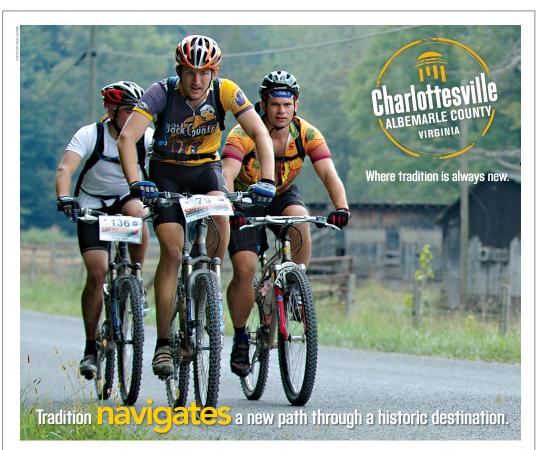








PRINT Media Highlights



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**.



