

# 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**

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TRAVELERS SPEND MORE THAN

**\$1.5million**  
PER DAY IN CHARLOTTESVILLE/ALBEMARLE

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THE CHARLOTTESVILLE/ALBEMARLE TOURISM INDUSTRY GREW

**6%OVER 2013**

THE INDUSTRY SUPPORTS

**>5,400 jobs**

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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](http://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](http://www.visitcharlottesville.org/adventurecenter).**

