

A photograph of three women sitting at a wooden table on an outdoor patio. They are engaged in conversation and looking towards a scenic mountain landscape under a sunset sky. The sun is low on the horizon, casting a warm glow over the scene. The women are dressed in casual, summery attire. There are drinks on the table, and a black umbrella pole is visible. The background shows rolling hills and mountains under a hazy sky.

Charlottesville
ALBEMARLE, VIRGINIA

Call to Order



Introduction of Guests



Wine Industry Presentation – James King



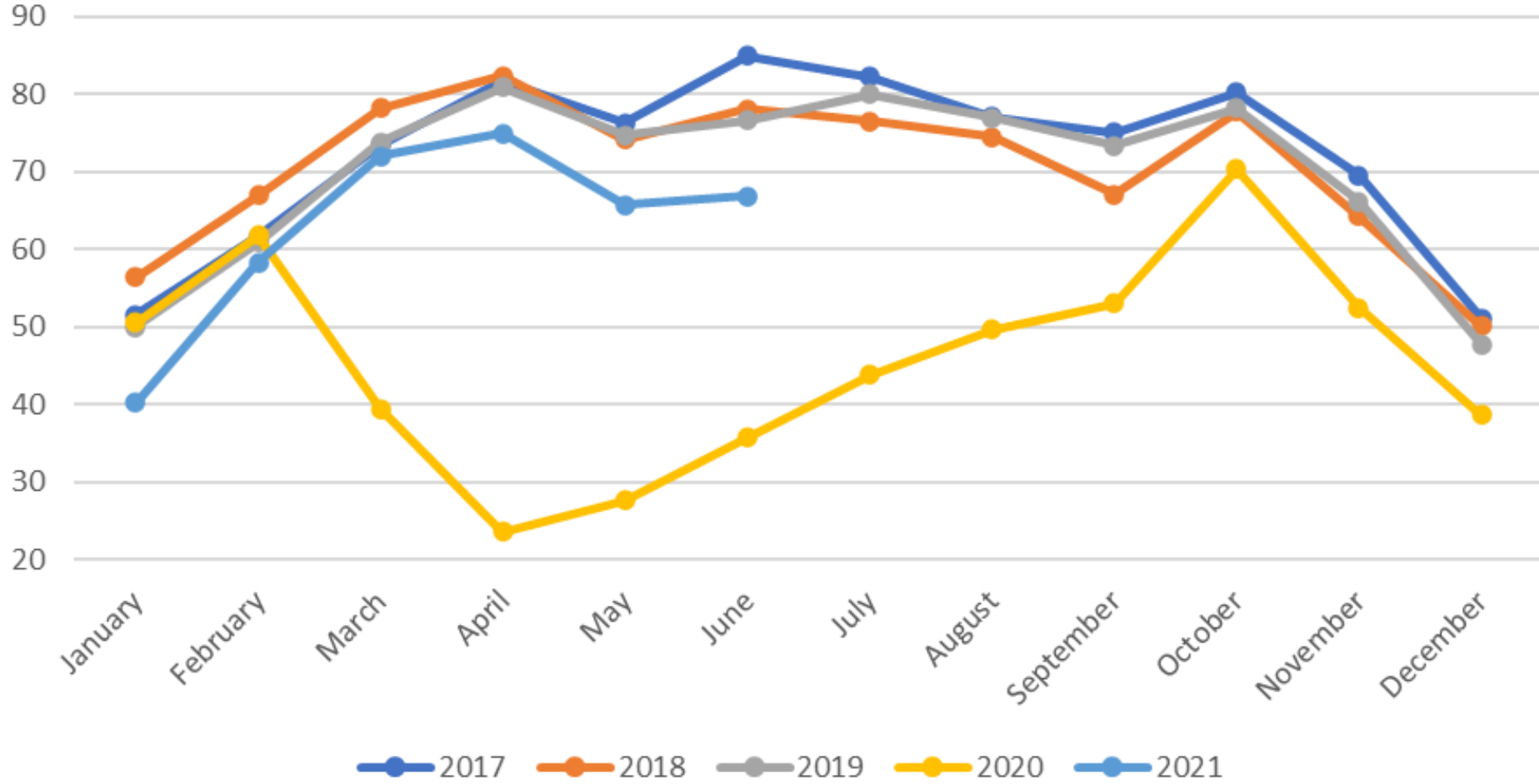
Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement

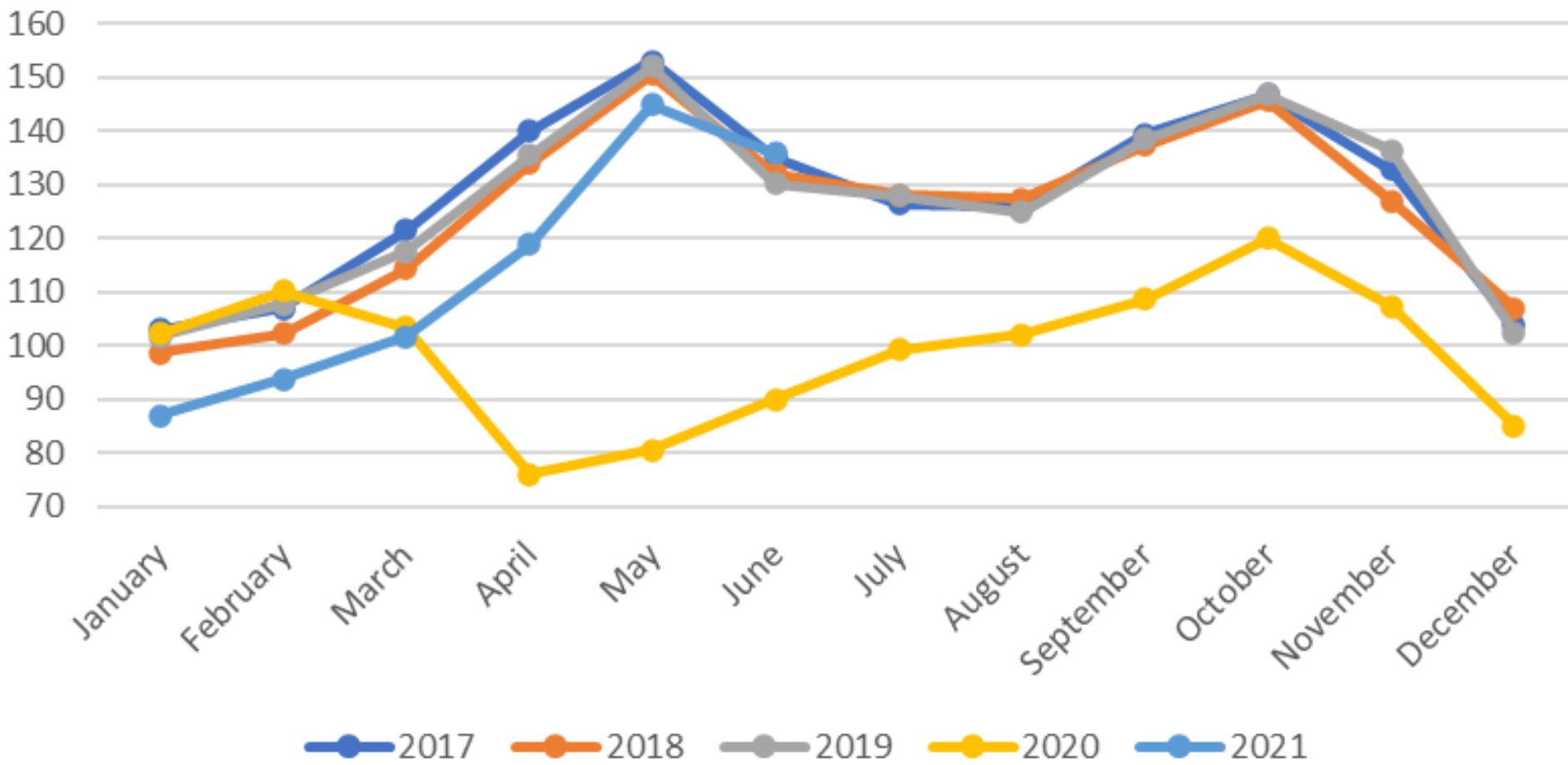


Director's Report

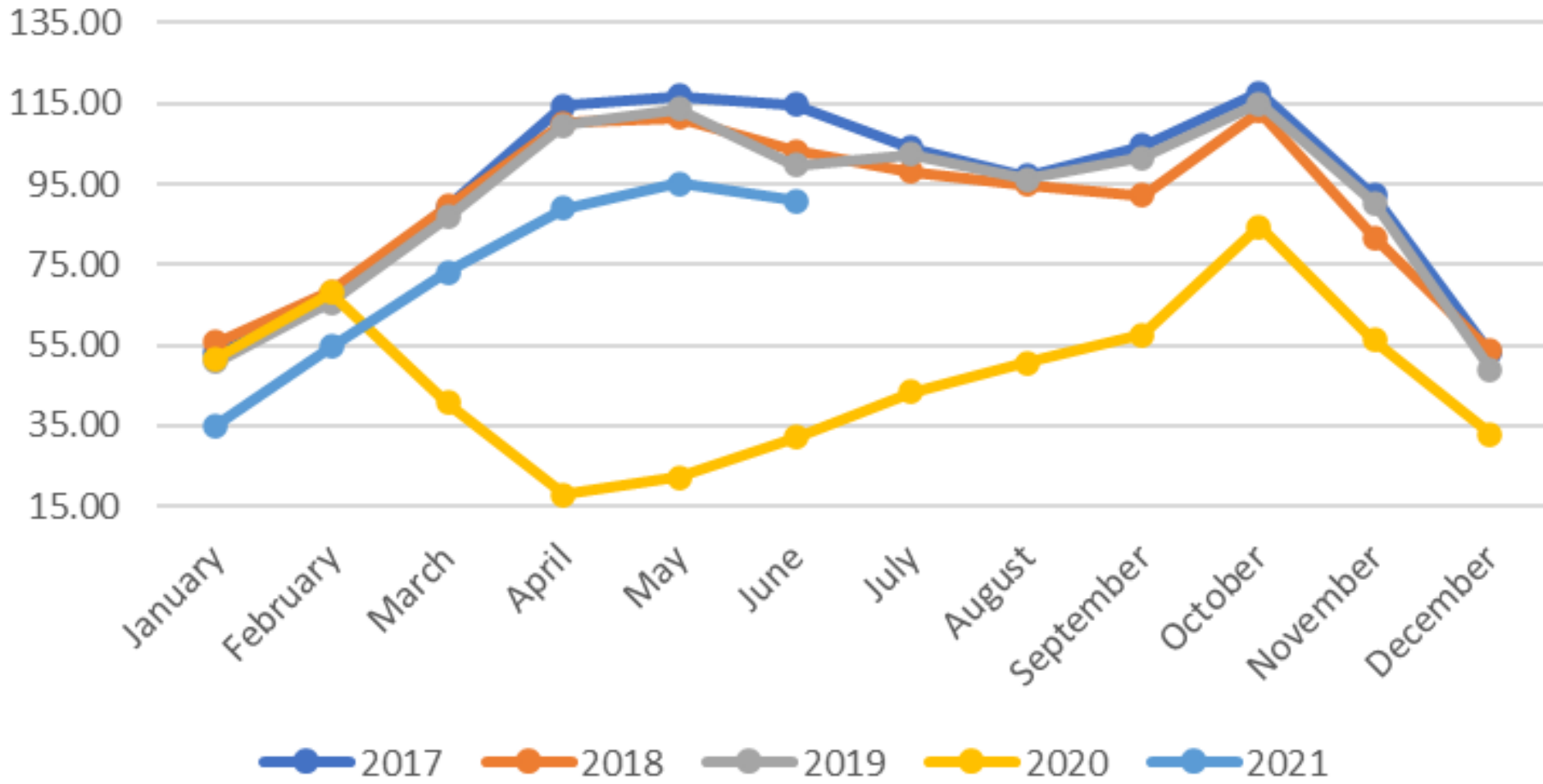
Hotel Occupancy Rates



Average Daily Rate



Revenue per Available Room



ADARA June 2021



486

Total Travelers

489

Total Nights

\$ 91,525

Total Revenue

8.7

Avg. Search to Booking

30.8

Avg. Advance Purchase

1.9

Avg. Length of Stay

1.9

Avg. # of Travelers

\$ 187.17

Avg. Daily Rate (ADR)

Site Impact is tracking an estimated **43.2%** of website traffic for the selected website pixel.



ADARA July 2021



452

Total Travelers

398

Total Nights

\$ 71,337

Total Revenue

9.5

Avg. Search to Booking

30.5

Avg. Advance Purchase

1.9

Avg. Length of Stay

2.2

Avg. # of Travelers

\$ 179.24

Avg. Daily Rate (ADR)

Site Impact is tracking an estimated **41.4%** of website traffic for the selected website pixel.



Diversity, Equity & Inclusion





Marketing Plan 2021 - 2022



Mission

The mission of the CACVB 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.

Vision for 2025

Albemarle County and Charlottesville will create a better quality of life for residents by being the most inclusive, diverse, welcoming, thriving destination for visitors in the Southeast.



Values

Creativity, Diversity, Unity, Resiliency, Responsibility

Equity and Inclusivity Statement

Albemarle County and Charlottesville equitably welcome visitors, including but not limited to/irrespective of all races, ethnicities, religions, sexual orientations, gender identities, age, mental/physical disability and citizenship. The CACVB pledges to create inclusive content, share diverse local stories and provide equitable opportunities for local partners in its work.



Strategic Imperatives

- **Resiliency:** As defined by its mission, the primary function of the CACVB is to **Drive Overnight Visitation**, which fuels the rest of the strategic imperatives.
- **Unity:** This destination is only as strong as the partners it represents and how well those partners work together to **Increase Visitor Spending** as a unified place.
- **Diversity:** Our community has a diverse range of people, places and experiences. The CACVB helps to **Develop New Visitor Opportunities** (tourism product) by fostering strong partnerships with tourism-related businesses and non-profits.
- **Creativity:** Destinations are defined by what makes them unique, and we have the opportunity and responsibility to **Tell Stories that Uplift and Inspire**.
- **Responsibility:** As a governmental body, the CACVB has the responsibility to **Utilize Public Funds with Transparency and Efficiency** to optimize its impact.



Low familiarity with the Charlottesville region may prohibit Prospective visitors

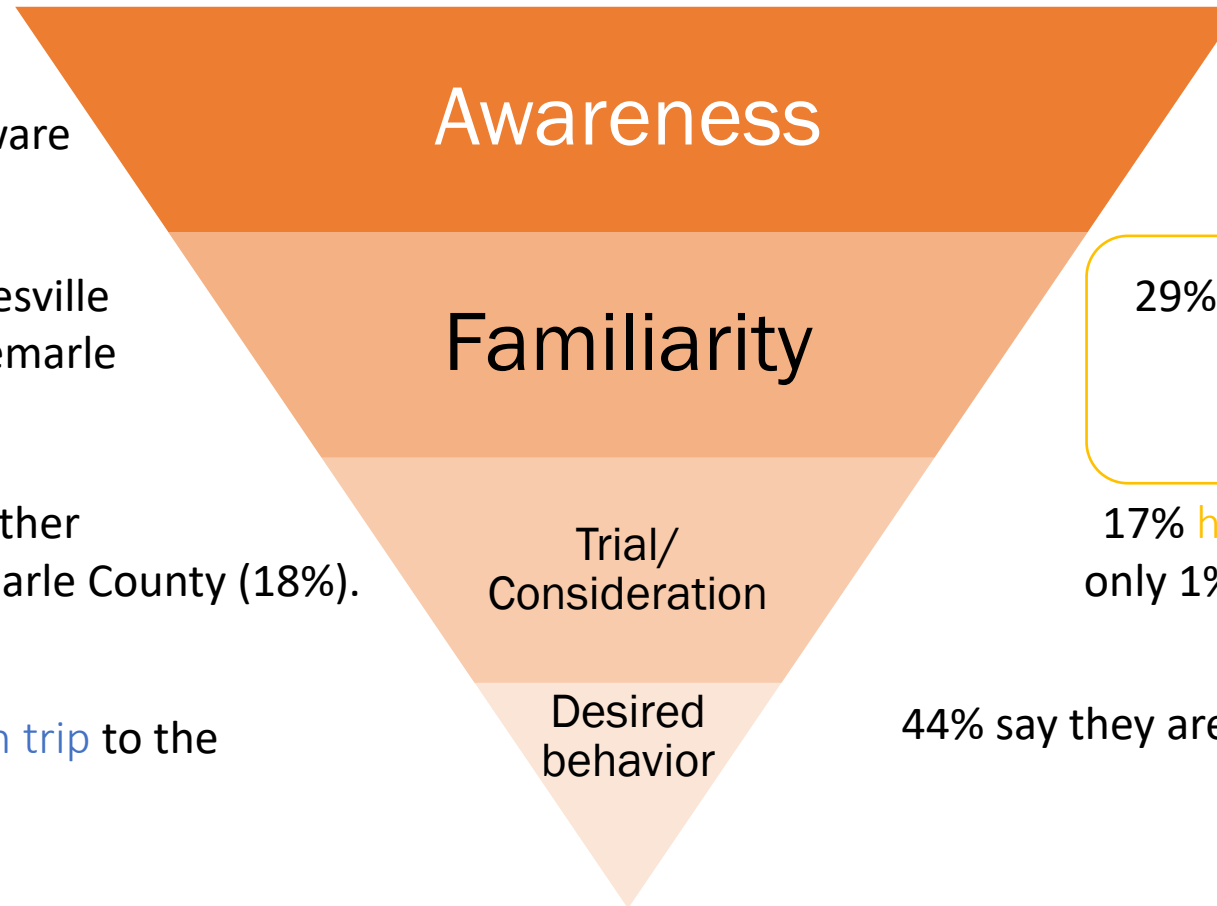
PAST VISITORS

Nearly all (99%) are **aware** of Charlottesville and 39% are aware of Albemarle County.

76% are **familiar** with Charlottesville and 19% are **familiar** with Albemarle County.

All respondents **have visited** either Charlottesville (98%) or Albemarle County (18%).

83% are likely to make a **return trip** to the Charlottesville region.



PROSPECTIVE VISITORS

To qualify, all had to be **aware** of either Charlottesville (98%) or Albemarle County (19%).

29% are **familiar** with Charlottesville, while only 3% are familiar with Albemarle County.

17% **have visited** Charlottesville, while only 1% have visited Albemarle County

44% say they are **likely to visit** the Charlottesville region in the future.

VISITOR DEMOGRAPHIC INFORMATION

Gender, Generation, Income, Children in Household

DEMOGRAPHIC	GROUP	PAST VISITORS	PROSPECTIVE VISITORS MOST LIKELY TO VISIT
GENDER	Male	45%	36%
	Female	55%	64%
GENERATION	Millennials (born after 1982)	41%	31%
	Generation X (born 1965–1982)	36%	31%
	Boomers Plus (born before 1965)	23%	38%
ANNUAL HOUSEHOLD INCOME	Household income <\$50,000	45%	44%
	Household income \$50,000+	55%	56%
CHILDREN UNDER 18 IN HOUSEHOLD	Children in household	35%	32%

Prospective visitors are more likely to be older and female than Past visitors.

Note: Nearly all demographic questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

VISITOR DEMOGRAPHIC INFORMATION

Race and Ethnicity

DEMOGRAPHIC	GROUP	PAST VISITORS	PROSPECTIVE VISITORS MOST LIKELY TO VISIT
RACE	White	73%	67%
	Black or African-American	20%	24%
	Asian	3%	3%
	American Indian or Alaska Native	3%	2%
	Other	4%	4%
ETHNICITY	Hispanic or Latino	9%	8%
	Not Hispanic or Latino	91%	92%

Note: Nearly all demographic questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

Target Geographic Markets

- Northern Virginia/District of Columbia
- Hampton Roads/Virginia Beach, VA
- Raleigh/Durham, NC
- Baltimore, MD
- Charlotte, NC
- International:
 - Capital Region USA target markets - United Kingdom, Germany, France, China

Top Geographic Markets with high potential but unreachable through current advertising budget: New York, Philadelphia, Dallas/Fort Worth, Canada

MARKETING MESSAGE

Marketing messages that showcase a happy, welcoming vibe while reinforcing safety, affordability, and opportunities to unplug and “be yourself” may help engage both Past and Prospective visitors and fuel first-time and repeat visitation.

CHARLOTTESVILLE / ALBEMARLE COUNTY

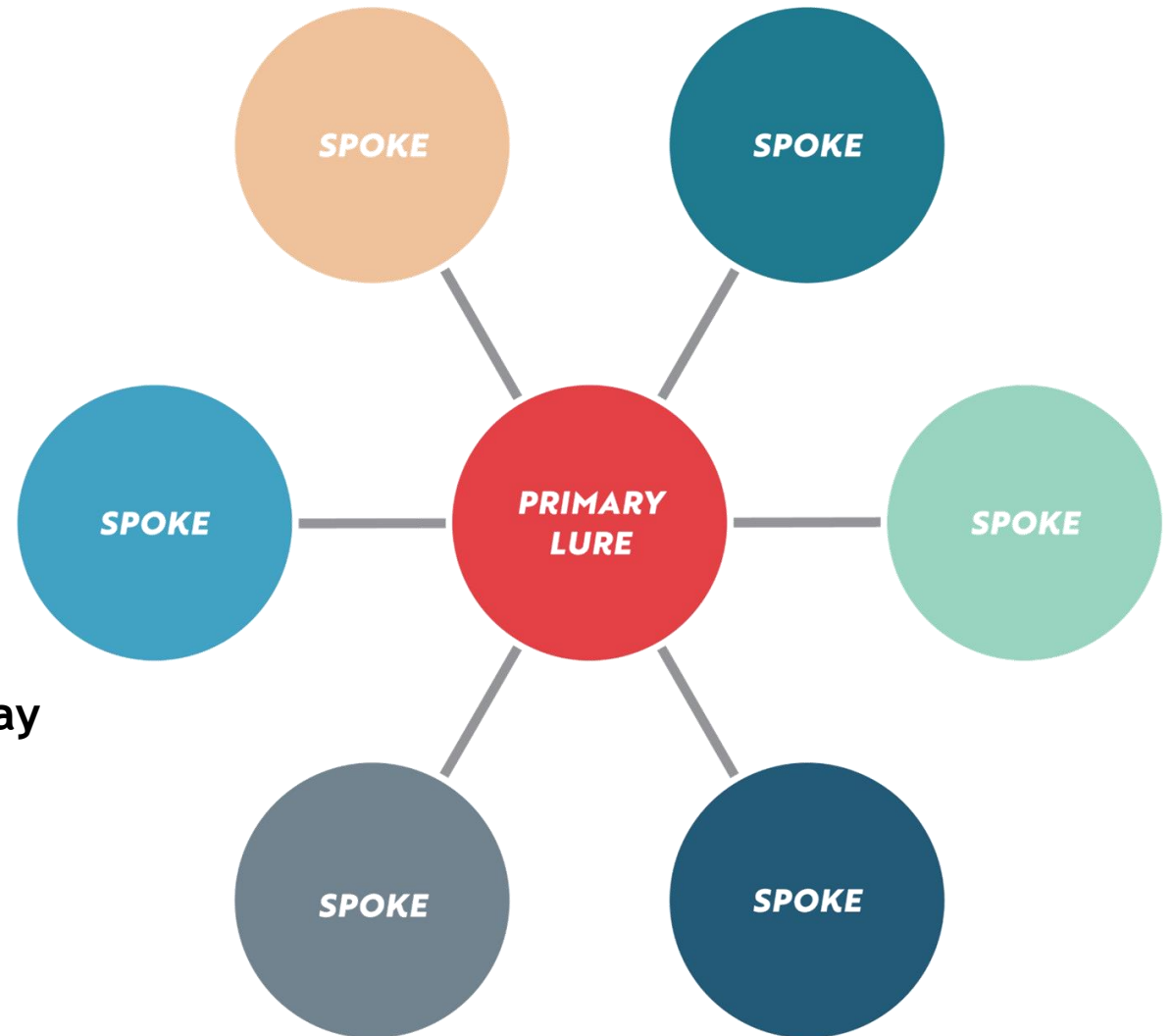
WHAT TO PROMOTE

Primary lure result is:

Wineries, Breweries, Cideries

The six spoke results are:

1. History (including Jefferson, Monticello)
2. Restaurants, Dining, Culinary diversity
3. Outdoor experiences, including Blue Ridge Parkway
4. Black/BIPOC-owned businesses
5. Arts & Music
6. University of Virginia



Primary Markets for Leisure Travel



Agritourism

- Craft beverages, leading with wine
- Farm-to-Table restaurants and experiences
- Meet the grower experiences



History

- Charlottesville/Albemarle's role in national history making
- Local places of note and storytelling
- Major internationally recognized attractions



Nature

- Outdoor recreation opportunities
- Scenic beauty
- Chance to unplug/camp/relax



BIPOC-owned businesses and events

- Discover Black Cville
- Storytelling from diverse perspectives
- Showcase a welcoming destination



Primary Markets for Group Travel

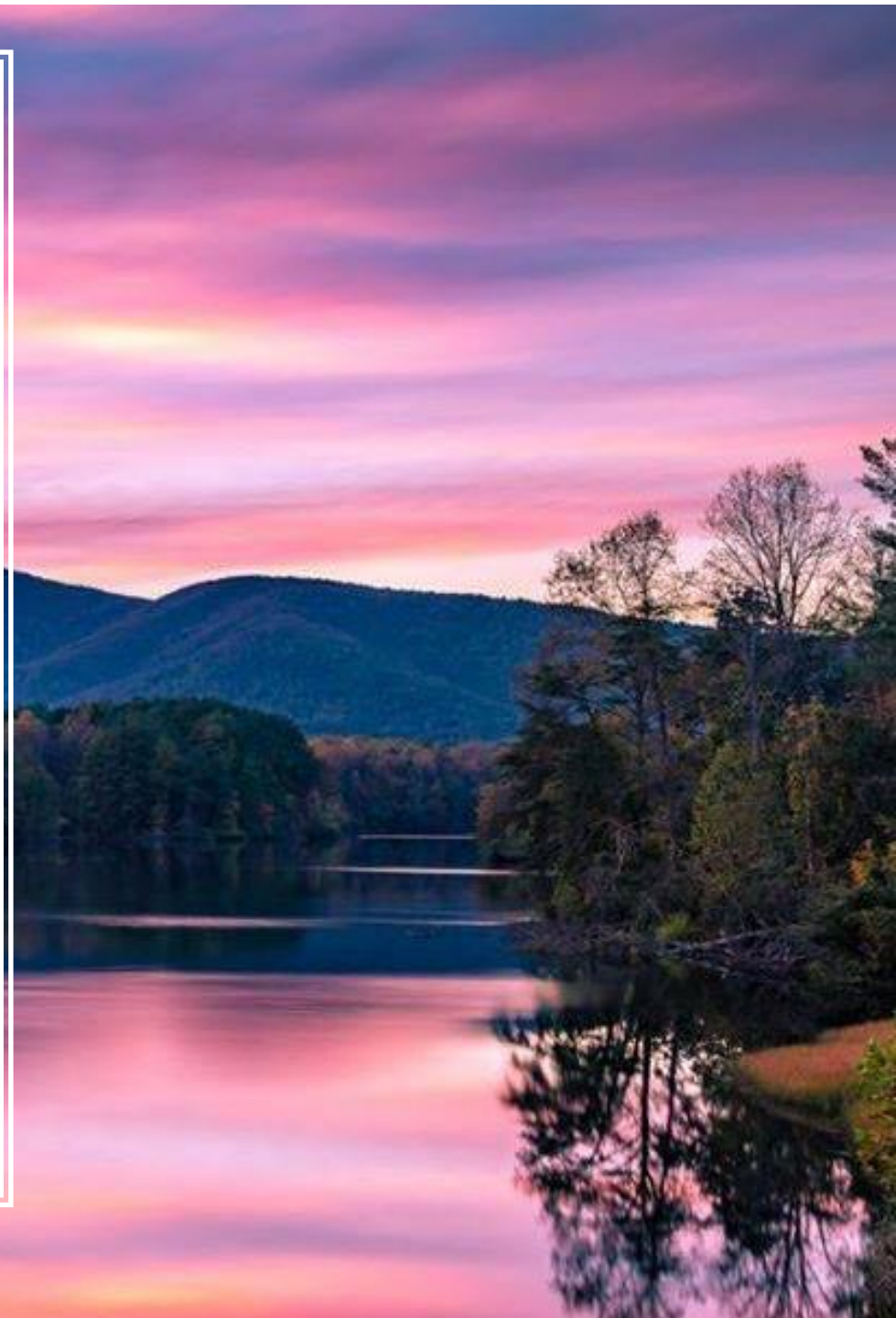
- Travel trade (Leisure group)
- Corporate and Association meetings
- Military reunions
- Sporting events

AWARENESS

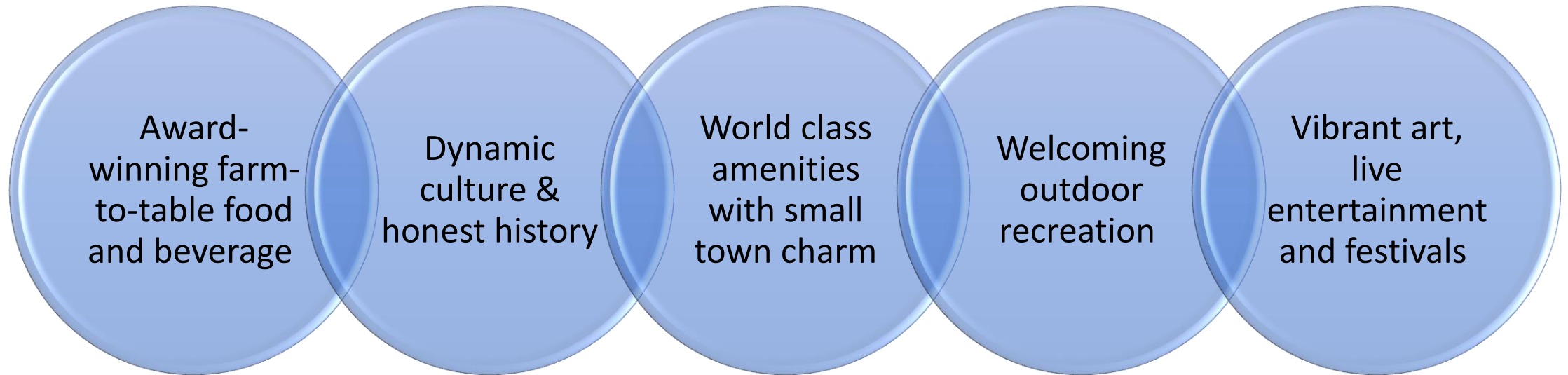
Raising awareness of the region's wineries, shopping, and arts and cultural experiences may help deepen overall familiarity with the region and spur future visitation.

Competitive Set

- Alternatively booked/considered destinations
 - Virginia Beach
 - DC area
 - Richmond
 - Williamsburg
- Aspirational destination brands:
 - Asheville (quirky mountain destination with thriving beer scene/Biltmore)
 - Sonoma (wine destination with mix of polished downtown(s) and rural/wine attractions at a much higher price)



CACVB Brand Pillars



Content Mission

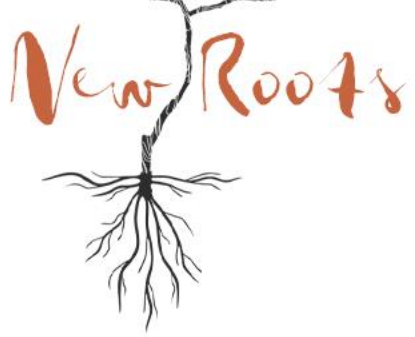
We are the official source for travel information for Charlottesville and Albemarle County providing diverse and compelling content that inspires and motivates people to visit our destination. Our content should develop a relationship with our visitors, making them feel welcome no matter who they are, and expose them to the depth and breadth of the destination's offerings.



Historic Vines



Experience the emerging
palate of our region's wine.



Matthew Chambers

Storyteller. Strategist. Creator.

Hello, it's great to connect with all of you...

I view the world via the lens of stories. From hosting media events to keynotes to curated chef dinners to podcasts and interviews and everything in between. I believe our lives tell a story. I love getting to help my clients (some listed below) share their stories well.

Every story tends to be a bit messy at times, and you can't necessarily control how everything plays out (global pandemic, anyone?), but finding ways to invite people into a new story or experience can bring life even on the most challenging days.

I'm a strategist. I love figuring the how, when, where, when, and why. Timing matters, words matter, and every good story deserves to be anchored by wise strategy.

I've got a big family (seven kids, my wife and I call them The Villagers). One of my kids has a rare genetic disorder, and his disability has profoundly changed how I view the world. My goal is to leave this place better than when I got here, and create as many meaningful moments, collaborations, and partnerships as I can along the way.

TOMMY HILFIGER



The New York Times



PAUL MITCHELL

WILLIAMS-SONOMA



Veuve Clicquot

REIMS FRANCE

Johnson & Johnson

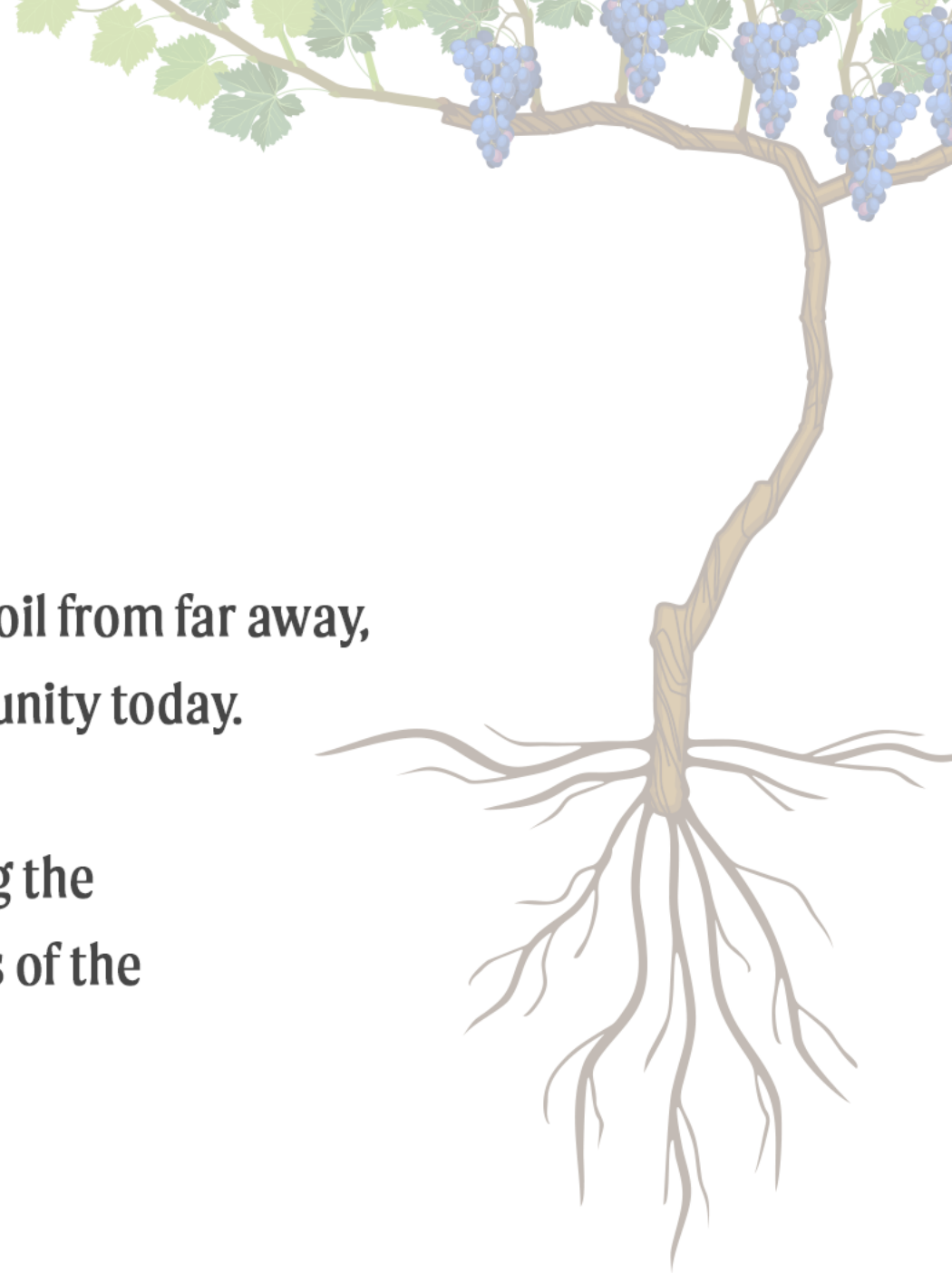
FORTESSA
TABLEWARE SOLUTIONS™

KRUG



THE LINCOLN
MOTOR COMPANY





The story of our region's wine is the story of America.

In the same way vines were brought and planted in our soil from far away, so each of us have been brought here to form this community today.

New Roots isn't about rewriting history, it's about sharing the struggles of our past with candor, giving lift to the voices of the present, and cultivating new stories for the future.



The hook:
Wine

The shelf life: **History+
Culture**

The "back for more":
Belonging





This campaign seeks to walk the line of paying homage to the figures and events of the past which were catalytic in establishing the region, while laying the foundation for the new paths being formed by new leaders, voices, and stories.

**“For last year’s words belong to last year’s language
And next year’s words await another voice.” - TS Eliot**



Historic Vines



Experience the emerging
palate of our region's wine.



Marketing & Public Relations Update



CACVB Marketing Efforts

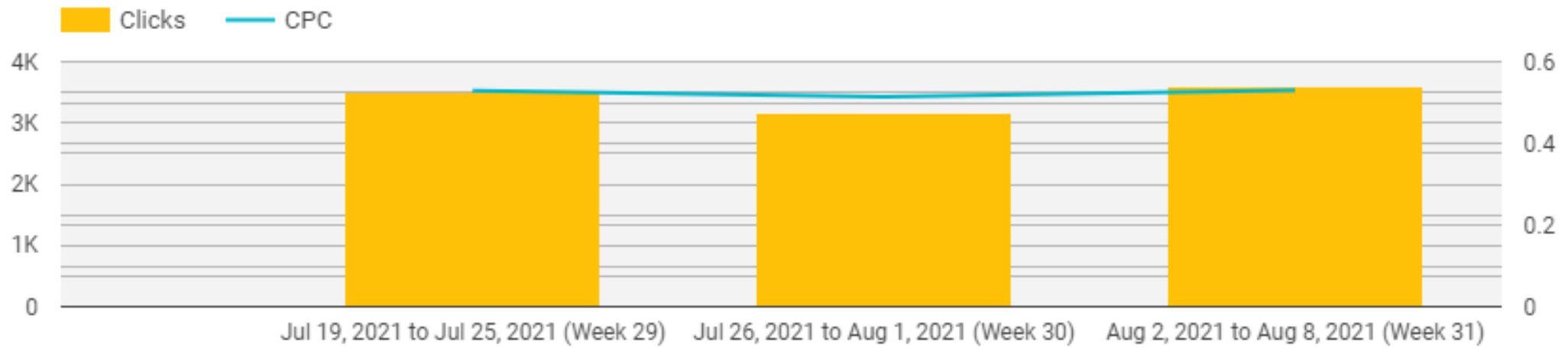
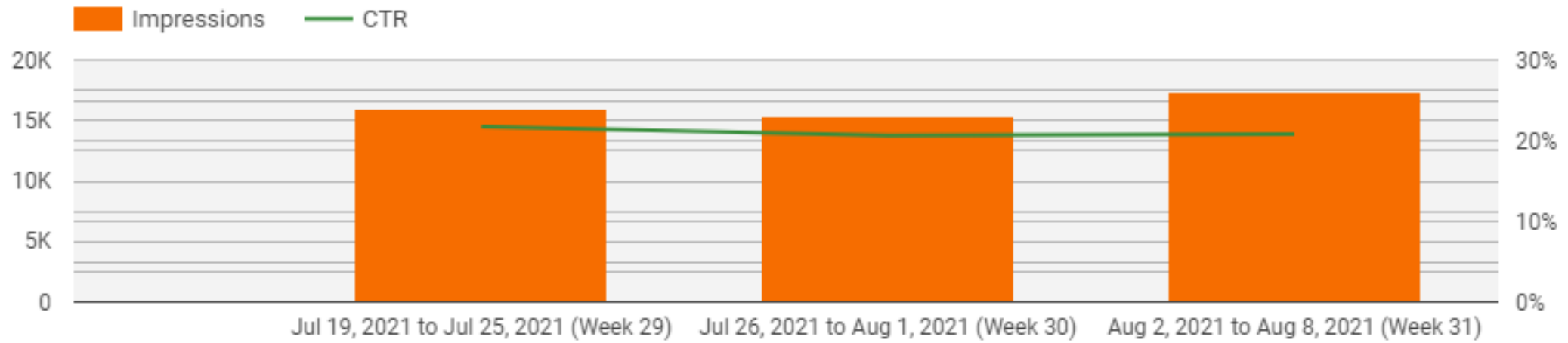
- Search engine marketing efforts continued
 - Targeted markets included Northern Virginia/Washington, D.C., Triangle area of North Carolina (Raleigh/Durham/Chapel Hill), and Virginia Beach/Hampton Roads
- Website redesign underway (website vendor transition anticipated later this fall)
- Wine marketing campaign rollout set to happen in October (Virginia Wine Month)
- Monticello Wine Trail digital passport completed. Official launch to happen later in August.
- Welcomed graphic designer Kathleen Capshaw and videographer Ben Lolli





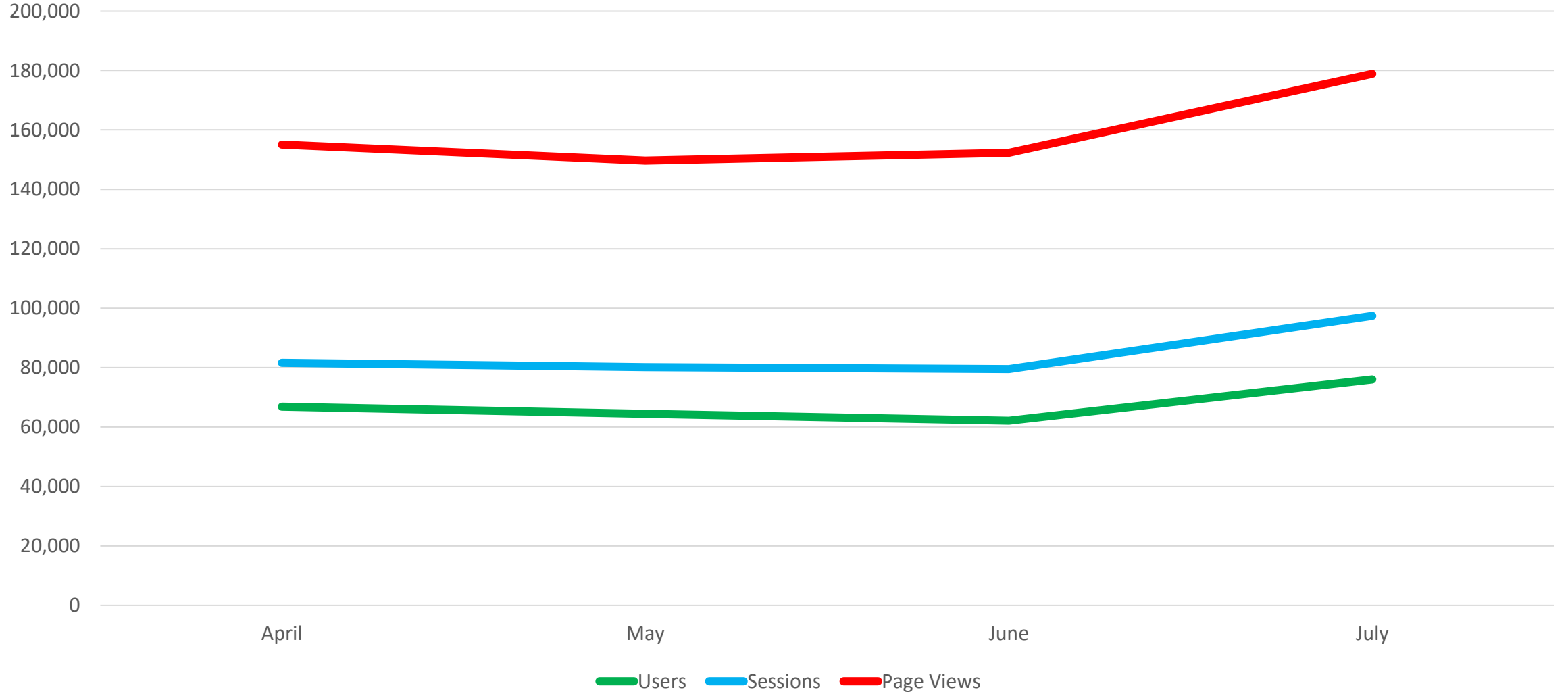
CACVB Marketing Efforts

- Partnering with UVA Alumni Association and will be providing visitor services at UVA football games beginning in September
- Completed a series of photoshoots featuring the arts and outdoor recreation
- Discover Black Cville initiative continued to progress with steering committee meetings, photoshoots, and other collaboration opportunities
- Received \$10,000 VTC Recovery Marketing Leverage Program grant



PAID SEARCH CAMPAIGN RESULTS (JULY 19 – AUGUST 8, 2021)

Website Visitation Trends



Source: Google Analytics

CACVB Public Relations Efforts

- Hosted writer Diane Bair of the *Boston Globe* July 15-18
- Hosted **15 food and wine writers** August 1-2 as part of the Monticello Wine Trail Media Day event
- **Upcoming media visits include:**
 - Influencer Shasha Mason (September 12-14)
 - Radio and TV correspondent Bill Clevlen (September 14-16)
 - Influencer Ashlee Tuck (in partnership with The Wool Factory, September 20-22)
- **Local public relations:**
 - Continuing robust local public relations efforts with Stay Local, Play Local interview segments in partnership with CBS19



CACVB Public Relations Efforts

- Secured several significant media placements in the past few weeks to include the following:
 - ***Travel + Leisure***: [The Best Cross-Country U.S. Road Trip Itinerary: Southern Route](#)
 - ***MSN.com***: [21 Top Things to Do in Virginia](#)
 - ***USA TODAY***: Lesser Known Wine Regions around the United States (our region was one of four highlighted in this article)
 - ***Forbes.com***: [How Dairy Market is Bringing Diversity, Convenience, and Affordable Dining to Charlottesville](#) (This placement was secured through a collaboration with the Dairy Market)



Sales

- Attended: Southeast Tourism Society Marketing College, Virginia Society of Account Executives Annual Conference, Virginia Society of Account Executives Meeting Planner Summit, Meeting Planners International Virginia Chapter Annual Conference
- Received and distributed 13 RFPs and Leads – Securing 2 group bookings and 3 attraction and 2 restaurant bookings
- Worked with the Virginia Mayors Institute meeting at the Omni and provided welcome bags with city and county attractions information
- Gathered and provided hotel partners with research to help with their 2022 planning
- Reaching out and working with attraction partners on new offerings or any COVID changes in operations
- Prospecting members of the Student Youth and Travel Association to generate interest as schools look to return to group travel 2022/2023





Visitor and Community Relations

Mobile Visitor Center

- Reached our 3rd month of being completely mobile, beginning of August
- While maintaining current MVC schedule and host sites, working with 3 sites to optimize visibility and/or address safety issues.

Community Relations

- Monticello Wine Trail - July Webinar
- Downtown Business Association - Upcoming September Webinar
- Tourism Improvement Districts - Upcoming September Webinar
- CACVB plans to continue webinars every 6-8 weeks, focusing on partnerships, transportation and other topics of interest to most tourism partners



MVC Special Events

UVA Football Marketing Sponsorship: Tailgate space secured for MVC to be onsite at each home game.

- Visitor Services, Marketing and Sales staff working our station.
- First three home games are announced with the times as follows:

Date	Opponent	Kick-off
4 September	William & Mary	7:30pm
11 September	Illinois	11:00am
24 September	Wake Forest	7:00pm

If you or someone you know has a tourism related event and would like to invite the MVC to attend, please email info@charlottesville.org with the pertinent event information, and your request will be considered!



Public Comment



Discussion / Action Items





Board Announcements



Adjourn