



# Board of Directors Meeting: December 19, 2022





Call to Order





# Emily Morrison, The Front Porch





# Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement



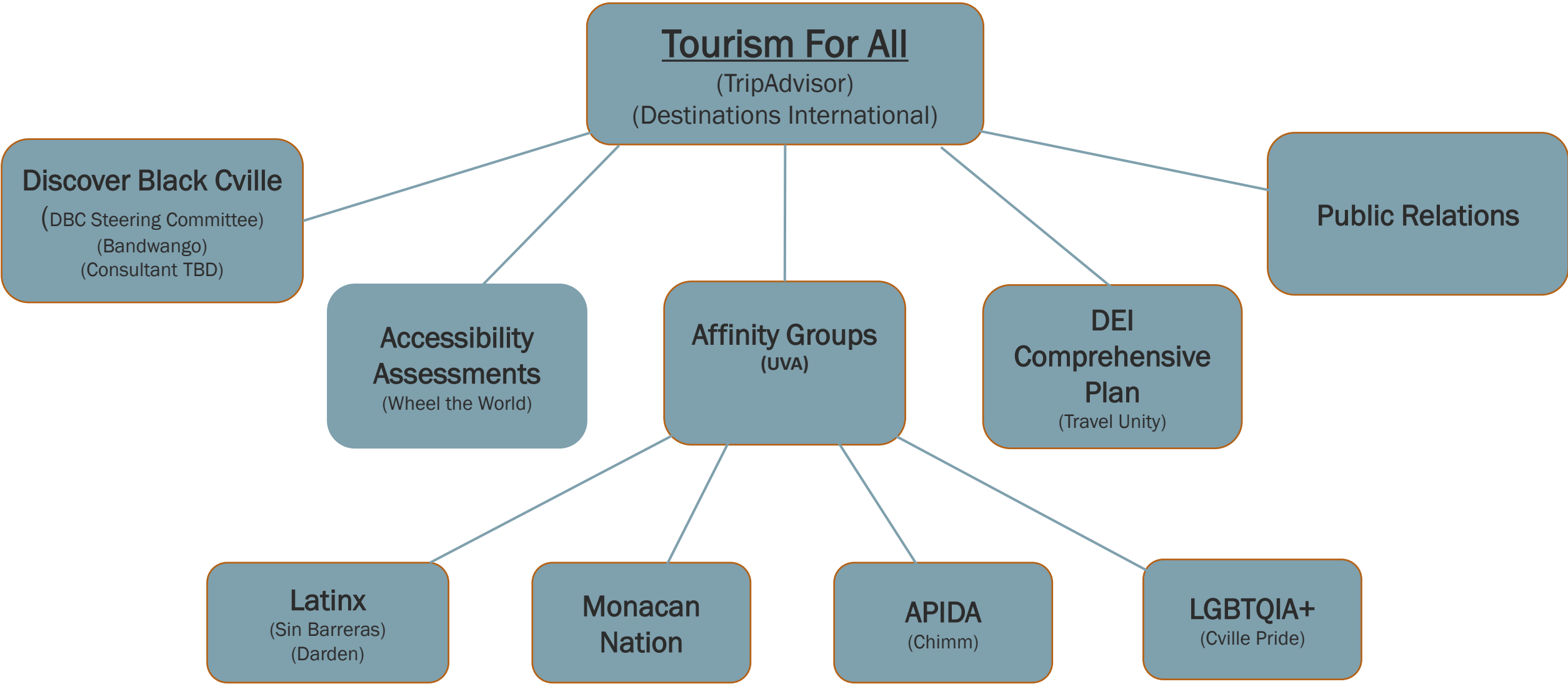
# Director's Report





# Highlights

- HSMAI Adrian Award received for Discover Black Cville
- Discover Black Cville consultant
- Wheel the World accessibility assessments
- UVA Conference Center and Hotel meeting – naming underway
- Scottsville hotel feasibility study
- Tourism for All interviews
- CRUSA mission to France
- European Pathfinders presentation





DESTINATIONS  
INTERNATIONAL

# ADVOCACY<sup>2022</sup> SUMMIT

*The Essential Elements of Community Shared Value*

October 26-28, 2022 | Bloomington, MN, USA

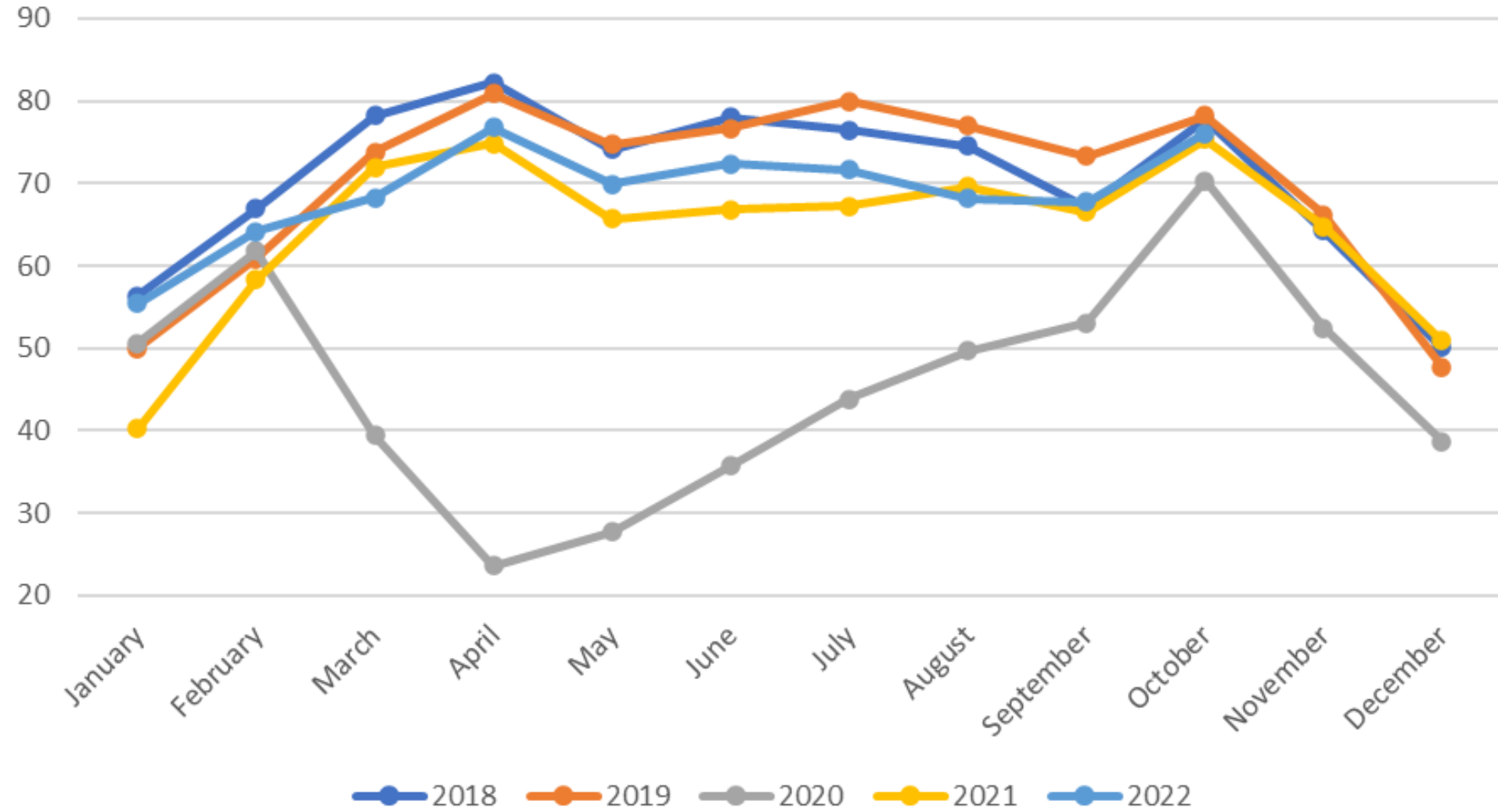




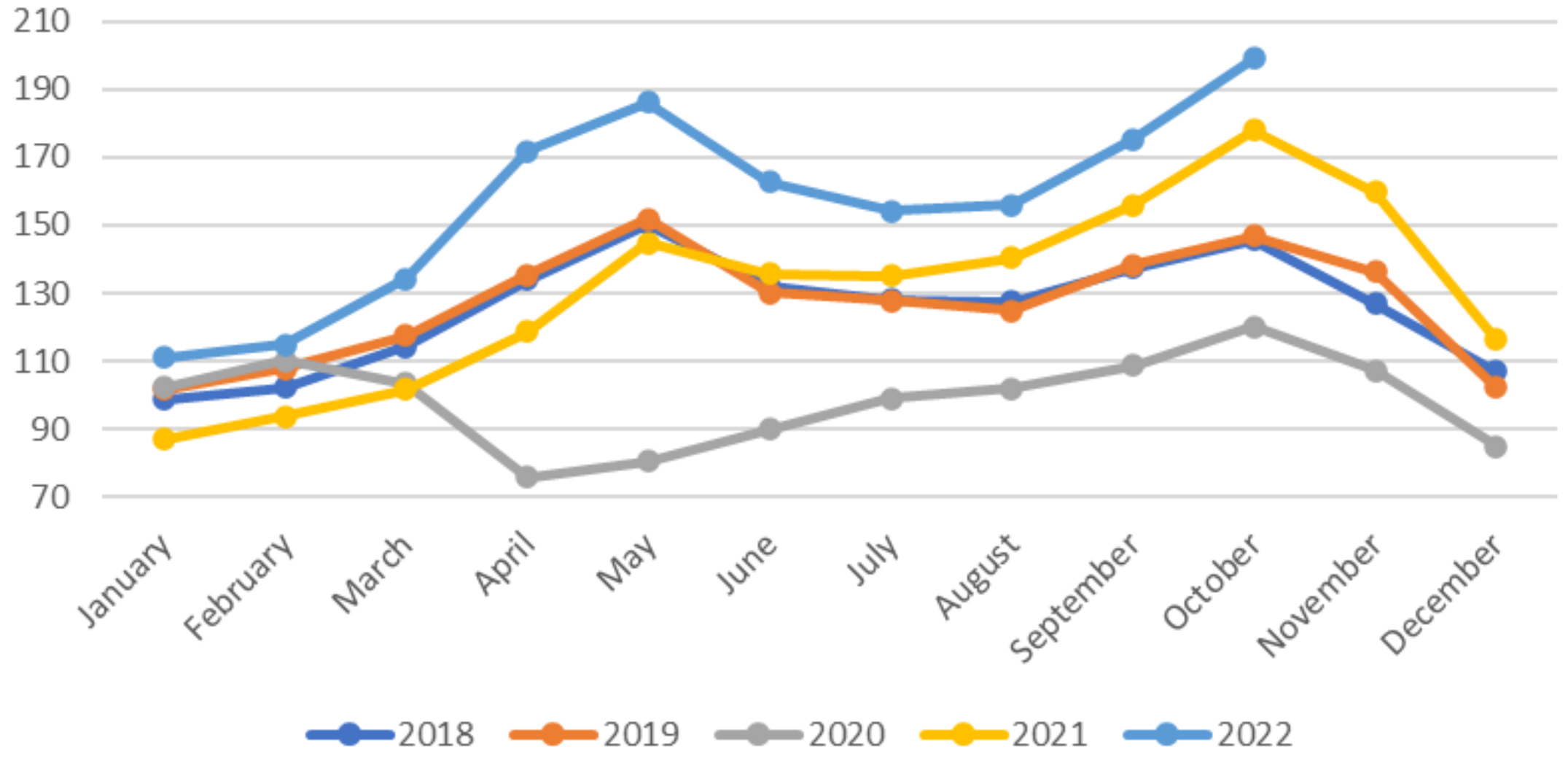




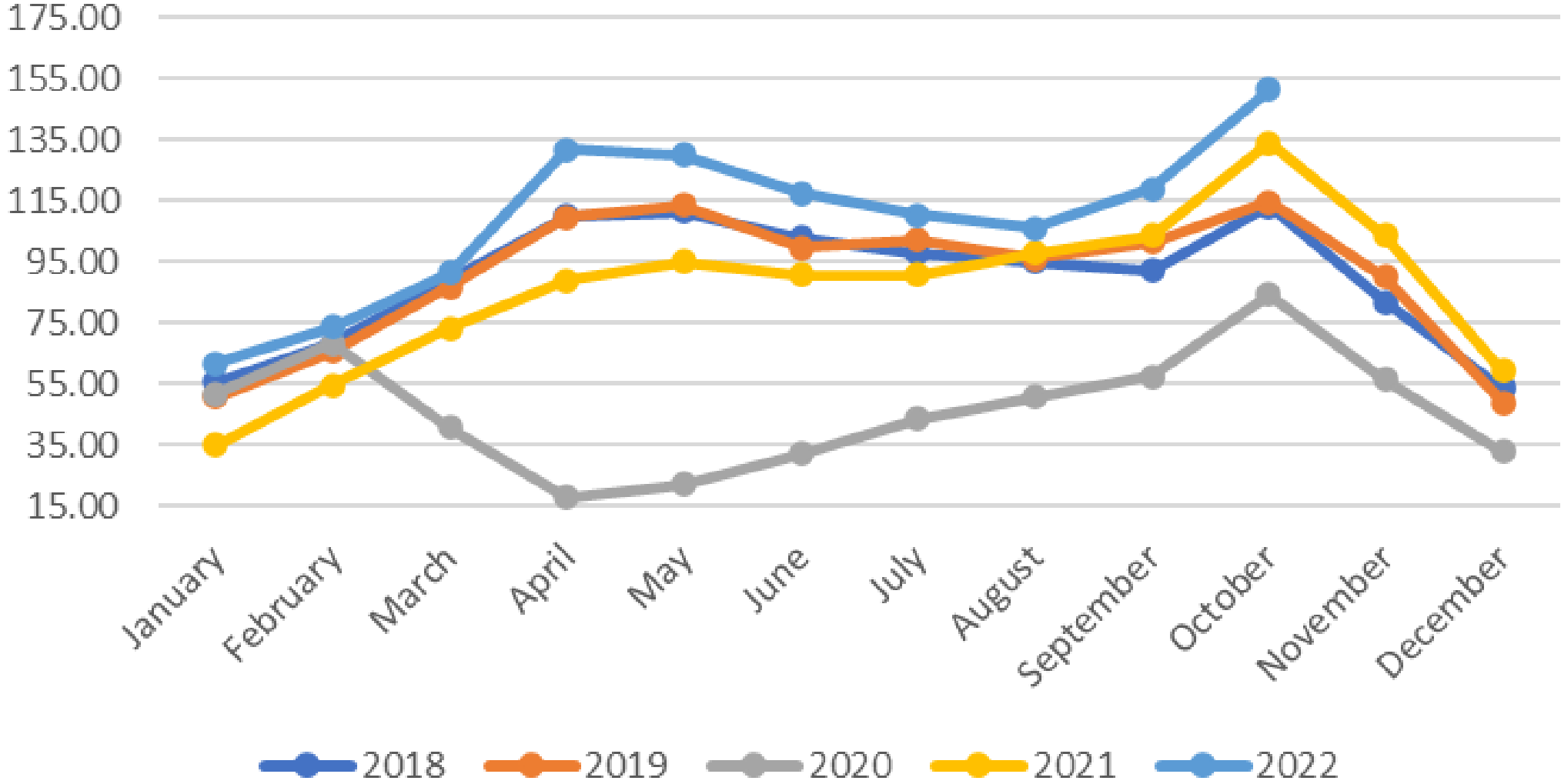
# Hotel Occupancy Rates



# Average Daily Rate



# Revenue per Available Room





# Marketing and Public Relations Update



# CACVB Marketing & PR Efforts

- Launched a variety of digital advertising campaigns in both national publications and regional publications in key drive markets
- Attended MATPRA (Mid-Atlantic Tourism Public Relations Alliance) Media Marketplace event in mid-October. Met with approximately 20 vetted travel journalists and influencers
- Created and refreshed winter content on the website
- Conducted an RFQ to select a marketing/PR vendor to assist with Discover Black Cville efforts
- Received an HSMAI Adrian Award for Discover Black Cville efforts



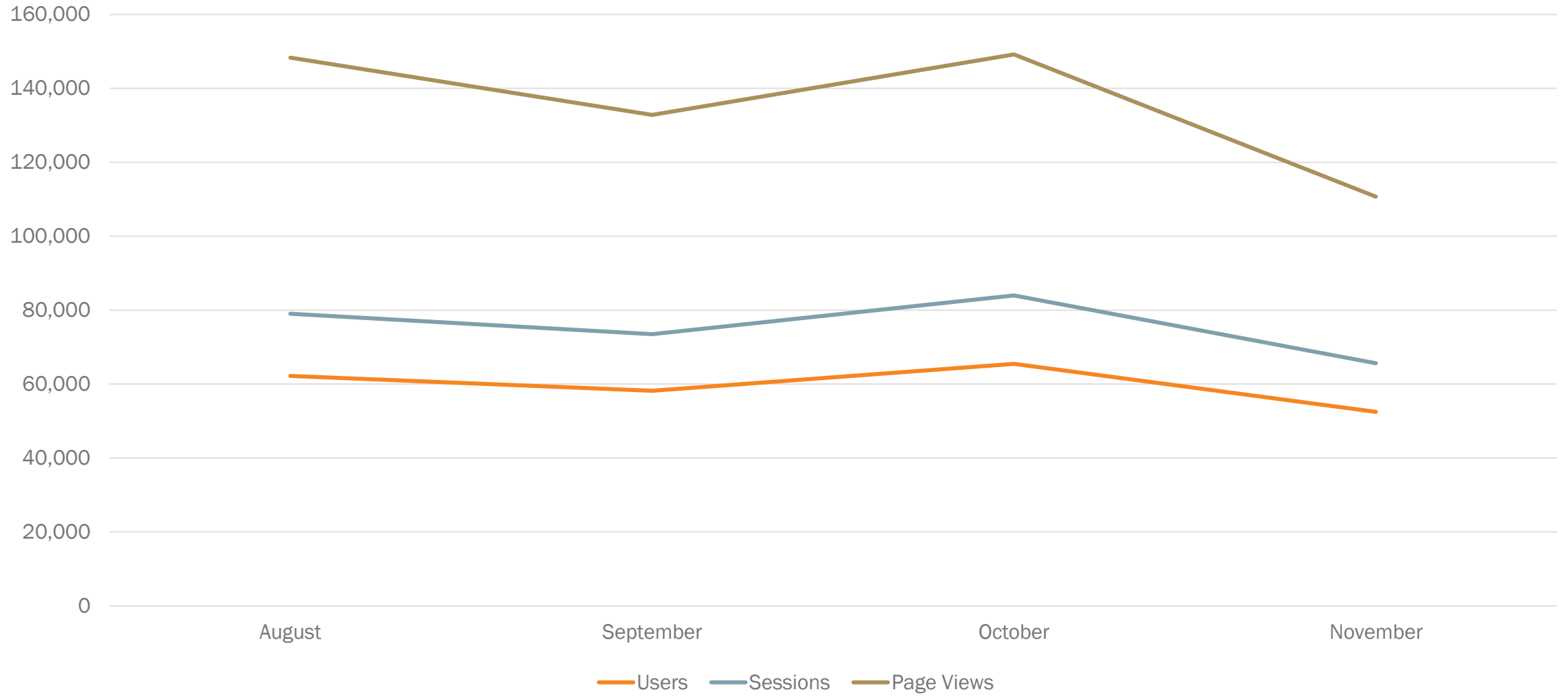
# CACVB Advertising Efforts

- **Current advertising campaigns for winter 22/23:**

- Travel + Leisure
- Food & Wine
- Conde Nast/Bon Appetit
- Essence
- WJLA-TV (Washington, D.C. market)
- Wine Enthusiast

- The Local Palate
- Advertising on virginia.org
- Charlotte Observer
- Baltimore Sun
- Blue Ridge Outdoors
- Northern Virginia Magazine
- Virginia Living
- Search engine marketing (ongoing)

# Website Visitation Trends



# CACVB Public Relations Efforts

- Recent media visits:
  - **Julia D’Orazio (Australian travel journalist):** October (in partnership with Virginia Tourism Corporation)
  - **Brian Oliver:** November (CACVB media relations efforts)
- Upcoming media visits:
  - **Megan Williams:** January (in partnership with The Wool Factory)
- Continuing follow up from MATPRA Media Marketplace and assisting travel journalists on a regular basis



# Sales Overview

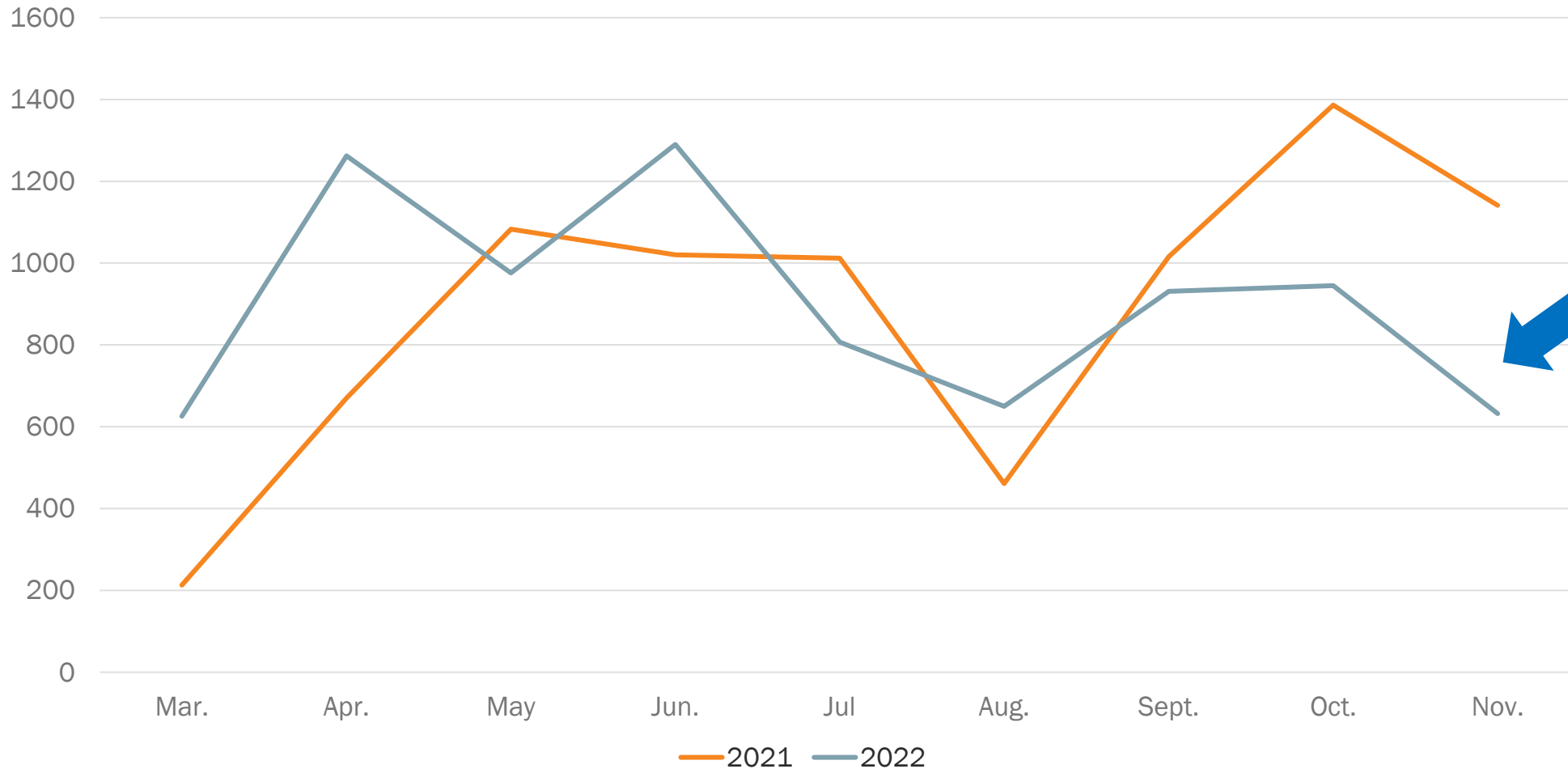
# CACVB Sales Efforts

- Monthly SGMP Old Dominion Chapter meetings – Richmond, VA
- VSAE Fall Conference - Richmond, VA
- Accent East Tradeshow – Fairfax, VA
- Capital Region USA Global Travel Exchange reception – Washington D.C.
- ACC 2022 Cross Country Championship at Panorama Farms
- Chamber’s “Let’s Connect” Meeting
- SGMP Strong (Virtual National Meeting)
- STS Coffee and Conversations (Virtual)
- SGMP “Win with FedRooms” (Virtual Training)
- Hosted 3 site visits (Eisenmann and Associates and WorldStrides Product Delivery, US Meals and Attractions, Kaylen Hospitality)
- Visited 11 hotel partners and spoke with front desk personnel to help them better understand our mission with the Mobile Visitor Centers
- 12 RFPs were received and distributed



# Visitor Services Overview

# Visitation at Mobile Visitor Centers



## Oct.-Nov. 2022

11 shifts canceled either due to inclement weather or employee illness. There were only 2 canceled in Oct. and Nov. of 2021

*The Mobile Visitor Centers run mid-March to mid-December, Wednesdays—Sundays, with a two-week break in August.*

*Data is from mid-March to Nov. 29*



# Visitor Services Data

## MVC and Special Event Visitation

- MVC Visitation: 8,119
- Special Event Visitation: 1,472
- **Total Calendar Year Visitation: 9,591**

## iDSS Reports:

### Items Distributed to Visitors

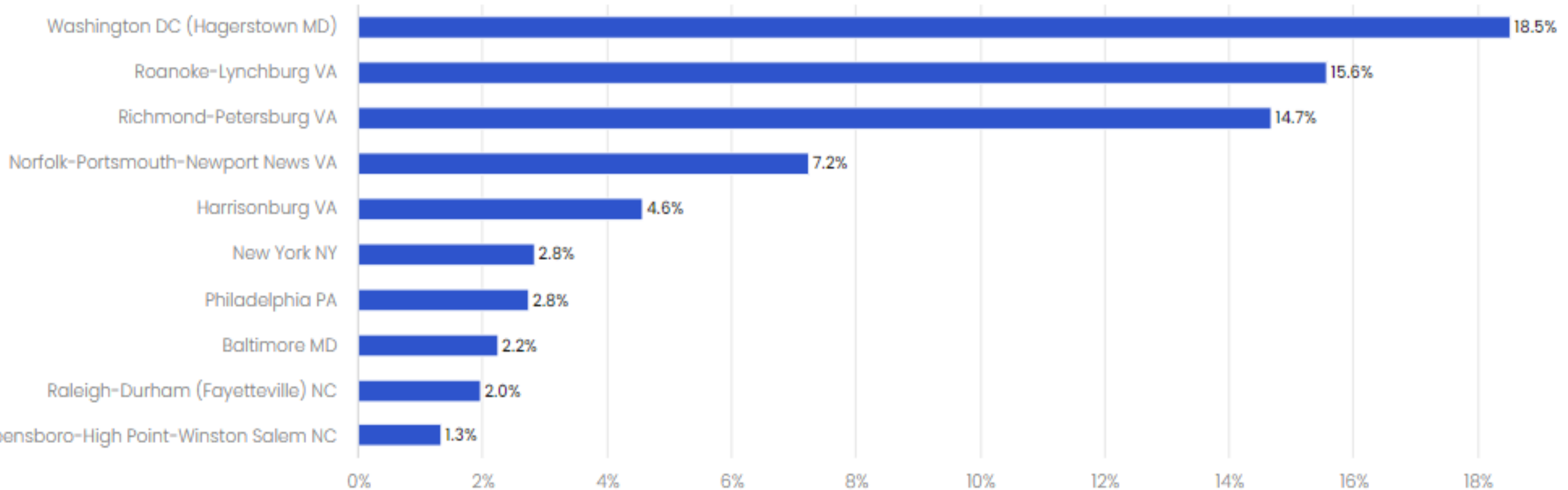
- Since July 1: 48,374
- Since Beginning of MVC Run (mid-March): 84,944

### Digital Downloads of Visitor Guide

- Since July 1: 871
- Since Beginning of MVC Run (mid-March): 1,866



# Top 10 Origin Markets: 2022 Calendar Year



★ iDSS reports show that the top 10 states to request materials are:  
VA, NC, PA, MD, NY, FL, NJ, OH, CA, TX

Visitor Cardholder  
Count Sample Size

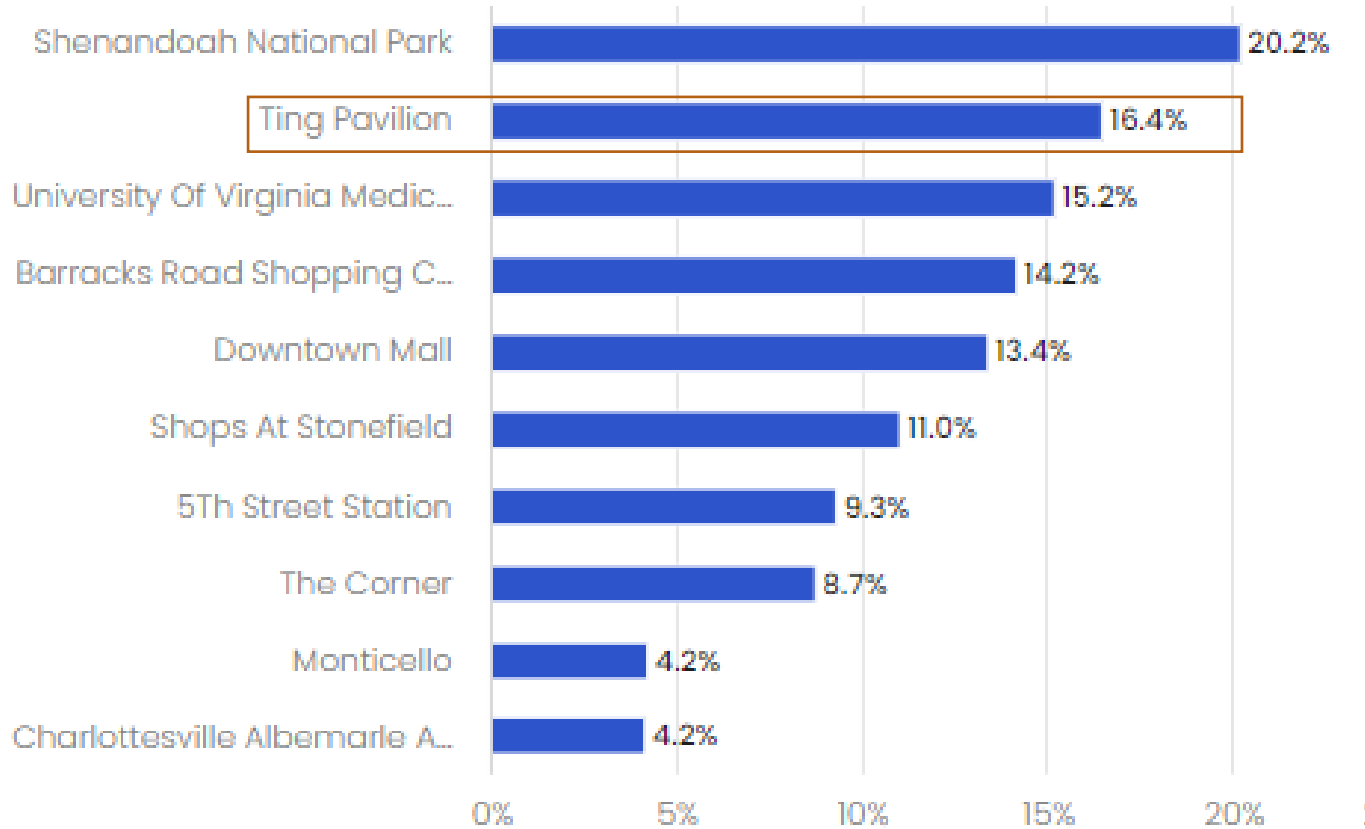
99,643

Visitor Device  
Count Sample Size

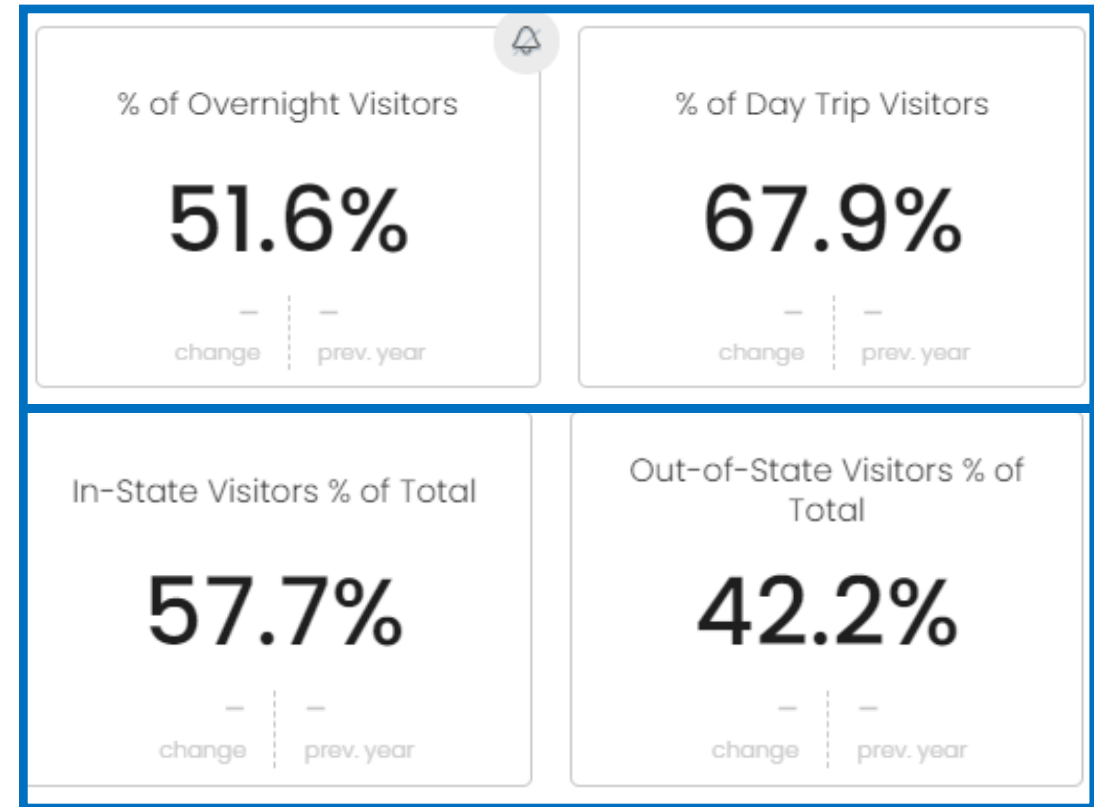
249,270

# Visitor Overview: 2022 Calendar Year

## Top 10 Point-of-Interests



## Type of Visitor



Percentages may total more than 100% due to repeat visitation.



# Prep for Annual Meeting

- Board leadership
- Board meeting schedule
- Anticipate the budget to return to FY 2021 level (without inflation) with not all ARPA funds spent this fiscal year
- Salary competitive study to be completed by County
- Additional position(s) of Digital Marketing Manager and Industry Relations Manager
- Tourism master plan (approximately \$100,000)



# Board Topics for Discussion





# Public Comment





Adjourn

