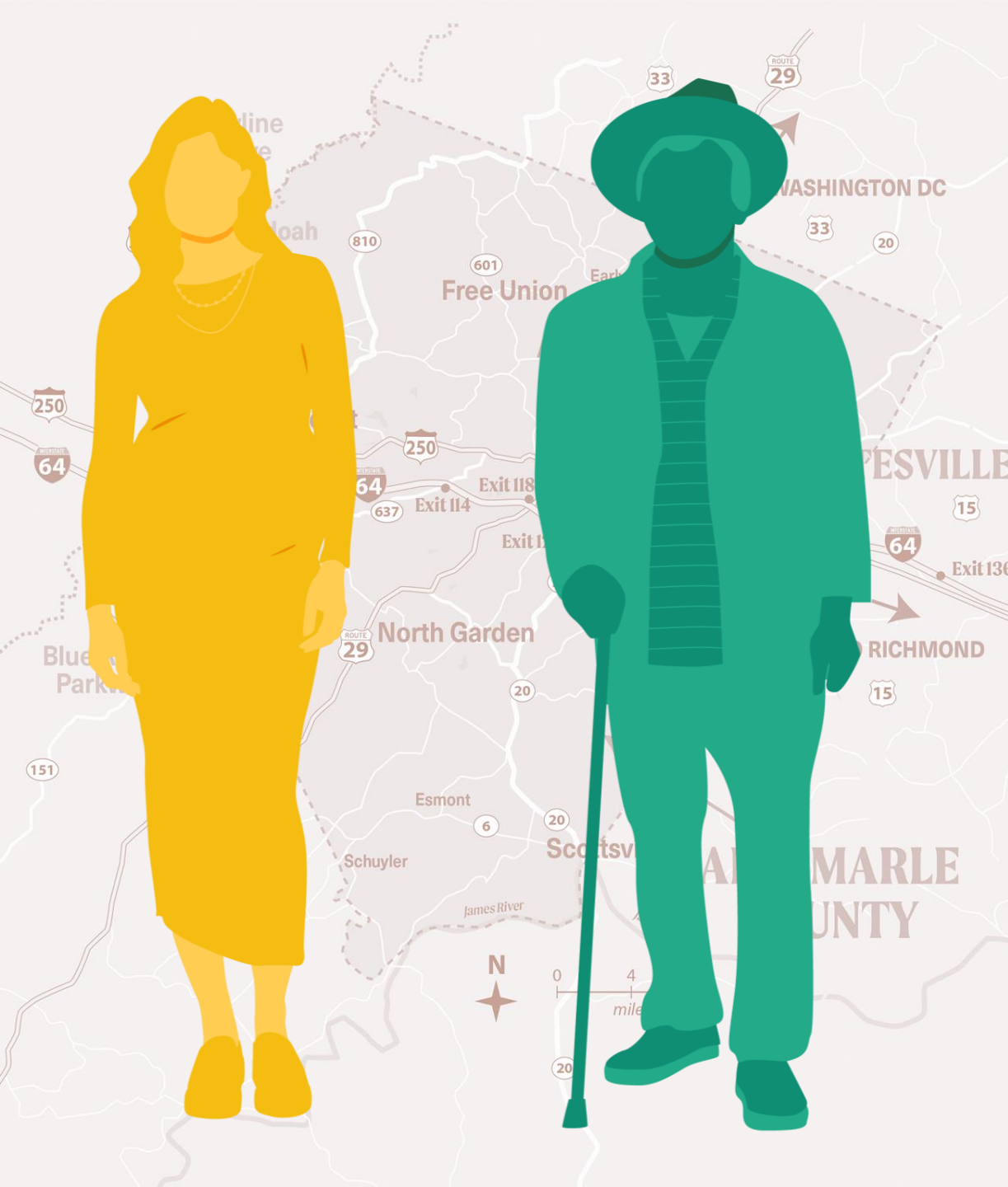




City Council Presentation



Karen and Jim's Journey to Charlottesville and Albemarle County

May 2024





Karen

Meet Karen and Jim



Jim



Karen

Karen and Jim are familiar with the Charlottesville area but have **NO** exposure to the Charlottesville Albemarle Convention and Visitors Bureau (CACVB)



Jim

Jim doesn't visit.



Karen

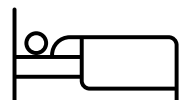


Jim

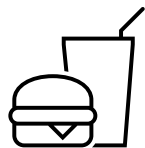


Karen

Karen books a trip.



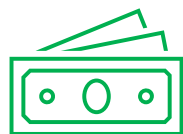
Stays at a big brand hotel



Eats at a fast-food chain



Visits corporately-owned winery.



Jim

Karen leaves a day early.

Karen never returns.



Karen



Jim



Karen



Jim

Karen and Jim are exposed
to the Charlottesville
Albemarle Convention and
Visitors Bureau (CACVB)



Karen

Booking.com's
2023 "Most
Welcoming
Destinations"

Outdoor
Magazine's
"15 Happiest
Places to Live"



Jim



Karen

Booking.com's
2023 "Most
Welcoming
Destinations"

HISTORIC *Vines.* *New* ROOTS.

DISCOVER A HISTORIC REGION
WITH A DYNAMIC NEW WINE SCENE.



2023
WINNER
Wine Region of the Year

EXPLORE TODAY

Charlottesville
ALBEMARLE COUNTY, VIRGINIA

Outdoor
Magazine's
"15 Happiest
Places to Live"



Jim

Karen and Jim's Journey to Charlotte



Karen doesn't visit.



Karen

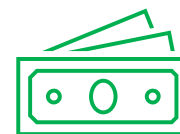


Jim

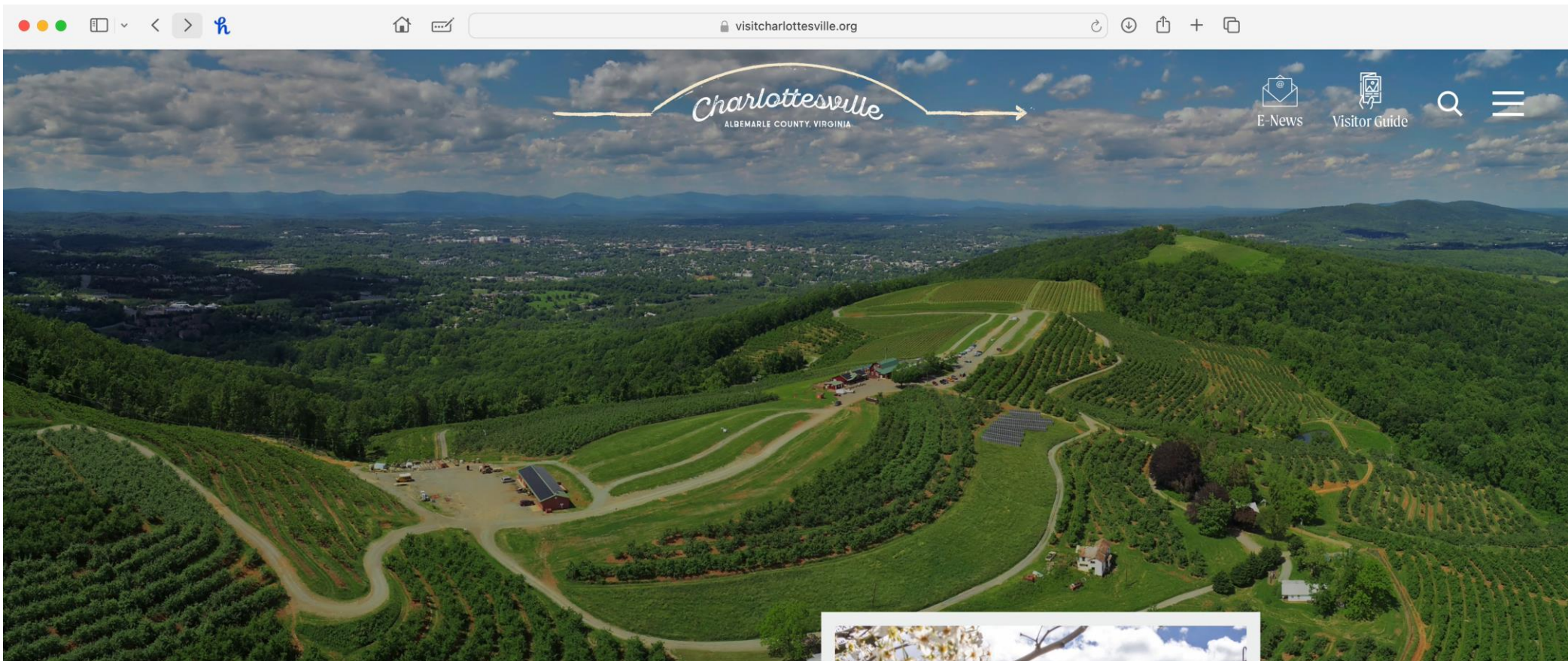
Jim books a trip.



Karen



Jim



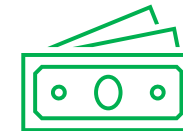
Explore Charlottesville and Albemarle County this Spring

Charlottesville and Albemarle County are bursting with

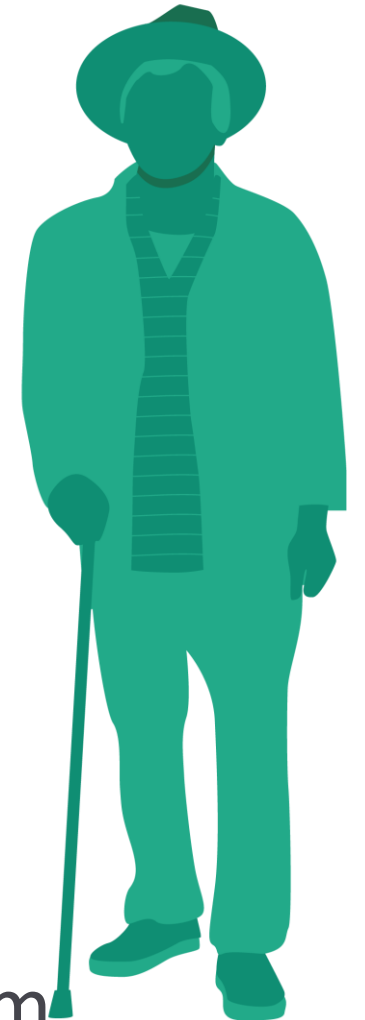




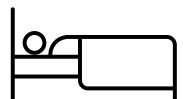
Jim makes informed choices.



Jim



Jim makes informed choices.



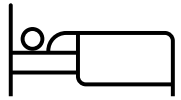
Stays at 10th Street
Bed and Breakfast



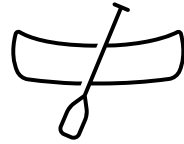
Jim



Jim makes informed choices.



Stays at 10th Street
Bed and Breakfast



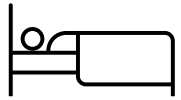
Books kayaking trip at
Rivanna River Company



Jim



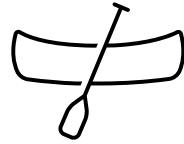
Jim makes informed choices.



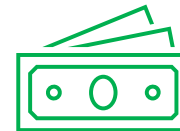
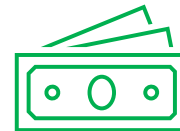
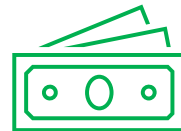
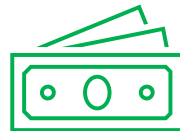
Stays at 10th Street
Bed and Breakfast



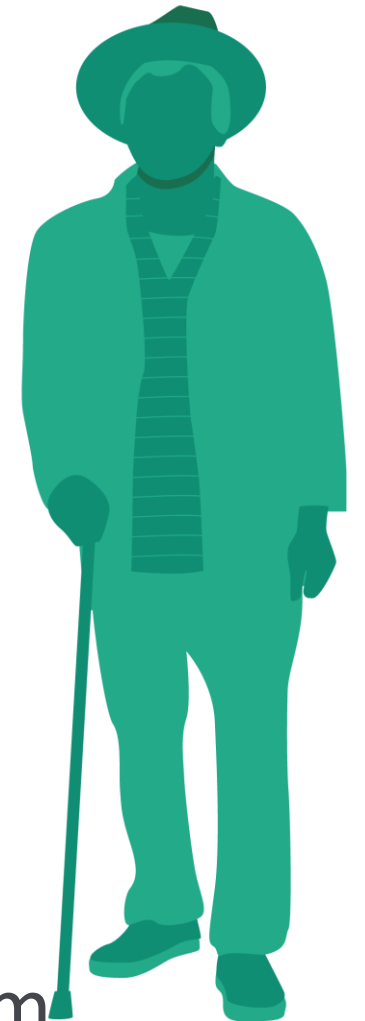
Eats at Pearl Island



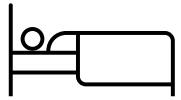
Books kayaking trip at
Rivanna River Company



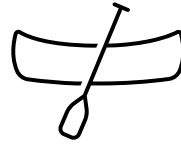
Jim



Jim makes informed choices.



Stays at 10th Street
Bed and Breakfast



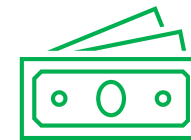
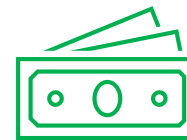
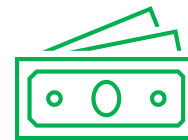
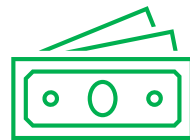
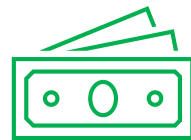
Books kayaking trip at
Rivanna River Company



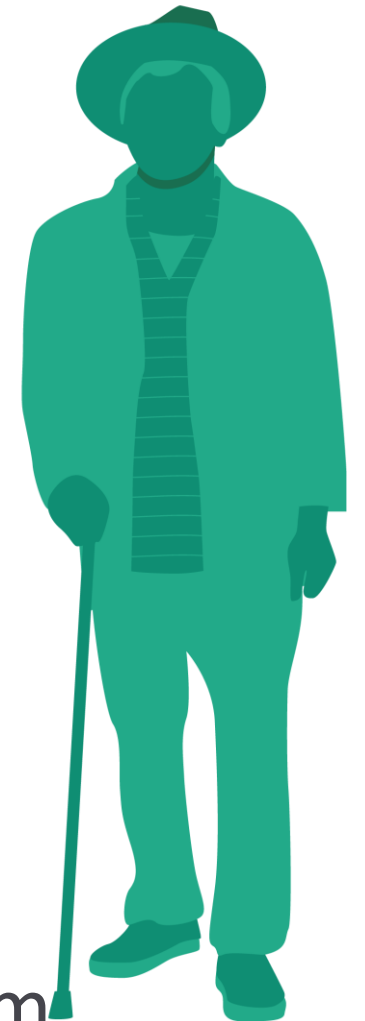
Eats at Pearl Island



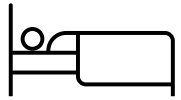
Strolls the Downtown Mall



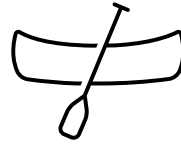
Jim



Jim makes informed choices.



Stays at 10th Street
Bed and Breakfast



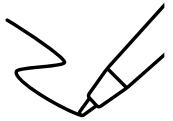
Books kayaking trip at
Rivanna River Company



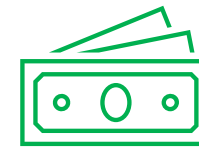
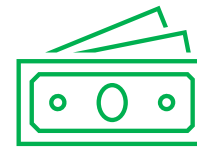
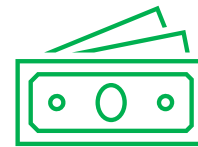
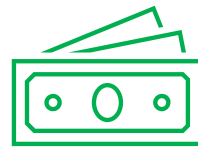
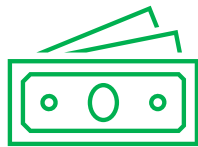
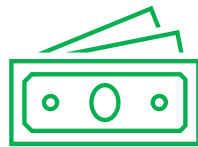
Eats at Pearl Island



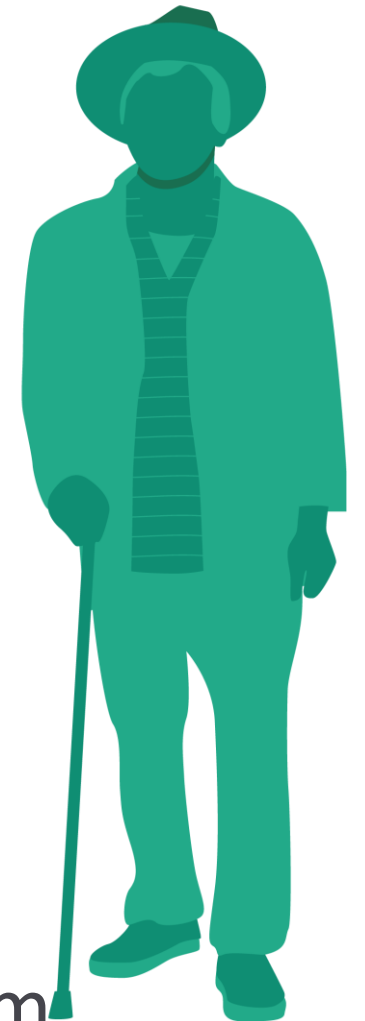
Strolls the Downtown Mall



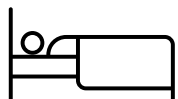
Visits the Bridge PAI



Jim



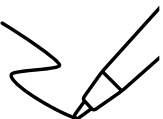
Jim makes informed choices.



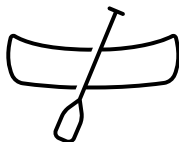
Stays at 10th Street
Bed and Breakfast



Eats at Pearl Island



Visits the Bridge PAI



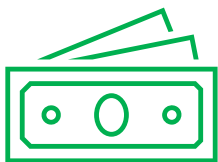
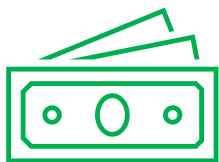
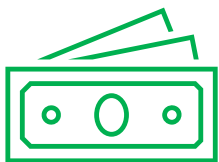
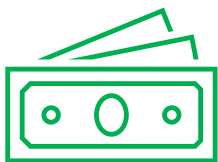
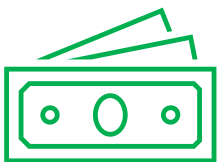
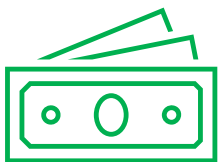
Books kayaking trip at
Rivanna River Company



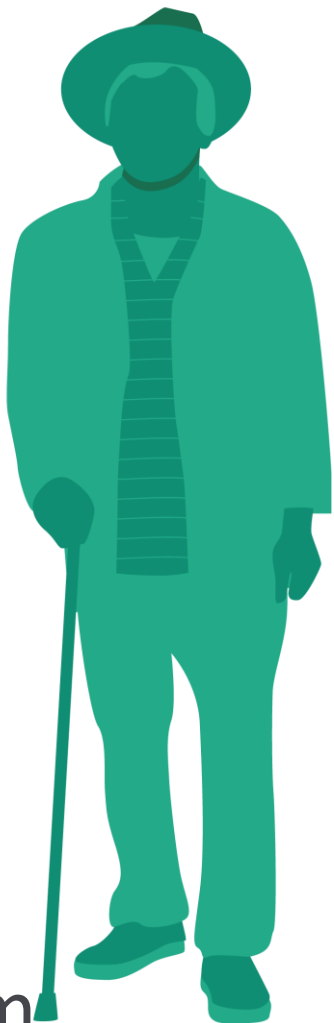
Strolls the Downtown Mall



Sips wine at Blenheim




Jim



Jim books a return visit for a corporate retreat.





Charlottesville

ALBEMARLE COUNTY, VIRGINIA



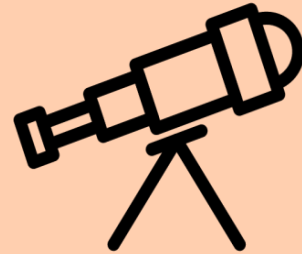
What is a destination organization?

As a Destination Marketing Organization, the
Charlottesville Albemarle Convention &
Visitors Bureau (CACVB) is committed to
building a welcoming environment for visitors.
We believe in **tourism for all.**



MISSION

To welcome all visitors,
improve the quality of
life for residents, support
a robust tourism ecosystem,
and drive overnight
visitation through innovation
and collaboration



VISION

To create a better quality of
life for residents by being the
most inclusive, diverse,
welcoming, thriving
destination for visitors in
the Southeast



VALUES

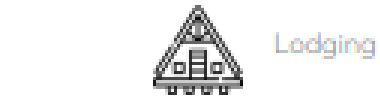
To uphold the values of
resiliency, unity, diversity,
creativity, and responsibility,
and let these ideals lead the
work we do

	Direct Visitor Spending, 2022 (in millions)							
	Lodging*	F&B	Retail	Recreation	Transport **	Total Spending	Total Spending % Change (2022/2021)	Spending Share of State
ALBEMARLE	\$112.3	\$156.9	\$52.4	\$86.2	\$103.5	\$511.4	21.3%	1.7%
CHARLOTTESVILLE CITY	\$86.8	\$159.6	\$47.3	\$63.5	\$34.9	\$392.0	13.1%	1.3%

	Employment	Labor Income (in millions)	State Taxes (in millions)	Local Taxes (in millions)
ALBEMARLE	3,508	\$200.4	\$15.0	\$24.4
CHARLOTTESVILLE CITY	3,177	\$109.2	\$11.5	\$19.7

Indirect and induced economic impact of the tourism industry accounts for **\$1.346 billion in spending, 9271 jobs, \$448.3 million in labor income** and **\$56.4 million in local tax revenue**.

\$1m of Visitor Spending



Lodging



Food & Beverage



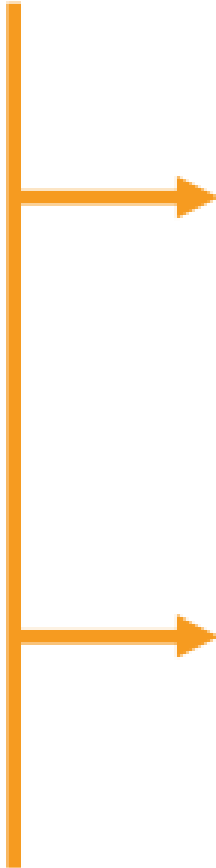
Retail



Recreation



Transportation



Business Sale Impacts

Goods Producing Sectors

\$29,000

Construction

\$25,000

Manufacturing

\$3,000

Natural Resources

Services Producing Sectors

\$117,000

Business Services

\$183,000

Finance,
Insurance &
Real Estate

\$45,000

Communications

\$51,000

Education &
Health Care

\$25,000

Personal Services

\$28,000

Wholesale
Trade

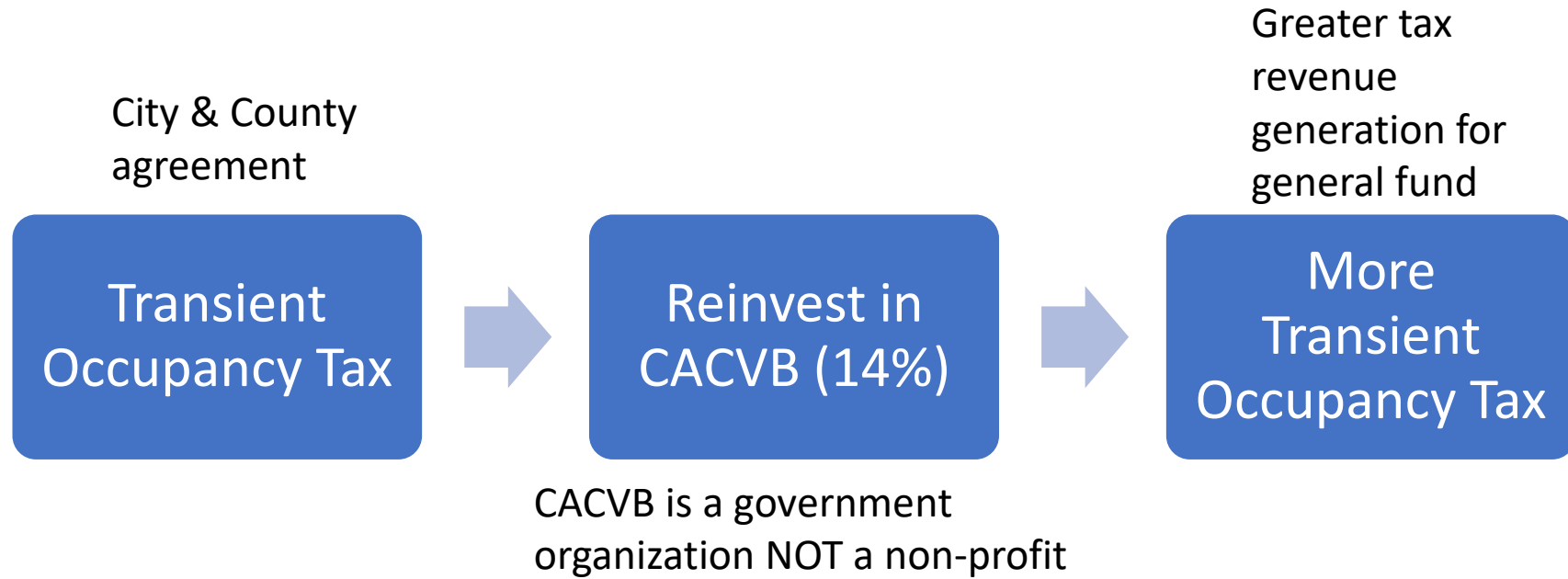
\$10,000

Government

\$19.7 million in local tax collection would fund **394** teachers.



Locality	Direct Visitor Spending (in millions)					
	2019	2020	2021	2022	Percent Change (2022/2019)	Share of State (2022)
ALBEMARLE	\$429.2	\$263.5	\$421.5	\$511.4	19.1%	1.69%
CHARLOTTESVILLE CITY	\$349.2	\$220.8	\$346.8	\$392.0	12.3%	1.29%
HENRICO	\$1,558.3	\$926.5	\$1,350.4	\$1,718.2	10.3%	5.66%
LYNCHBURG CITY	\$206.2	\$159.8	\$217.7	\$240.0	16.4%	0.79%
RICHMOND CITY	\$835.4	\$464.8	\$643.5	\$833.3	-0.2%	2.75%
WILLIAMSBURG CITY	\$445.7	\$228.2	\$359.7	\$442.5	-0.7%	1.46%
ALEXANDRIA CITY	\$867.2	\$445.4	\$613.2	\$800.7	-7.7%	2.64%
LOUDOUN	\$3,945.8	\$1,888.6	\$3,040.8	\$4,013.8	1.7%	13.23%
STAUNTON CITY	\$66.4	\$45.2	\$63.1	\$77.6	16.9%	0.26%



Investment Cycle



Prospective visitors face a significant hurdle in their inclination to visit — lack of familiarity

PAST VISITORS

Nearly all (99%) are **aware** of Charlottesville and 41% are aware of Albemarle County.

72% are **familiar** with Charlottesville and 48% are **familiar** with Albemarle County.

All respondents **have visited** either Charlottesville (98%) and/or Albemarle County (19%).

84% are likely to make a **return trip** to the Charlottesville region.

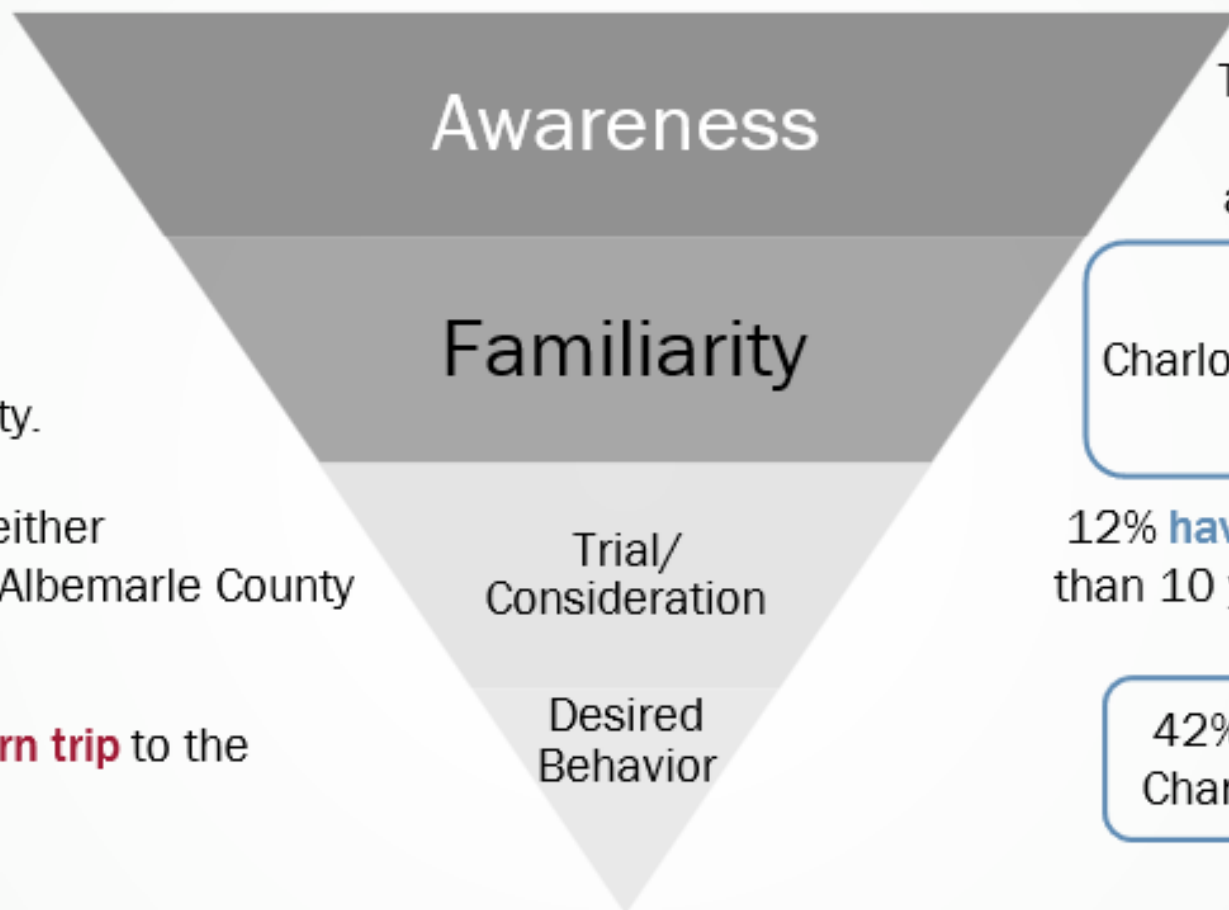
PROSPECTIVE VISITORS

To qualify, all had to be **aware** of either Charlottesville (95%) and/or Albemarle County (17%).

Only 23% are **familiar** with Charlottesville; Only 12% are familiar with Albemarle County.

12% **have visited** Charlottesville (more than 10 years ago), while only 2% have visited Albemarle County

42% say they are **likely to visit** the Charlottesville region in the future.



Areas of Work

Promotion (Marketing & Public Relations)

Group Sales

Visitor Services (Mobile Visitor Center,
brochure fulfillment)

Destination Development (workforce,
education, connections)



Operational Action	Party Responsible	Date
Step 1: Project Kickoff and Organization	CACVB/SIR	7/28-8/1
Step 2: Foundational Research	CACVB/SIR	7/31-8/28
Step 3: Conduct Quantitative Research	CACVB/SIR	9/5-12/1
Step 4: Workshop with Board	CACVB/SIR	12/18
Step 5: Engage Stakeholders	CACVB/SIR	1/2-2/23
Step 6: Identify Priorities and Recommendations	CACVB/SIR	2/26-3/15
Step 7: Craft the Plan	CACVB/SIR	3/18-4/30
Step 8: Create the Final Report	CACVB/SIR	5/1-26



Wine Enthusiast remarks





Thank You!

