

What is the Charlottesville Albemarle Convention & Visitors Bureau



The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) promotes the region to visitors in order to support local business and generate lodging, sales and meals tax revenue to increase the tax base for residents. Its core activities include public relations, advertising, visitor services, research and destination development.

\$903 Million

in visitor spending in 2022

6,700

tourism related jobs



\$44.1 Million

in local tax revenue

**Tourism Economics 2022, the most recent year available.*



In FY 2023, CACVB's public relations and advertising efforts reached

25 million people

generating positive messaging about our community and resulting in higher visitation rates.



Did you know that visitors who stay in hotels, Airbnbs, and other short-term rentals are charged a transient occupancy tax? Out of the total 8% tax, 1.5% is reinvested annually in the CACVB (its only revenue source) to attract future visitors, while the remaining amount goes to the general fund to support public services such as schools and public safety.

The CACVB is the only publicly funded organization to address the ramifications of August 2017 head-on through initiatives that increase access to the tourism dollar to historically excluded communities through efforts such as Tourism for All, Discover Black Cville, accessibility assessments and workforce education.



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Charlottesville
ALBEMARLE COUNTY, VIRGINIA

visitcharlottesville.org



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Tourism is more than just increased tax revenue. It also supports the viability of local restaurants, wineries, and activities that our community could not sustain on its own. This, in turn, creates a better standard of living for our residents.

The CACVB collaborates with local businesses and non-profits seeking to access the tourism economy including hotels, attractions, restaurants, craft beverage providers, event planners, arts organizations and more.



In FY 2023, the CACVB assisted **22,000** visitors in planning their trip, including pre-trip planning and service through its two mobile visitor centers, which have 10 locations in the city and county.



In FY 2023, the CACVB successfully attracted and supported groups, weddings, meetings, and other events to over

50 accommodations and event venues through more than

60 requests for proposals, dozens of site visits, and visitor outreach efforts.

The CACVB envisions the future of tourism in Charlottesville and Albemarle County through the regional tourism master plan, which includes city, county, tourism industry, UVA and community input.

Find out more at www.visitcharlottesville.org/partners.

