

  
**CHARLOTTESVILLE  
ALBEMARLE COUNTY**  
*Convention & Visitors Bureau*

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County of Albemarle  
County Executive's Office

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**TO: Vice-Chairman Kenneth Boyd**

**CC: Robert Tucker, County Executive**

**FROM: Mark M. Shore, CTIS  
Director-CACVB**

**DATE: November 10, 2005**

**SUBJECT: CACVB - ROI Report Card**

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As part of the Convention & Visitors Bureau's Joint Operation Agreement between the County of Albemarle and the City of Charlottesville our organization agrees to meet certain performance measures of Return on Investment.

The results of necessary research for ROI calculation were delivered to us on November 9<sup>th</sup> by North Star Destination Strategies. Their research division, Purdue Research, and North Star have provided valuable information which will assist the Convention & Visitors Bureau with strategic marketing strategies for future years in addition to verifying the direct economic impact of the CACVB's efforts.

With this letter, I want to share the ROI Report Card which speaks to the Eight (8) performance measures in our agreement. I will work with Bob Tucker to schedule an appropriate future Board of Supervisors meeting date where this and other rich data from our research can be presented and discussed, but I wanted to get this anticipated information to you when it arrived.

**2004-2005 ROI Report Card**

**1. ROI**

**8.8 to 1** w/o web

Total direct expenditures generated by CACVB: \$ invested **\$7,209,819 to \$817,584**

\$383,408 Investment by County of Albemarle & its citizens  
 \$434,176 Investment by City of Charlottesville & its citizens

- Meeting expenditures directly from CACVB \$1,525,765
- Group tour expenditures (overnight) \$36,453
- Group tour expenditures (daytrips) \$86,939
- Leisure travel expenditures directly from CACVB \$5,560,662

**= \$7,209,819**

Leisure CACVB website initiated visitor expenditures \$106,414,556  
 140.25 to 1 ROI with web \$113,624,375

**2. Room nights booked for meeting and conference groups**

97 leads to hotels  
 7,064 Group Room Nights booked

**\$570,006.40 (room revenue) + \$955,759 delegate spending = \$1,525,765**

**3. Group Tour definite bookings**

- Overnight tour expenditures *(based on American Bus Association spending research)*
  - Group tour expenditures (7 Tours with 253 overnights)\* **\$36,453**
- Day trip expenditures *(based on American Bus Association spending research)*
  - Group tour expenditures (55 daytrips)\* **\$86,939**

#### 4. Leisure Travel Expenditures

**Leisure Room nights booked at CACVB Visitor Centers:** **\$127,642**

450 room nights X \$80.70 = \$36,315

Additional Avg. Expenditures of \$135.30 per day x 1.5 days = \$91,327

**Leisure inquiries converted :**

*(Avg stay includes \$201.75 room expenses plus \$338.25 other expenses during stay)*

35,940 inquiries x 28% conversion = 10,063 visits

10,063 x Avg stay 2.5 nights x \$80.70 = \$2,030,210

Additional Avg Trip Expenditures of \$338.25 x 10,063 = \$3,403,810

Total leisure inquiry conversion direct from CVB:

**\$5,433,020**

**Total Leisure Travel Expenditures (excluding website)**

**\$5,570,662**

747,068 unique web visits x 34% conversion = 254,003 visits

254,003 x 2.5 Avg Nights Stay @ \$80.70 = \$20,498,042

Additional Expenditures of \$338.25 per visit = \$85,916,514

**Total Web leisure conversions direct from CVB:**

**\$106,414,556**

#### 5. Destination awareness (trade and consumer)

724 media articles reaching 103,855,190 circulation and valued at

*(\*Bacon's Media Impact Report)*

**\$1,666,636\***

747,068 unique visitors to www.SoVeryVirginia.com

#### 6. Coop Resources raised: Marketing Dollar to Private Coop dollar ratio: 38%

*(In kind, marketing, partnerships & alliances with a goal of 25%)*

Co-op advertising \$23,000

Hotel partnership \$3,286

Pres. Pass partnership \$17,310

Visitor Center Ad panels \$12,000

In-kind \$24,784

TOTAL: \$80,380

marketing & advertising lines = **\$211,470 : \$80,380**

#### 7. Media Coverage

Media circulation as tracked by Bacon's (Scope, demographics, reach)

**Circulation reach**

**103,855,190**

#### 8. Overhead expenditures *(goal of 30% overhead with 5% annual movement towards goal)*

\$191,316\* to \$817,584 23%/72% FY 05

\$167,966 to \$745,294 22%/78% FY 04

**1%**

\*Internal budget amount changed for mandated overhead costs after FY05 budget was approved.