

How to Partner With Local Hotels

for acquiring guest rooms during festivals!

The Charlottesville Albemarle Convention and Visitors Bureau provides funding through the Non-Profit Festival Marketing Funding Program, mainly, to increase overnight stays at local hotels and B&B's. Many new entrants into the festival arena, as well as some veteran organizations, struggle with how to partner with hotels to obtain a room block. These rooms can be for special guests, festival staff, or packages created that have an added-value component for prospective visitors coming to the area.

The CACVB can help, and here's how.

Once an organization has scheduled the date(s) of its festival or cultural event, they can contact Brigitte Warner, CACVB Director of Sales & Marketing for assistance with securing a room block. Through a process that enables the CACVB to communicate key information from the festival organizer to more than forty hotels and B&B's in our area simultaneously, Bri's assistance will save precious time spent making endless phone calls and emails being sent. Within a few days after the information is received and transmitted to the lodging industry, the CACVB will know which lodging properties are interested in working with a specific festival or event. This information will be quickly communicated with the festival/event organizer, who will then be responsible to contact the hotel(s) of their choice to make arrangements to book the rooms and/or create packages. Keep in mind that time of year, days of the week and availability are key factors that often determine whether hotels have the capacity to work with festivals.

Another factor that comes into play is that hotels will wait each year for the release of the UVA football schedule (which becomes available typically in February of the same year) before making commitments. While some tentative planning is always advantageous, it is always best to follow-up immediately after the schedule is announced to firm up any tentative commitments.

If your festival is held during a peak-time of year, then the opportunity to find available rooms will be limited. That is why the CACVB always encourages the organizers of festivals and cultural events to try scheduling their event in what is called the 'shoulder season,' or off-peak. November through March and July through mid-August are considered the 'shoulder season.'

For more information contact Brigitte "Bri" Warner – warnerb@charlottesville.org