



City of Richmond Annual Tourism Update



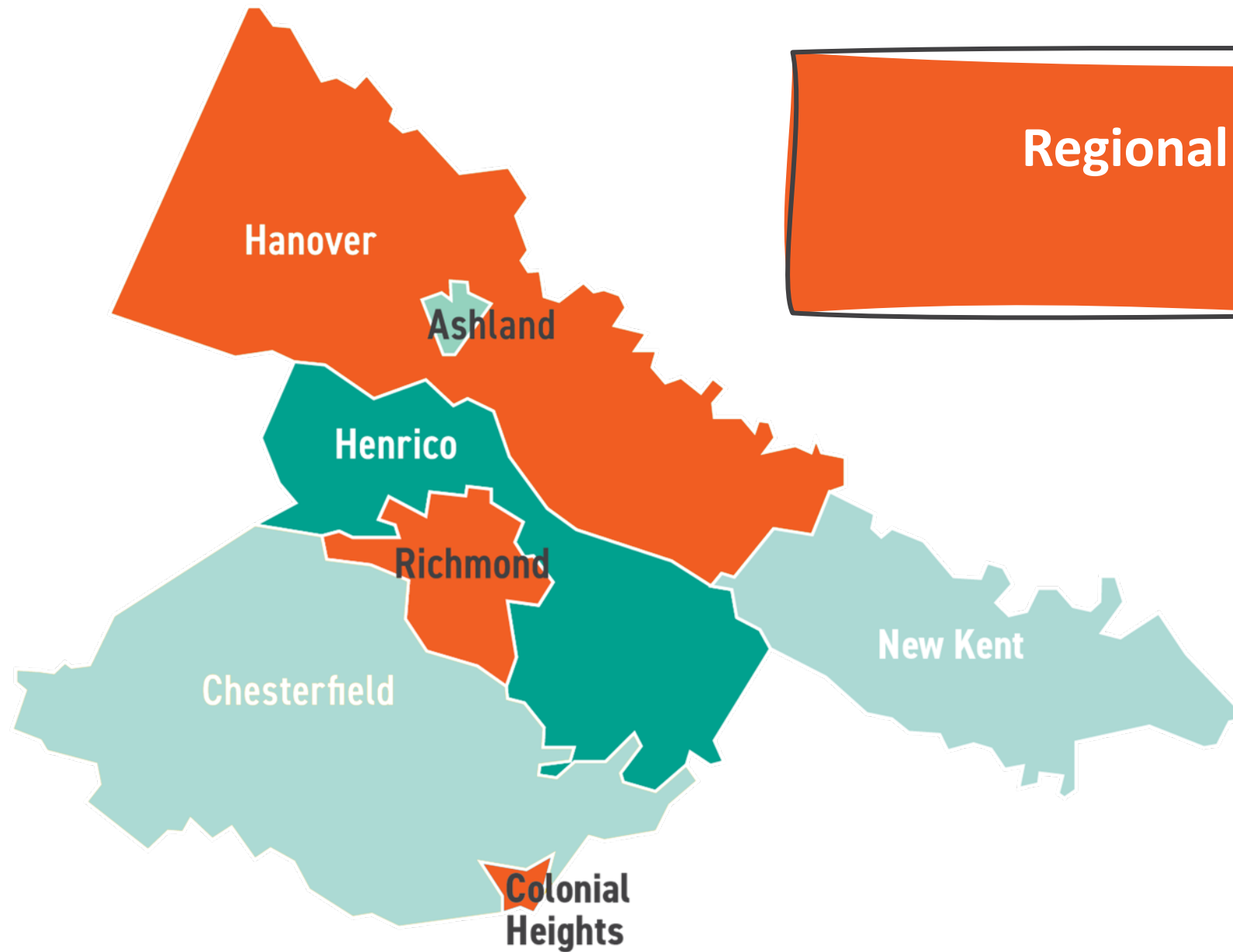
RICHMOND

#1 TOWN TO VISIT 2024



TOURISM SUPPORTS
OUR COMMUNITY.

**Regional cooperation fuels
tourism's success.**



Richmond Region Still Breaking Records!



Total Person - Trips
17.9 Million

[+2.4% vs. last year]



62%
DAY TRIPS
11.1 Million

38%
OVERNIGHT
TRIPS
6.8 Million

2019 7.7 million
overnight visitors
spent **\$2.6 billion**

2020 4.9 million
overnight visitors
spent **\$1.2 billion**

2021 6.4 million
overnight visitors
spent **\$2.9 billion**

2022 6.6 million
overnight visitors
spent **\$3.5 billion**

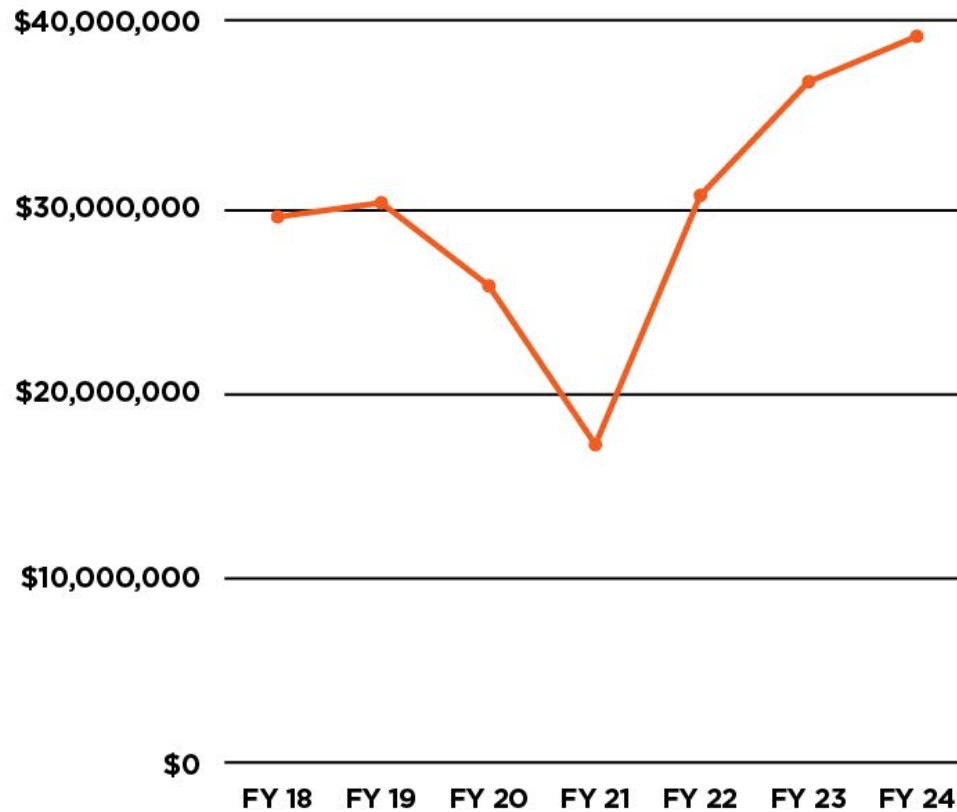
2023 6.8 million
overnight visitors
spent **\$3.7 billion**

Richmond Visitor Spending in 2023

- \$908 million
- Generated \$176.4 million in local taxes
- Supports 8,605 jobs and \$1260.9 million in wages



Record Occupancy Tax Collection in the Richmond Region



For the 2024 fiscal year, total lodging tax revenue reached over \$39,000,000





Family &
Friends



Meetings,
Conventions &
Sports

FOUR TOURISM SECTORS



Business
Travel



Leisure



Visitor Demographics

5 TOP ORIENTATION MARKETS

1. D.C./Northern Virginia
2. Hampton Roads
3. Roanoke/Lynchburg
4. Raleigh/Durham, NC
5. New York, NY



LENGTH OF STAY



DAY TRIP • 45.5%



1-2 NIGHTS • 40.5%



3+ NIGHTS • 14%

SEASON OF TRIP¹

JAN - MAR APR - JUN

22% 26%

JUL - SEP OCT - DEC

25% 27%

TRIPS BY DAY OF THE WEEK¹

SUN 10.9%

MON 13.0%

TUE 11.6%

WED 11.5%

THU 13.8%

FRI 20.7%

SAT 18.3%

Travel Media = National Attention for the Region!

Total Articles 172

Total AVE of RRT-Influenced Articles \$13M

Total AVE of all Articles \$47M



Quirk Hotel: A Dog-Friendly Stay for a Guys Trip in Richmond, Virginia

Story by ManTripping • 8mo • ⌚ 4 min read



DESTINATIONS GUIDES TRENDS & TIPS VIDEO

NEWS • TRAVEL TIPS

Get Outside and Explore the 10 Most Outdoorsy Cities in the U.S.

You don't have to sacrifice your nature adventures in these concrete jungles.

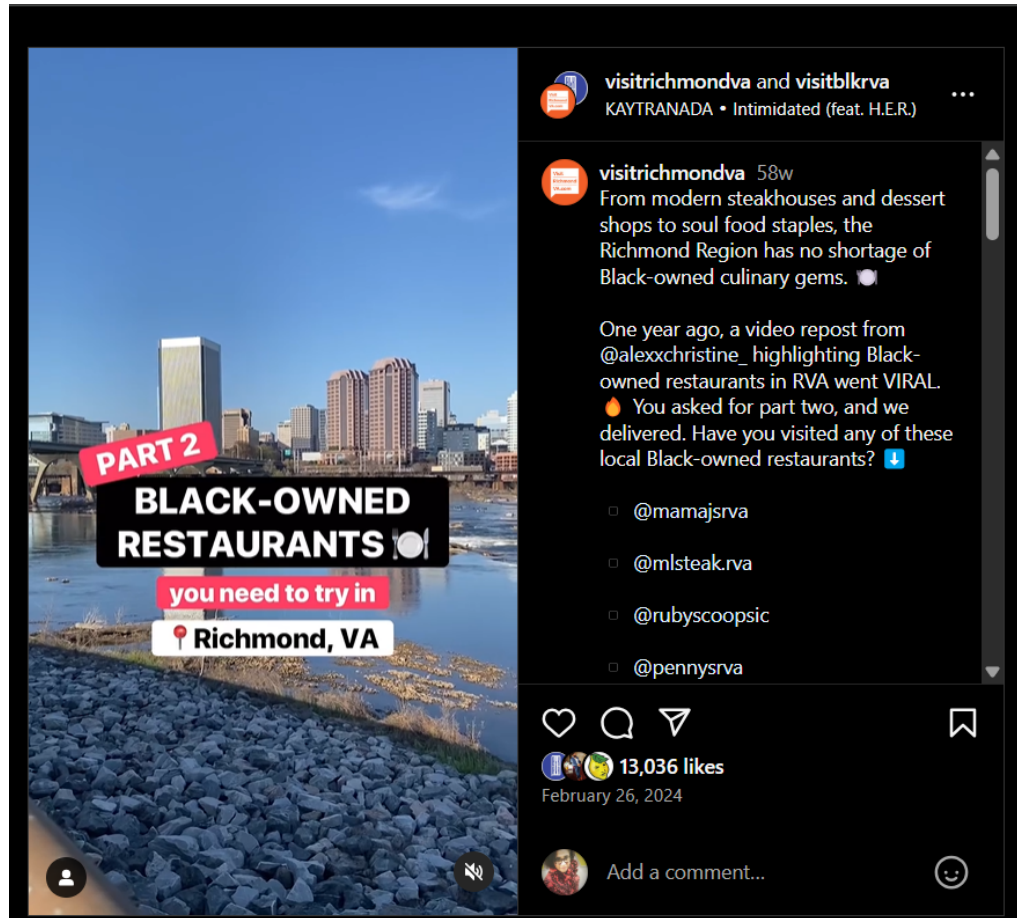
By [Opheli Garcia Lawler](#)

Published on Aug 16, 2024 at 12:12 PM

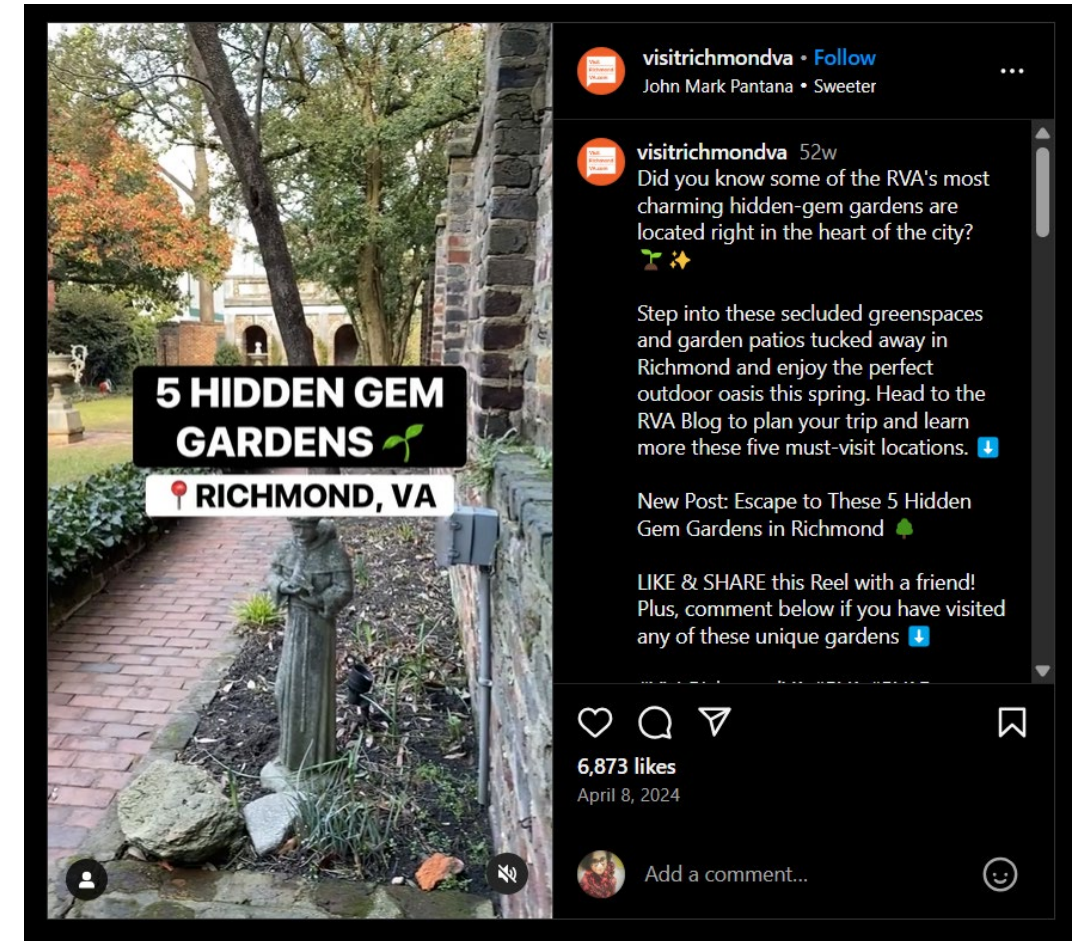


1. [Seattle, Washington](#)
2. [Denver, Colorado](#)
3. [Grand Rapids, Michigan](#)
4. [Miami, Florida](#)
5. [Portland, Oregon](#)
6. [Nashville, Tennessee](#)
7. [San Francisco, California](#)
8. [Richmond, Virginia](#)
9. [Los Angeles, California](#)
10. [Charlotte, North Carolina](#)

RRT Produced Social = Huge Reach

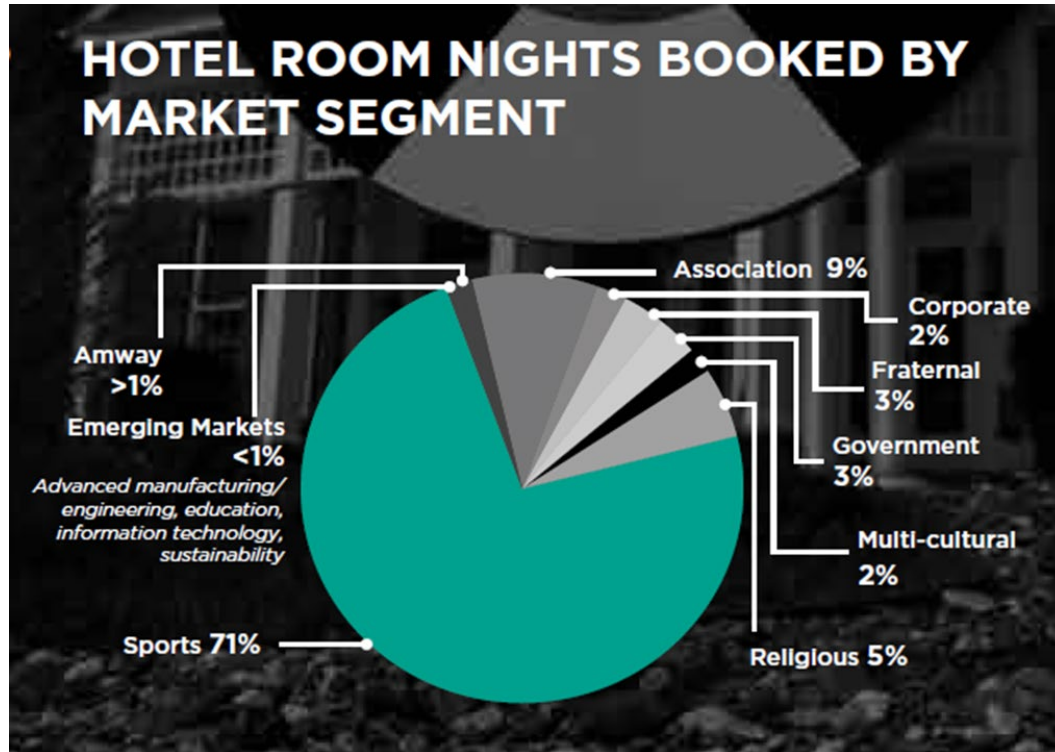


333k views, 27,752 interactions
13k likes, 172 comments, 9.1k shares, 5.4k saves



127.6k views, 14,306 interactions
6.9k likes, 68 comments, 3.2k shares, 4.1k saves

Sports Tourism Continues to Shine



MEETINGS, CONVENTIONS, AND SPORTS EVENTS HELD			FUTURE MEETINGS, CONVENTIONS, AND SPORTS EVENTS BOOKED		
\$298,078,199	ESTIMATED ECONOMIC IMPACT	▲ 105%	\$76,103,972	ESTIMATED ECONOMIC IMPACT	▲ 1.5%
441,287	ESTIMATED ATTENDEES	▲ 30%	147,247	ESTIMATED ATTENDEES	▼ 3%
205,626	ESTIMATED HOTEL ROOM NIGHTS	▲ 16.5%	91,884	ESTIMATED HOTEL ROOM NIGHTS	▲ 7%



Meetings and Convention Bookings

- **National Council for the Social Studies (NCSS) 2023 STOP School Violence Conference**
August 8-10, 2023, Greater Richmond Convention Center,
Estimated economic impact \$ 698,825
- **Galaxy Con Richmond LLC Presents, Nightmare Weekend 2023**
October 13-15, 2023, Greater Richmond Convention Center
Following the successful GalaxyCon Richmond event in March, they selected us for a second event in the Fall. Their Nightmare Weekend and have also made this an annual event.
Estimated economic impact \$ 1,280,171
- **National Council on Education for the Ceramic Arts 2024 Conference**
March 20-23, 2024, Greater Richmond Convention Center
Interesting fact – they gave away a limited edition ceramic mug that had conference attendees lined up around GRCC around 7am one of the conference days. This was also a successful COVID rebook
Estimated EIC \$ 5,275,965
- **Jalsa Salana USA Ahmadiyya Muslim Community Conference 2024**
June 28-29, 2024, Greater Richmond Convention Center
New event - a religious convention that had so much success that they booked the next 3 years with us.
Estimated EIC \$ 2,264,161



Richmond Sports Bookings

- **USA Karate 2023 National Championships and Team Trials**

July 13-16, 2023, Greater Richmond Convention Center

First time event, and another US Olympic sports organization to host an event at GRCC.

Estimated economic impact \$ 2,504,795

- **National Intercollegiate Running Club Association 2024 Track & Field and Half Marathon Championships**

April 6-7, 2024, Sports Backers Stadium

First time event – after successfully hosting their cross country championships at Pole Green Park in Hanover, this group booked us for their track & field event. This group will be returning in 2025.

Estimated economic impact \$ 420,956

- **Richmond BMX 2024 North East Gold Cup**

Gillies Creek Park / Richmond BMX

New partnership in which there is opportunity to grow BMX in the community

Estimated economic impact \$ 61,244



Richmond Future Wins



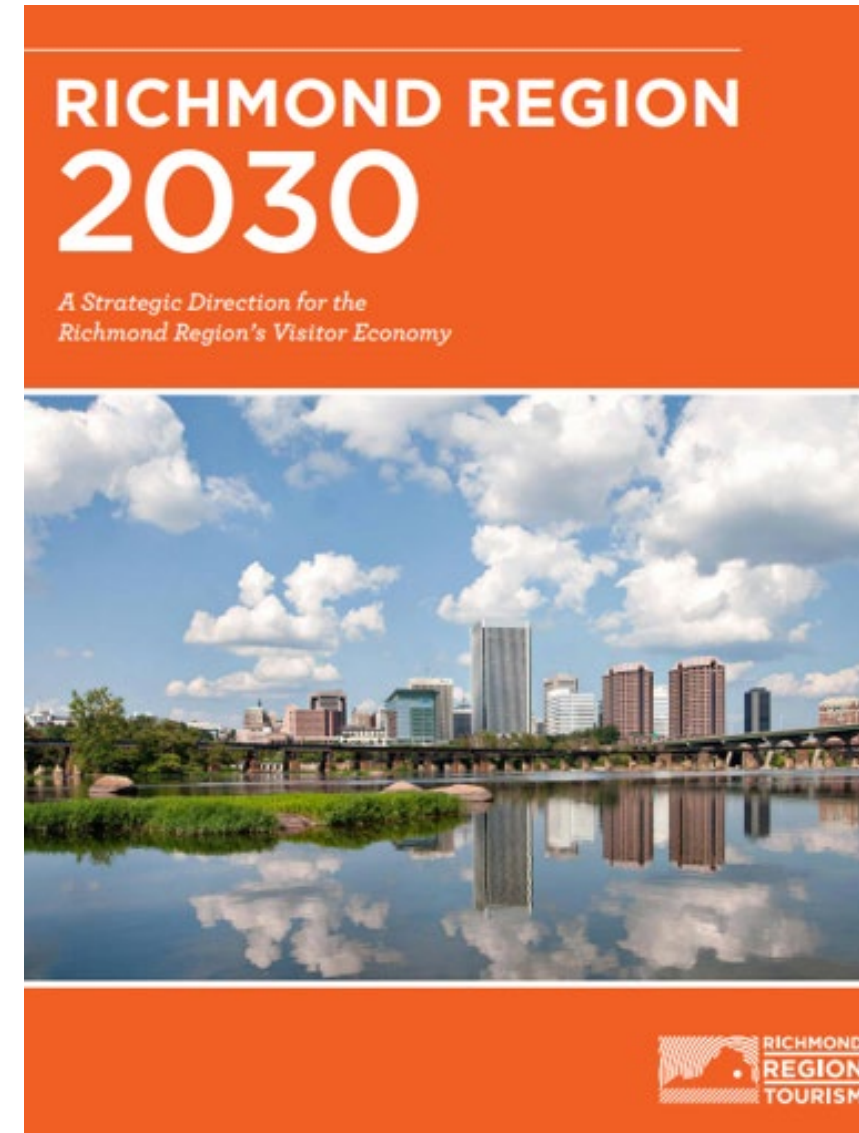
- USA Taekwondo is coming to the Greater Richmond Convention Center (May 2025) for their U.S. American Open East Championships. Expecting over 1,000 participants.
- In partnership with Richmond Flying Squirrels, Savannah Bananas Firefighters will play at The Diamond (June 2025). We are hopeful this event will be a test run for hosting the original Savannah Bananas at CarMax Park in 2026.
- NXTPro Sports will host two weekends of basketball tournaments one girl's weekend at the Greater Richmond Convention Center and one boy's weekend at both GRCC and the Henrico Sports & Events Center. (July 2025)



Tourism Master Plan

Responsibly grow our tourism industry for the benefit of all in our community

1. Headquarter Hotel
2. Regional Inspiration Campaign
3. Sustainable Investment
4. Workforce Development Support for the Hospitality Community



Headquarter Hotel

City Center

Richmond, VA



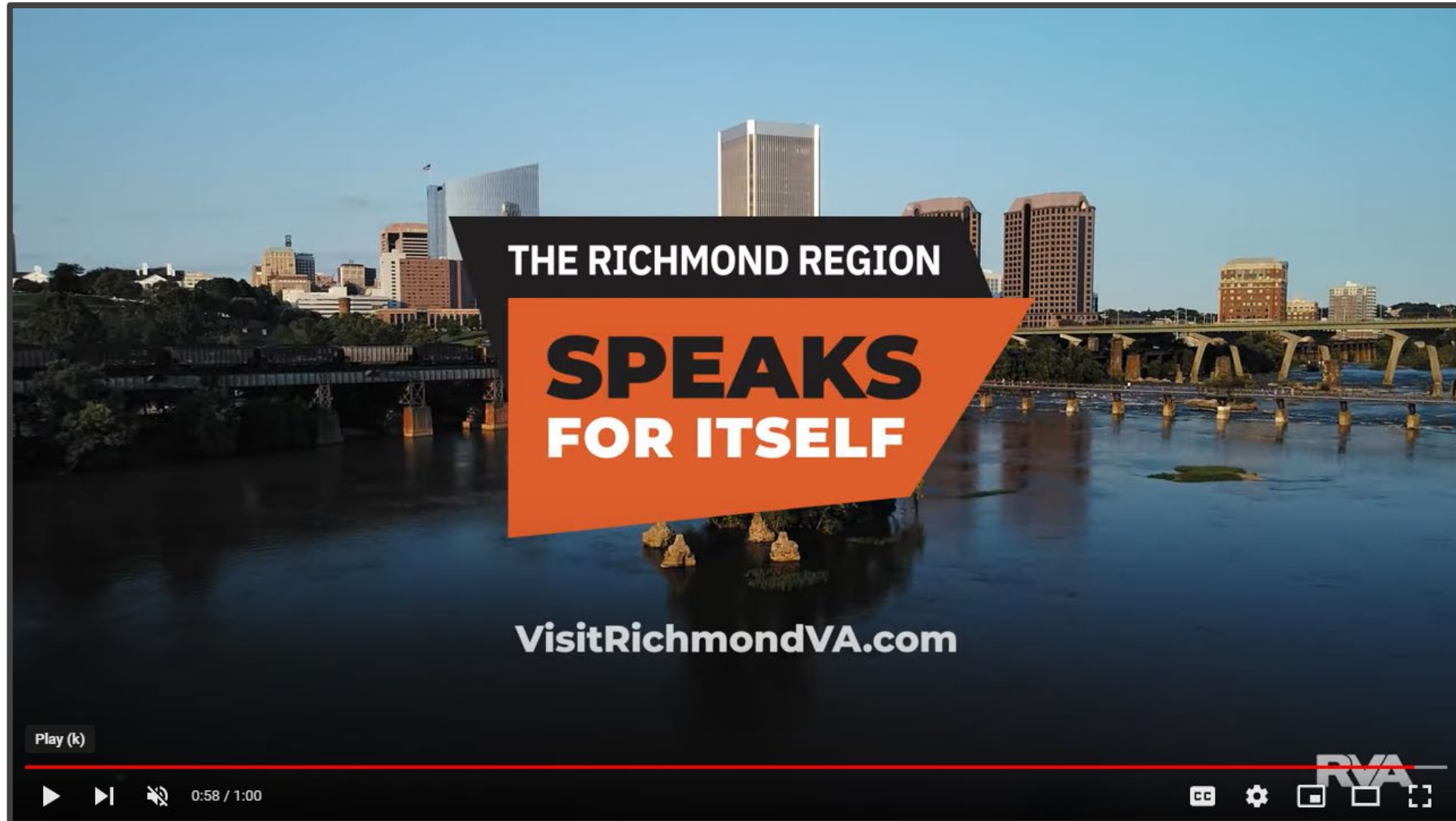
Looking for the ideal opportunity to invest in one of America's hottest cities? You're in the perfect place.

# Hotels Needed for Room Blocks within ½ mile			
	500	1000	1500
Louisville, KY	1	2	3
Baltimore, MD	2	3	4
Tampa, FL	2	3	7
Columbus, OH	2	3	7
Milwaukee, WI	2	4	7
Cincinnati, OH	2	4	7
Charlotte, NC	2	4	6
Providence, RI	2	5	12
Richmond, VA	3	8	-
Raleigh, NC	3	-	-
Virginia Beach, VA	-	-	-



Rendering of north side of E. Clay Street between N. 8th and N. 9th, facing west

Inspiration Campaign



THE INSPIRATION CAMPAIGN RESULTS

SPEAK FOR THEMSELVES

The Inspiration Campaign, funded by ARPA monies given to our localities, has to date resulted in numbers that greatly surpassed our goals – so we will continue the campaign into 2024-2025 and it will now be funded by RRT and the TID.

BRAND LIFT SURVEY

51.2%

INCREASE IN
PERCEPTION OF THE
RICHMOND REGION

34%

INCREASE IN “VERY
LIKELY” TRAVEL
CONSIDERATION

123.3 million
TOTAL IMPRESSIONS

21.3 million
CTV IMPRESSIONS

35.6 million
SOCIAL MEDIA
IMPRESSIONS

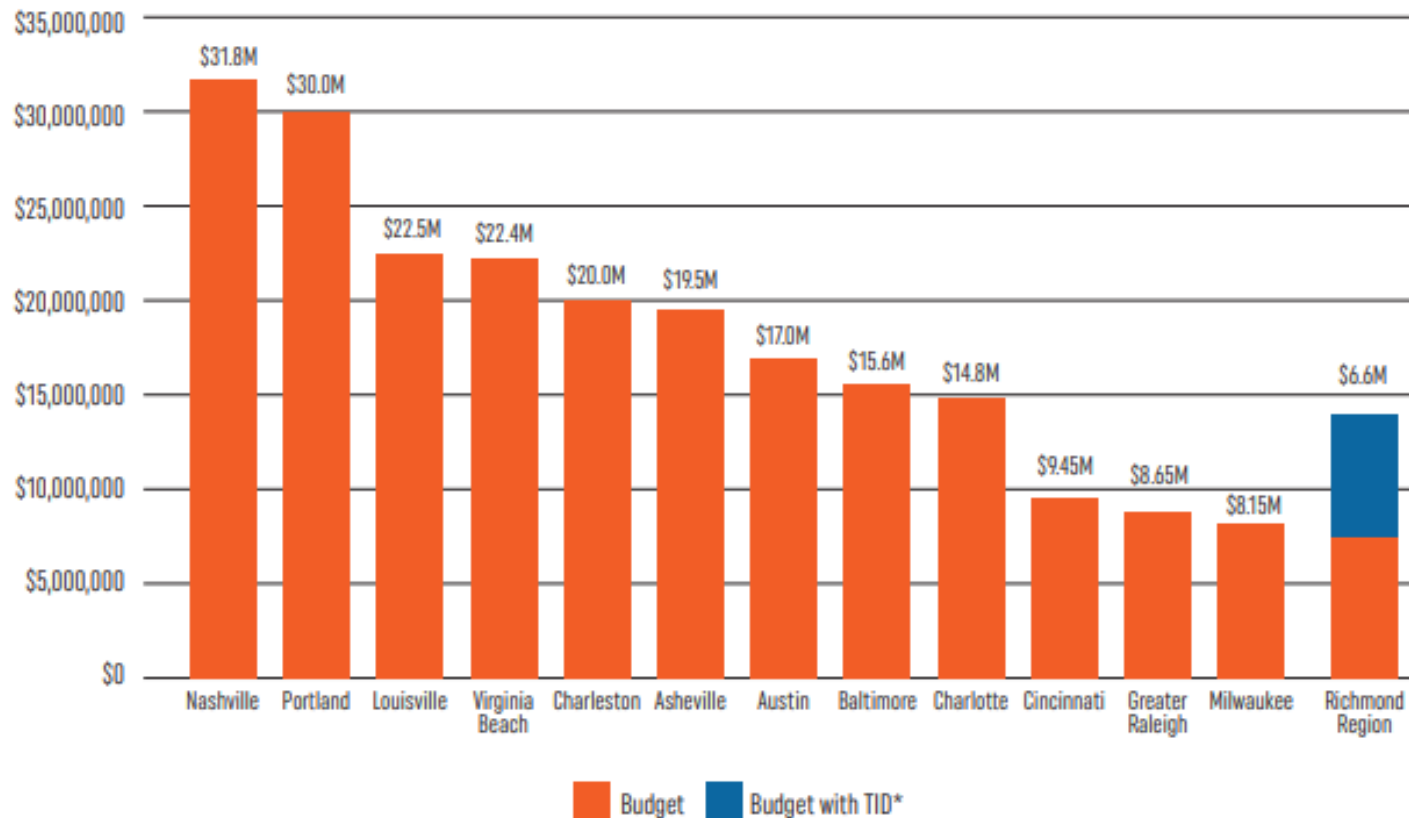
5.5 million
SOCIAL MEDIA
ENGAGEMENTS

51.2 million
DIGITAL RICH MEDIA
IMPRESSIONS

9.7 million
INFLUENCER
IMPRESSIONS

Sustainable Funding: Tourism Improvement District

DMO Budget Comparison



* Based on 2% Assessment fee to the \$330 Million in Hotel Room & Occupancy Revenue from 2019 (Data pulled from Richmond Region Tourism FY 2019-2020 Annual Report)

The purpose of the TID is to **drive visitation and hotel occupancy** in the Richmond Region via a dedicated fund for marketing and sales activities to **benefit the hotels, the Region and the entire community.**

14 TID Advertising Campaigns



Campaign Results

6,733		10,990		\$1,716,641
bookings		room nights		room revenue
\$1,943,088		45:1		
EIC		ROAS		

Speaks for Itself Campaign

The Speaks for Itself Campaign, which was extremely successful in the previous fiscal year continued to show its strength and effectiveness with another six month extension from July 1 through December 31.

TID Business Development

Number of Event Incentives Approved	86
Incentive Dollars Approved	\$4,316,895
Estimated Total Room Nights	197,868
Estimated EIC	\$159,369,906
Conversion Rate	76%

Event Status	Meeting & Events	Sports	Total
Won	11	50	61
Lost	11	8	19
Undecided	3	2	5
Cancelled	-	1	1



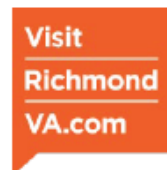
Marketing Driving Visitors to Your Hotels



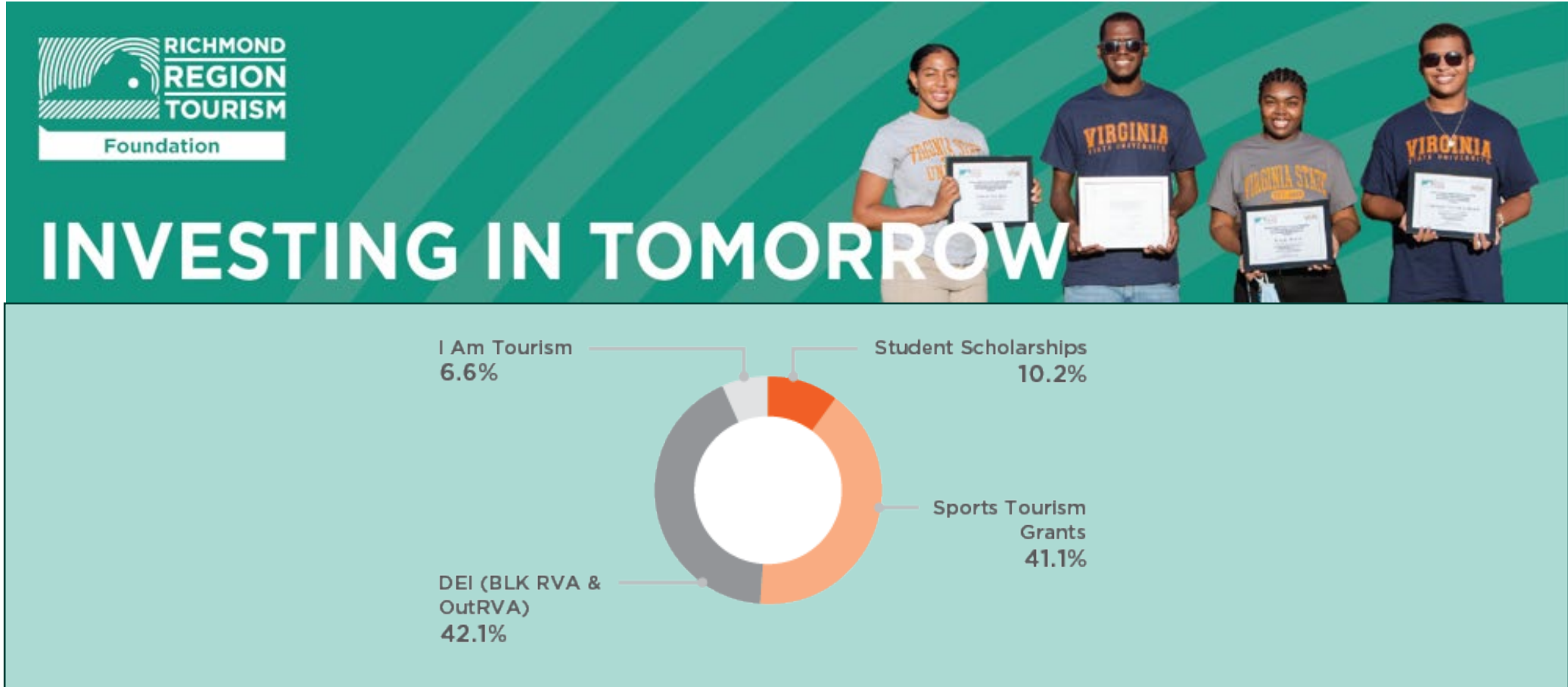


INVESTING IN TOMORROW

Richmond Region Tourism Foundation is a 501(c)(3) organization. We raise funds to support educational efforts for I Am Tourism Ambassador Training, Hospitality, Workforce Development, Diversity and Inclusion efforts with BLK RVA, and OutRVA, and programs that help the world recognize the Richmond Region's Importance as a sports tourism destination. The Foundation also awards scholarships each year to students entering a tourism-related profession, as well as sports grants to qualifying organizations within the Richmond Region.



Workforce Development



Tourism Supports RVA Jobs



TOURISM SUPPORTS

29,035

JOBS

**WITH WAGES
AND SALARIES
TOTALING:**

\$1.3 billion

Source: ¹Longwoods International, calendar year 2023

²Tourism Economics, calendar year 2023

Number of visitors includes overnight and day trip visitors

Tourism as a Career Path

- Americans whose first job was in travel went on to earn a maximum average **salary of \$82,400** by age 50
- Travel is one of the **top 10 largest** employers of middle-class wage earners in the U.S.
- Of Americans working part time while pursuing higher education, **more than half** were employed in travel-related industries.



Food & Wine Magazine: Mama J's among 'greatest restaurants to work for' in America



Foundation Efforts Headlined by RVA Sports Awards

Team of the Year VUU Football



Community Champion Tony Squires



ABOUT BLK RVA

OUR GOAL

The goal of **BLK RVA** is to increase tourism, engage regional residents, and support businesses by showcasing spaces that highlight the Black experience in the Richmond region.

[VISITBLKRVA.COM](https://visitblk RVA.com)



OutRVA



RICHMOND SCORES

100

ON THE MEI
(MUNICIPAL EQUALITY INDEX)



CITY OF
RICHMOND

From Our Team to Yours...

MISSION

Share a passion for the Richmond Region with the world.

VISION

As a thriving community, the Richmond Region is known for being inclusive and welcoming to all.

VALUES



PASSION

Intense enthusiasm for our community and its people



INCLUSIVENESS

Deep commitment to equity and community engagement to advance, develop and sustain the Region



INTEGRITY

Dynamic culture built upon trust, honesty, and credibility



INNOVATION

Leading-edge work that is rooted in creativity and transformational for the Region



STEWARDSHIP

Ambassadors of our destination's development, image and reputation



COURAGE

Doing the right thing and upholding our values

Tourism is a Force for Good



Thank You!

BayScapes

The 4 BayScapes Principles

- Create water
- Create diversity
- Use local and native plants
- Play to the long term
- Engage the community

BayScapes is a national program of the National Oceanic and Atmospheric Administration (NOAA) that promotes the use of native plants in coastal landscaping. For more information, visit www.bayscapes.org.