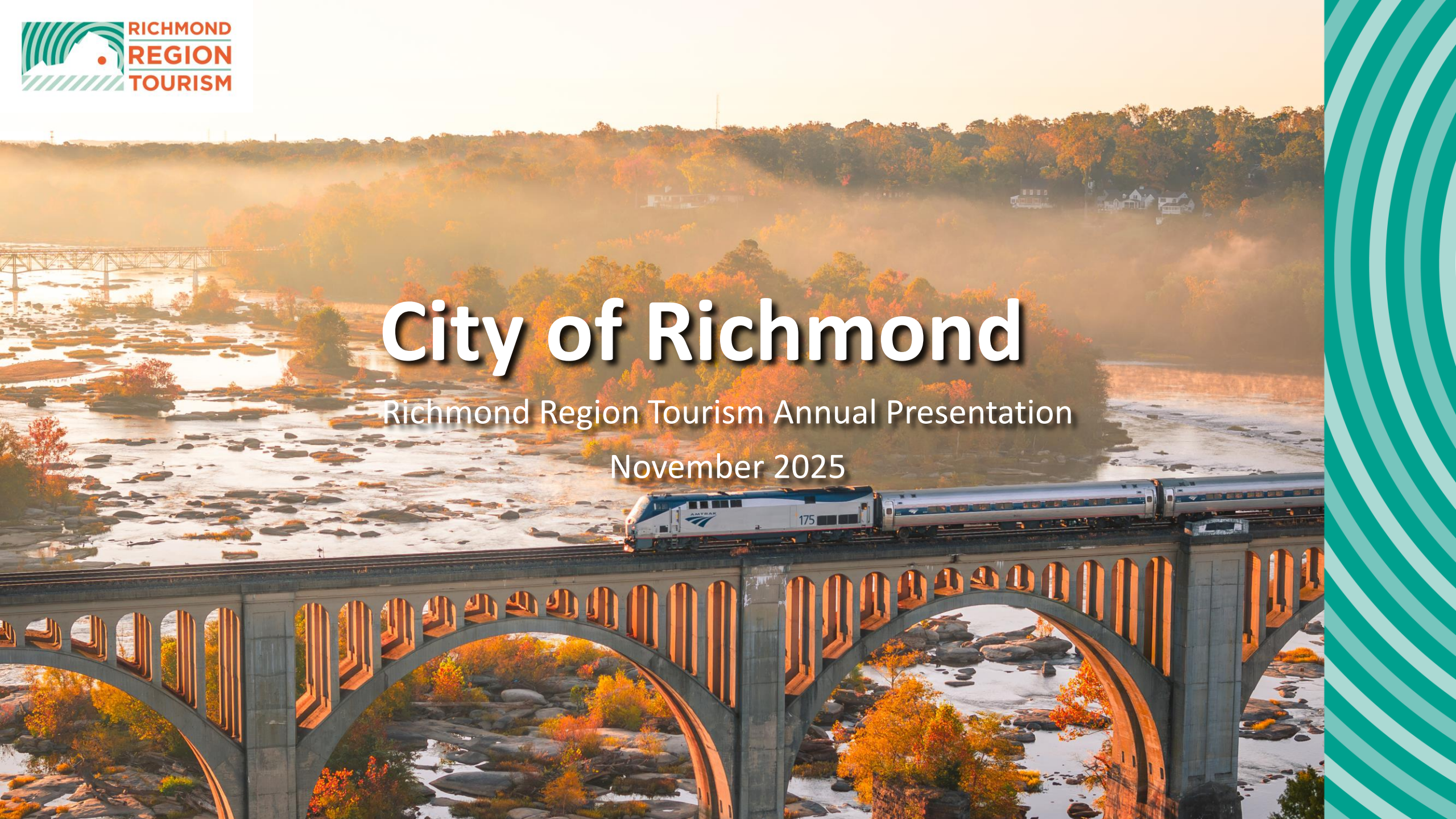


City of Richmond

Richmond Region Tourism Annual Presentation

November 2025



Tourism is a force for good.

\$3.9 billion

spent by 18.3 million visitors in the Richmond Region in 2024.

+ 4.7% increase compared to 2023

29,631 jobs

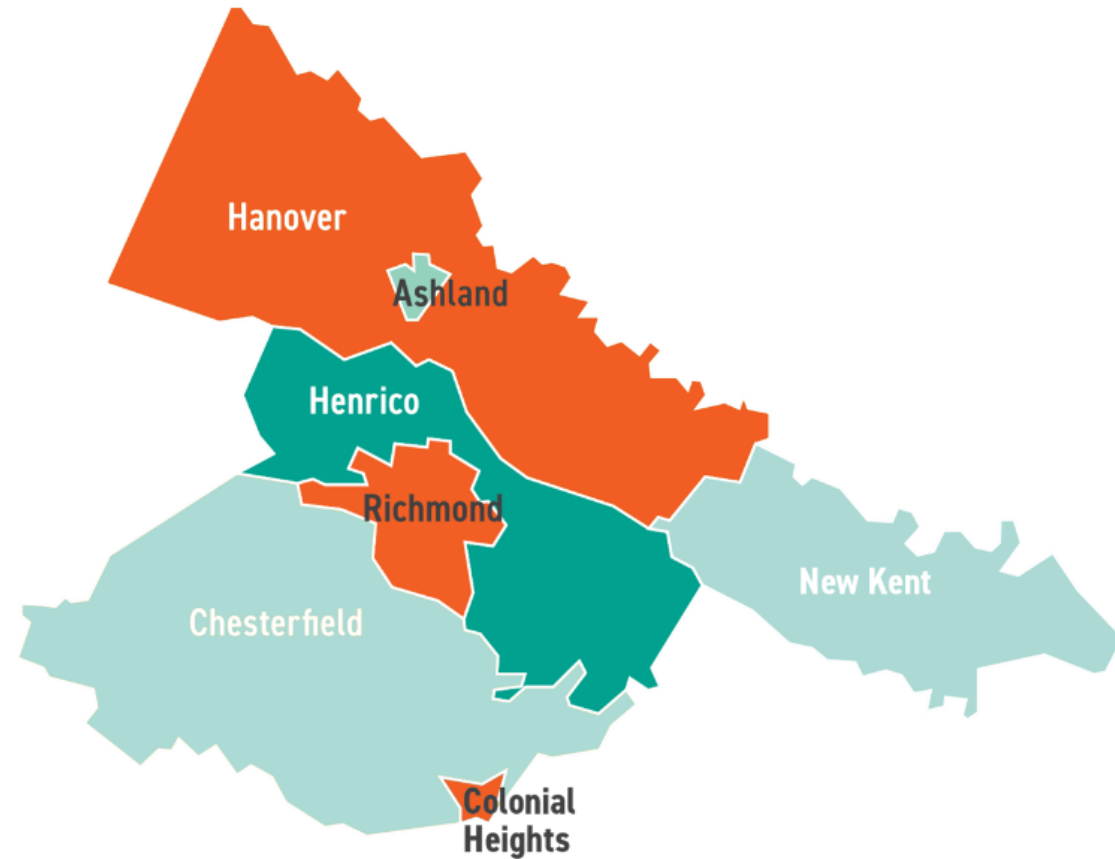
in the region supported by tourism.

+\$294 million

generated in local taxes.



Regional Cooperation Drives Success!

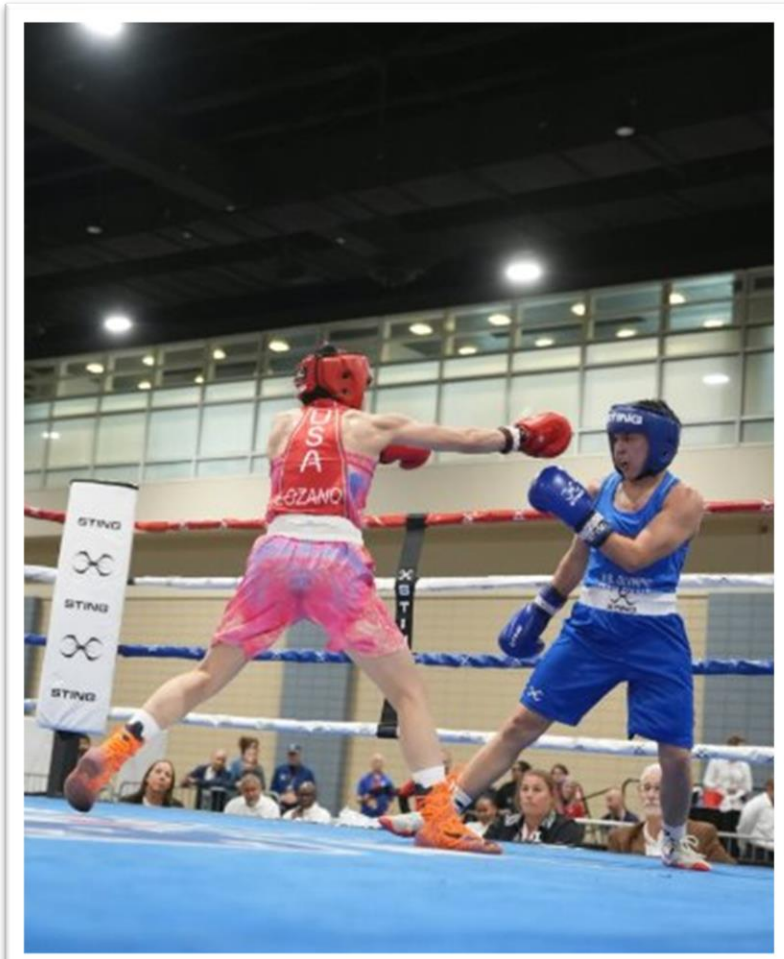


City of Richmond Visitor Spending in 2024

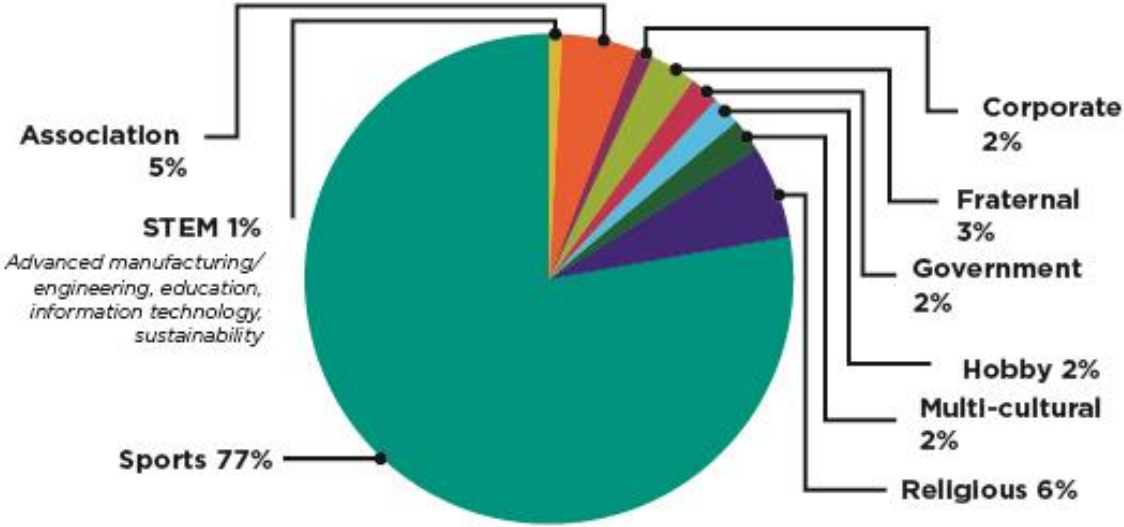
- \$982.1 million - up 8.2%
- Generated \$51.2 million in local taxes
- Supported 8,868 jobs and \$383.3 million in wages



Sports Tourism Drives 77% of Group Business



USA Boxing hosts National Championships for the first time at Greater Richmond Convention Center December 2024



HOTEL ROOM NIGHTS BOOKED BY MARKET SEGMENT



Meetings, Conventions, and Sports Highlights



3,500 attendees | 2,400 contracted room nights | estimated \$1.3 million economic impact



2,000 attendees | 1,900 contracted room nights | estimated \$2.2 million economic impact



5,000 attendees | 3,100 contracted room nights | estimated \$2.5 million economic impact



3,500 attendees | 4,300 contracted room nights | estimated \$2.1 million economic impact

Hotel Lead Generation		
Number of Leads	Hotel Response to Leads	Leads Won
2,274	1,204	298
*Note - Lead counts consider each property counted separately even if a single event such as a sports tournament utilized multiple hotels. Based on when the lead was created in our CRM.		

Room Night Bookings			
	Room Nights	Attendees	Estimated EIC
80 Meetings/Conventions	72,025	39,911	\$38.3 million
19 Sports Events	44,386	126,500	\$32.2 million

Opportunities for Growth with HQ Hotel



- HQ hotel allows us to remain competitive
- From January 2019 to September 2025, we lost **238 events, 420,900 room nights, and \$337.1 million in economic impact** due to our lacking a true anchor hotel package.

Raleigh 550 HQ Hotel (Omni) set to open in 2027

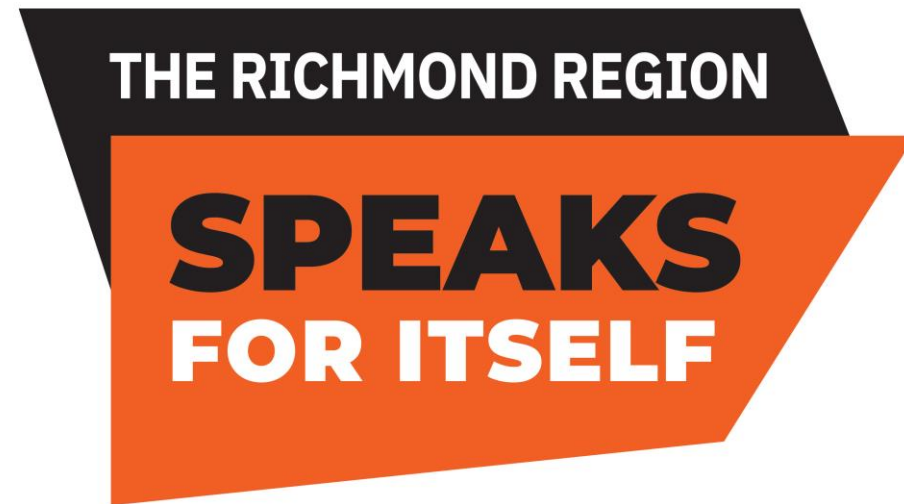
TID Secures Future Business for Downtown

	Sports	Meetings & Conventions	Total Room Nights	Estimated Total EIC
FY26	3	3	10,600	\$12.3 Million
FY27	2	5	11,300	\$10.2 Million
FY28	2	4	11,700	\$11.8 Million



Marketing the entire Region: We are "Always on"

- \$2 million in advertising
- 90% of creative done in-house for \$225,000 in savings
- Types of advertising:
 - Digital
 - Radio
 - Streaming
 - TV
 - Billboards



33.4 million Total Impressions

Campaign Results

Campaign Title	Lodging Bookings	Room Nights	Room Revenue	Number Of Travelers	Estimated Economic Impact	
Sojern Mid-week	2,771	5,440	\$641,920	3,776	\$823,168	
Sojern All Travel	1,908	3,723	\$439,394	2,391	\$521,238	
Black Travelers	2,312	4,571	\$539,378	2,744	\$598,192	
2 Expedia Campaigns	6,582	14,598	\$1,722,564	10,531	\$2,295,758	
Drive December	242	374	\$44,228	225	\$49,050	
Mimosa Trail	329	750	\$88,500	398	\$86,764	
BLK RVA	219	411	\$48,528	325	\$70,850	
Total	14,363	29,867	\$3,524,512	20,390	\$4,445,020	

**only 25-30 percent of the results can be tracked*

Carvertise Campaign – a quick pivot proves successful

When our planned Union Station takeover for World Pride was cancelled, the marketing team quickly pivoted to display ads targeted at attendees to the event and a program with Carvertise for 8 weeks.

Carvertise (results)

Duration: 8 Weeks

Impressions: 2,083,314

Miles Driven: 7,578



RIC Airport Signage



Billboards Up and Running



The Richmond Region

**OUR MUSEUMS ARE
History's Influencers**

VisitRichmondVA.com



VisitRichmondVA.com

The Richmond Region

**FROM STREET ART
*to Fine Art.***

Billboards



The Richmond Region
RIDE THE RAPIDS
on the James

VisitRichmondVA.com



The Richmond Region
First Mimosa
Trail in the U.S.

VisitRichmondVA.com

Top Media Stories

Southern Living



Credit: Courtesy Blake Shorter

The River City welcomes one of the South's buzziest hotels

[The 25 Best Places To Go In The South In 2025](#)

CNN Entertainment



[Djimon Hounsou on Battling 'Systemic Racism,' & Reconnecting Black People to Their African Roots](#)



Richmond, Virginia
3/13

A former epicenter of the North Black culture, community and history, the city is a handful of informative and inspiring sites. The Black History Museum guided Richmond Slave Trail, the Jackson Ward neighborhood, and South.

The city's lengthy list of historic sites are also sure to attract travelers

<< Prev Slide

[12 Travel Destinations to Celebrate Black History Month in 2025](#)

Top Media Stories



7. Richmond, Virginia, USA

Best for: Southern charm with a progressive pulse



Beyond bars and clubs, Richmond also has LGBT+ bookshops and community hubs (Getty/istock)

15 Emerging LGBT+ Travel Hotspots



Richmond Region, Virginia



10 'Second Cities' You Should Consider Visiting This Fall



Richmond, Virginia



15 U.S. Cities That Offer an Unexpectedly Rich Cultural Experience

Richmond Featured in Blogs

The City of Richmond was mentioned in all 20 [RVA Blog posts](#) published.



Wins & Accolades: 15 Reasons to Plan Your Visit to the Richmond Region

By VisitRichmondVA on Dec. 27, 2024

The Richmond Region had a standout year in 2024, earning recognition from top travel outlets for its...

[Continue Reading](#) →



7 Must Try RVA Experiences to Live Like a Local

By VisitRichmondVA on Dec. 13, 2024

Looking to experience the Richmond Region like a true local? From historic landmarks and vibrant...

[Continue Reading](#) →



12 Holiday Gift Spots of the Richmond Region

By VisitRichmondVA on Nov. 19, 2024

This holiday season, discover the Richmond Region's local shopping scene and find unique gifts with...

[Continue Reading](#) →



Make Richmond Your Destination for Outdoor Adventures This Fall

By VisitRichmondVA on Oct. 01, 2024

The Richmond Region in Virginia is the break you need from the daily grind — an outdoor playground...

[Continue Reading](#) →



Enjoy RVA's Urban Outdoors with Kids and a Disability

By Learners and Makers on Aug. 13, 2024

In Virginia's capital, accessible adventures await for families and people with mobility...

[Continue Reading](#) →



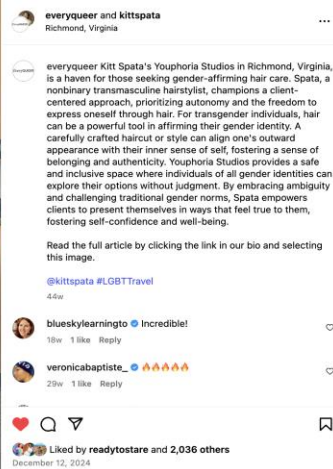
3 Reasons Richmond Was Named America's Best Town to Visit

By VisitRichmondVA on Aug. 02, 2024

Richmond, Virginia, or "RVA" was recently named #1 on CNN Travel's list of America's 10 Best Towns...

[Continue Reading](#) →

Hosted Influencer Visits



Mimosas & Merriment FAM – December 2024

The RRT Media & PR team hosted a group of influencers and travel writers in the region, including **Meg Ten Eyck (EveryQueer)** who created the following content

- [Babes of Carytown](#) Reel
- [Kitt Spata](#) Feature
- [Queer Owned Businesses](#) Guide



Other Hosted Influencer Content that includes the City of Richmond

- [@ReadytoStare "Is Richmond the Gayest City Ever?"](#) | Instagram (Organic) | 66.6k total views, 55.5k engagements
- [@HoneyTrek Week in the Richmond Region](#) | Instagram & Facebook | 52.3k views, 3.7k engagements

Visitor Experience: Connecting Visitors to Experiences



Visitor Experience: Innovative Attendance Building & Access to Experiences



CERF 2025
28th Biennial Conference
9–13 November 2025 / Richmond, Virginia



Thanks to the financial support of **Richmond Region Tourism**, the **Virginia Green Travel Alliance** has purchased Carbon Offsets from **Terrapass**, a company that directly supports the development of renewable energy projects such as Wind, Solar & Biomass capture. The projects supported by Terrapass produce zero emissions energy that replaces energy produced by traditional sources that generate greenhouse gases.

Using a carbon calculator, the greenhouse gas emissions produced from travel, commuting, energy and water use by the venue and food & beverage services were calculated so that the event theoretically generated “net zero emissions”.

791 Metric Tons of Carbon Offsets

were purchased to negate the estimated greenhouse gases produced by holding this conference.

Explore the Richmond Region's Digital Trails

Discover, sip, and explore your way through the Richmond Region with our collection of mobile-exclusive digital trails. From revolutionary history and local craft beverages to artistic inspiration and family-friendly fun, each trail is your passport to experience the best of RVA.

Sign up for a free pass, check in at participating locations, and earn rewards as you go. Whether you're tracing America's roots on the **Richmond Region Revolution Trail**, sampling bold flavors on the **Richmond Beer Trail**, or uncovering hidden gems with our **Mimosa Trail**, every adventure brings a new reason to say, *this is what always revolutionary feels like.*



Beer Trail



Mimosa Trail



Revolution Trail



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.



I Am Tourism Program



I Am
TOURISM

Learn about the region's most exciting attractions, restaurants & things to do

Become an ambassador of the region & help more visitors discover our community

Earn a guest pass with discounts and free admission to local attractions & activities



400+ Community Residents

650+ VCU Students

300+ Digital IAT students

**RICHMOND
REGION
TOURISM**
Foundation



RVA Sports Awards



January 31, 2026 @ Altria Theater
Featuring: Briana Scurry,
USWNT Goalkeeper



2025 Media Highlights

RVA Sports Awards

5.2 million media impressions



RVA Hub

December 12, 2024

Jackie Joyner Kersee
to Headline RVA Sports
Awards in February



Richmond Times-Dispatch

February 12, 2025

RVA Sports Awards
honors areas best
athletes and coaches



Richmond Free-Press

January 2-4, 2025

Nominations for RVA
Sports Awards honor
top athletes, coaches



CBS-6

February 10, 2025

Complete list of RVA
Sports Awards winners



University of Richmond

February 8, 2025

Women's Basketball's
2024 A-10 Championship
Triumph Named RVA
Sports Awards Moment
of the Year



Richmond Free-Press

February 13, 2025

RVA Sports Awards
honors athletes/
community leaders

Replay

Approximately 29,000 people tuned in to the CBS-6 broadcasts.

Annual Meeting



May 14, 2026 @ Greater Richmond Convention Center

BLK RVA Program



August 21, 2026 @ Hippodrome Theater



Richmond Region Tourism Foundation's BLK RVA Community Awards Recap Report

News Coverage Highlights

RVA Hub
BLK RVA Community Awards now accepting nominations for 2025 ceremony

WRIC ABC 8News
Voting open for 2025 BLK RVA Community Awards

Richmond Times-Dispatch
A1 Minute! August 22, 2025: BLK RVA awards

Black Virginia News
26 Photos 📷 The BLK RVA Community Awards

Richmond Free Press
Black excellence recognized

275 +
Attendees

2.6 Million +
Media Impressions

3000 +
Votes



The BLK RVA Community Awards 2025 Winners:

Cultural Enrichment Award presented by Genworth | CareScout: Celebration of Black Music in Film in partnership with The Richmond Symphony

Culinary Heritage Award presented by FOX Richmond: The Underground Kitchen

Cultural Preservation Award presented by Community Foundation for a Greater Richmond: The Black History Museum and Cultural Center of Virginia

Rooted Community Impact Award presented by Altria: JP JumPers Foundation

Rising Community Impact Award presented by Wells Fargo: Around The Table, LLC (RVA Around the Table)



OutRVA Program



Grants for business development, Gayest Room Ever at Quirk and Pride Ride on Amtrak to World Pride with partners, planners and content creators.

RRT out in the Community



Richmond Region Stay for the Encore!



Share a passion for the Richmond Region with the world!

