

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.







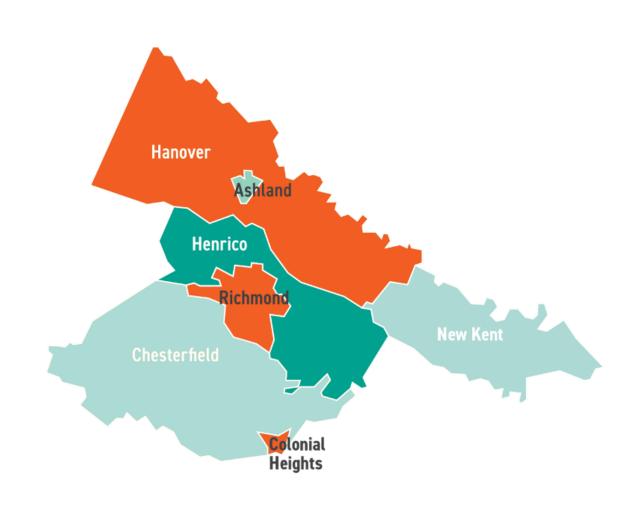








Regional Cooperation Drives Success!



City of Richmond Visitor Spending in 2024

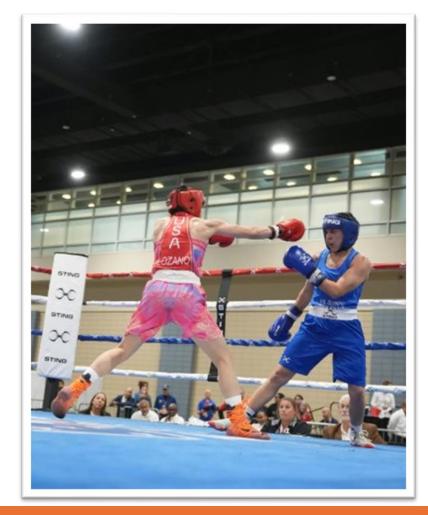
• \$982.1 million - up 8.2%

 Generated \$51.2 million in local taxes

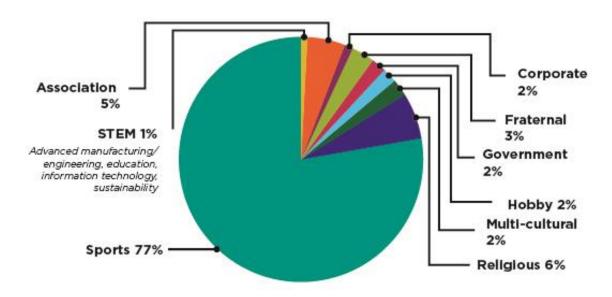
 Supported 8,868 jobs and \$383.3 million in wages



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

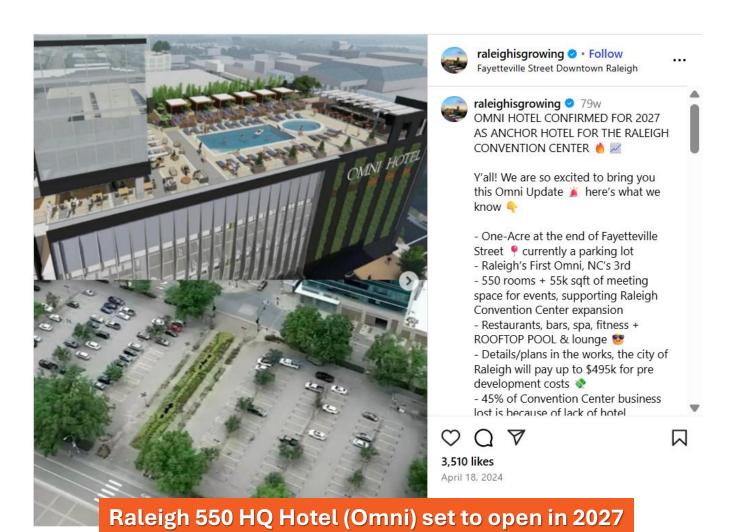
Hotel Lead Generation					
Number of Leads	Leads Won				
2,274	1,204	298			

*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	#38.3 million			
80 Meetings/Conventions	72,025	39,911				
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.

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



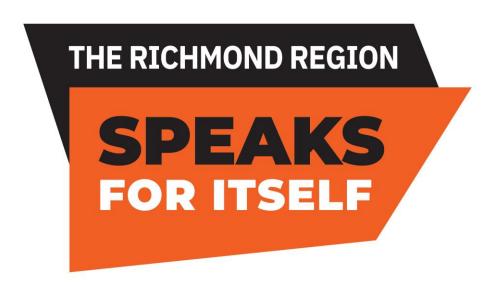






Marketing the entire Region: We are "Always on"

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



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

Entertainment





Richmond, Virginia

A former epicenter of the North Black culture, community and hi handful of informative and inspi form of the Black History Museu guided Richmond Slave Trail, the Jackson Ward neighborhood, wl

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

< < Prev Slide

<u>'Systemic Racism,' & Reconnecting Black People</u> to Their African Roots 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...

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Hosted Influencer Visits

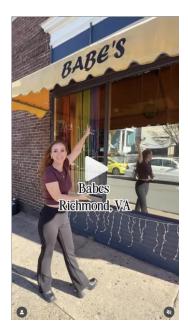


Mimosas & Merriment FAM – December 2024

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
- <u>@HoneyTrek Week in the Richmond Region</u> | Instagram & Facebook
 | 52.3k views, 3.7k engagements

Visitor Experience: Connecting Visitors to Experiences







Visitor Experience: Innovative Attendance Building & Access to Experiences



NET ZERO EMISSIONS CERTIFICATE









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 Trall**, sampling bold flavors on the **Richmond Beer Trall**, or uncovering hidden gems with our **Mimosa Trall**, 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





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

Workforce Development



Mission Tomorrow





RVA Sports Awards





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



RVA Sports Awards

5.2 million media impressions



RVA Hub December 12, 2024



2025 Media Highlights

Richmond Times-Dispatch

February 12, 2025





Richmond Free-Press

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

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 Al Minute! August 22, 2025: BLK RVA awards

Black Virginia News 26 Photos The BLK RVA Community Awards

Richmond Free Press

Black excellence recognized

Paid Media Results

64,000 impressions with Fox Richmond ads

3,500 Facebook and Instagram impressions

Radio ads reached **155,300** listeners





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!

