



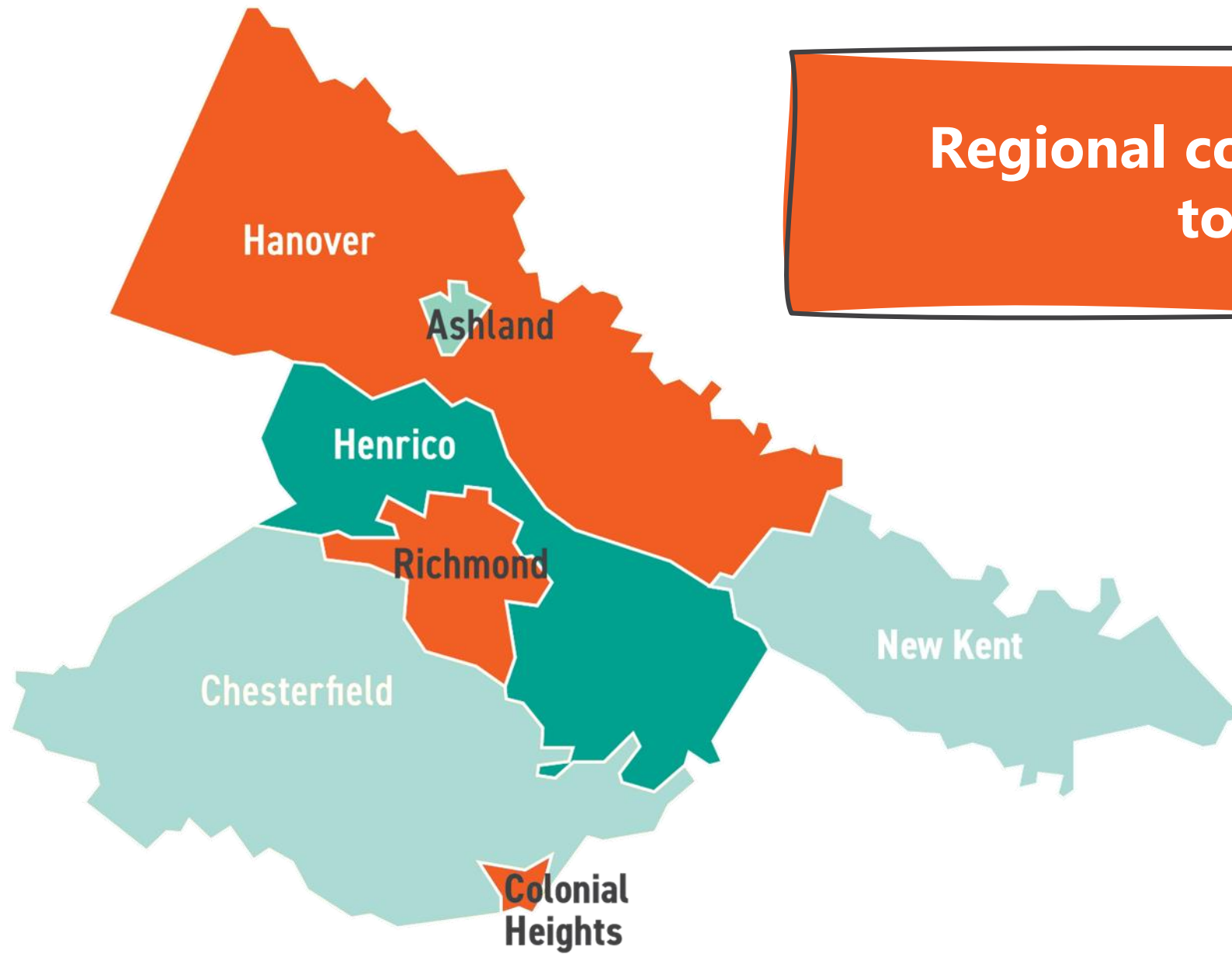
RICHMOND
REGION
TOURISM

City of Richmond Annual Tourism Update



RUMORS OF WAR

KEHINDE WILEY
2019



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

RVA Tourism is Breaking Records!

Total Person - Trips
17.5 Million

[+3.6% vs. last year]



62%
DAY TRIPS
10.9 Million

38%
OVERNIGHT
TRIPS
6.6 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

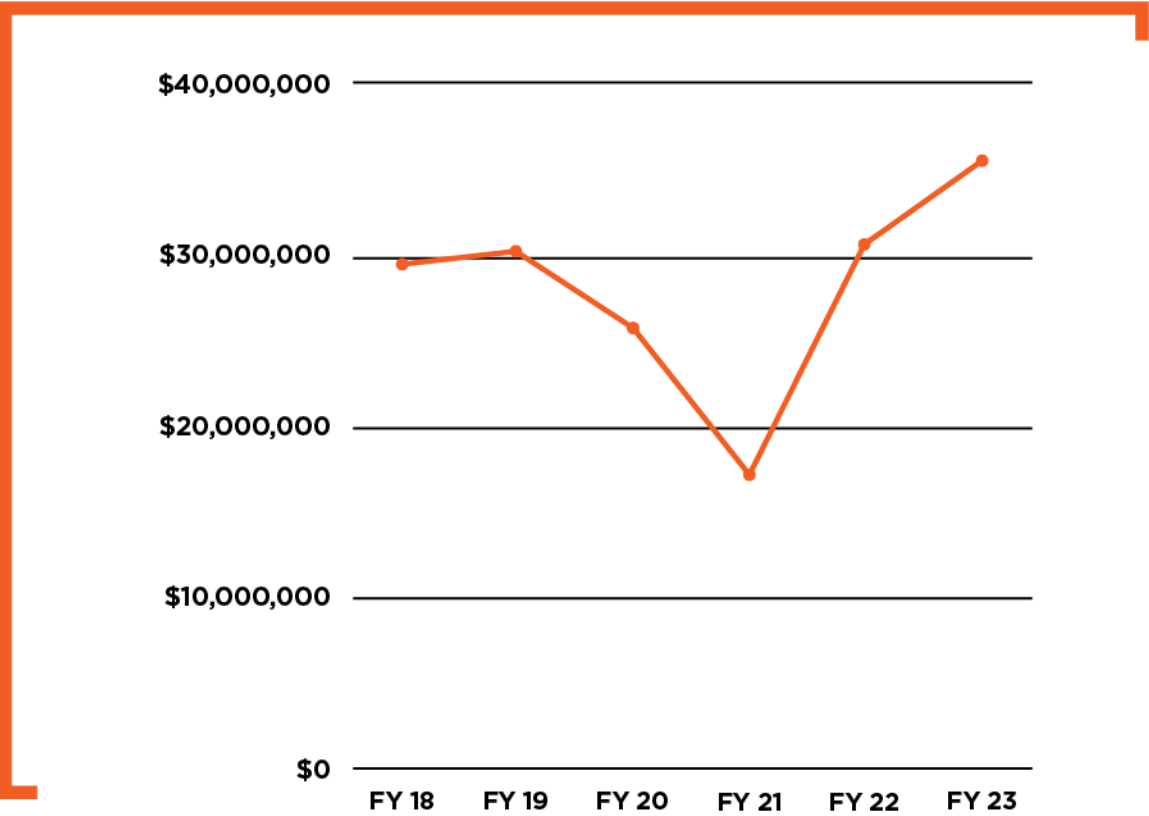
6.6 million
overnight visitors
spent **\$3.5 billion**

Richmond Visitor Spending in 2022

- \$833 million up 30% over 2021
- Generated \$44 million in local taxes
- Supports 8,000 jobs and \$321 million in wages



Record Occupancy Tax Collection in the Richmond Region



For the 2023 fiscal year, total lodging tax revenue reached **\$35,000,000**





Family & Friends



Meetings, Conventions & Sports

FOUR TOURISM SECTORS



Business Travel



Leisure

Visitor Demographics

5 TOP 5 ORINATION MARKETS

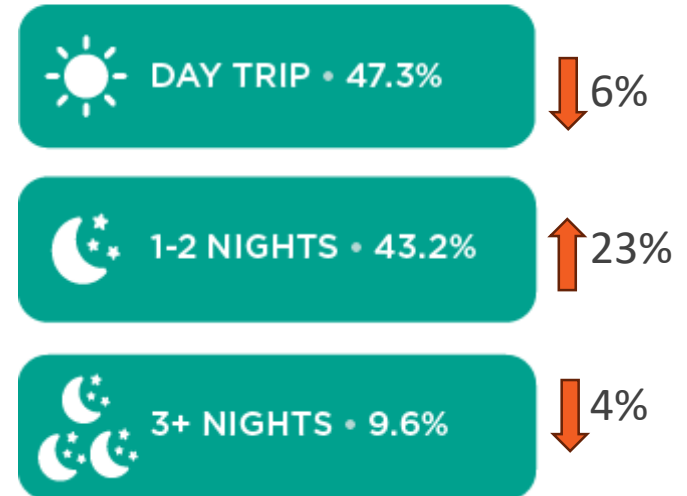
1. D.C/Northern Virginia
2. Hampton Roads
3. Roanoke/Lynchburg
4. Raleigh/Durham, NC
5. New York, NY

SEASON OF TRIP

JAN - MAR	APR - JUN
17%	22%
JUL - SEP	OCT - DEC
32%	28%



LENGTH OF STAY



Travel Media = National Attention for the Region!

Forbes: Forget Canceled And Delayed Flights, Plan An End-Of-Summer Road Trip To Richmond Instead



Co-owned by Kristen Gardner Beal and Lance Lemon, Penny's Wine Shop in downtown Richmond is a ... [+] PENNY'S WINE SHOP

While East Coasters have charming destinations aplenty within a day's drive, Richmond stands out for several reasons. Smaller than major U.S. cities but bigger than a town, the size of Virginia's capital city feels just right. (Meaning: you can do a lot in a single weekend.) Richmond also brims with history, culture, and a thriving food scene, so there's something for everyone.

Good Housekeeping: 15 Best Places to Visit in April

7

Richmond, VA

Although Richmond is well known as one of America's oldest cities, new adventures await for travelers visiting Virginia's state capital. For East Coasters, getting there can be a quick and accessible road-trip with outstanding scenic views. Upon arrival, tourists will find that the Richmond Region comprises seven distinct destinations: the Town of Ashland, Chesterfield County, Colonial Heights, Hanover County, Henrico County, New Kent County and of course, Richmond itself. Each area adds a unique flavor that makes up the eclectic city.

Garden & Gun: 10 Essential Stops in Richmond, VA

Hatch Local Food Hall



PHOTO: COURTESY OF VISITRICHMONDVA.COM

Inside Hatch Local Food Hall.

Head south of the river to Richmond's hip Manchester neighborhood to try several homegrown eateries in one place. Think cold-pressed juices and smoothies from the Beet Box, street-style tacos and loaded fries from TBT Gallito, and Cambodian barbecue pork from the Royal Pig. A full bar serves cocktails like the Employee of the Month, made with mezcal, chartreuse, aperol, and lime.

RRT Produced Social and Blog = Huge Reach



visitrichmondva • Follow
Richmond, Virginia



visitrichmondva Did you know the historic Richmond landmark, @mainstreetstationrichmond is featured on a new edition of the U.S. postage stamp? 📧 📧

The iconic train station is depicted in a series of newly released #RailroadStationStamps highlighting the history and spirit of train travel nationwide. 🇺🇸

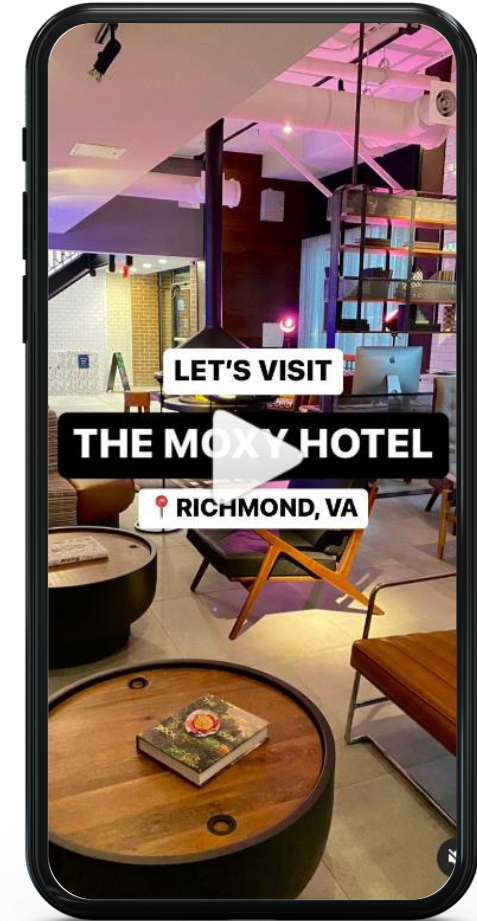
DVA's Main Street Station stamp is



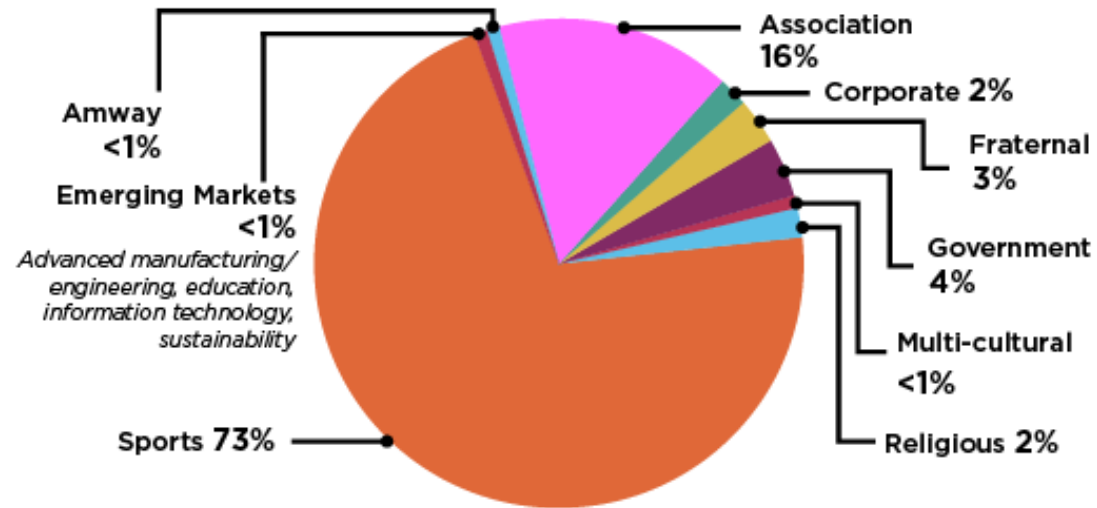
2,265 likes

March 11

Log in to like or comment.



Sports Tourism Continues to Shine



TOP 5 SPORT TYPES HOSTED IN FY 22-23 BASED ON TOTAL CONTRACTED ROOM NIGHTS



Soccer



Softball



Volleyball



Field
Hockey



Lacrosse



Richmond Sports Tourism Highlights

U.S. Junior Nationals 17U-13U National Championships:
EIC \$4.4 million



USA Karate National Championships & Team Trials:
EIC \$2.5 million



Atlantic 10 Conference 2023 Baseball Championship:
EIC \$134,000



Richmond Meeting & Convention Highlights

National Genealogical Society Family History Conference :
EIC \$2.3 million



Delta Sigma Theta Sorority South Atlantic Regional Conference: EIC \$1.6 million



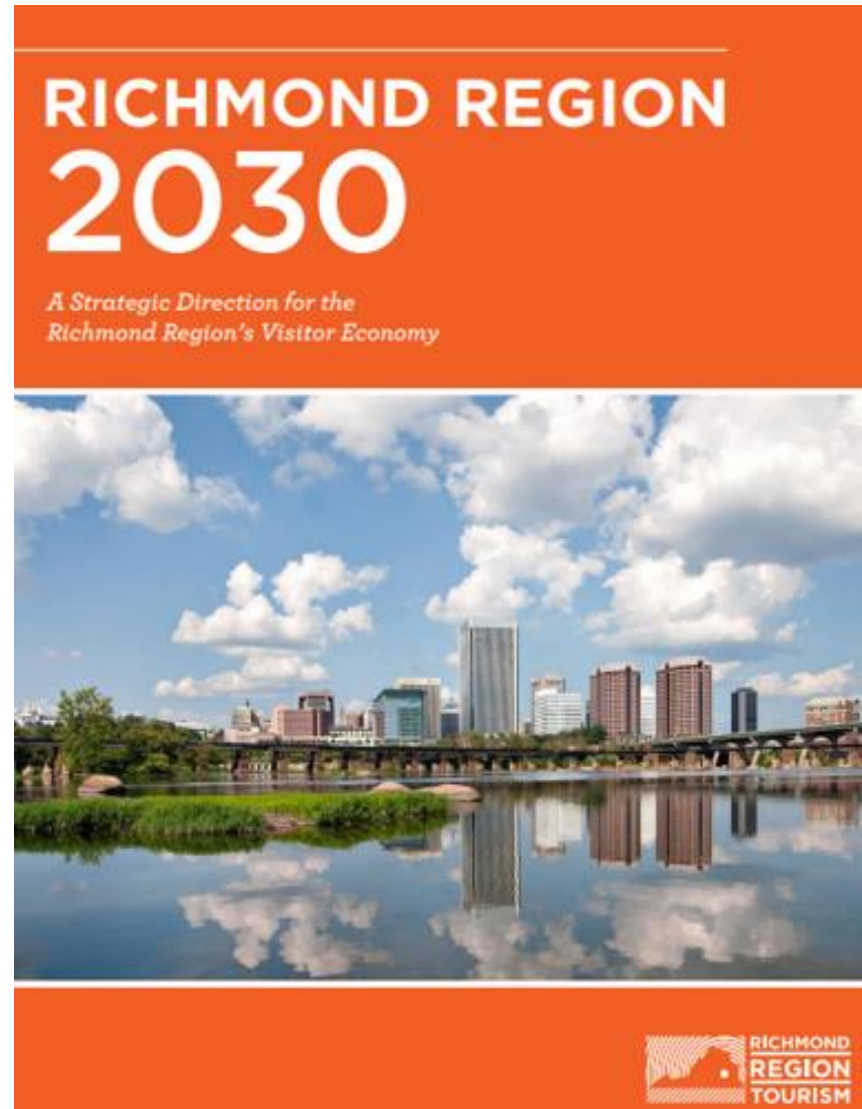
Southeastern Association of Housing Officers (SEAHO) Annual Conference :
EIC \$1.5 million



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



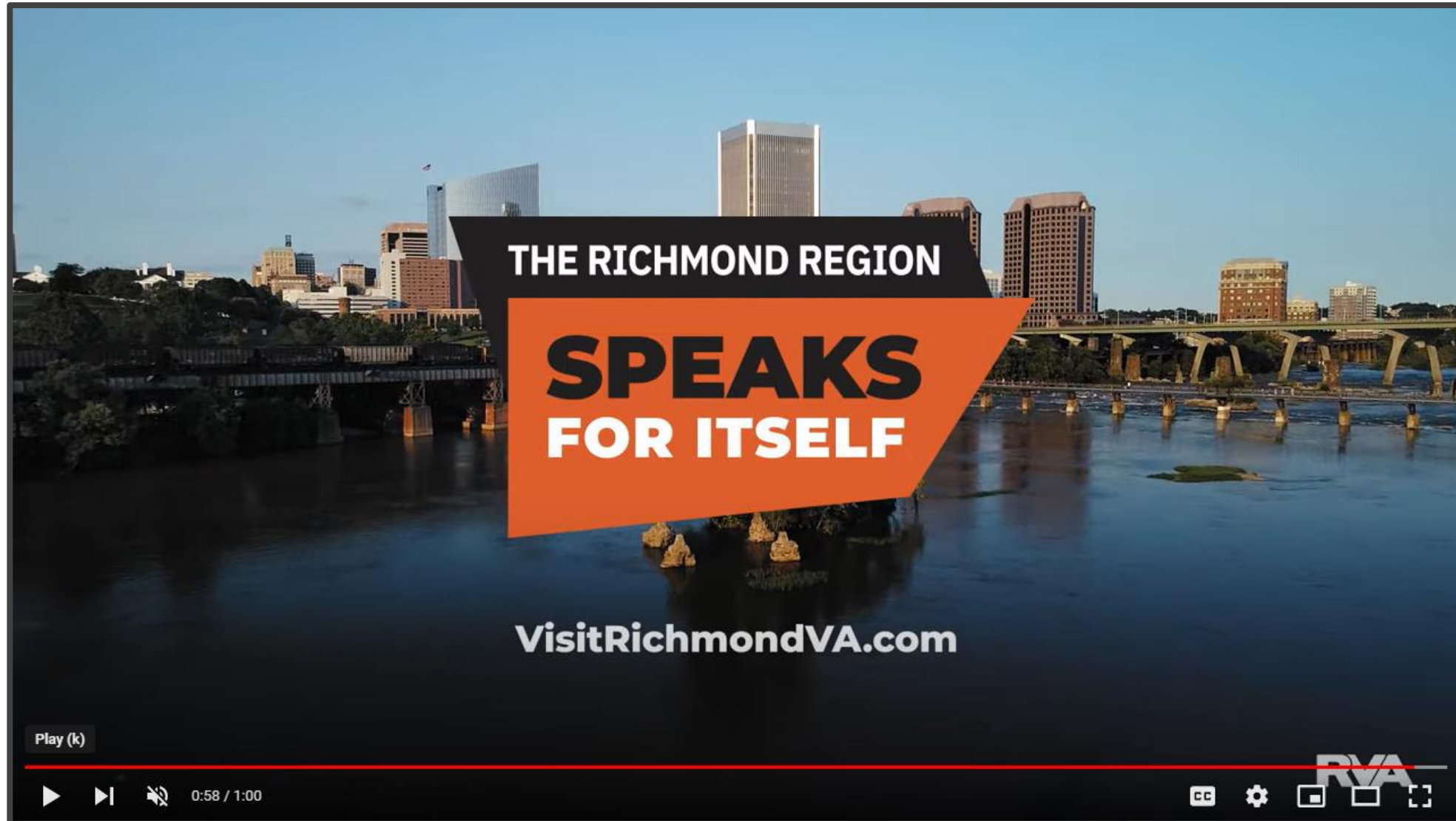
Looking for the ideal opportunity to invest in one of America's hottest cities? You're in the perfect place.

# 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	-	-	-



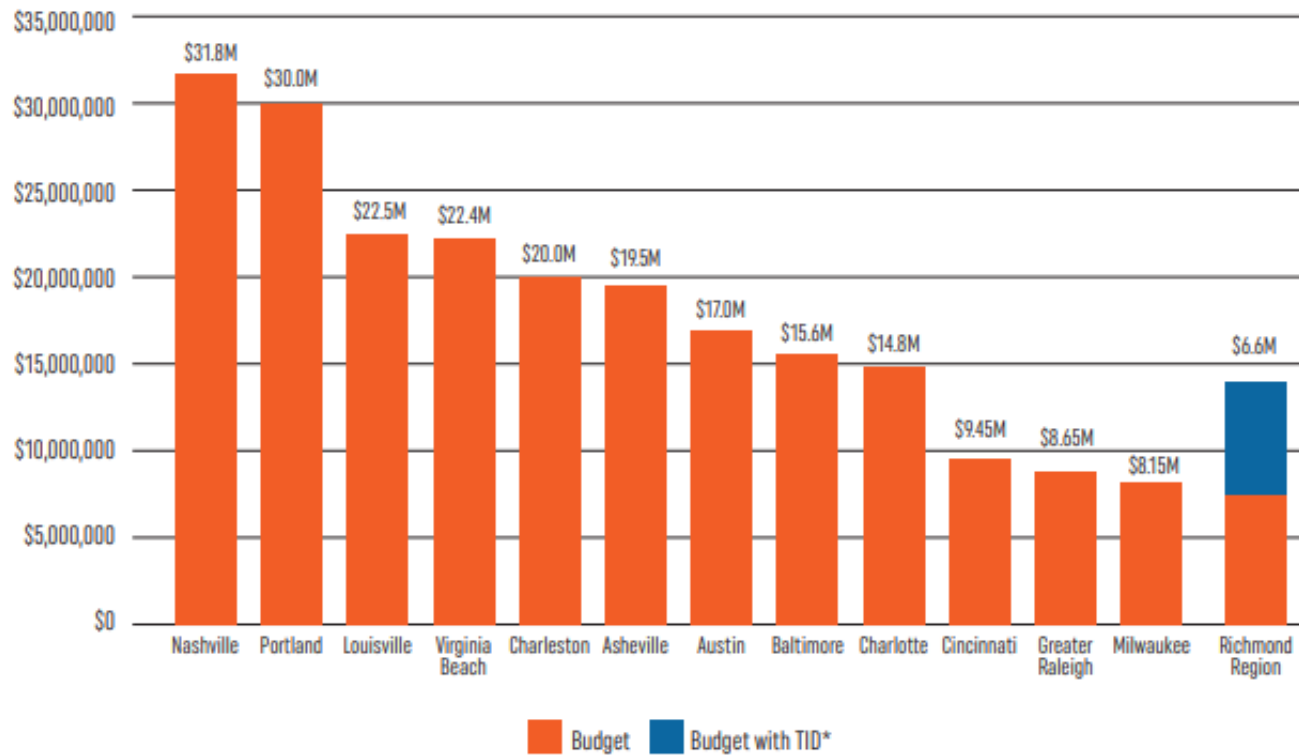
Rendering of north side of E. Clay Street between N. 8th and N. 9th, facing west

Inspiration Campaign



Sustainable Funding: Tourism Improvement District

DMO Budget Comparison

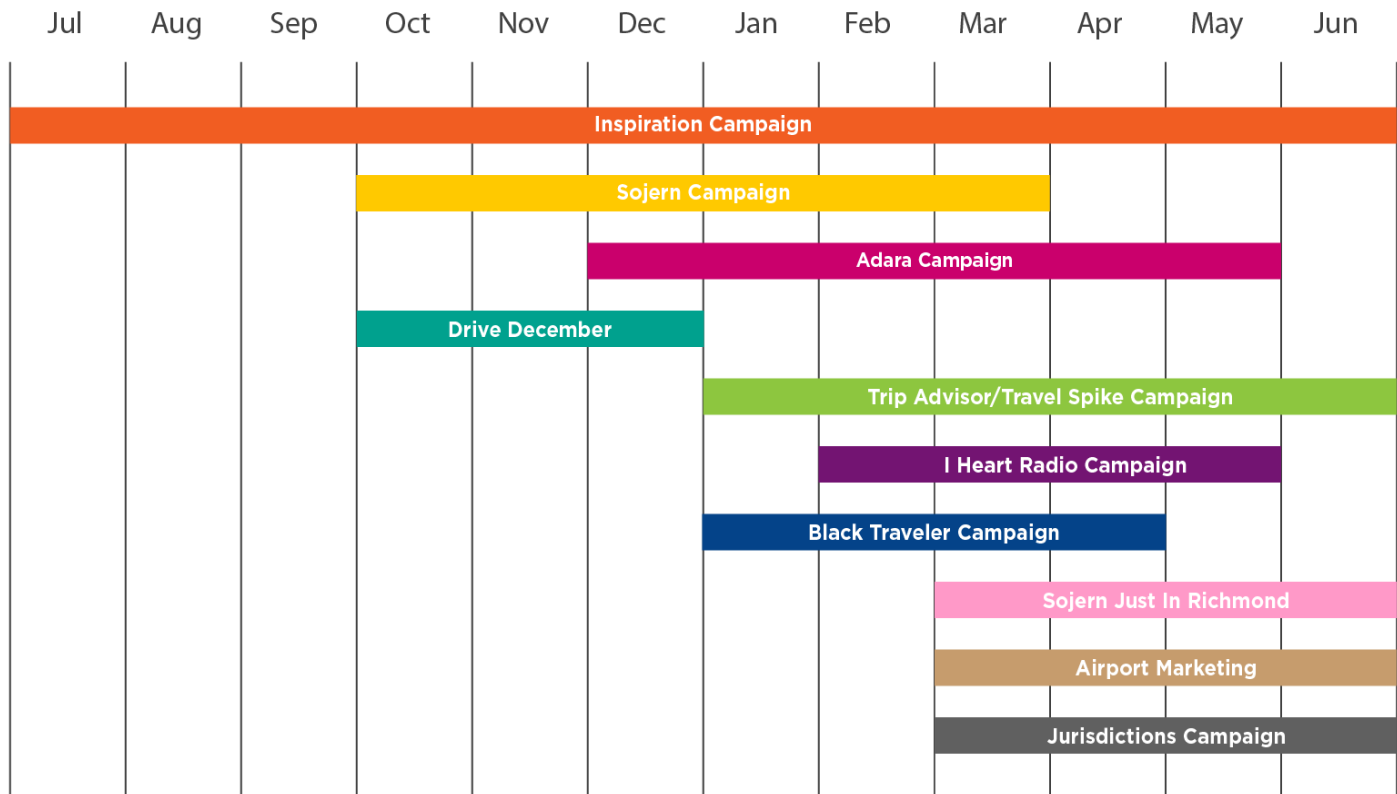


* Based on 2% Assessment fee to the \$330 Million in Hotel Room & Occupancy Revenue from 2019 (Data pulled from Richmond Region Tourism FY 2019-2020 Annual Report)

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.**

TID Highlights: Marketing

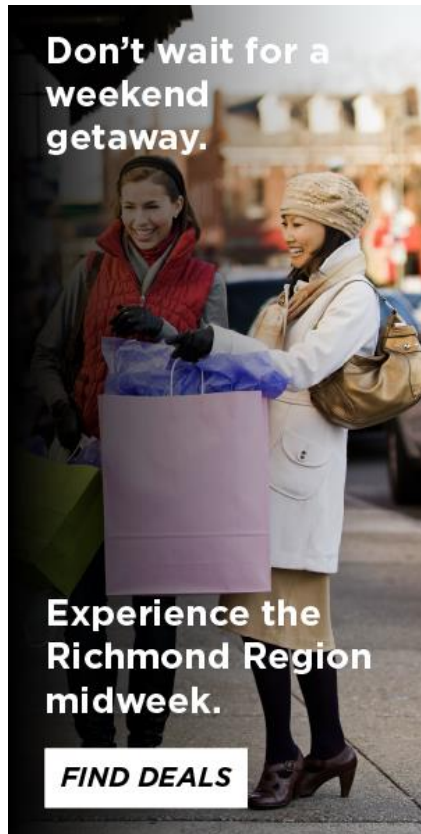
Ad Campaigns



Objectives

- Drive hotel occupancy and revenue
- Target travel intenders
- Drive overall travel, but with concentration on mid-week travel (Sun-Thurs) and difficult months such as December.
- Target our expanded drive (6 hours outside Richmond) and selected direct fly markets.
- Raise awareness of the entire region.
- Always on

Mid-Week Campaign



Don't wait for a weekend getaway.

Experience the Richmond Region midweek.

[FIND DEALS](#)



Authentic experiences every day.

Experience the Richmond Region midweek.

[FIND DEALS](#)

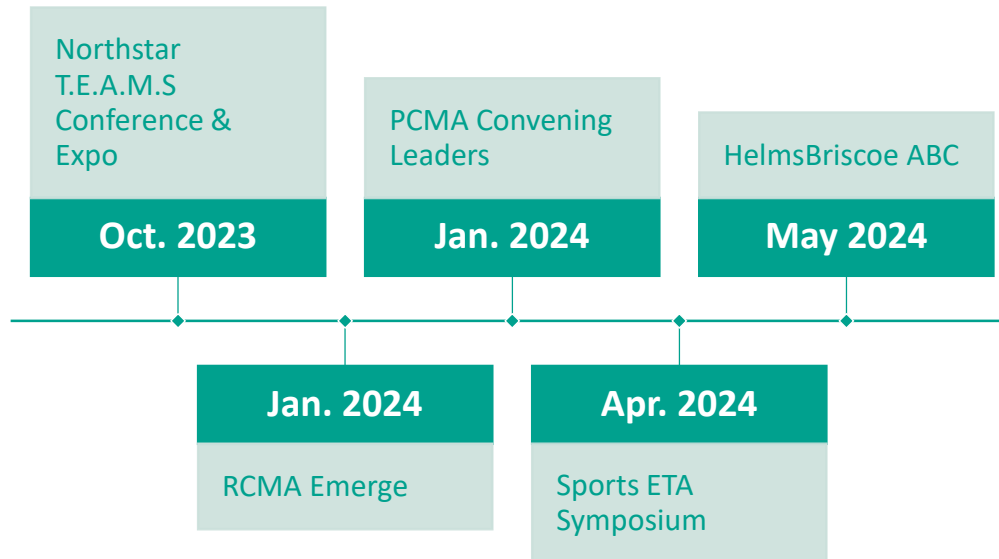
- Launched mid-October
- Nearly 2,065 room nights booked
- \$245,000 hotel revenue
- Track 20-30%

TID Highlights: Business Development

Additional Tradeshow



Expanded Tradeshow



Objective: Drive hotel business through:

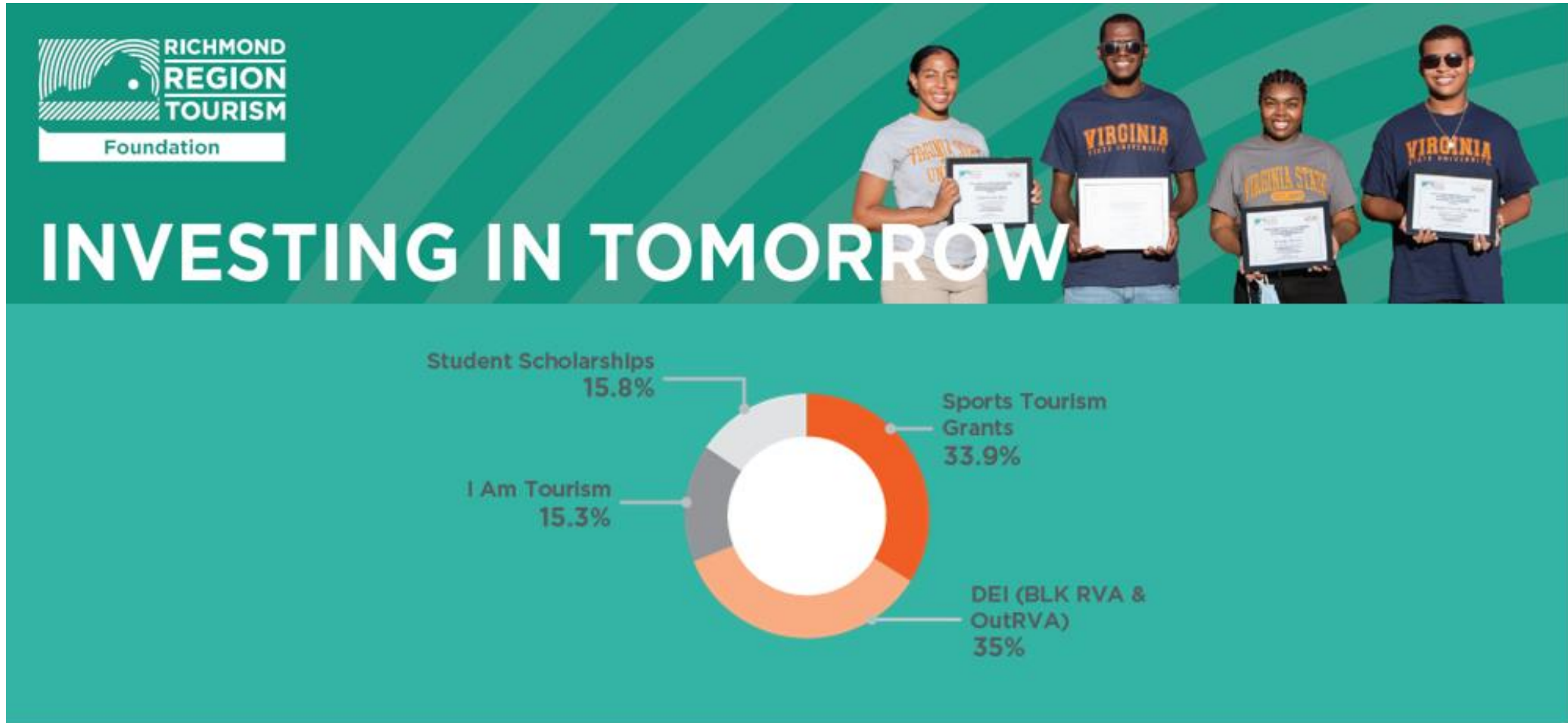
- Increased tradeshow presence
- Increased client events and FAMs
- Incentivize need periods
- Cover select sports hotel rebates to win business
- Increase sponsorships and advertising
- 360 virtual tours of all hotels
- VRLTA Membership

IMEX America



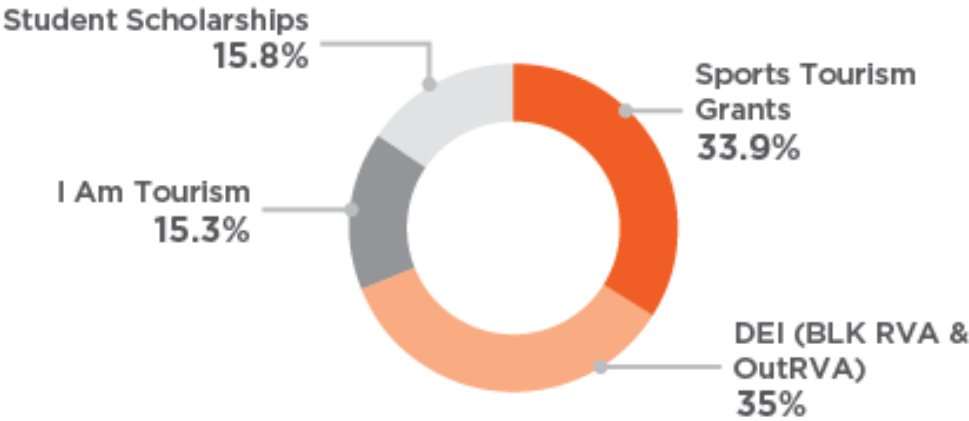
- Only Virginia Destination
- Booth + Hosted Buyer Lounge Activation
- 28 Appointments | 185 Engagements
- 3 RFPs being pursued:
 - SACS Commission on Colleges 2024
 - ConferenceDirect All Partner Meeting 2025+
 - International Association of Medical 2026 Annual Meeting

Workforce Development





Richmond Region Tourism Foundation – 500% Growth



Foundation Efforts Headlined by RVA Sports Awards



Moment of the Year: Flying Squirrels secure first playoff appearance since 2014.

RVA SPORTS AWARDS

PRESENTED BY ROSIE'S GAMING EMPORIUM AND COLONIAL DOWNS RACETRACK

A sports-centric region honors its best

Richmond is a region known for sports! In celebration of those who bring their region, the Richmond Region Tourism Foundation presents the RVA Sports Awards presented by Rosie's Gaming Emporium and Colonial Downs. This area-wide awards show recognizes who have made a major impact on their community through sports.

Thanks to the determination and dedication of our local teams and individuals, we will show the world that Richmond is the region of champions – a place where champions are lived every day.

February 3, 2024
Live on CBS 6 | Altria Theater
www.RVASportsAwards.com

From Our Team to Yours...

“Destination organizations are the experts.

They have the tools, knowledge and relationships to provide the solutions.

And most of all, they have something that no outside person will bring to the table:

They have a love of their community to see it through.”





Thank you!