

RICHMOND REGION 2030



A Strategic Direction for the Richmond Region's Visitor Economy

By 2030, the Richmond Region is expected to welcome more than 9 million visitors. As we plan and prepare for this future, we must be thoughtful about how the quality of the visitor experience can be balanced with the quality of life for residents; about the kinds of visitors who would most appreciate the region's character; and how we can responsibly grow our tourism industry for the benefit of all in our community.

Richmond Region 2030 is about taking a strategic, rather than organic, approach to defining an overarching vision and competitive positioning for a region as a destination. We hope you will join us as we work to build a more livable, lovable and prosperous region.

Our Approach

The Richmond Region 2030 process was designed to help residents and stakeholders articulate and share a clear vision for the future—because when people share a vision of the future, it gives them a shared belief, a shared purpose and a shared passion.

To learn more and download the full Tourism Master Plan, visit RichmondRegion2030.com

Addressing the Impact of COVID-19 on Tourism

The Richmond Region 2030 Tourism Master Plan was prepared and finished before COVID-19 arrived and temporarily closed the Richmond Region's tourism industry for business. While we look forward to safely rebuilding the industry, the long-term recommendations and implementation of the TMP will continue to move forward with minor modifications to priorities and action plans.

The Importance of a Place Branding Strategy

Under the key focus areas of Cultural Tourism and Adventure Tourism are recommendations to connect the Region's culture and outdoors activities to a place branding strategy. As we turn our attention to the Region's recovery, our cultural and outdoor assets will continue to be compelling motivators for leisure, meetings and sports visitors to return. Our perception as a vital, safe destination well-positioned to attract these visitors will be more important than ever. Therefore, the RRT Board's Tourism Master Plan Committee recommends developing a Place Brand Storyline and Strategy for the Richmond Region as an additional key area of focus for the months ahead.

BY THE NUMBERS

115 INDUSTRY
STAKEHOLDER
INTERVIEWS

MORE THAN
1,000
VISITORS
SURVEYED



MORE THAN
50 WORKSHOP
PARTICIPANTS

MORE THAN
2,100
RESIDENTS
SURVEYED



Our Focus

To realize the vision for Richmond Region tourism, we have established three areas of focus:

1

EXPERIENCE DEVELOPMENT

We must enhance and develop tourism experiences within the Richmond Region that meet the needs of contemporary travelers.

1.1 Cultural Tourism

Develop a cultural tourism plan to enhance the vibrancy of both the region's tourism and creative economies.

1.2 Adventure Tourism

Target adventure travelers by developing and promoting the region's unique outdoor activities and amenities.

1.3 Sports Tourism

Enact a strategic approach to bidding on, cultivating and hosting sporting events to stimulate tourism as well as economic and community development.

2

INFRASTRUCTURE & INVESTMENT

We must invest in our facilities and infrastructure to maintain, refresh and upgrade the existing tourism experience, address infrastructure gaps and capitalize on future growth opportunities.

2.1 Headquarters Hotel(s)

Develop a headquarters hotel to provide additional room inventory for business, group, and meetings and convention visitors to the region.

2.2 Greater Richmond Convention Center

Invest in the enhancement and expansion of the Greater Richmond Convention Center.

2.3 James River

Advocate for and support the implementation of the 10-year Park Master Plan and the Regional Rivers Plan.

2.4 Connectivity & Mobility

Increase mobility and connectivity in the Richmond Region.

2.5 Placemaking

Encourage and support Placemaking techniques to enhance the Richmond Region experience, particularly in areas of downtown Richmond.

2.6 Sports Facilities

Develop new sports facilities to enhance the region's ability to capitalize on the growing sports tourism market.

3

INDUSTRY ADVANCEMENT & ADVOCACY

We must devote capacity, influence, skills and resources to projects that speak both to the mission of marketing the Richmond Region as a destination, as well as advance initiatives that improve the destination experience for both visitors and residents.

3.1 Business Events Economic Sector Strategy

Develop a knowledge-based, business event development strategy to leverage business events as a driver of economic development.

3.2 Diversity & Inclusion

Prioritize diversity and inclusivity in tourism development and promotion.

3.3 Resident Perception

Engage with residents to build community pride and develop local advocates for the region.

3.4 Workforce Development

Develop a workforce development strategy aimed at attracting tomorrow's talent to the industry.

3.5 Tourism Investment

Prioritize investment in tourism and the visitor economy moving forward to remain competitive with peer destinations.