

FY 2022-2023 ANNUAL REPORT

THE IMPACT OF TOURISM

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from the
President

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GOOD NEWS COME IN THREES

A MESSAGE FROM THE PRESIDENT

To our Richmond Region Tourism Partners,

According to our new inspiration campaign, “The Richmond Region Speaks for Itself,” and you’ll find this true in so many ways, from our passionate community members and roaring whitewater rapids to lively festivals, live music and much more. As an enthusiastic ambassador for the Region, I also love to speak on its behalf to spread the word about our wonderful assets and accomplishments.

Fiscal year 2023 was no exception, representing a record-breaking year for our Region. Our hotels generated more than \$35 million in lodging taxes, a 16% increase over last year, and the Greater Richmond Convention Center hosted 218 events, up 21%. Sports tourism continues to lead the way, representing two thirds of our bookings.



**“ The future looks even brighter
thanks to three economic drivers ”**

The future looks even brighter thanks to three economic drivers: our inspiration campaign, the Tourism Improvement District (TID), and infrastructure development.

The inspiration campaign, fueled by American Rescue Plan Act (ARPA) funds, launched in June and is the first such campaign in our history. Already it is producing impressive results in our expanded drive and fly markets.

The TID, the first in Virginia, began collection in July and will help level the playing field with other destinations to pursue sports events, meetings and conventions, and leisure travelers.

On the destination development front, the City Center project, led by the City of Richmond and the Greater Richmond Convention Center Authority, will add a headquarters hotel with additional guest rooms adjacent to the convention center. Couple that with the new Henrico Sports & Events Center and enhancements to Chesterfield’s River City Sportsplex, and we are definitely raising the bar on visitor experience and tourism demand drivers.

While we continue to work on staffing shortages and supporting small businesses, this trio of game-changing news gives the Richmond Region reason to celebrate a promising future ahead.

Jack Berry

Handwritten signature of Jack Berry.

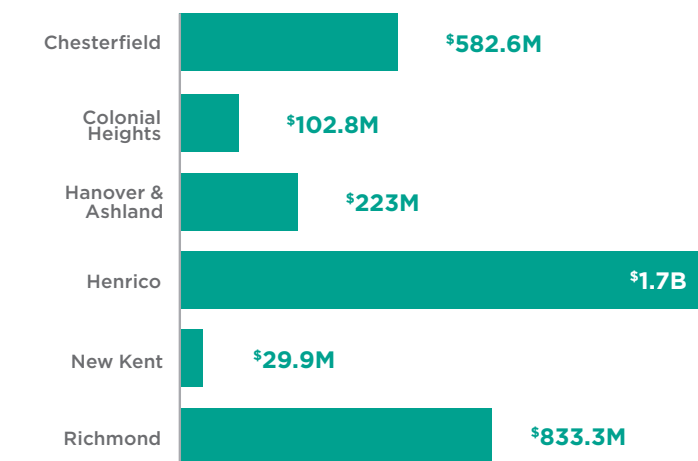
President and CEO

TOURISM STIMULATES OUR ECONOMY

DESTINATION PROMOTION IS AN ENGINE OF ECONOMIC DEVELOPMENT IN OUR COMMUNITY.

2022 VISITOR SPENDING

in Millions



In 2022, the Richmond Region hosted **17.5 million visitors¹**
(62% DAY TRIPS, 38% OVERNIGHT TRIPS)

WHO SPENT **\$3.5 billion²**
▲ 22% INCREASE

OR **\$9.6 million** PER DAY

TOURISM SUPPORTS

27,634²

JOBS

WITH WAGES
AND SALARIES
TOTALING:

\$1.1 billion²



LOCAL TAXES
COLLECTED:

\$165 million²



HOTEL SALES
& OCCUPANCY
REVENUE:

\$574.4 million²

▲ 21% INCREASE

Source: ¹Longwoods International, calendar year 2022

²Tourism Economics, calendar year 2022

Number of visitors includes overnight and day trip visitors

MISSION, VISION AND VALUES

As the Region's destination organization, we are experts who have a deep love for the community in which we live, work, and play. We enrich the lives of our residents and visitors by sharing the unique culture and humanity that is the Richmond Region. We generate economic prosperity through tourism by attracting conventions, meetings, sports tournaments, and visitors and ensuring that all have an unforgettable experience. We enhance the quality of life for the people in our community by supporting the places that make the Richmond Region wonderful. We strengthen local programs that drive tourism through our Richmond Region Tourism Foundation. We do all of this through a lens of diversity, equity and inclusion.

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.

CORE VALUES



Passion



Inclusiveness



Integrity



Innovation



Stewardship



Courage



EVENT RECRUITMENT

MEETINGS, CONVENTIONS, AND SPORTS EVENTS HELD IN FY22-23

\$145,525,500	ESTIMATED ECONOMIC IMPACT	▲ 30%
339,330	ESTIMATED ATTENDEES	▲ 10%
176,486	ESTIMATED HOTEL ROOM NIGHTS	▲ 8%

FUTURE MEETINGS, CONVENTIONS, AND SPORTS EVENTS BOOKED IN FY22-23

\$74,920,181	ESTIMATED ECONOMIC IMPACT	▲ 8%
152,842	ESTIMATED ATTENDEES	▼ 24%
85,758	ESTIMATED HOTEL ROOM NIGHTS	▼ 7%

5 TOP 5 MEETINGS & CONVENTIONS HELD IN FY 22-23

1. Galaxy Con Richmond, LLC Galaxy Con Richmond 2023
2. Home Educators Association of Virginia 2023 Virginia Homeschool Convention
3. BMW Motorcycle Owners of America 2023 Anniversary
4. Catholic Diocese of Richmond 2023 Youth Conference
5. Delta Sigma Theta Sorority Inc. 2022 South Atlantic Regional Conference

5 TOP 5 SPORT TYPES HOSTED IN FY 22-23



Soccer



Softball



Volleyball



Field Hockey



Lacrosse

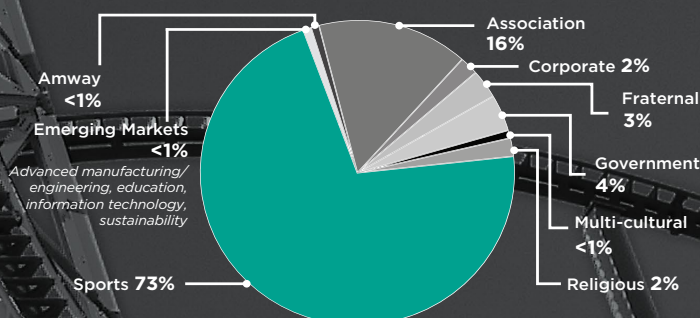
“*The Richmond Region Tourism staff is great to work with and exceeded our expectations!*”

- Chris Hoover, Major League Fishing

5 TOP 5 MEETINGS & CONVENTIONS BOOKED IN FY 22-23

1. Galaxy Con Richmond, LLC Presents Nightmare Weekend 2023
2. International Erosion Control Association Region One 2025 Annual Conference & Expo
3. Trinity Motivation BWB 2023 Britt-Miller-Nardone Summer Jam
4. Virginia Music Educators Association 2026 Professional Development Conference
5. Virginia, Maryland & Delaware Association of Electric Cooperatives 2024 Annual Gaff-n-Go Rodeo Awards Banquet

HOTEL ROOM NIGHTS BOOKED IN FY 22-23 BY MARKET SEGMENT



VISITOR INSIGHTS

5 TOP ORIGATION MARKETS

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

LENGTH OF STAY³



DAY TRIP • 47.3%



1-2 NIGHTS • 43.2%



3+ NIGHTS • 9.6%

SEASON OF TRIP³

JAN - MAR APR - JUN

17% 22%

JUL - SEP OCT - DEC

32% 28%

SOCIAL MEDIA

Content shared through the Visit Richmond social media channels and RVA Blog kept Richmond Region experiences top of mind for visitors and reached more audiences than ever before.

17,613

NEW FOLLOWERS

571,956

ACCOUNTS REACHED

653,673

PLAYS

484

COMMENTS

39,980

LIKES

28,424

SHARES

87,471

TOTAL INTERACTIONS

VISITOR DEMOGRAPHICS

WHITE

70%

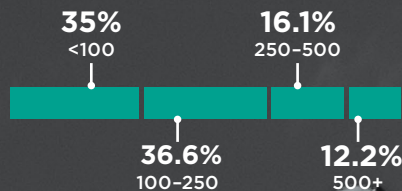
AFRICAN-AMERICAN

24%

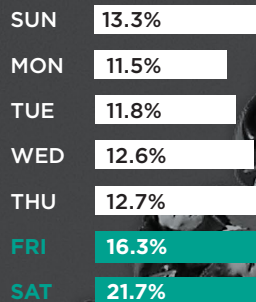
OTHER

12%

TRIPS BY DISTANCE³ IN MILES



TRIPS BY DAY OF THE WEEK³



ADVERTISING & DIGITAL ROI

Marketing made several strategic moves this past year:

- A 3-month media campaign dedicated to BLK RVA generated more than 7,000 hotel room nights in the Region.
- A 3-month campaign with Expedia is credited with:
 - \$1.9M in gross booking revenue
 - 13.9K room nights booked
 - 38.7 return on ad spend
 - 12.7 thousand PAX (PAX = passengers/people visited)
- In June, the inspiration campaign was launched targeting travel intenders in our extended drive markets and selected fly markets. The campaign, funded by ARPA monies, was a collaborative effort between RRT, Greater Richmond Partnership (GRP), and our jurisdictions.

2,593,916
WEBSITE PAGEVIEWS

376,790
clicks on
Richmond Region Content

409,389
HOTEL SEARCHES

54,353
FLIGHT SEARCHES

32,458
HOTEL BOOKINGS
GENERATED

3,558
FLIGHT BOOKINGS
GENERATED

\$6,671,964
HOTEL REVENUE
GENERATED

45,004
ARRIVALS INTO THE
REGION

Source: ³ Arrivalist
Numbers rounded to the nearest tenth.

WHAT THEY'RE SAYING

ACCOLADES | IN THE NEWS | LOCAL AWARENESS

"Richmond is the only place in the country where visitors can ride the rapids then step out to walk to a downtown brewery, bar, or restaurant. Thanks to the James River, every level of kayaker has the opportunity to grab a paddle and ride the waves through this historic city."

- *Dive In*

"Richmond, Virginia's renaissance and rebirth over the past decade have vaulted this city into an echelon of New South destinations, where the celebration and veneration of Black history, culture and community drive core elements of a visitor's experience."

- *Detour*



"From its up-and-coming Scott's Addition District to the fashionable Shockoe Slip to the indie-chic Carytown, Richmond combines rich history, a sizzling dining scene and soothing outdoor ops for travelers of all types."

- *Raleigh Magazine*

"From small town vibes to bustling nightlife, Richmond has a bit of it all. Travelers will appreciate its striking balance of rich history and local charm."

- *Good Housekeeping*



"It's not hard to find a memorable meal in Richmond, which counts lauded eateries Alewife, Longoven, Sub Rosa Bakery, and Stella's among the members of its culinary scene..."

- *Southern Living*

15 Most Charming Small Towns to Visit in America

EXPLORE

10 USA TODAY
10BEST

Top 5 Best City for Street Art

Southern Living

The South's Best Cities

OUTDOORS WIRE

16 outstanding urban kayaking destinations throughout the US

lendingtree

US Hubs for Black-owned Business

Best Places to Visit in April

GOOD HOUSEKEEPING

RICHMOND REGION TOURISM FOUNDATION

OUR FOUNDATION MISSION

The Richmond Region Tourism Foundation's mission is to advance the impact and benefit of tourism on the Richmond Region by supporting and investing in three important areas:

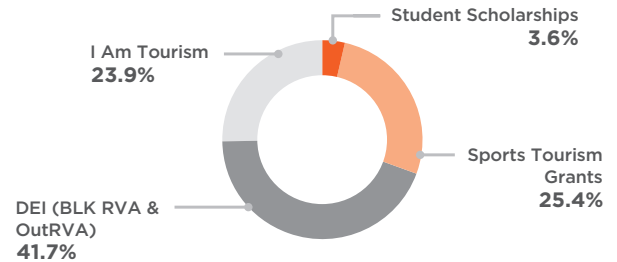
- Local education
- Diversity, equity and inclusion
- Sports tourism

OUR FOCUS

This 501(c)(3) organization raises funds to support educational efforts like the free I Am Tourism ambassador training program, diversity and inclusion efforts like BLK RVA and OutRVA, and programs that help the world recognize the Richmond Region's importance as a sports tourism destination. Through the Foundation, we are also able to award scholarships each year to students entering a tourism-related profession.



OUR PROGRAMS



OUR FUNDING

The Richmond Region Tourism Foundation raises funding through individual and corporate contributions and gifts, and also through three key events: the Richmond Region Open, the RVA Sports Awards, and the Tourism Awards & Annual Meeting.

Your support of the Richmond Region Tourism Foundation can help preserve and expand the success we've experienced as a visitor destination. Please consider making a tax-deductible donation to the Richmond Region Tourism Foundation.



DONATE NOW

THE 2ND ANNUAL RVA SPORTS AWARDS

The 2nd annual RVA Sports Awards showcased our Foundation and Richmond Region Tourism as an integral regional partner.

- 3.9 million total media impressions across all channels
- 90-minute Saturday broadcast on CBS 6 reached 17,000 households, a 41% increase from 2022
- CBS 6's dedicated web page reached 7,400 unique visitors, 1,000 video views via the news app, and 450 views on their OTT channel
- 900 users of the RVA Sports Awards YouTube playlist



HIGHLIGHT REEL





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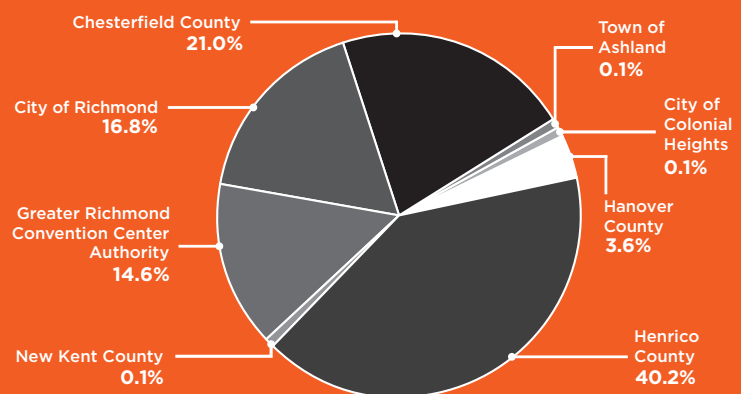
TOURISM IS A REGIONAL EFFORT

RICHMOND REGION TOURISM INVESTORS

Jurisdictional Support: \$5.3 million

Total Support: \$7.7 million

Investment sources: Chesterfield
County, Hanover County, Henrico
County, New Kent County, City of
Richmond, City of Colonial Heights,
Town of Ashland, Greater Richmond
Convention Center Authority and
various sponsorships



All stats are Fiscal Year 2022-2023 (July 2022 – June 2023) unless otherwise noted.