JUNE 12, 2019

RICHMOND REGION TOURISM

TOURISM
MASTER PLAN

DESTINATION
ASSESSMENT

RICHMOND
REGION
TOURISM

OVERVIEW

Resonance Consultancy has undertaken Destination Assessments for a wide range of destinations, cities, states, and countries. Through our work, we've learned that traditional performance indicators – economic output, spending, and visitors – don't tell destinations and their tourism and economic development agencies the whole story.

As a growing number of visitors base their judgment of destinations on overall experiential quality rather than just the number of must-see attractions, growth in demand must be matched by expansion and improvement in supply to ensure the viability and sustainability of a destination's tourism industry over the long term.

From a demand-side perspective, it's generally straightforward to assess a destination's performance using standardized measures of visitor traffic, spending or hotel occupancy rates. But when it comes to evaluating the supply side of a destination, no standardized measures exist to benchmark the experiential quality of one destination to the next. Traditional visitor intercept surveys provide destinations with insight into what visitors find appealing or lacking, but there is no efficient or standardized way to compare and benchmark these results with those of other destinations.

To solve this problem, Resonance Consultancy has analyzed peer review channels from increasingly influential websites such as TripAdvisor and Yelp. We've identified how many quality experiences cities offer from one product and experience category to the next as rated by locals and visitors themselves. With more than 500 million combined reviews, these sites are both powerful marketing channels for destinations, and can also provide new insight and intelligence into the experiential quality and differentiating characteristics of destinations themselves.

We think you'll find that this approach to examining the quality of destinations from the visitors' point of view is both an effective and efficient method to measure supply-side performance from one destination to the next and a valuable tool to better understand the competitive advantages – and weaknesses – of your destination.

METHODOLOGY

—

The Destination Assessment for the Richmond region measures tourism's supply-side performance and competitiveness based on:

Absolute Scale – measuring the total number of quality experiences. These totals illustrate which destinations deliver the largest number, or smallest number, of quality experiences. The destination with the largest absolute total(s) is considered the largest tourism destination.

Index Scale (Visitor Count) – measuring the total number of quality experiences indexed against visitor spending. This indexing levels the playing field between large visitor destinations and smaller visitor destination by illustrating the number of quality experience per $1,000,000,000 in visitor spending. The destination with the largest indexed (visitor count) total(s) is considered the most competitive tourism destination.

Index Scale (Population) – measuring the total number of quality experiences indexed against the metropolitan area population in 2018. This indexing levels the playing field between destinations with large resident populations and destination with small resident populations by illustrating the number of quality experience per 100,000 residents. The destination with the largest indexed (population) total(s) is considered the most competitive quality of life destination.

The report analyzes and compares 20 perception-shaping factors in six key categories and total using a combination of online ratings and reviews from TripAdvisor. The data was collected during April 2019. The totals and rankings that follow are based on an analysis of the number of products or experiences rated as 'very good' or 'excellent'.

We grouped these factors together into six categories: Culinary, Culture, Entertainment, Lodging, Sightseeing, Sports & Adventure and Total. The six categories in this report are treated with equal importance and, as such, are weighted equally. Within each category, the number of quality experiences is tallied to produce a total number of quality attractions for that indicator. The overall ranking is determined by the total number of quality attractions and experiences in a city across all six categories. In sum, a city's performance across these six categories reflects the relative competitive identity of one destination to the next.

Please note, mathematically, destinations with a lower visitor count and the same number of quality institutions as another destination will fare better in the relative results (indexed by visitor counts) than the other destination. Similarly destinations with a lower population count and the same number of quality institutions as another destination will fare better in the relative results (indexed by population) than the other destination.

All cities were benchmarked in each of the following areas:

1. CULINARY
- Food & Drink Experiences
- Restaurants

2. CULTURE
- Major Events
- Museums
- Concerts & Shows

3. ENTERTAINMENT
- Nightlife
- Shopping
- Amusement Parks
- Casinos & Gambling
- Fun & Games
- Zoos & Aquariums

4. LODGING
- Hotels
- B&B and Inns
- Specialty Lodging
- Vacation Rentals

5. SIGHTSEEING
- Nature & Parks
- Sights & Landmarks
- Sightseeing Tours

6. SPORTS & ADVENTURE
- Boat Tours & Water Sports
- Outdoor Activities

COMPETITIVE SET

Based on known competitive destinations and other aspirational destinations, Resonance and Richmond Region Tourism selected a competitive set of 14 cities:

Asheville, NC
Austin, TX
Baltimore, MD
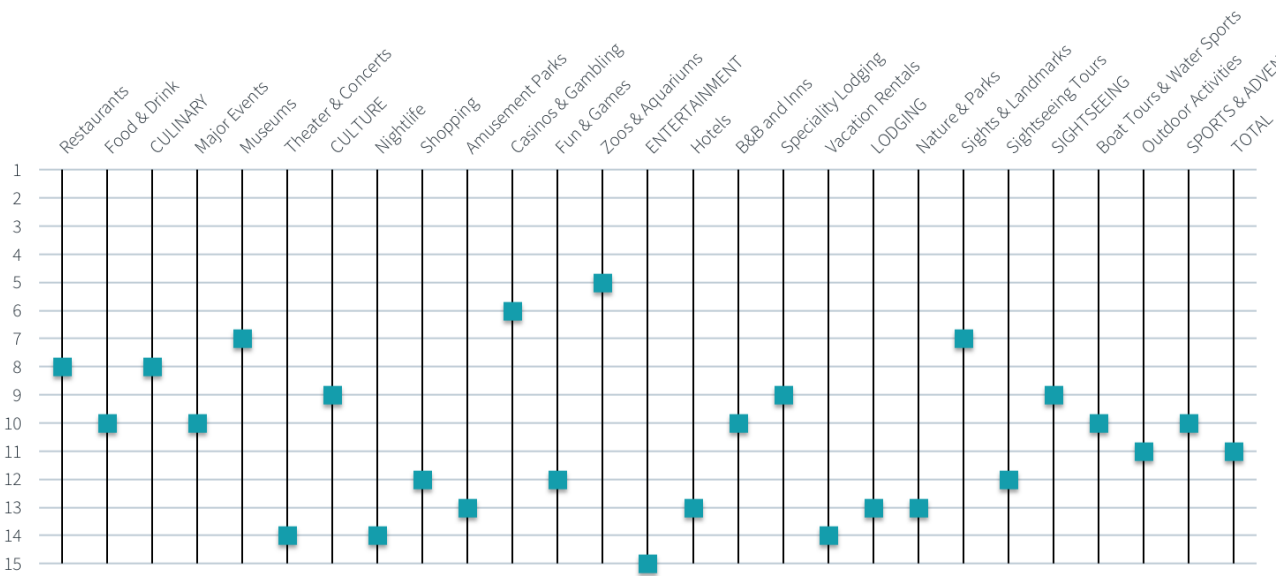Birmingham, AL
Charleston, SC
Charlotte, NC
Cincinnati, OH

Louisville, KY
Milwaukee, WI
Nashville, TN
Portland, OR
Raleigh, NC
Savannah, GA
Virginia Beach, VA

SUMMARY

—

The following are Key Insights that this Destination Assessment reveals for Richmond.

Compared to its competitive set, Richmond falls in the lower tier (11th place) in terms of the number of quality experiences within the destination on an absolute scale, meaning the sheer number of quality experiences is being measured. Richmond performs best in the categories of Zoos & Aquariums and Casinos & Gambling, however it should be noted that the volume of experiences in these categories across the competitive set was extremely low, and therefore these categories are not necessarily competitive advantages. The next-highest categories however, Museums and Sights & Landmarks, do stand out as advantages for Richmond. The lowest-performing categories for Richmond are Theater & Concerts, Nightlife and Vacation Rentals.

RANKING WITHIN COMPETITIVE SET (ABSOLUTE)

At $2.4 billion in annual visitor spending, Richmond's visitor economy is the fourth-smallest amongst the competitive set, ahead of Birmingham, Asheville and Milwaukee. In comparison, Austin boasts the largest visitor economy in the group with $7.4 billion in visitor spending. Because of this, Richmond's performance improves in most categories when the data is indexed to measure the total number of quality experiences against visitor

4

spending. Richmond's strongest category is Sights & Landmarks, followed by Restaurants and Museums. The lowest performing categories are Nightlife and Amusement Parks. These rankings would suggest that Richmond has potential to grow its visitor economy and match demand with current supply.

RANKING WITHIN COMPETITIVE SET (VISITOR INDEX)
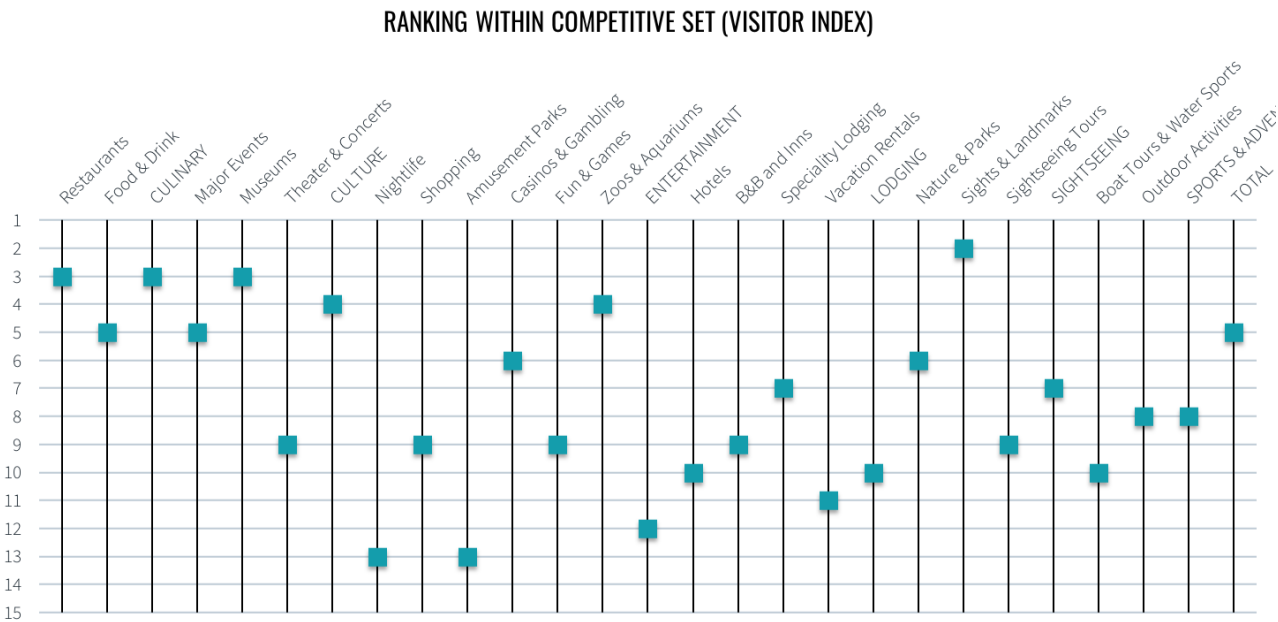
With a metro population just under 1.3 million, Richmond is the 6th-smallest destination amongst the competitive set. In comparison, Baltimore boasts the largest population at just over 2.8 million. Once again, this means that Richmond's performance improves in most categories when the data is indexed to measure the total number of quality experiences per 100,000 residents. Richmond's strongest categories are, again, Sights & Landmarks and Museums, and the lowest-performing categories are Nightlife and Fun & Games.

RANKING WITHIN COMPETITIVE SET (POPULATION INDEX)
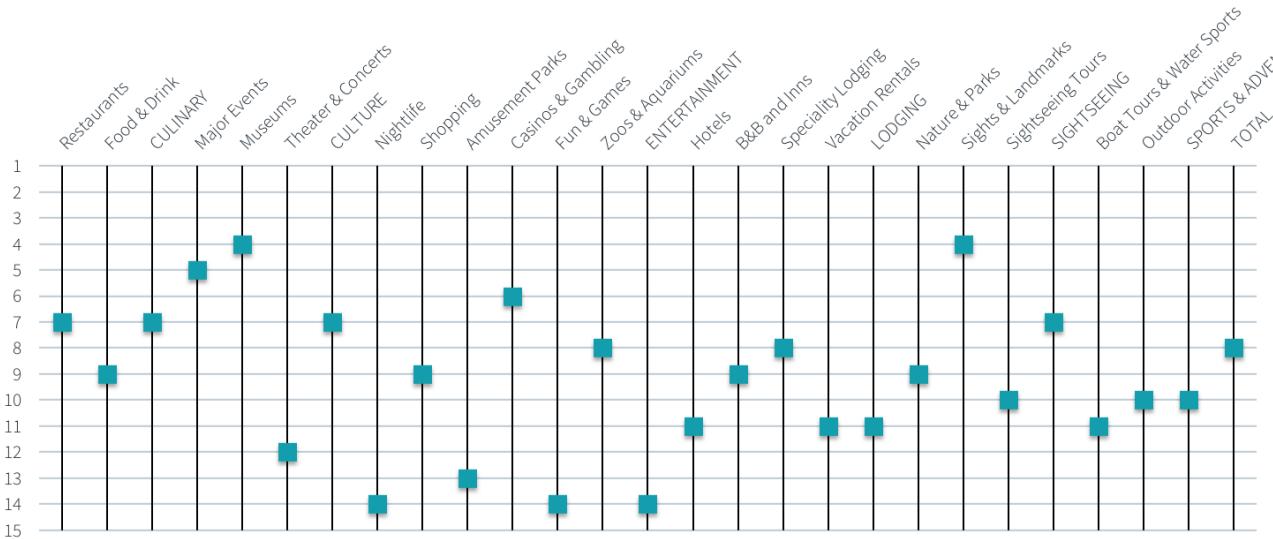
The fact that Richmond outperforms when indexed for visitors rather than residents, indicates that the destination has the opportunity to grow its visitor economy to meet the supply of experiences available and the quality of life for residents should not be affected by visitor volume at this point in time.

The following assessment will be utilized along with the Stakeholder Engagement Report, Community Survey Report and Visitor Survey Report to create a situational analysis of the Richmond region.

COMPETITIVE ASSESSMENT

OVERVIEW (Appendix Pages 1A and 1B)

Generally speaking, Richmond scores in the lower half (8th – 14th place) of its competitive set in 16 of the 20 areas of analysis on the absolute scale. This is a reflection of the aspirational competitive set and Richmond's relative position in the development stage of the tourism product lifecycle and the potential for growth in comparison with this customized competitive set.

On a relative basis (indexed for visitor spending), Richmond's position improves in most categories and the destination places in the top tier rankings (1st – 5th place) six times. This is a reflection of Richmond's potential to grow its visitor economy.

However, in contrast on a relative basis (indexed for metro population), Richmond's average ranking is 9th place and the city places in the lower tier (11 – 15th) in nine of the 20 areas of analysis. This is a reflection of Richmond's size and relative maturity as live/work/play destination for residents within this customized competitive set.

Overall, Richmond is ranked in 11th place within the competitive set on the absolute scale, 5th place on the indexed scale (visitor spend) and 8th place on the indexed scale (metro population). These rankings would suggest that Richmond has potential to grow its visitor economy and match demand with current supply.

In absolute terms, Richmond scores best in the categories of Restaurants (763 quality experiences), Vacation Rentals (365 quality experiences), Sights & Landmarks (56 quality experiences), Hotels (39 quality experiences), Major Events (37 quality experiences) and Museums (30 quality experiences).

In visitor relative terms (indexed for visitor spend), Richmond registers its best rankings (2nd place) in the category of Sights & Landmarks. Richmond registers a 3rd place ranking for Restaurants and Museums, and a 4th place ranking for Zoos & Aquariums.

In resident relative terms (indexed for metro population), Richmond registers its best rankings (4th place) for Museums and Sights & Landmarks. Richmond also registers a 5th place ranking for Major Events.

Full results for the Destination Assessment (Charts & Tables) are included after this summary.

RESTAURANTS (Appendix Pages 2A and 2B)

For Restaurants, Richmond's 763 quality experiences translates into 109.0 experiences per visitor index and 589.6 experiences per population index, or 8th place among its competitive set (absolute terms), 3rd place in relative terms (visitor count) and 7th place in relative terms (population count).

In the category of Restaurants, Portland and Austin excel on the absolute scale with more than 1,800 quality experiences each. Portland maintains the top ranking on the relative scale for visitors (visitor count), and Savannah and Asheville excel on the relative scale (population count).

FOOD & DRINK (Appendix Pages 3A and 3B)

For Food & Drink experiences, which includes wine tasting rooms, brewery tours, cooking classes and the like, the data shows that Richmond ranks 10th out of 15 competitive set destinations on the absolute scale with 24 quality experiences in this category. After adjusting for visitor spend, Richmond climbs to 5th place on the relative ranking, while adjusting for population keeps Richmond even at 9th place on that relative ranking.

Portland tops the destination list on the absolute scale by a large margin, while Asheville excels in the relative rankings indexed for both visitor spending and population.

CULINARY (Appendix Pages 4A and 4B)

The Culinary grouping is an aggregate of Restaurants and Food & Drink experiences. Richmond ranks 8th on the absolute scale, with Portland, Austin, Charlotte and Nashville topping the list. On the relative scale, indexed for visitor spend, Richmond ranks 3rd, and ranks 7th on the relative scale indexed for population counts.

The bottom line is that while Richmond may not compete with established culinary destinations such as Portland and Austin in terms of sheer volume of quality restaurants, Richmond is extremely competitive as a culinary tourism destination when the size of its visitor economy is taken into account and there is room to grow demand.

MAJOR EVENTS (Appendix Pages 5A and 5B)

Richmond ranks 10th in absolute terms, 5th in relative terms (based on visitor spend) and 5th in relative terms (based on population counts) for Major Events, with 37 quality experiences.

Louisville and Milwaukee were the top-ranked destinations in absolute terms with more than 70 quality experiences (Major Events) each, and these destinations held their top spots when indexing for both visitor spending and population.

These results would suggest that Richmond is an excellent destination for visitors and residents to participate in major events based on indexing, even though it falls in the middle tier on the absolute scale.

MUSEUMS (Appendix Pages 6A and 6B)

Richmond registers 30 quality experiences for Museums, putting it in 7th place, right in the middle of the competitive destination set, on the absolute scale. Charleston and Baltimore are the leaders in this category with 56 and 51 quality experiences for Museums, respectively.

In relative terms (indexed for visitor spend), Richmond ranks 3rd, with Asheville showing a significant first-place result. For Richmond residents, the relative ranking of 4th place (indexed for population) for Museums suggests that they have more options in this category than residents in 11 of the other competitive destinations.

THEATERS & CONCERTS (Appendix Pages 7A and 7B)

Richmond has registered 12 quality experiences for Theaters & Concerts putting it in 14th place on the absolute scale, 9th place on the relative scale (indexed by visitor counts) and 12th place on the relative scale (indexed by population).

Perhaps not surprisingly, Nashville, Portland and Austin lead the competitive set for absolute number of Theaters & Concerts with 44, 40 and 38 quality experiences, respectively.

For visitors, the relative scale (indexed for visitor spend) suggests that Milwaukee and Portland deliver the most Theater & Concert quality experiences per $1B in visitor spending, while Savannah is the runaway winner for the most Theater & Concert quality experiences per 100,000 residents.

CULTURE (Appendix Pages 8A and 8B)

Culture is an aggregate category of Major Events, Museums and Theaters & Concerts, and as such, Richmond ranks 9th amongst the competitive set in absolute terms with 79 total Culture quality experiences, 4th in relative terms (indexed for visitor spend) and 7th in relative terms (indexed for population).

Milwaukee is in the relative leader when indexing is done by visitor spending, while Savannah takes the top spot when indexing is done by population.

Once again this demonstrates that while Richmond may not be able to compete with more established cultural destinations such as Austin and Portland, Richmond is competitive for a destination with its current visitor economy.

NIGHTLIFE (Appendix Pages 9A and 9B)

Richmond registers 16 quality Nightlife experiences, putting it in 14th place on the absolute scale, 13th place on the relative scale (indexed for visitor spend) and 14th place indexed for population.

Austin is the clear leader in absolute terms with 140 Nightlife quality experiences, while Portland is second with 110 quality experiences.

When Nightlife is indexed for visitor spend, Milwaukee and Asheville are the destinations with the highest relative number of quality experiences. However, when Nightlife is indexed for population, Savannah and Asheville lead the list with the highest relative number of quality experiences.

Based on these results, Richmond performs poorly in terms of Nightlife quality experiences, and would not be a top choice for visitors seeking Nightlife experiences, nor a top choice for residents looking at this list of destinations.

SHOPPING (Appendix Pages 10A and 10B)

For Shopping, Richmond registers 25 quality experiences placing it in 12th position among its competitive set (absolute terms), also 9th place among its competitive set (relative terms) adjusted for visitor counts, and 9th place among its competitive set (relative terms) adjusted for population.

Portland and Asheville place very well at the top of the list of destinations for absolute number of Shopping quality experiences. Asheville is at the top of the relative terms listing,

when indexing is by visitors spend. Asheville and Savannah are the clear winners at the top of the relative terms listing, when indexing is by population.

AMUSEMENT PARKS (Appendix Pages 11A and 11B)

Richmond doesn't register any Amusement Park quality experiences, putting it in a tie for 13th place in absolute terms and for both relative scales (indexed by visitor counts and population).

Charlotte, Cincinnati and Nashville are the top destinations (absolute scale) in this category of Amusement Parks with 3 quality experiences. Milwaukee is the 1st place finish for Amusement Parks quality experiences when indexing is based on visitor spend, while Asheville finishes on top when the indexing is based on population.

Please note that Amusement Parks located immediately outside the Richmond City limits are technically not included in these totals, so these results may not necessarily reflect the actual experience of Richmond visitors or residents.

CASINOS & GAMBLING (Appendix Pages 12A and 12B)

Only 5 of the 15 destinations in the competitive set (Baltimore, Louisville, Asheville, Cincinnati and Portland) have quality experiences in the category of Casinos & Gambling. The 2 quality experiences in Baltimore and Louisville put them in first place on the absolute scale.

Richmond does not register any quality experiences in the category of Casinos & Gambling. Once again, please note that Casinos & Gambling experiences located immediately outside the Richmond City limits are technically not included in these totals, so these results may not necessarily reflect the actual experience of Richmond visitors or residents.

FUN & GAMES (Appendix Pages 13A and 13B)

Richmond has 17 quality experiences in the category of Fun & Games, ranking it 12th out of its competitive set (absolute terms), 9th out of its competitive set (relative terms indexed for visitor spend) and 14th out of its competitive set (relative terms indexed for population).

Austin and Portland top the absolute list with 55 and 49 quality experiences, respectively. Asheville and Virginia Beach top the relative list (indexed for visitor spend) and Asheville is the easy winner on the relative list (indexed for population).

ZOOS & AQUARIUMS (Appendix Pages 14A and 14B)

For Zoos & Aquariums, Richmond is tied for 5th with its 1 quality experience, behind Milwaukee (3), Austin(2), Baltimore (2) and Portland (2).

On the relative scale (indexed for visitor counts), Richmond climbs to 4th position with Milwaukee delivering a first-place finish over all other destinations in the competitive set. Similarly, Asheville delivers a first-place finish over all other destinations in the competitive set for the relative scale indexed for population.

ENTERTAINMENT (Appendix Pages 15A and 15B)

Entertainment is the aggregate grouping of Nightlife, Shopping, Amusement Parks, Casinos & Gambling and Zoos & Aquariums. In total, Richmond has 59 quality experiences in the Entertainment subtotal, putting it in 15th place among its competitive set on the absolute scale, 12th place on the relative scale adjusted for visitor counts, and 14th place on the relative scale adjusted for population.

In total, Portland and Austin top the absolute scale for Entertainment, Asheville and Milwaukee do very well when the results are indexed for visitor counts, and Asheville and Savannah do very well when the results are indexed for population.

The bottom line is that Entertainment is not a relative strength for Richmond and more quality experiences need to be developed if Richmond is going to be competitive in this category.

HOTELS (Appendix Pages 16A and 16B)

Richmond has 39 quality experiences in the Hotels category, putting it in 5th place in absolute terms, and 10th place in relative terms (indexed for visitor counts) among the competitive set of 15 destinations.

Austin is the category leader in absolute terms, with 133 quality experiences. On a relative basis (adjusted for visitor spend) Birmingham tops the list.

Please note that the relative results (based on population counts) are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's hotels.

B&B AND INNS (Appendix Pages 17A and 17B)

Richmond reports 5 quality experiences in the category of B&B and Inns, placing it in 10th place on the absolute and 9th on the relative scale (adjusted for visitor spend). Asheville and Charleston are the leading destinations in this competitive set for B&B and Inns with 32 and 28 quality experiences, respectively.

Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's B&B and Inns.

SPECIALTY LODGING (Appendix Pages 18A and 18B)

Specialty Lodging, which includes a diverse collection of accommodations, including Hostels, Lodges, Condos, RV Parks, etc., is led by Austin with 30 quality experiences.

Richmond reports 3 quality experiences in the Specialty Lodging category, placing it in 9th place on the absolute scale and 7th place on the relative scale adjusted for visitor counts.

Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's Specialty Lodging.

VACATION RENTALS (Appendix Pages 19A and 19B)

Richmond reports 365 quality experiences in this category of Vacation Rentals, placing it in 14th place on the absolute scale and 11th place on the relative scale (adjusted for visitor counts).

The top destinations on the absolute scale are Austin, Nashville and Portland, while the top destinations on the relative scale (adjusted for visitor counts) are Nashville and Austin.

Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's Vacation Rentals.

Also, please note that Vacation Rental totals are not included in the Lodging subtotal or the final totals for quality experiences, since these totals would significantly distort the results.

LODGING (Appendix Pages 20A and 20B)

Lodging is the aggregate of Hotels, B&B and Inns and Specialty Lodging, but does not include Vacation Rentals because those numbers would significantly distort the subtotal in favor of that category.

Richmond reports a total of 47 quality experiences in the Lodging subtotal, which is 13th place on the absolute scale and 10th place on the relative scale (indexed for visitor spend).

Austin is the clear leader in this category in absolute terms with 183 quality experiences. When the subtotal count in Lodging is indexed for visitor volume, Asheville rises to the top, followed by Savannah.

Please note that Lodging located immediately outside the Richmond City limits and are technically not included in these totals, so these results may not necessarily reflect the actual experience of Richmond visitors or residents.

NATURE & PARKS (Appendix Pages 21A and 21B)

For Nature & Parks, Richmond's 19 quality experiences put it in 13th place on the absolute scale, with Portland clearly leading the way with 83 quality experiences.

Portland maintains its top position when the results are indexed for visitor spending, while Richmond places 6th after indexing for visitor spending.

When the indexing is based on population, Savannah and Asheville top the list of competitive destinations, and Richmond posts a 9th-place result based on population indexing.

SIGHTS & LANDMARKS (Appendix Pages 22A and 22B)

Richmond's 56 quality experiences in the category of Sights & Landmarks put it in 7th place on the absolute scale, 2nd place on the relative scale (indexed for visitor counts) and 4th place on the relative scale (indexed for population).

Portland, Savannah and Charleston are the 1st, 2nd and 3rd place finishers (absolute scale) with 92, 70 and 69 quality experiences, respectively. Savannah *just* beats out Richmond in the category of Sights & Landmarks on the relative scale (adjusted for visitor spend), while Savannah does exceedingly well on the relative scale (adjusted for population).

These results would suggest Richmond can be competitive in this category when competing with destinations of similar sized populations and visitor economies.

SIGHTSEEING TOURS (Appendix Pages 23A and 23B)

Charleston and Savannah are particularly strong (absolute terms) in the category of Sightseeing Tours. Richmond's 26 quality experiences in this category place it in 12th position on the absolute scale, 9th position on the relative scale (adjusted for visitor spend) and 10th position on the relative scale (adjusted for population).

Savannah does particularly well on the relative scale (indexed for both visitor spend and population).

SIGHTSEEING (Appendix Pages 24A and 24B)

In the aggregate grouping of Sightseeing, Richmond's 101 quality experiences place it in 9th position on the absolute scale, 7th place on the relative scale (indexed for visitor counts) and 7th place on the relative scale (indexed for population).

In the subtotal category of Sightseeing, Charleston, Portland and Savannah are consistently at the top of all three lists.

BOAT TOURS & WATER SPORTS (Appendix Pages 25A and 25B)

Given its proximity to the James River, it may be a little surprising that Richmond registers just 5 quality experiences in the Boat Tours & Water Sports category, putting it in 10th place out of 15 on the absolute scale, 10th place on the relative scale (indexed for visitor spend) and 11th place on the relative scale (indexed for population).

Two coastal destinations, Charleston and Virginia Beach, top the list on the absolute scale and relative scale when indexed for visitor counts. Cities with more activated riverfronts such as Austin, Savannah and Portland also perform well in this category.

OUTDOOR ACTIVITIES (Appendix Pages 26A and 27B)

Richmond registers 18 quality experiences in the Outdoor Activities category, placing it in 11th place out of 14 competitive destinations, or 8th place indexed for visitor counts, or 10th place indexed for population.

The largest number of quality experiences in the Outdoor Activities category are posted by Charleston, Austin and Virginia Beach. In relative terms, adjusted for visitor spend, Virginia

Beach is the clear leader in this category. In relative terms, adjusted for population, Charleston again comes out on top followed by Savannah and Asheville.

SPORTS & ADVENTURE (Appendix Pages 27A and 27B)

Sports & Adventure is the aggregate subtotal of Boat Tours & Water Sports and Outdoor Activities. Richmond's total of 23 quality experiences places it 10th of 15 on the absolute scale, 8th of 15 on the relative scale (adjusted for visitor counts) and 10th of 15 on the relative scale (adjusted for population).

Charleston does consistently well on all three scales, while Virginia Beach, Savannah and Asheville do well based on indexed results.

TOTAL (Appendix Pages 28A and 28B)

The final results for Total quality experiences, within this customized competitive set, show Portland taking first place on the absolute scale followed by Austin, Nashville and Charlotte. Richmond finishes 11th on the absolute scale.

When the Total results are adjusted for visitor volume, Portland maintains its position atop the relative list, followed by Milwaukee, Asheville and Virginia Beach. Richmond ranks 5th in the competitive set.

When the total results are adjusted for population, Savannah takes the lead followed by Asheville and Charleston. Richmond ranks 8th when the total results are adjusted for population.

RICHMOND VS OTHER DESTINATIONS (Appendix Pages 29-42)

Pages 29 – 42 of the Appendix illustrate the one-to-one comparisons of Richmond vs each of the 14 competitive destinations.

The table at the top of the page shows the absolute number of quality experiences in each category, each subtotal and the total for Richmond and the competing destination. It also shows the indexed results (based on visitor spend) for each category and indexed results (based on population) for Richmond and the competing destination.

These results from the table are also charted at the bottom, posting the largest value in each category as 100% and showing what the smaller value is as a percent of the larger value. For example if Richmond has 1,000 Restaurants (absolute scale) and the competing destination has 750 Restaurants (absolute scale), then the Absolute Quality Experiences chart (left side) at the bottom will show Richmond at 100% and the competing destination at 75%. This method for charting the results allows for a quick visual comparison of the two values, no matter how different the scale is for the actual results of the individual categories..

The radar charts in the middle of the page illustrate the relative performance of Richmond in each of the subtotal categories (Culinary, Culture, Entertainment, Lodging, Sightseeing and Sports & Adventure) against the competing destination.

ABSOLUTE
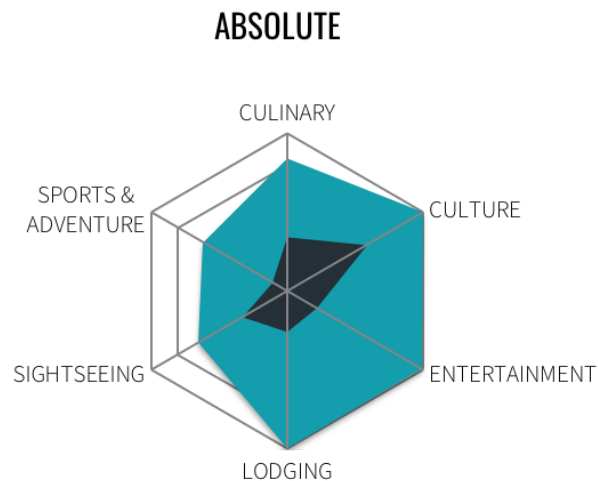
The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any subtotal, the better this destination compares to the best of the competitive set in this grouping. The

results for Richmond are always shown in gray, while the results for the competing destination are always shown in turquoise.

To illustrate how the charts work, the results above show Richmond (in gray) compared against Austin (in turquoise). This radar chart shows that Austin has the largest absolute number of Culture, Entertainment and Lodging quality experiences of all 15 destinations. Austin's turquoise radar is stretched to the outer edges in all these categories, but falls short of the top numbers for Sightseeing, Sports & Adventure and Culinary. Still, with that said, the Austin totals (size of the turquoise radar) are definitely larger than the Richmond totals (size of the gray radar) in each of the subtotal categories. The shapes of the two radars also suggest that the weakest category for both Austin and Richmond is Sports & Adventure.

The radar charts have been produced to show each of the three comparisons (absolute, relative indexed for visitor counts, and relative indexed for population).

RICHMOND VS ASHEVILLE (Appendix Page 29)

Richmond has more absolute quality experiences than Asheville in 3 individual categories including Restaurants, Major Events and Sights & Landmarks. However, that also means that Asheville beats Richmond in 16 other categories on the absolute scale. Both destinations have 1 quality Zoo & Aquarium experience.

When the results are indexed for visitor counts, Richmond beats Asheville in the categories of Restaurants, Major Events and Sights & Landmarks, but when the results are indexed for population Asheville is the clear winner in all categories except for Major Events.

The radar chart for indexed results by visitor count show that Richmond is holding its own against Asheville in terms of Culinary, Culture and Sightseeing when the size of their visitor economies are taken into account, however Asheville is a much smaller city and therefore comes out ahead when indexed for population.

RICHMOND VS AUSTIN (Appendix Page 30)

Compared to Richmond, Austin is a much larger tourism destination and excels in all categories. Neither destination has Casinos & Gambling.

When the results are indexed for visitor spend, however, Richmond comes out ahead in several categories, including Major Events, Museums, and Sights & Landmarks. When the results are indexed for population, Austin leads in all categories except Major Events, Museums and Sights & Landmarks.

The bottom line between Richmond and Austin is that Austin is a more mature tourism destination with a much larger visitor economy. However, when indexed for visitor spending, Richmond does maintain competitive advantages in the categories of Culinary, Culture and Sightseeing.

RICHMOND VS BALTIMORE (Appendix Page 31)

Comparing Richmond to Baltimore shows that Richmond has more quality experiences in 2 categories, is about even in 6 categories, and has less in 12 categories. The absolute radar chart shows similar shapes for both destinations, however Baltimore is notable stronger in the category of Entertainment.

When the results are indexed for visitor counts, Richmond comes out ahead in all categories except for Nightlife, Amusement Parks and Casinos & Gambling. The results indexed for population tell a similar story, however the margins are much closer.

The bottom line between Richmond and Baltimore is that both destinations have similar product offerings, however Richmond's visitor economy is smaller than Baltimore's and Baltimore offers more in terms of a Nightlife experience.

RICHMOND VS BIRMINGHAM (Appendix Page 32)

The totals for Richmond quality experiences are higher in 14 of the individual categories, while Birmingham is higher in 3 categories. Both cities have 1 quality Zoo & Aquarium experience and neither destination has quality experiences in the categories of Amusement Parks or Casinos & Gambling.

When the playing field is leveled by indexing the results with visitor spend, Birmingham outperforms Richmond in the categories of Lodging and Entertainment. When the indexing is done with population, Richmond outperforms Birmingham in the categories of Culinary & Culture.

RICHMOND VS CHARLESTON (Appendix Page 33)

Charleston is the larger destination (absolute scale) in all but three quality experience categories: Restaurants, Fun & Games and Zoos & Aquariums (tie).

Based on the absolute radar chart, Charleston definitely excels in the subtotal categories of Sightseeing, Sports & Adventure and Culture.

When the results are adjusted for visitor counts, Charleston continues to excel in all but three categories, and still commands strength in Sightseeing and Sports & Adventure. Richmond holds a distinct competitive edge in the categories of Culinary and Culture when indexed for visitor spend.

When the results are adjusted for population, Richmond still falls short of Charleston results.

All totalled, Charleston is a smaller-sized destination in terms of population with a much larger visitor economy and each destination has advantages over the other when indexed for visitor spending.

RICHMOND VS CHARLOTTE (Appendix Page 34)

Charlotte as a destination is nearly 60% larger than Richmond based on the absolute number of quality experiences. It's larger in 12 of the individual categories, tied in 3, and smaller in 5 individual categories.

The absolute radar chart shows Charlotte's strength in Culinary, Entertainment and Lodging, and weakness in Culture and Sightseeing.

When these results are adjusted for visitor spend, Richmond excels on the relative scale in all categories. In this case its strength in Culinary, Culture and Sightseeing are amplified.

Adjusting the results using the population index still shows Richmond in the lead in all but five individual categories.

The bottom line for Richmond versus Charlotte is that Charlotte is the larger destination based on absolute number of quality experiences, but Richmond is the better destination based on experiences per $1B of visitor spending and experiences per 100,000 residents.

RICHMOND VS CINCINNATI (Appendix Page 35)

Comparing Richmond to Cincinnati shows that Richmond has more quality experiences in 6 categories, is about even in 5 categories, and has less in 11 categories. The absolute radar chart shows similar shapes for both destinations, however Cincinnati is notably stronger in the category of Entertainment.

When the results are indexed for visitor spend, Richmond comes out ahead in categories except for Nightlife, Amusement Parks and Casinos & Gambling. When the results are

indexed for population, Cincinnati pulls ahead in the categories of Theater & Concerts, Nightlife, Fun & Games, B&Bs and Inns and Nature & Parks.

The bottom line between Richmond and Cincinnati is that both destinations have similar product offerings, however Richmond's visitors economy is roughly half the size of Cincinnati's.

RICHMOND VS LOUISVILLE (Appendix Page 36)

The absolute results for Richmond versus Louisville show that Richmond has more quality experiences in 3 categories, is about even in 4 categories, and has less in 13 categories. The absolute radar chart shows similar shapes for both destinations, however Louisville is stronger in the categories of Culture, Entertainment and Lodging.

When the results are indexed for visitor spend, Richmond comes out ahead in several categories, including Restaurants, Nature & Parks and Outdoor Activities. When the results are indexed for population, the radar chart shows similar product offerings, with Louisville having a slight edge in the categories of Culinary, Culture, Entertainment and Lodging.

The bottom line for this match up is that Richmond and Louisville have very similar product offerings for destinations with similar population sizes, however Louisville has a slight edge over Richmond in the number of quality experiences as well as a larger tourism economy.

RICHMOND VS MILWAUKEE (Appendix Page 37)

The absolute results for Richmond versus Milwaukee show that Richmond has more quality experiences in 4 categories, is about even in 3 categories, and has less in 12 categories. The absolute radar chart shows similar shapes for both destinations, however Milwaukee is stronger in the categories of Culture and Entertainment

When the results are indexed for visitor spend, Milwaukee comes out ahead in all categories except for Museums, Specialty Lodging and Sights & Landmarks. When the results are indexed for population, the radar chart shows similar very similar product offerings.

The bottom line for this match up is that Richmond and Milwaukee have a similar number of quality experiences, however, Milwaukee's visitor economy is smaller than Richmond's, despite the city having a larger metropolitan population.

RICHMOND VS NASHVILLE (Appendix Page 38)

Compared to Richmond, Nashville is a much larger tourism destination and excels in all categories except for Museums and Sights & Landmarks. Neither destination has Casinos & Gambling.

When the results are indexed for visitor spend, however, Richmond comes out ahead in several categories, including Restaurants, Major Events, Nature & Parks and Outdoor Activities. When the results are indexed for population, Nasheville leads in the aggregate categories of Entertainment and Lodging.

The bottom line between Richmond and Nashville is that Nashville is a more mature tourism destination, offering more quality experiences. However, when the two destinations are indexed for the size of their visitor economies, Richmond is competitive in all categories other than Entertainment.

RICHMOND VS PORTLAND (Appendix Page 39)

Compared to Richmond, Portland is a much larger tourism destination and excels in all categories, coming out as the top destination for Culinary, Culture and Entertainment experiences.

When the results are indexed for visitor spend, however, Richmond comes out ahead in several categories, including Major Events, Museums and Sights & Landmarks. When the results are indexed for population, Portland leads in the aggregate categories of Culinary and Entertainment.

The bottom line between Richmond and Nashville is that Portland is an aspirational competitive destination, offering more quality experiences than Richmond currently. However, when the two destinations are indexed for the size of their visitor economies, Richmond is competitive in most categories other than Entertainment, and even leads Portland in the category of Culture.

RICHMOND VS RALEIGH (Appendix Page 40)

The absolute results for Richmond versus Raleigh show that Richmond has more quality experiences in 10 categories, is about even in 3 categories, and has less in 9 categories. The absolute radar chart shows similar shapes for both destinations, however Raleigh is stronger in the category of Entertainment

When the results are indexed for visitor spend and population, the results are relatively the same, as both destinations have similar sized visitor economies and metro populations.

The bottom line for this match up is that Richmond and Raleigh are similar-sized cities with similar visitor economies, however Raleigh holds a distinctive advantage in terms of its Entertainment offering.

RICHMOND VS SAVANNAH (Appendix Page 41)

There is a mixed bag of results when comparing Richmond as a destination to Savannah. Richmond has more quality experiences in 5 of the 20 individual categories, while Savannah leads in 13. Neither have any Amusement Parks or Casinos & Gambling.

The absolute radar chart shows this difference clearly with Savannah showing strength in Sightseeing, Entertainment and Lodging, while Richmond shows strength in Culinary and Culture.

When visitor spending is factored into the equation, each destination's advantages become even more pronounced, although Richmond does make up ground in the Entertainment category.

When population is factored into the equation, Savannah dominates Richmond in just about every category. Savannah is in fact the top destination in terms of Sightseeing, Lodging, Culinary and Culture when indexed for population.

These results suggest that Richmond and Savannah have similar-sized visitor economies and offer a similar number of quality experiences, however Savannah's metro population is less than a third of Richmond's metro population.

RICHMOND VS VIRGINIA BEACH (Appendix Page 42)

There is a mixed bag of results when comparing Richmond as a destination to Virginia Beach. Richmond has more quality experiences in 8 of the 20 individual categories, while Virginia Beach leads in 10. Neither have any Casinos & Gambling and the destinations are even in the category of Zoos & Aquariums.

The absolute radar chart shows that Virginia Beach has a distinct advantage in the category of Sports & Adventure and a slight adventure in the category of Lodging. Richmond, meanwhile, has an advantage in the category of Culture and a slight advantage in the category of Culinary experiences.

When visitor spending is factored into the equation, Richmond holds notable advantages in the categories of Food & Drink, Museums, Theater & Concerts and Sights & Landmarks. Virginia Beach, meanwhile, holds notable advantages in the categories of Fun & Games, Sightseeing Tours, Outdoor Activities and Specialty Lodging.

When population is factored into the equation, Richmond overtakes Virginia Beach in the categories of Restaurants, Major Events, Hotels and Nature & Parks.

These results suggest that Richmond and Virginia Beach have similar-sized visitor economies but offer differing products, with Virginia Beach specializing in Sports & Adventure and Richmond having stronger Culture and Culinary offerings.

EXERIENCES

The following chart illustrates the categories of Richmond tourism assets (experiences) from three perspectives:

- Bubble Size - The number of reviews for each category. The more reviews for that category, the larger the bubble.
- Vertical Placement - The placement of the bubble (bottom to top) illustrates the percentage of experiences from each category that quality as a quality experience for the purposes of this report.
- Horizontal Placement - The placement of the bubble (left to right) illustrates the weighted average of all reviews quantified in that category from 0.0 to 5.0.
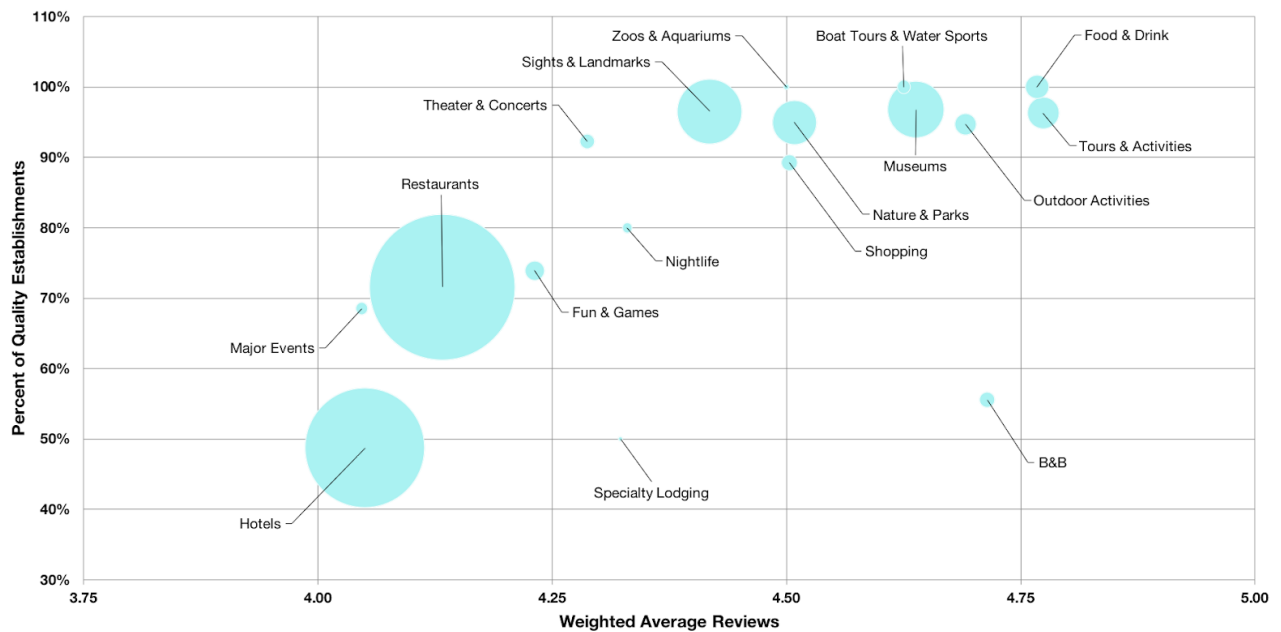
The categories (bubbles) in the upper right tend to have more high-quality experiences (as a percentage of total) and rate better overall.

The categories in the lower left tend to have fewer high-quality experiences (as a percentage of total) and rate lower overall.

Richmond Restaurants have more reviews (larger bubble size) than all other categories. Richmond Hotels are second in the total number of reviews followed by Sights & Landmarks, Museums, Nature & Parks, Tours & Activities, Food & Drink and Outdoor Activities.

At the top end of the vertical scale (Percent of Quality Establishments), 100% of Richmond's Food & Drink, Boat Tours & Water Sports and Zoos & Aquariums experiences qualify as a quality experience, while 96.8% of Museums, 96.6% of Sights & Landmarks, 96.3% of Tours & Activities, 95.0% of Nature & Parks, and 94.7.2% of Outdoor Activities qualify as quality experiences.

At the bottom end of the vertical scale (Percent of Quality Establishments), 48.8% of Richmond Hotels qualify as a quality experience, while 50% of Richmond Specialty Lodging and 55.6% of B&B and Inns qualify as a quality experience.

At the top end of the horizontal scale (Weight Average Reviews) are Tours & Activities and Food & Drink Experiences at 4.77 / 5.00..

At the lower end of the horizontal scale (Weight Average Reviews) are Hotels and Major Events at 4.05 / 5.00

What is interesting to note about this analysis is the number of categories (9) where at least 90% of the experiences qualify as a quality experience. This demonstrates the high level of experience Richmond is delivering in a number of areas.

Second is that the lowest-rated category of Richmond tourism assets (Hotels) is the second-most reviewed, and talked about, category on the list, and has the largest potential for improvement.

It's also interesting to note that outside of Restaurants and Hotels, Sights & Landmarks and Museums are the most talked about experiences in Richmond.

RICHMOND TOURISM ESTABLISHMENTS

Legend: ■ Total QE   ■ Reviewed but not QE   ■ Listed but not Reviewed
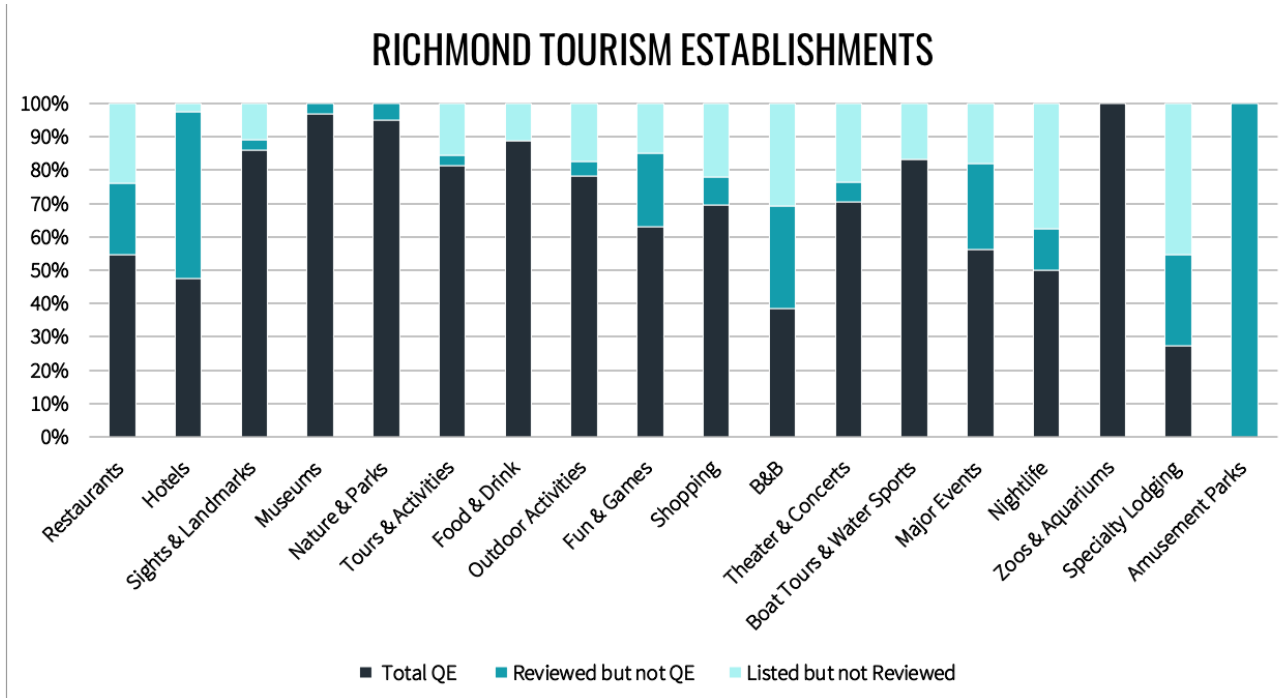
The above chart illustrates the percent of total experiences in each category that are identified as a quality experience (dark bar) and have been included in this report for comparative purposes. The two other bars show those listings that have been reviewed, but didn't meet the criteria for quality experience (medium shade) plus those listings that have not been reviewed (lightest shade) at all.

Looking at the largest categories for Richmond in this report, shows there are 1,399 Restaurants listed in Richmond, but 333 of these have not been reviewed at all, and another 303 have been reviewed, but do not meet the criteria for a quality experience in the category. So, only 763 of the total listings of 1,399 have been included in this report for comparative purposes.

The next largest category is Hotels, where there are a total of 82 listings, but only 39 (48.8%) have met the criteria to be listed as a quality experience.

The highlights from this chart show that all experiences in the Zoos & Aquariums category have been reviewed and all of those meet the criteria for quality experiences. Next in line, in

terms of quality experiences as a percent of total listed experiences, are Museums at 96.8% and Nature & Parks at 95.0% (dark bars).

Converting Listed experiences to Reviewed experiences to Quality experiences is one way to increase the results for Richmond in this report.
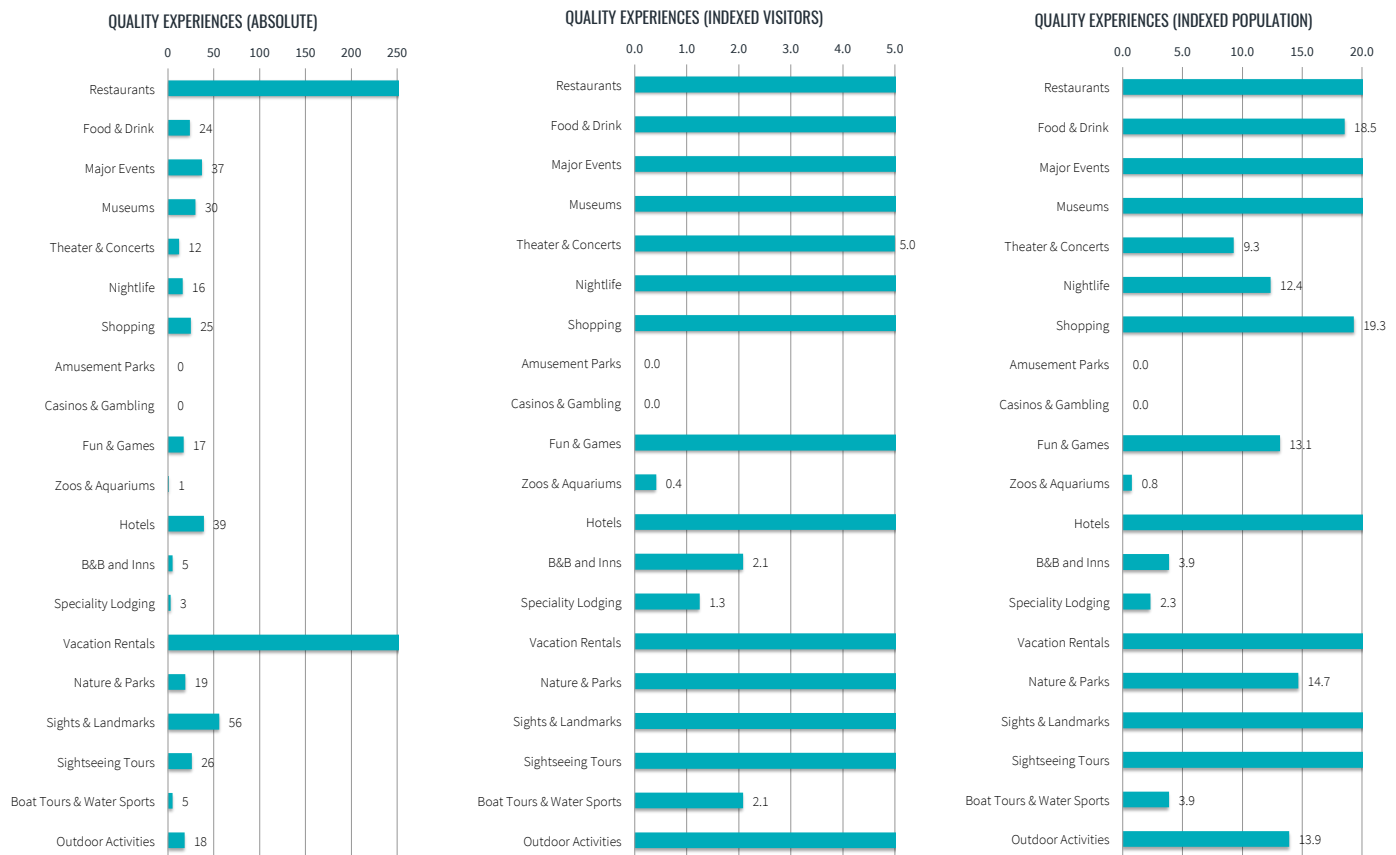
APPENDIX

—

Richmond - All Categories

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	763	8	317.9	3	589.6	7
Food & Drink	24	10	10.0	5	18.5	9
CULINARY	**787**	**8**	**327.9**	**3**	**608.1**	**7**
Major Events	37	10	15.4	5	28.6	5
Museums	30	7	12.5	3	23.2	4
Theater & Concerts	12	14	5.0	9	9.3	12
CULTURE	**79**	**9**	**32.9**	**4**	**61.0**	**7**
Nightlife	16	14	6.7	13	12.4	14
Shopping	25	12	10.4	9	19.3	9
Amusement Parks	0	13	0.0	13	0.0	13
Casinos & Gambling	0	6	0.0	6	0.0	6
Fun & Games	17	12	7.1	9	13.1	14
Zoos & Aquariums	1	5	0.4	4	0.8	8
ENTERTAINMENT	**59**	**15**	**24.6**	**12**	**45.6**	**14**
Hotels	39	13	16.3	10	30.1	11
B&B and Inns	5	10	2.1	9	3.9	9
Speciality Lodging	3	9	1.3	7	2.3	8
Vacation Rentals	365	14	152.1	11	282.0	11
LODGING	**47**	**13**	**18.3**	**10**	**34.0**	**11**
Nature & Parks	19	13	7.9	6	14.7	9
Sights & Landmarks	56	7	23.3	2	43.3	4
Sightseeing Tours	26	12	10.8	9	20.1	10
SIGHTSEEING	**101**	**9**	**42.1**	**7**	**78.0**	**7**
Boat Tours & Water Sports	5	10	2.1	10	3.9	11
Outdoor Activities	18	11	7.5	8	13.9	10
SPORTS & ADVENTURE	**23**	**10**	**9.6**	**8**	**17.8**	**10**
TOTAL	**1,096**	**11**	**455.4**	**5**	**844.5**	**8**

Richmond

QUALITY EXPERIENCES (ABSOLUTE)

Category	Value
Restaurants	
Food & Drink	24
Major Events	37
Museums	30
Theater & Concerts	12
Nightlife	16
Shopping	25
Amusement Parks	0
Casinos & Gambling	0
Fun & Games	17
Zoos & Aquariums	1
Hotels	39
B&B and Inns	5
Speciality Lodging	3
Vacation Rentals	
Nature & Parks	19
Sights & Landmarks	56
Sightseeing Tours	26
Boat Tours & Water Sports	5
Outdoor Activities	18

QUALITY EXPERIENCES (INDEXED VISITORS)

Category	Value
Theater & Concerts	5.0
Amusement Parks	0.0
Casinos & Gambling	0.0
Zoos & Aquariums	0.4
B&B and Inns	2.1
Speciality Lodging	1.3
Boat Tours & Water Sports	2.1

QUALITY EXPERIENCES (INDEXED POPULATION)

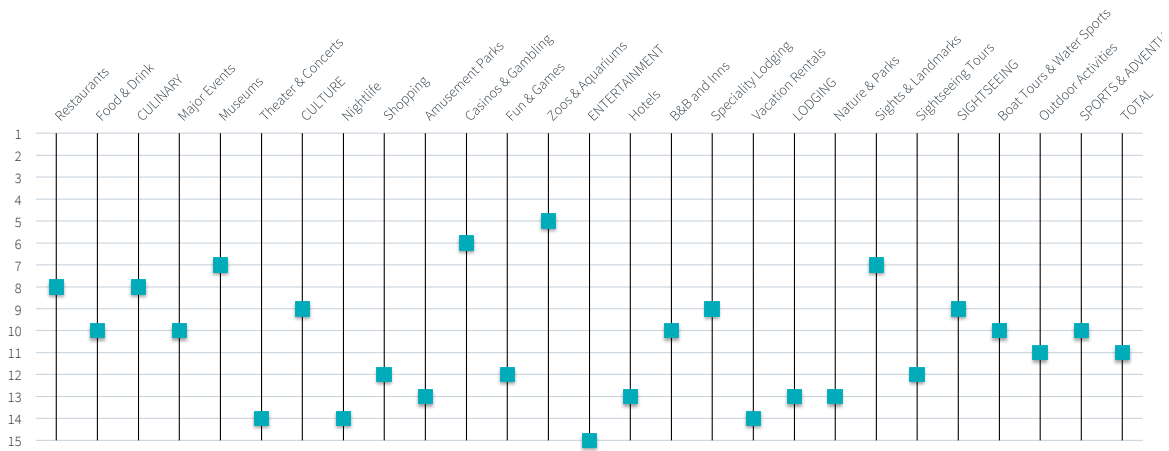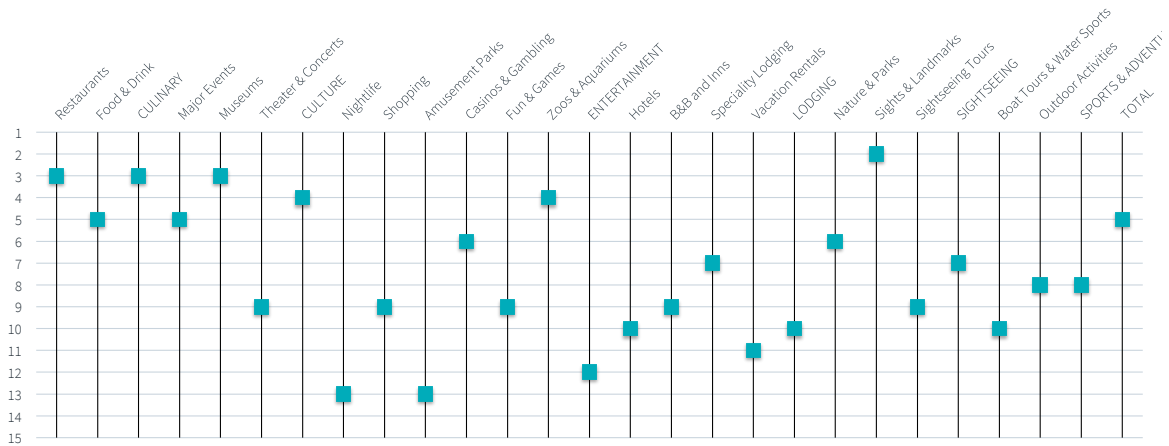| Category	Value
Food & Drink	18.5
Theater & Concerts	9.3
Nightlife	12.4
Shopping	19.3
Amusement Parks	0.0
Casinos & Gambling	0.0
Fun & Games	13.1
Zoos & Aquariums	0.8
B&B and Inns	3.9
Speciality Lodging	2.3
Nature & Parks	14.7
Boat Tours & Water Sports	3.9
Outdoor Activities	13.9

Richmond - All Categories

RANKING WITHIN COMPETITIVE SET
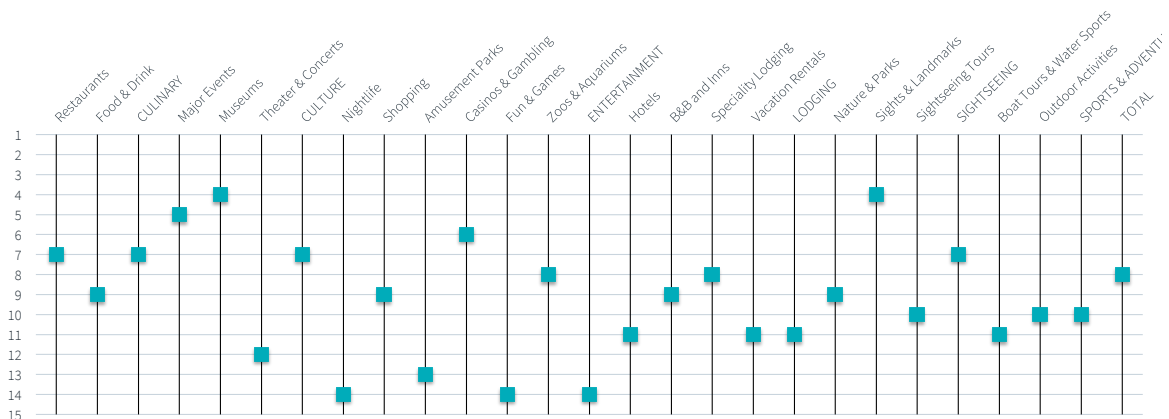

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

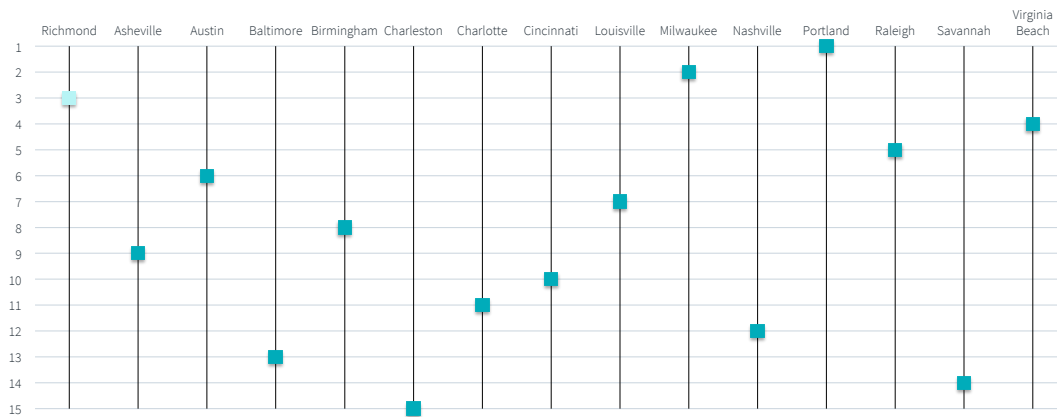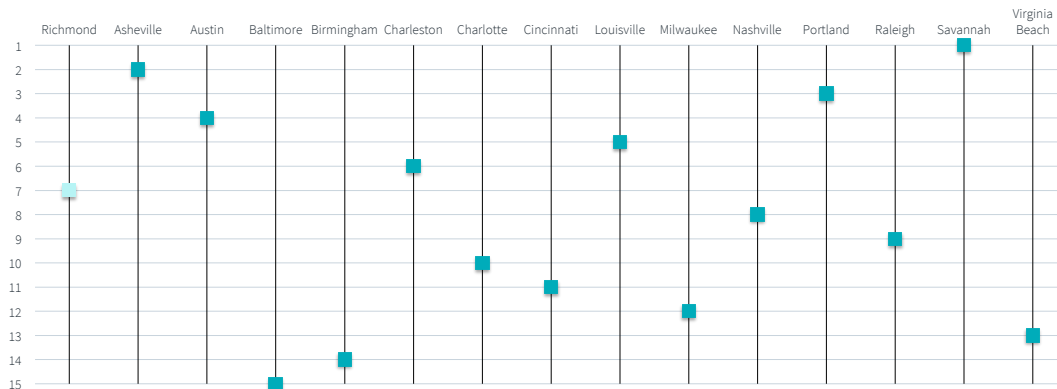## INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Restaurants

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	763	8	317.9	3	589.6	7

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	2,220	1
Austin	1,895	2
Charlotte	1,192	3
Nashville	1,038	4
Cincinnati	983	5
Baltimore	863	6
Louisville	861	7
Richmond	763	8
Virginia Beach	695	9
Milwaukee	683	10
Raleigh	672	11
Charleston	464	12
Savannah	434	13
Asheville	424	14
Birmingham	418	15

RESTAURANTS - QUALITY EXPERIENCES (ABSOLUTE)
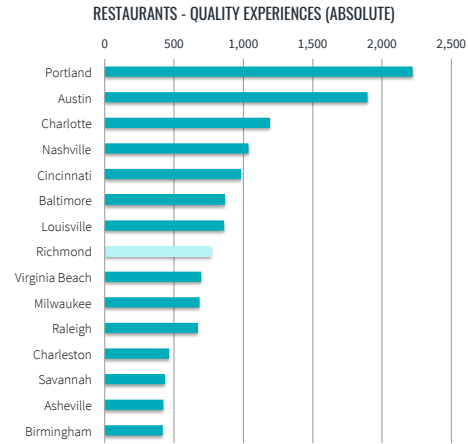
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Portland	435.3	1
Milwaukee	325.2	2
Richmond	317.9	3
Virginia Beach	283.7	4
Raleigh	265.4	5
Austin	256.1	6
Louisville	253.2	7
Birmingham	220.0	8
Asheville	212.0	9
Cincinnati	185.5	10
Charlotte	170.3	11
Nashville	159.7	12
Baltimore	151.4	13
Savannah	149.1	14
Charleston	81.4	15

RESTAURANTS - QUALITY EXPERIENCED INDEXED (VISITORS)
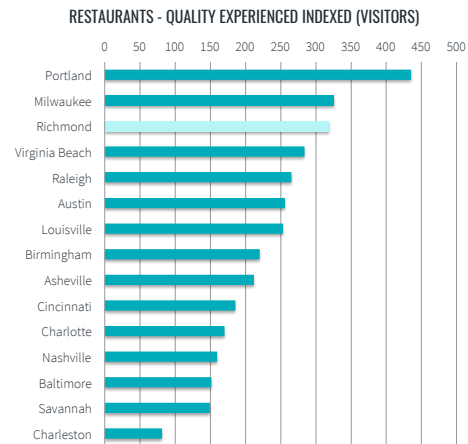
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	1,119.9	1
Asheville	929.5	2
Portland	905.0	3
Austin	895.6	4
Louisville	665.4	5
Charleston	598.1	6
Richmond	589.6	7
Nashville	545.4	8
Raleigh	503.3	9
Charlotte	472.0	10
Cincinnati	451.1	11
Milwaukee	433.3	12
Virginia Beach	402.8	13
Birmingham	363.5	14
Baltimore	307.3	15

RESTAURANTS - QUALITY EXPERIENCES INDEXED (POPULATON)

Restaurants

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	763	8	317.9	3	589.6	7

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET
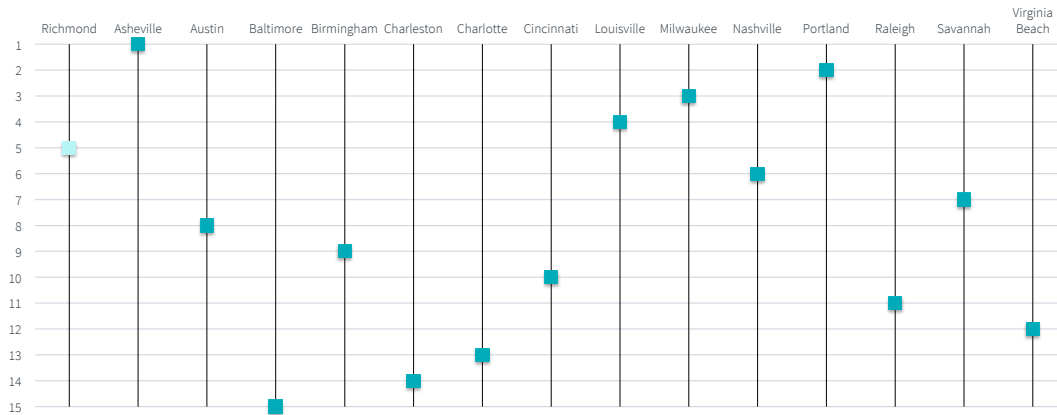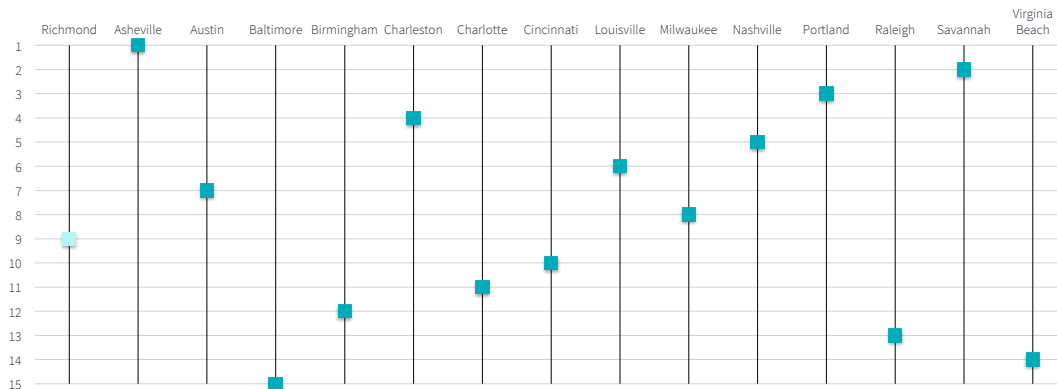

INDEXED RESULTS (POPULATION COUNT)
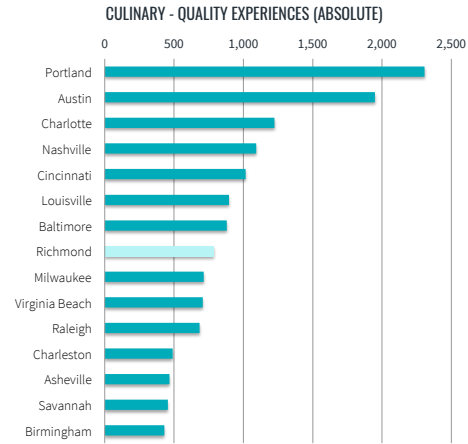
RANKING WITHIN COMPETITIVE SET

Food & Drink

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Food & Drink	24	10	10.0	5	18.5	9

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	86	1
Nashville	54	2
Austin	53	3
Asheville	43	4
Louisville	35	5
Charlotte	33	6
Cincinnati	33	6
Milwaukee	32	8
Charleston	26	9
Richmond	24	10
Savannah	21	11
Baltimore	18	12
Raleigh	13	13
Birmingham	12	14
Virginia Beach	12	14

FOOD & DRINK - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	21.5	1
Portland	16.9	2
Milwaukee	15.2	3
Louisville	10.3	4
Richmond	10.0	5
Nashville	8.3	6
Savannah	7.2	7
Austin	7.2	8
Birmingham	6.3	9
Cincinnati	6.2	10
Raleigh	5.1	11
Virginia Beach	4.9	12
Charlotte	4.7	13
Charleston	4.6	14
Baltimore	3.2	15

FOOD & DRINK - QUALITY EXPERIENCED INDEXED (VISITORS)
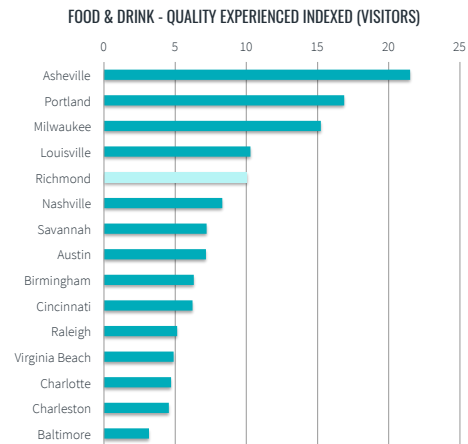
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	94.3	1
Savannah	54.2	2
Portland	35.1	3
Charleston	33.5	4
Nashville	28.4	5
Louisville	27.0	6
Austin	25.0	7
Milwaukee	20.3	8
Richmond	18.5	9
Cincinnati	15.1	10
Charlotte	13.1	11
Birmingham	10.4	12
Raleigh	9.7	13
Virginia Beach	7.0	14
Baltimore	6.4	15

FOOD & DRINK - QUALITY EXPERIENCES INDEXED (POPULATON)

Food & Drink

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Food & Drink	24	10	10.0	5	18.5	9

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET
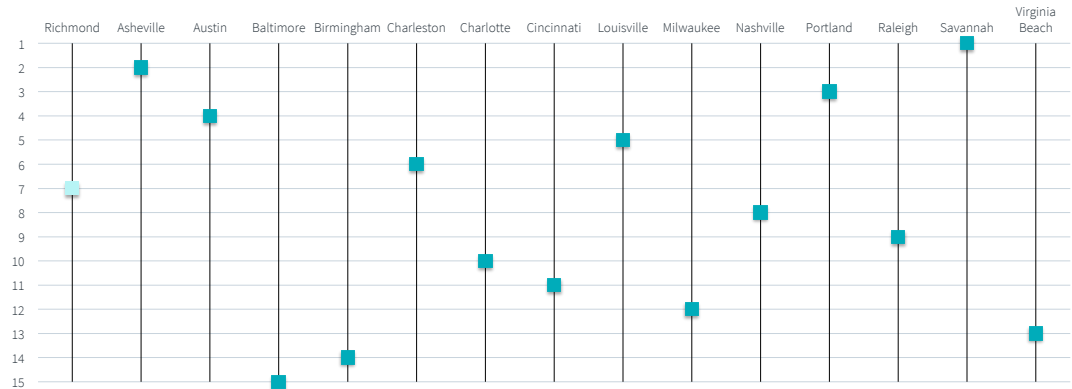
CULINARY

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULINARY	787	8	327.9	3	608.1	7

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	2,306	1
Austin	1,948	2
Charlotte	1,225	3
Nashville	1,092	4
Cincinnati	1,016	5
Louisville	896	6
Baltimore	881	7
Richmond	787	8
Milwaukee	715	9
Virginia Beach	707	10
Raleigh	685	11
Charleston	490	12
Asheville	467	13
Savannah	455	14
Birmingham	430	15

CULINARY - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Portland	452.2	1
Milwaukee	340.5	2
Richmond	327.9	3
Virginia Beach	288.6	4
Raleigh	270.5	5
Louisville	263.5	6
Austin	263.2	7
Asheville	233.5	8
Birmingham	226.3	9
Cincinnati	191.7	10
Charlotte	175.0	11
Nashville	168.0	12
Savannah	156.4	13
Baltimore	154.6	14
Charleston	86.0	15

CULINARY - QUALITY EXPERIENCED INDEXED (VISITORS)
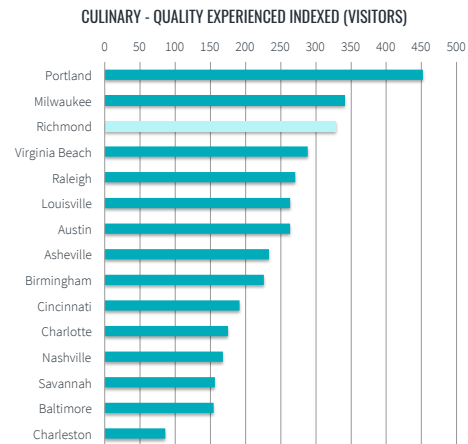
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	1,174.1	1
Asheville	1,023.8	2
Portland	940.0	3
Austin	920.7	4
Louisville	692.5	5
Charleston	631.6	6
Richmond	608.1	7
Nashville	573.8	8
Raleigh	513.1	9
Charlotte	485.1	10
Cincinnati	466.3	11
Milwaukee	453.6	12
Virginia Beach	409.8	13
Birmingham	374.0	14
Baltimore	313.7	15

RESTAURANTS - QUALITY EXPERIENCES INDEXED (POPULATON)

CULINARY

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULINARY	787	8	327.9	3	608.1	7

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET
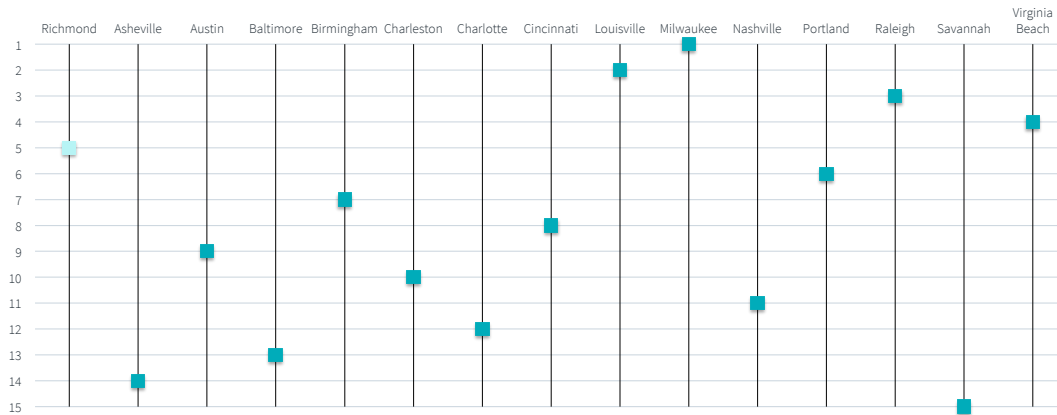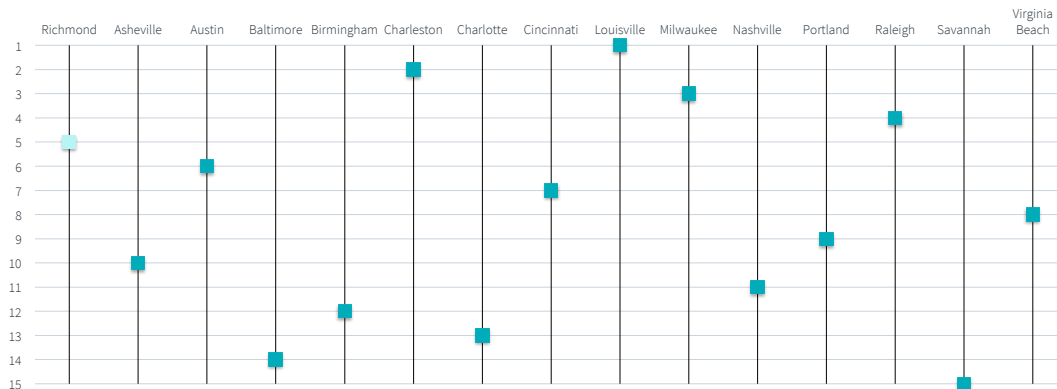

INDEXED RESULTS (POPULATION COUNT)
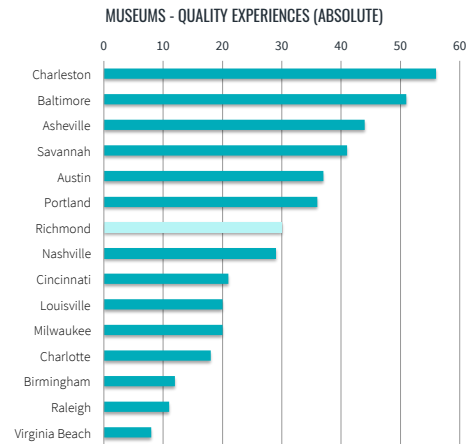
RANKING WITHIN COMPETITIVE SET

Major Events

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Major Events	37	10	15.4	5	28.6	5

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Louisville	79	1
Milwaukee	72	2
Austin	59	3
Portland	55	4
Cincinnati	51	5
Raleigh	51	5
Charleston	42	7
Nashville	41	8
Virginia Beach	39	9
Richmond	37	10
Charlotte	37	10
Baltimore	30	12
Birmingham	19	13
Asheville	10	14
Savannah	4	15

MAJOR EVENTS - QUALITY EXPERIENCES (ABSOLUTE)
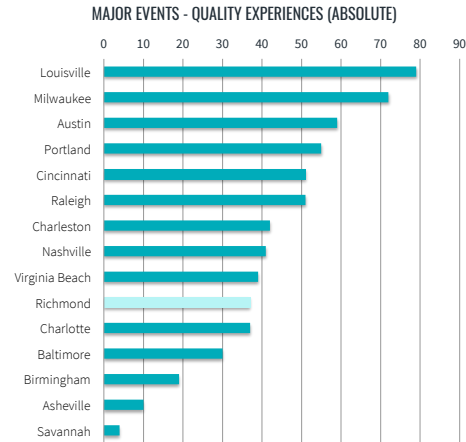
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	34.3	1
Louisville	23.2	2
Raleigh	20.1	3
Virginia Beach	15.9	4
Richmond	15.4	5
Portland	10.8	6
Birmingham	10.0	7
Cincinnati	9.6	8
Austin	8.0	9
Charleston	7.4	10
Nashville	6.3	11
Charlotte	5.3	12
Baltimore	5.3	13
Asheville	5.0	14
Savannah	1.4	15

MAJOR EVENTS - QUALITY EXPERIENCED INDEXED (VISITORS)
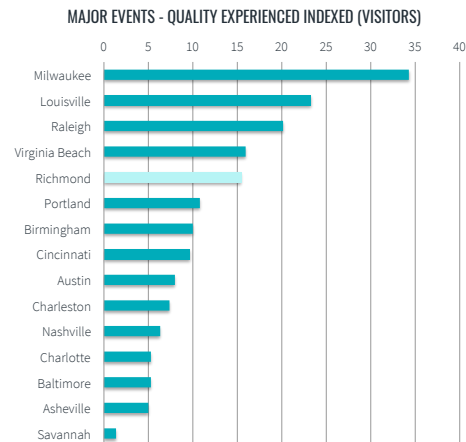
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Louisville	61.1	1
Charleston	54.1	2
Milwaukee	45.7	3
Raleigh	38.2	4
Richmond	28.6	5
Austin	27.9	6
Cincinnati	23.4	7
Virginia Beach	22.6	8
Portland	22.4	9
Asheville	21.9	10
Nashville	21.5	11
Birmingham	16.5	12
Charlotte	14.7	13
Baltimore	10.7	14
Savannah	10.3	15

MAJOR EVENTS - QUALITY EXPERIENCES INDEXED (POPULATON)

Major Events

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Major Events	37	10	15.4	5	28.6	5

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET
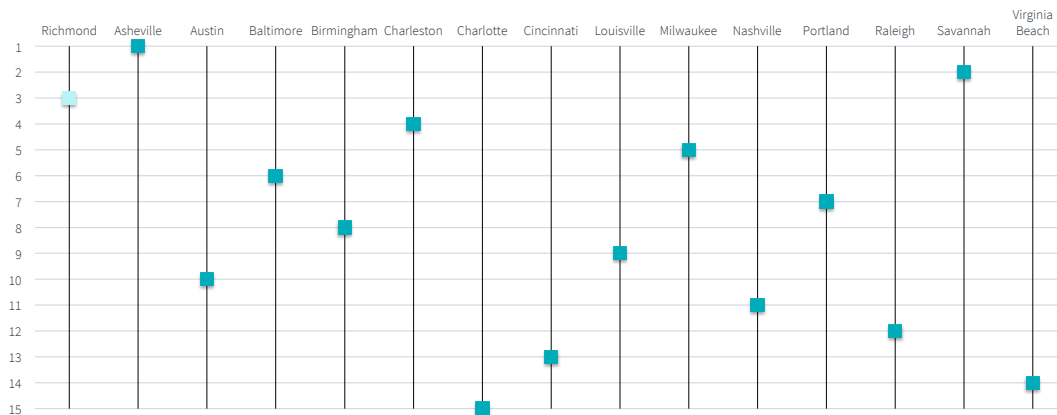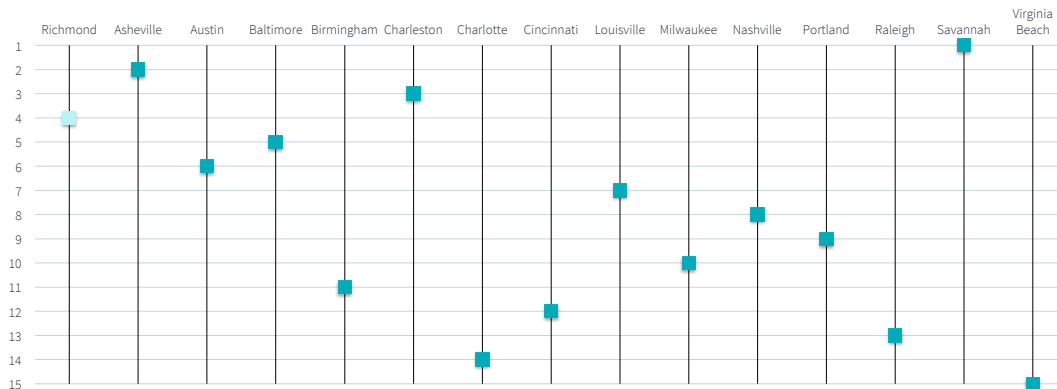
Museums

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Museums	30	7	12.5	3	23.2	4

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	56	1
Baltimore	51	2
Asheville	44	3
Savannah	41	4
Austin	37	5
Portland	36	6
Richmond	30	7
Nashville	29	8
Cincinnati	21	9
Louisville	20	10
Milwaukee	20	10
Charlotte	18	12
Birmingham	12	13
Raleigh	11	14
Virginia Beach	8	15

MUSEUMS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	22.0	1
Savannah	14.1	2
Richmond	12.5	3
Charleston	9.8	4
Milwaukee	9.5	5
Baltimore	8.9	6
Portland	7.1	7
Birmingham	6.3	8
Louisville	5.9	9
Austin	5.0	10
Nashville	4.5	11
Raleigh	4.3	12
Cincinnati	4.0	13
Virginia Beach	3.3	14
Charlotte	2.6	15

MUSEUMS - QUALITY EXPERIENCED INDEXED (VISITORS)
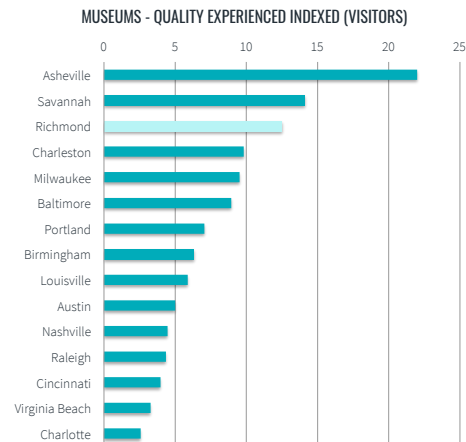
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	105.8	1
Asheville	96.5	2
Charleston	72.2	3
Richmond	23.2	4
Baltimore	18.2	5
Austin	17.5	6
Louisville	15.5	7
Nashville	15.2	8
Portland	14.7	9
Milwaukee	12.7	10
Birmingham	10.4	11
Cincinnati	9.6	12
Raleigh	8.2	13
Charlotte	7.1	14
Virginia Beach	4.6	15

MUSEUMS - QUALITY EXPERIENCES INDEXED (POPULATON)

Museums

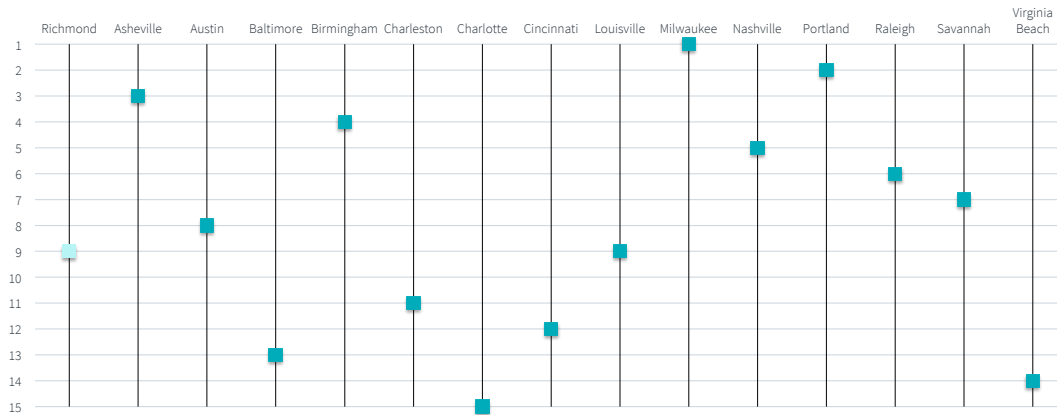| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Museums	30	7	12.5	3	23.2	4

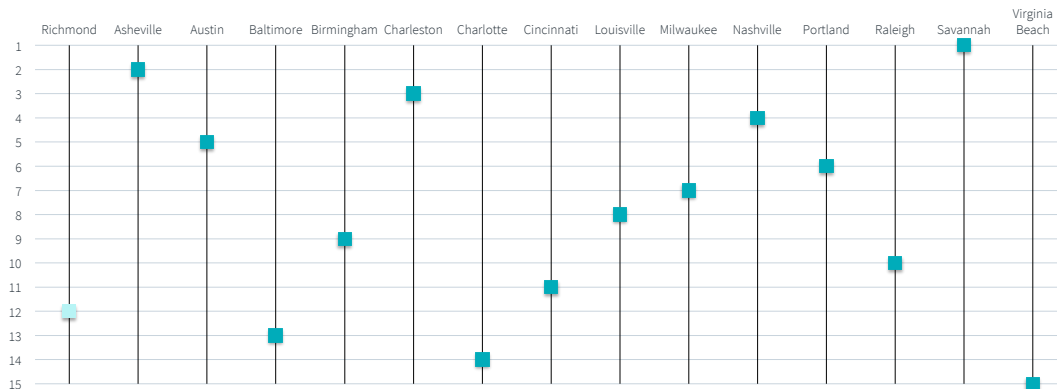## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
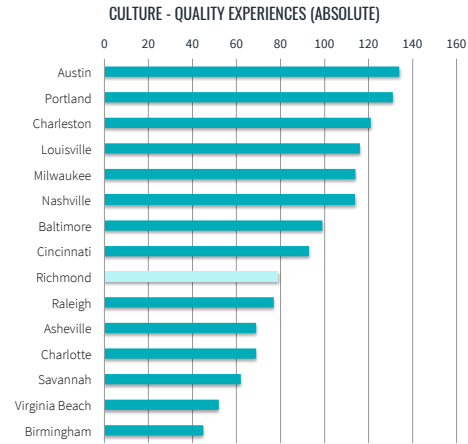
RANKING WITHIN COMPETITIVE SET

Theater & Concerts

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Theater & Concerts	12	14	5.0	9	9.3	12

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Nashville	44	1
Portland	40	2
Austin	38	3
Charleston	23	4
Milwaukee	22	5
Cincinnati	21	6
Baltimore	18	7
Louisville	17	8
Savannah	17	8
Asheville	15	10
Raleigh	15	10
Birmingham	14	12
Charlotte	14	12
Richmond	12	14
Virginia Beach	5	15

THEATER & CONCERTS - QUALITY EXPERIENCES (ABSOLUTE)
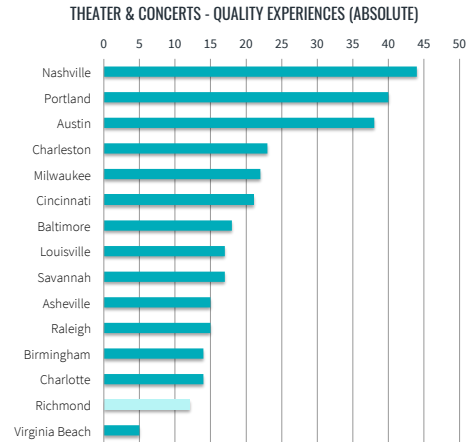
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	10.5	1
Portland	7.8	2
Asheville	7.5	3
Birmingham	7.4	4
Nashville	6.8	5
Raleigh	5.9	6
Savannah	5.8	7
Austin	5.1	8
Richmond	5.0	9
Louisville	5.0	9
Charleston	4.0	11
Cincinnati	4.0	12
Baltimore	3.2	13
Virginia Beach	2.0	14
Charlotte	2.0	15

THEATER & CONCERTS - QUALITY EXPERIENCED INDEXED (VISITORS)
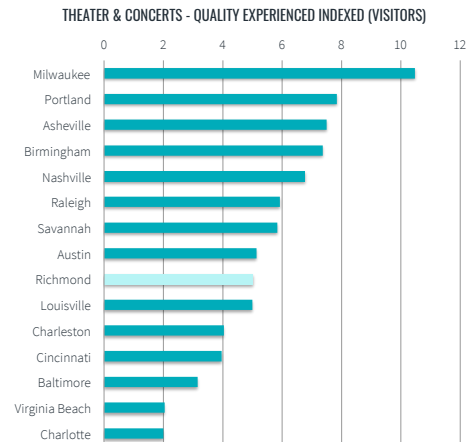
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	43.9	1
Asheville	32.9	2
Charleston	29.6	3
Nashville	23.1	4
Austin	18.0	5
Portland	16.3	6
Milwaukee	14.0	7
Louisville	13.1	8
Birmingham	12.2	9
Raleigh	11.2	10
Cincinnati	9.6	11
Richmond	9.3	12
Baltimore	6.4	13
Charlotte	5.5	14
Virginia Beach	2.9	15

THEATER & CONCERTS - QUALITY EXPERIENCES INDEXED (POPULATON)

Theater & Concerts

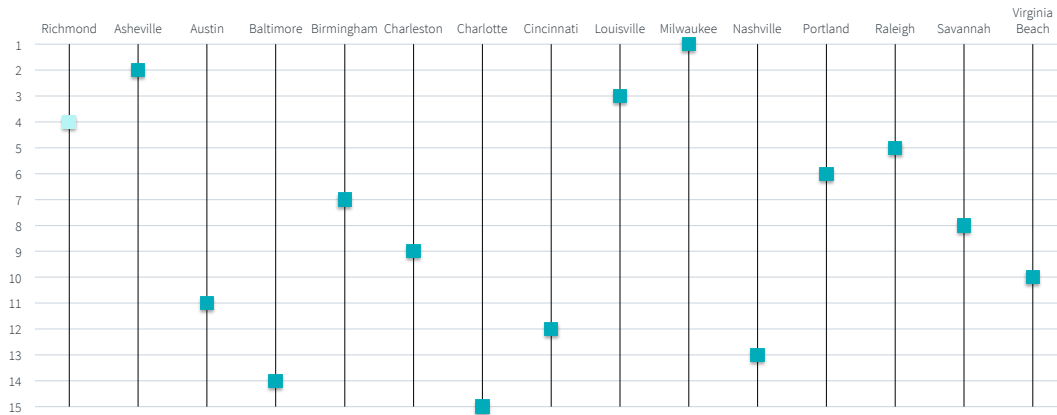| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Theater & Concerts	12	14	5.0	9	9.3	12

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
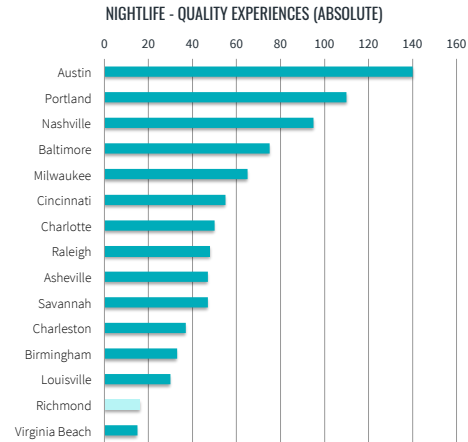
RANKING WITHIN COMPETITIVE SET

CULTURE

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULTURE	79	9	32.9	4	61.0	7

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	134	1
Portland	131	2
Charleston	121	3
Louisville	116	4
Milwaukee	114	5
Nashville	114	5
Baltimore	99	7
Cincinnati	93	8
Richmond	79	9
Raleigh	77	10
Asheville	69	11
Charlotte	69	11
Savannah	62	13
Virginia Beach	52	14
Birmingham	45	15

CULTURE - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	54.3	1
Asheville	34.5	2
Louisville	34.1	3
Richmond	32.9	4
Raleigh	30.4	5
Portland	25.7	6
Birmingham	23.7	7
Savannah	21.3	8
Charleston	21.2	9
Virginia Beach	21.2	10
Austin	18.1	11
Cincinnati	17.5	12
Nashville	17.5	13
Baltimore	17.4	14
Charlotte	9.9	15

CULTURE - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	160.0	1
Charleston	156.0	2
Asheville	151.3	3
Louisville	89.6	4
Milwaukee	72.3	5
Austin	63.3	6
Richmond	61.0	7
Nashville	59.9	8
Raleigh	57.7	9
Portland	53.4	10
Cincinnati	42.7	11
Birmingham	39.1	12
Baltimore	35.3	13
Virginia Beach	30.1	14
Charlotte	27.3	15

CULTURE - QUALITY EXPERIENCES INDEXED (POPULATON)

CULTURE

	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULTURE	79	9	32.9	4	61.0	7

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Nightlife

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	140	1
Portland	110	2
Nashville	95	3
Baltimore	75	4
Milwaukee	65	5
Cincinnati	55	6
Charlotte	50	7
Raleigh	48	8
Asheville	47	9
Savannah	47	9
Charleston	37	11
Birmingham	33	12
Louisville	30	13
Richmond	16	14
Virginia Beach	15	15

NIGHTLIFE - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	31.0	1
Asheville	23.5	2
Portland	21.6	3
Raleigh	19.0	4
Austin	18.9	5
Birmingham	17.4	6
Savannah	16.2	7
Nashville	14.6	8
Baltimore	13.2	9
Cincinnati	10.4	10
Louisville	8.8	11
Charlotte	7.1	12
Richmond	6.7	13
Charleston	6.5	14
Virginia Beach	6.1	15

NIGHTLIFE - QUALITY EXPERIENCED INDEXED (VISITORS)
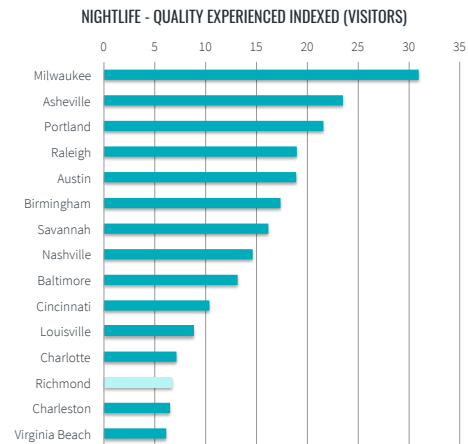
INDEXED RESULTS (POPULATION COUNT)

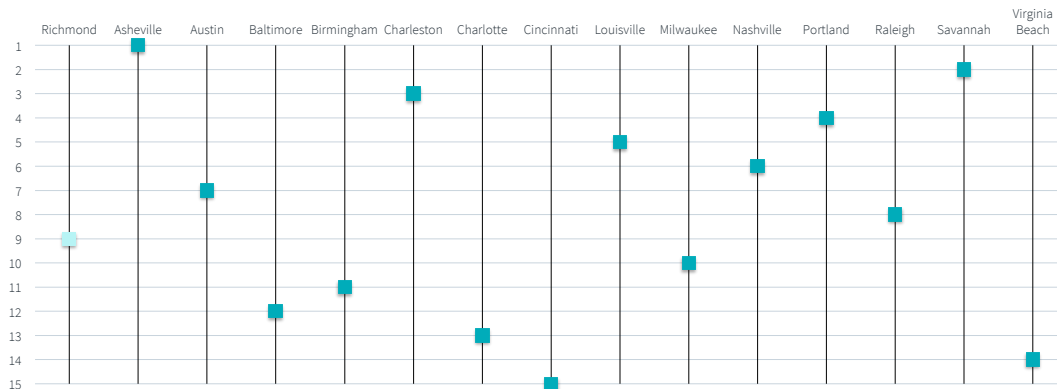| COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	121.3	1
Asheville	103.0	2
Austin	66.2	3
Nashville	49.9	4
Charleston	47.7	5
Portland	44.8	6
Milwaukee	41.2	7
Raleigh	36.0	8
Birmingham	28.7	9
Baltimore	26.7	10
Cincinnati	25.2	11
Louisville	23.2	12
Charlotte	19.8	13
Richmond	12.4	14
Virginia Beach	8.7	15

NIGHTLIFE - QUALITY EXPERIENCES INDEXED (POPULATON)
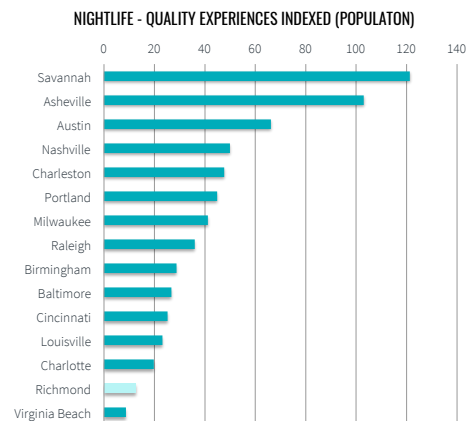
Nightlife

Richmond		---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY		QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nightlife		16	14	6.7	13	12.4	14

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

## INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Shopping

CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Shopping	25	12	10.4	9	19.3	9

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	113	1
Asheville	107	2
Savannah	83	3
Nashville	79	4
Charleston	75	5
Austin	73	6
Louisville	57	7
Baltimore	40	8
Charlotte	35	9
Raleigh	35	9
Milwaukee	26	11
Richmond	25	12
Cincinnati	23	13
Virginia Beach	21	14
Birmingham	17	15

SHOPPING - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	53.5	1
Savannah	28.5	2
Portland	22.2	3
Louisville	16.8	4
Raleigh	13.8	5
Charleston	13.2	6
Milwaukee	12.4	7
Nashville	12.2	8
Richmond	10.4	9
Austin	9.9	10
Birmingham	8.9	11
Virginia Beach	8.6	12
Baltimore	7.0	13
Charlotte	5.0	14
Cincinnati	4.3	15

SHOPPING - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	234.6	1
Savannah	214.2	2
Charleston	96.7	3
Portland	46.1	4
Louisville	44.1	5
Nashville	41.5	6
Austin	34.5	7
Raleigh	26.2	8
Richmond	19.3	9
Milwaukee	16.5	10
Birmingham	14.8	11
Baltimore	14.2	12
Charlotte	13.9	13
Virginia Beach	12.2	14
Cincinnati	10.6	15

SHOPPING - QUALITY EXPERIENCES INDEXED (POPULATON)
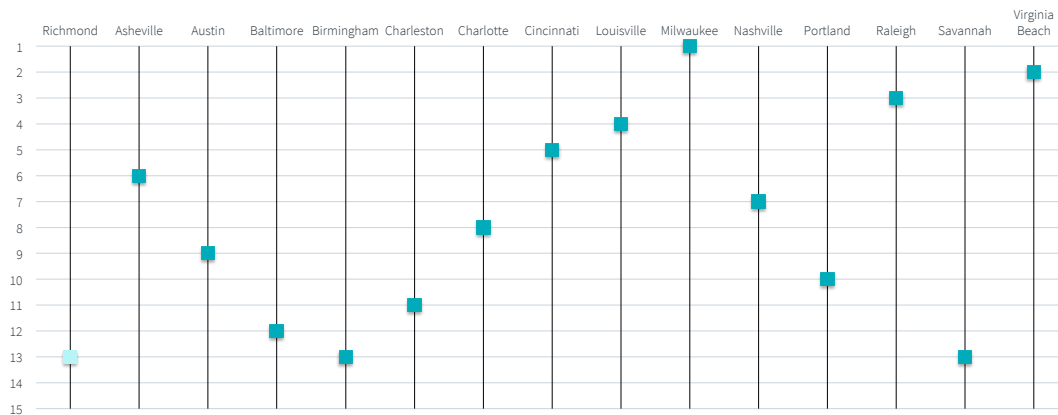
Shopping

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Shopping	25	12	10.4	9	19.3	9

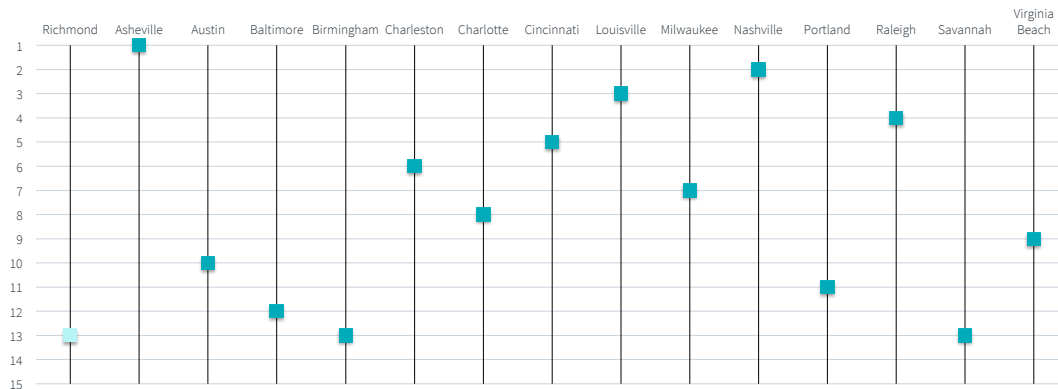## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
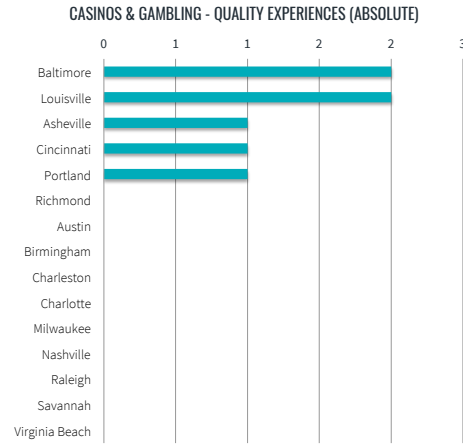
RANKING WITHIN COMPETITIVE SET

Amusement Parks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Amusement Parks	0	13	0.0	13	0.0	13

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charlotte	3	1
Cincinnati	3	1
Nashville	3	1
Austin	2	4
Louisville	2	4
Milwaukee	2	4
Raleigh	2	4
Virginia Beach	2	4
Asheville	1	9
Baltimore	1	9
Charleston	1	9
Portland	1	9
Richmond	0	13
Birmingham	0	13
Savannah	0	13

AMUSEMENT PAKRS - QUALITY EXPERIENCES (ABSOLUTE)
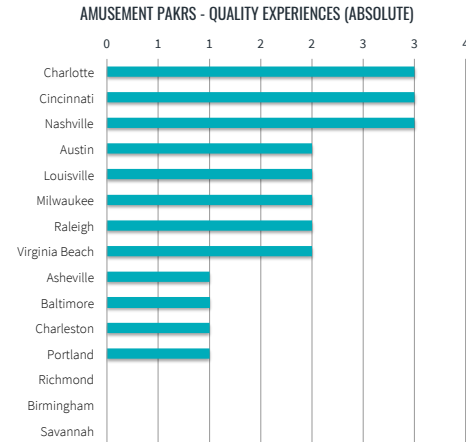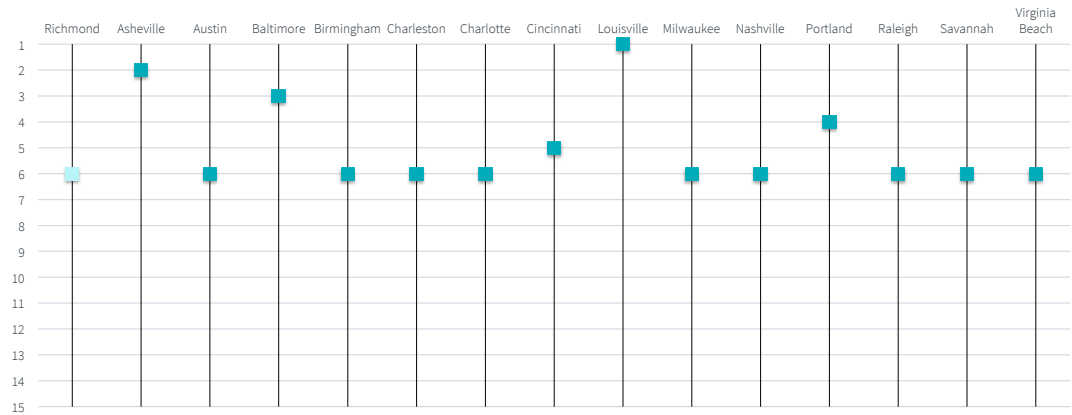

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	1.0	1
Virginia Beach	0.8	2
Raleigh	0.8	3
Louisville	0.6	4
Cincinnati	0.6	5
Asheville	0.5	6
Nashville	0.5	7
Charlotte	0.4	8
Austin	0.3	9
Portland	0.2	10
Charleston	0.2	11
Baltimore	0.2	12
Richmond	0.0	13
Birmingham	0.0	13
Savannah	0.0	13
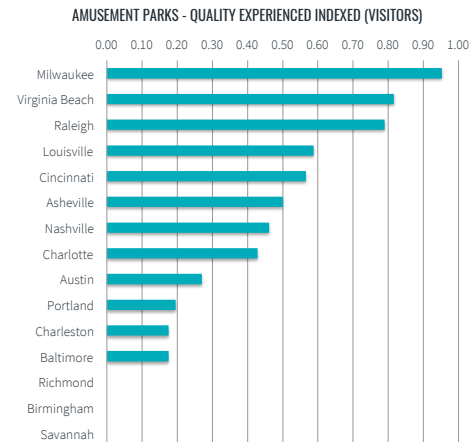
AMUSEMENT PARKS - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	2.2	1
Nashville	1.6	2
Louisville	1.5	3
Raleigh	1.5	4
Cincinnati	1.4	5
Charleston	1.3	6
Milwaukee	1.3	7
Charlotte	1.2	8
Virginia Beach	1.2	9
Austin	0.9	10
Portland	0.4	11
Baltimore	0.4	12
Richmond	0.0	13
Birmingham	0.0	13
Savannah	0.0	13

AMUSEMENT PARKS - QUALITY EXPERIENCES INDEXED (POPULATON)

Amusement Parks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Amusement Parks	0	13	0.0	13	0.0	13

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

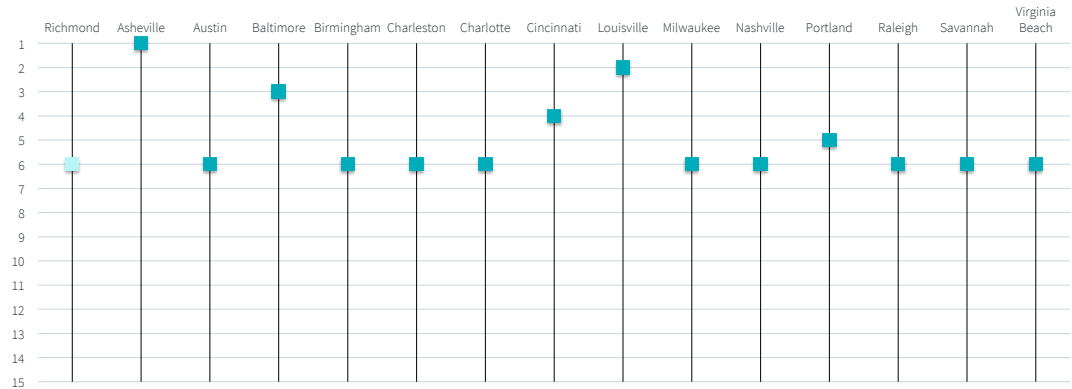
INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

## INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Casinos & Gambling

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Casinos & Gambling	0	6	0.0	6	0.0	6

ABSOLUTE RESULTS

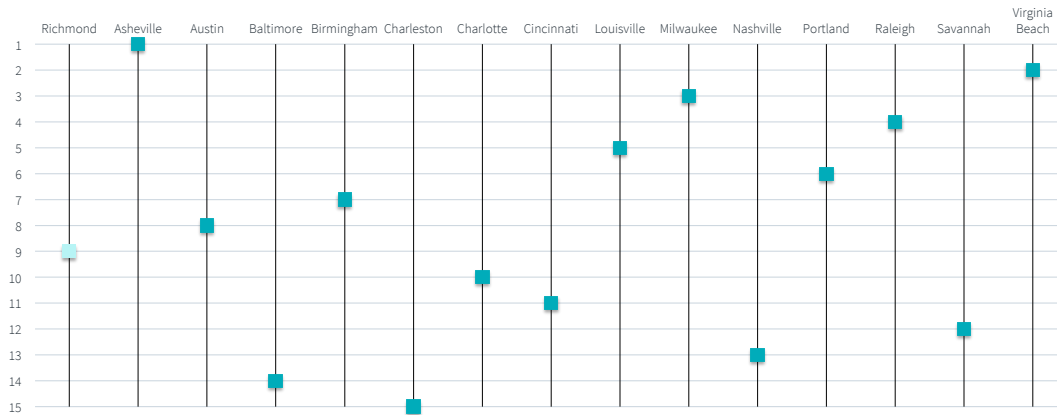| COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Baltimore	2	1
Louisville	2	1
Asheville	1	3
Cincinnati	1	3
Portland	1	3
Richmond	0	6
Austin	0	6
Birmingham	0	6
Charleston	0	6
Charlotte	0	6
Milwaukee	0	6
Nashville	0	6
Raleigh	0	6
Savannah	0	6
Virginia Beach	0	6

CASINOS & GAMBLING - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Louisville	0.6	1
Asheville	0.5	2
Baltimore	0.4	3
Portland	0.2	4
Cincinnati	0.2	5
Richmond	0.0	6
Austin	0.0	6
Birmingham	0.0	6
Charleston	0.0	6
Charlotte	0.0	6
Milwaukee	0.0	6
Nashville	0.0	6
Raleigh	0.0	6
Savannah	0.0	6
Virginia Beach	0.0	6

CASINOS & GAMBLING - QUALITY EXPERIENCED INDEXED (VISITORS)
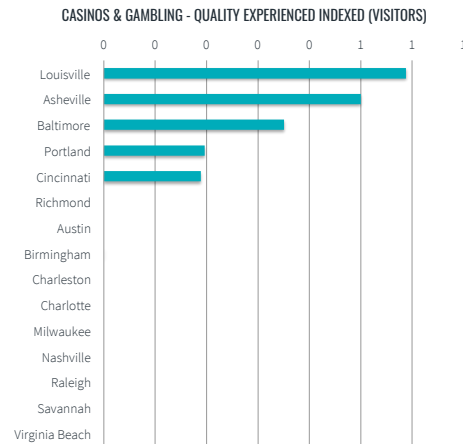
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	2.2	1
Louisville	1.5	2
Baltimore	0.7	3
Cincinnati	0.5	4
Portland	0.4	5
Richmond	0.0	6
Austin	0.0	6
Birmingham	0.0	6
Charleston	0.0	6
Charlotte	0.0	6
Milwaukee	0.0	6
Nashville	0.0	6
Raleigh	0.0	6
Savannah	0.0	6
Virginia Beach	0.0	6

CASINOS & GAMBLING - QUALITY EXPERIENCES INDEXED (POPULATON)

Casinos & Gambling

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Casinos & Gambling	0	6	0.0	6	0.0	6

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET
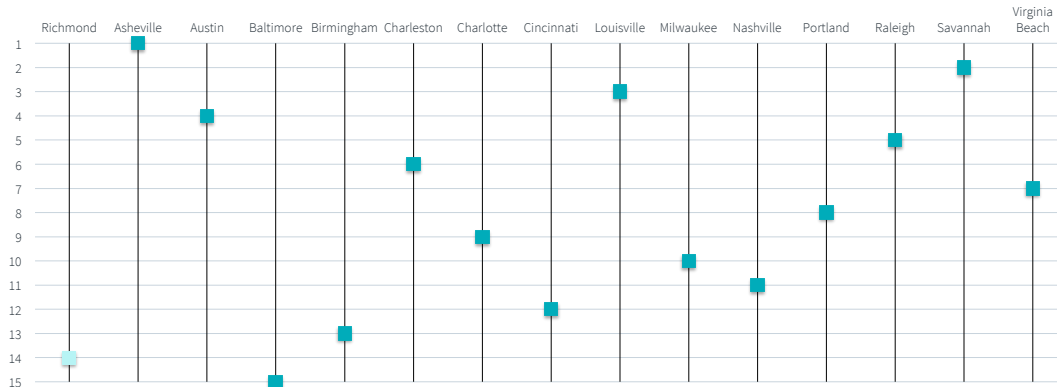

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

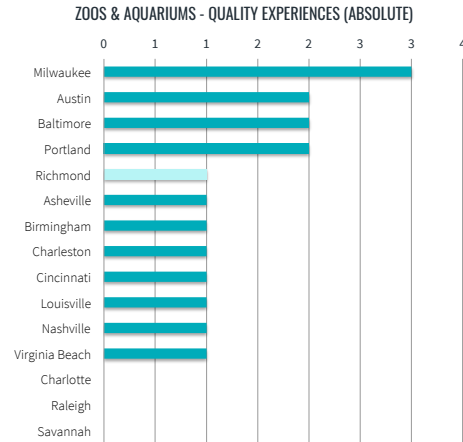### RANKING WITHIN COMPETITIVE SET

Fun & Games

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	55	1
Portland	49	2
Charlotte	46	3
Virginia Beach	35	4
Louisville	34	5
Cincinnati	32	6
Asheville	31	7
Raleigh	31	7
Nashville	28	9
Milwaukee	26	10
Baltimore	24	11
Richmond	17	12
Birmingham	16	13
Charleston	16	13
Savannah	13	15

FUN & GAMES - QUALITY EXPERIENCES (ABSOLUTE)
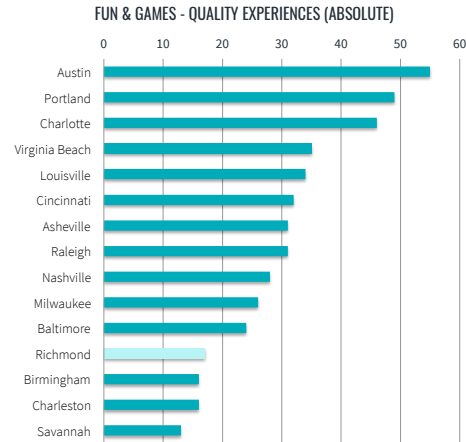
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	15.5	1
Virginia Beach	14.3	2
Milwaukee	12.4	3
Raleigh	12.2	4
Louisville	10.0	5
Portland	9.6	6
Birmingham	8.4	7
Austin	7.4	8
Richmond	7.1	9
Charlotte	6.6	10
Cincinnati	6.0	11
Savannah	4.5	12
Nashville	4.3	13
Baltimore	4.2	14
Charleston	2.8	15

FUN & GAMES - QUALITY EXPERIENCED INDEXED (VISITORS)
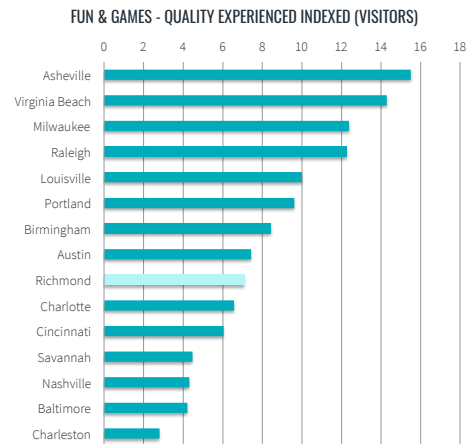
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	68.0	1
Savannah	33.5	2
Louisville	26.3	3
Austin	26.0	4
Raleigh	23.2	5
Charleston	20.6	6
Virginia Beach	20.3	7
Portland	20.0	8
Charlotte	18.2	9
Milwaukee	16.5	10
Nashville	14.7	11
Cincinnati	14.7	12
Birmingham	13.9	13
Richmond	13.1	14
Baltimore	8.5	15
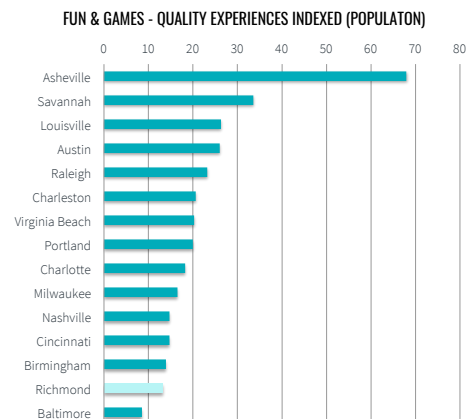
FUN & GAMES - QUALITY EXPERIENCES INDEXED (POPULATON)

Fun & Games

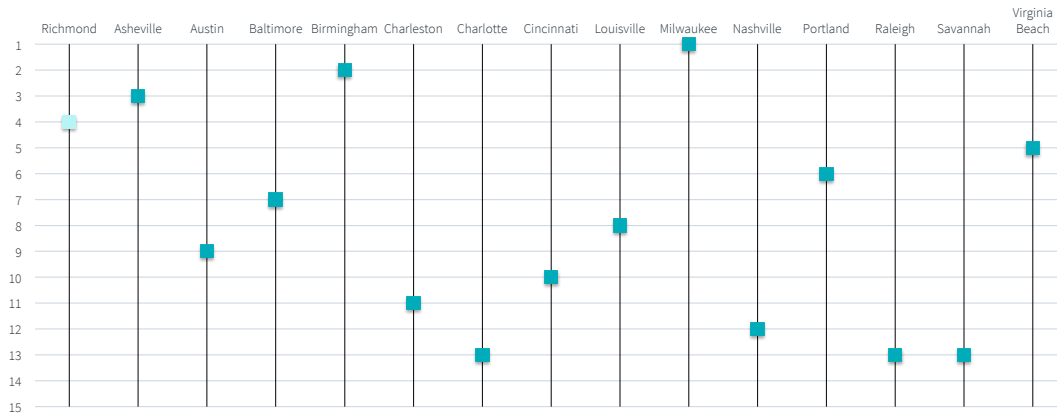|	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Fun & Games	17	12	7.1	9	13.1	14

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
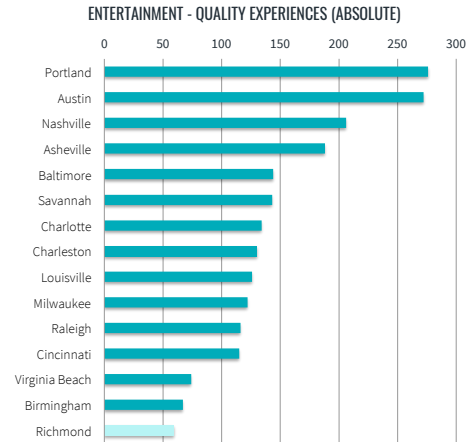
RANKING WITHIN COMPETITIVE SET

Zoos & Aquariums

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Zoos & Aquariums	1	5	0.4	4	0.8	8

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Milwaukee	3	1
Austin	2	2
Baltimore	2	2
Portland	2	2
Richmond	1	5
Asheville	1	5
Birmingham	1	5
Charleston	1	5
Cincinnati	1	5
Louisville	1	5
Nashville	1	5
Virginia Beach	1	5
Charlotte	0	13
Raleigh	0	13
Savannah	0	13

ZOOS & AQUARIUMS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Milwaukee	1.4	1
Birmingham	0.5	2
Asheville	0.5	3
Richmond	0.4	4
Virginia Beach	0.4	5
Portland	0.4	6
Baltimore	0.4	7
Louisville	0.3	8
Austin	0.3	9
Cincinnati	0.2	10
Charleston	0.2	11
Nashville	0.2	12
Charlotte	0.0	13
Raleigh	0.0	13
Savannah	0.0	13
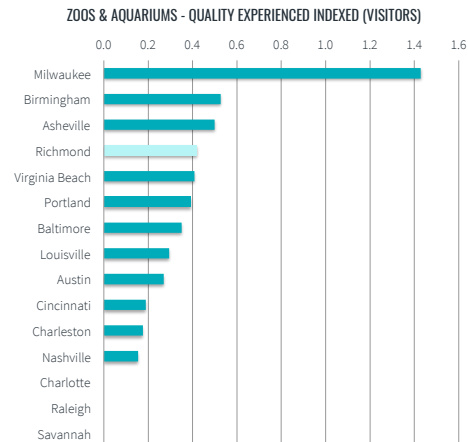
ZOOS & AQUARIUMS - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	2.2	1
Milwaukee	1.9	2
Charleston	1.3	3
Austin	0.9	4
Birmingham	0.9	5
Portland	0.8	6
Louisville	0.8	7
Richmond	0.8	8
Baltimore	0.7	9
Virginia Beach	0.6	10
Nashville	0.5	11
Cincinnati	0.5	12
Charlotte	0.0	13
Raleigh	0.0	13
Savannah	0.0	13

ZOOS & AQUARIUMS - QUALITY EXPERIENCES INDEXED (POPULATON)

Zoos & Aquariums

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Zoos & Aquariums	1	5	0.4	4	0.8	8

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

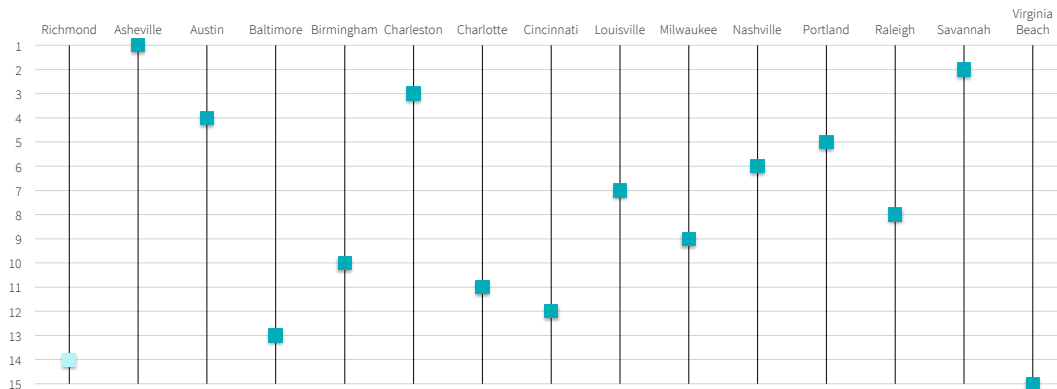## INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

ENTERTAINMENT

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ENTERTAINMENT	59	15	24.6	12	45.6	14

ABSOLUTE RESULTS

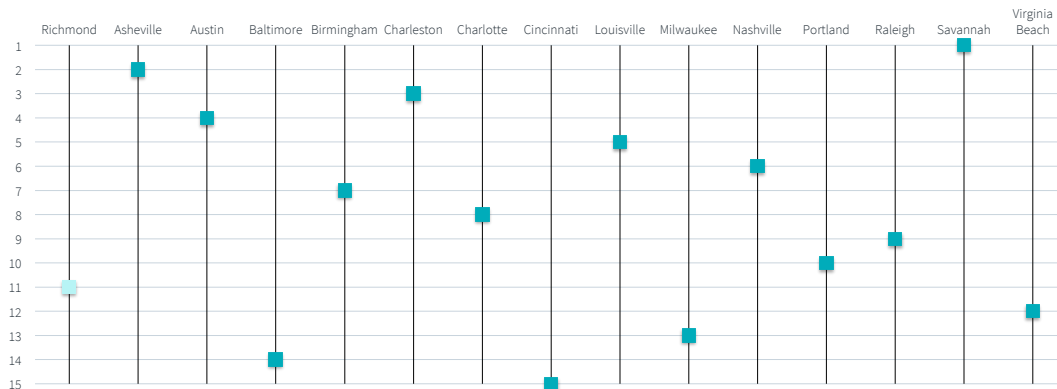| COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	276	1
Austin	272	2
Nashville	206	3
Asheville	188	4
Baltimore	144	5
Savannah	143	6
Charlotte	134	7
Charleston	130	8
Louisville	126	9
Milwaukee	122	10
Raleigh	116	11
Cincinnati	115	12
Virginia Beach	74	13
Birmingham	67	14
Richmond	59	15

ENTERTAINMENT - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	94.0	1
Milwaukee	58.1	2
Portland	54.1	3
Savannah	49.1	4
Raleigh	45.8	5
Louisville	37.1	6
Austin	36.8	7
Birmingham	35.3	8
Nashville	31.7	9
Virginia Beach	30.2	10
Baltimore	25.3	11
Richmond	24.6	12
Charleston	22.8	13
Cincinnati	21.7	14
Charlotte	19.1	15

ENTERTAINMENT - QUALITY EXPERIENCED INDEXED (VISITORS)
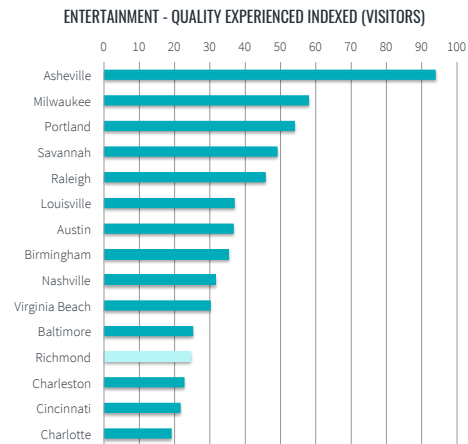
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	412.1	1
Savannah	369.0	2
Charleston	167.6	3
Austin	128.6	4
Portland	112.5	5
Nashville	108.2	6
Louisville	97.4	7
Raleigh	86.9	8
Milwaukee	77.4	9
Birmingham	58.3	10
Charlotte	53.1	11
Cincinnati	52.8	12
Baltimore	51.3	13
Richmond	45.6	14
Virginia Beach	42.9	15

ENTERTAINMENT - QUALITY EXPERIENCES INDEXED (POPULATON)

ENTERTAINMENT

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ENTERTAINMENT	59	15	24.6	12	45.6	14

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Hotels

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Hotels	39	13	16.3	10	30.1	11

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	133	1
Charlotte	98	2
Nashville	90	3
Portland	83	4
Louisville	65	5
Savannah	64	6
Charleston	51	7
Virginia Beach	51	7
Baltimore	49	9
Raleigh	49	9
Asheville	47	11
Birmingham	47	11
Richmond	39	13
Milwaukee	38	14
Cincinnati	30	15

HOTELS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Birmingham	24.7	1
Asheville	23.5	2
Savannah	22.0	3
Virginia Beach	20.8	4
Raleigh	19.4	5
Louisville	19.1	6
Milwaukee	18.1	7
Austin	18.0	8
Portland	16.3	9
Richmond	16.3	10
Charlotte	14.0	11
Nashville	13.8	12
Charleston	8.9	13
Baltimore	8.6	14
Cincinnati	5.7	15

HOTELS - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	165.1	1
Asheville	103.0	2
Charleston	65.7	3
Austin	62.9	4
Louisville	50.2	5
Nashville	47.3	6
Birmingham	40.9	7
Charlotte	38.8	8
Raleigh	36.7	9
Portland	33.8	10
Richmond	30.1	11
Virginia Beach	29.6	12
Milwaukee	24.1	13
Baltimore	17.4	14
Cincinnati	13.8	15

HOTELS - QUALITY EXPERIENCES INDEXED (POPULATON)

Hotels

CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Hotels	39	13	16.3	10	30.1	11

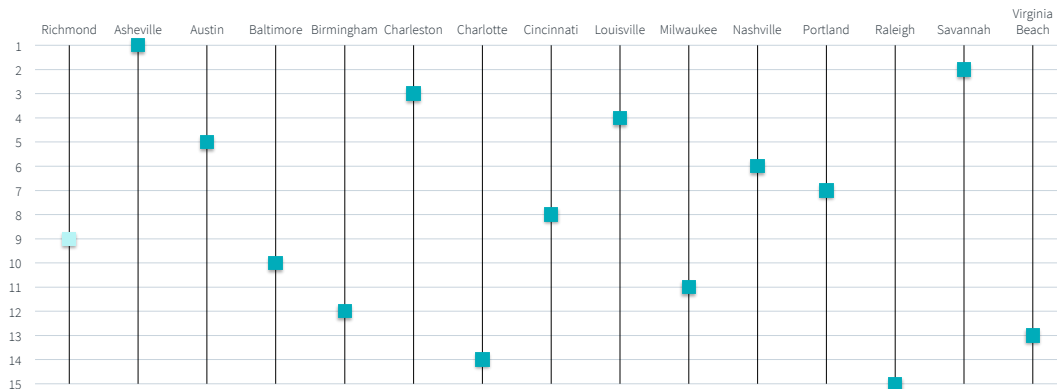## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

B&B and Inns

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
B&B and Inns	5	10	2.1	9	3.9	9

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	32	1
Charleston	28	2
Savannah	24	3
Austin	20	4
Portland	18	5
Louisville	14	6
Nashville	14	6
Baltimore	10	8
Cincinnati	9	9
Richmond	5	10
Milwaukee	5	10
Charlotte	4	12
Virginia Beach	3	13
Birmingham	2	14
Raleigh	2	14

B&B and INNS - QUALITY EXPERIENCES (ABSOLUTE)
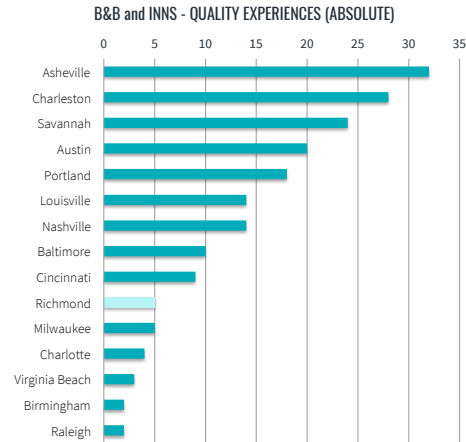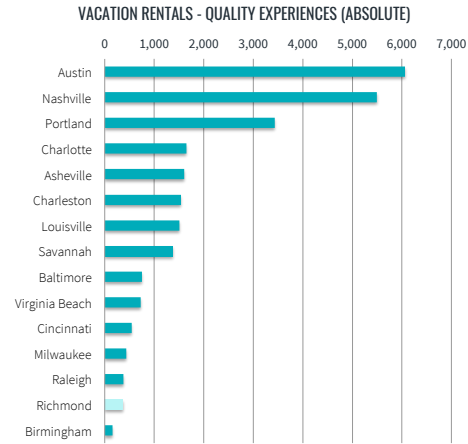

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	16.0	1
Savannah	8.2	2
Charleston	4.9	3
Louisville	4.1	4
Portland	3.5	5
Austin	2.7	6
Milwaukee	2.4	7
Nashville	2.2	8
Richmond	2.1	9
Baltimore	1.8	10
Cincinnati	1.7	11
Virginia Beach	1.2	12
Birmingham	1.1	13
Raleigh	0.8	14
Charlotte	0.6	15

B&B and INNS - QUALITY EXPERIENCED INDEXED (VISITORS)
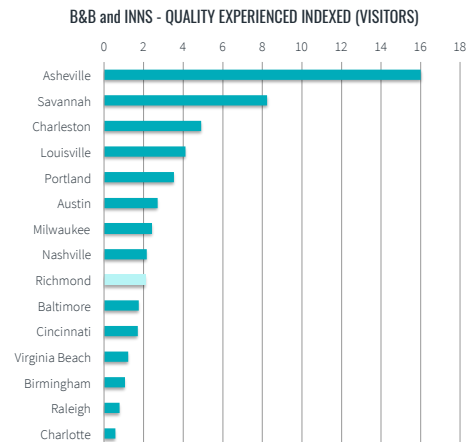
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	70.2	1
Savannah	61.9	2
Charleston	36.1	3
Louisville	10.8	4
Austin	9.5	5
Nashville	7.4	6
Portland	7.3	7
Cincinnati	4.1	8
Richmond	3.9	9
Baltimore	3.6	10
Milwaukee	3.2	11
Birmingham	1.7	12
Virginia Beach	1.7	13
Charlotte	1.6	14
Raleigh	1.5	15

B&B and INNS - QUALITY EXPERIENCES INDEXED (POPULATON)

B&B and Inns

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
B&B and Inns	5	10	2.1	9	3.9	9

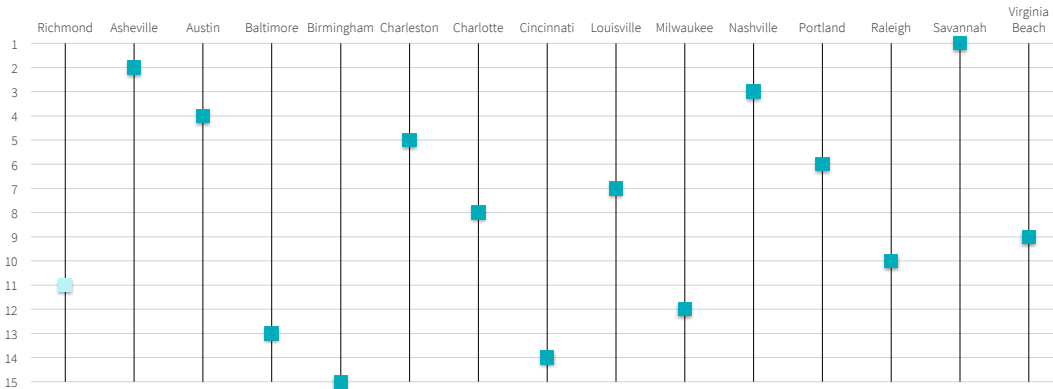## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
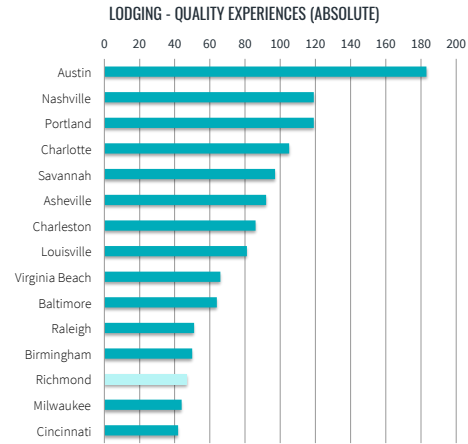
RANKING WITHIN COMPETITIVE SET

Speciality Lodging

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Speciality Lodging	3	9	1.3	7	2.3	8

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	30	1
Portland	18	2
Nashville	15	3
Asheville	13	4
Virginia Beach	12	5
Savannah	9	6
Charleston	7	7
Baltimore	5	8
Richmond	3	9
Charlotte	3	9
Cincinnati	3	9
Louisville	2	12
Birmingham	1	13
Milwaukee	1	13
Raleigh	0	15

SPECIALTY LODGING - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	6.5	1
Virginia Beach	4.9	2
Austin	4.1	3
Portland	3.5	4
Savannah	3.1	5
Nashville	2.3	6
Richmond	1.3	7
Charleston	1.2	8
Baltimore	0.9	9
Louisville	0.6	10
Cincinnati	0.6	11
Birmingham	0.5	12
Milwaukee	0.5	13
Charlotte	0.4	14
Raleigh	0.0	15

SPECIALTY LODGING - QUALITY EXPERIENCED INDEXED (VISITORS)
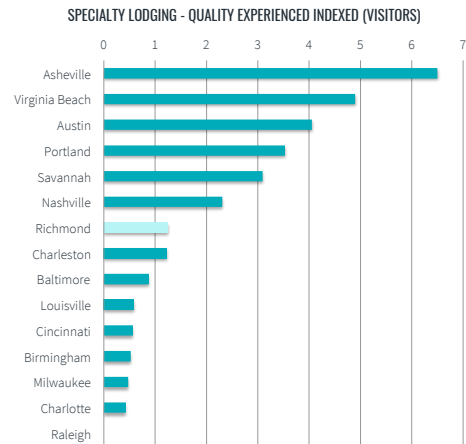
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	28.5	1
Savannah	23.2	2
Austin	14.2	3
Charleston	9.0	4
Nashville	7.9	5
Portland	7.3	6
Virginia Beach	7.0	7
Richmond	2.3	8
Baltimore	1.8	9
Louisville	1.5	10
Cincinnati	1.4	11
Charlotte	1.2	12
Birmingham	0.9	13
Milwaukee	0.6	14
Raleigh	0.0	15

SPECIALTY LODGING - QUALITY EXPERIENCES INDEXED (POPULATON)

Speciality Lodging

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Speciality Lodging	3	9	1.3	7	2.3	8

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Vacation Rentals
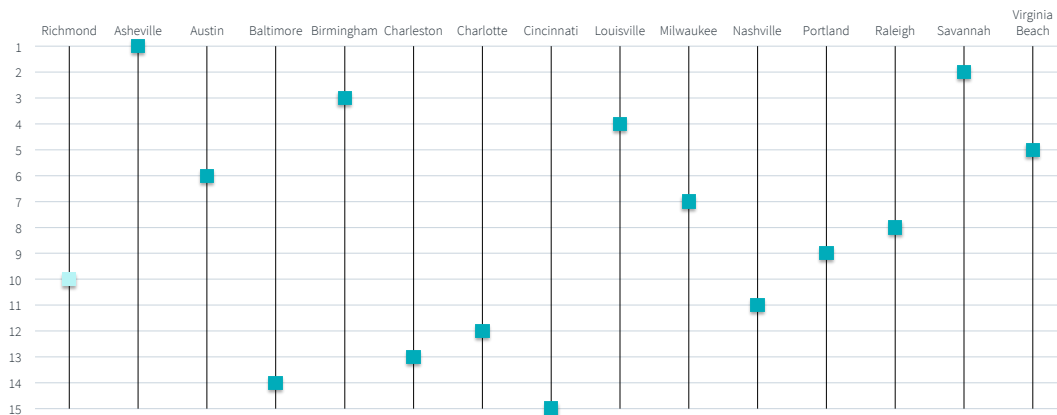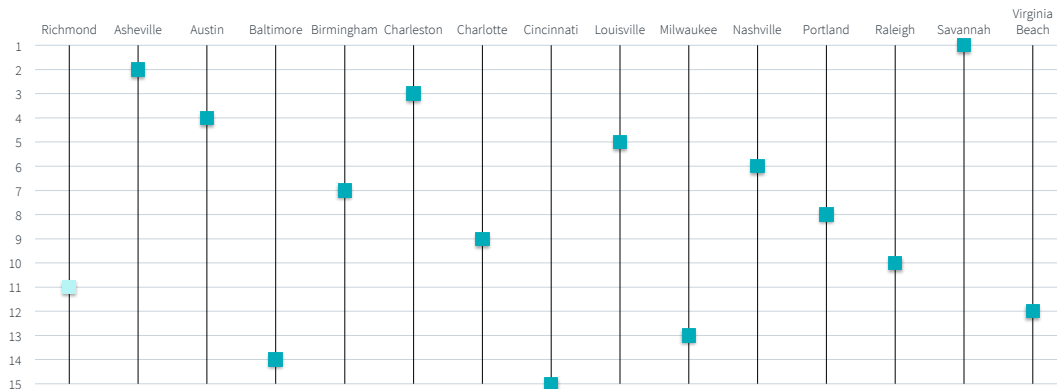
Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Vacation Rentals	365	14	152.1	11	282.0	11

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	6,064	1
Nashville	5,497	2
Portland	3,431	3
Charlotte	1,647	4
Asheville	1,606	5
Charleston	1,538	6
Louisville	1,508	7
Savannah	1,370	8
Baltimore	752	9
Virginia Beach	728	10
Cincinnati	543	11
Milwaukee	436	12
Raleigh	380	13
Richmond	365	14
Birmingham	158	15

VACATION RENTALS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Nashville	845.7	1
Austin	819.5	2
Asheville	803.0	3
Portland	672.7	4
Savannah	470.8	5
Louisville	443.5	6
Virginia Beach	297.1	7
Charleston	269.9	8
Charlotte	235.3	9
Milwaukee	207.6	10
Richmond	152.1	11
Raleigh	150.1	12
Baltimore	131.9	13
Cincinnati	102.5	14
Birmingham	83.2	15

VACATION RENTALS - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	3,535.1	1
Asheville	3,520.8	2
Nashville	2,888.5	3
Austin	2,866.0	4
Charleston	1,982.4	5
Portland	1,398.6	6
Louisville	1,165.4	7
Charlotte	652.2	8
Virginia Beach	422.0	9
Raleigh	284.6	10
Richmond	282.0	11
Milwaukee	276.6	12
Baltimore	267.8	13
Cincinnati	249.2	14
Birmingham	137.4	15

VACATION RENTALS - QUALITY EXPERIENCES INDEXED (POPULATON)

Vacation Rentals

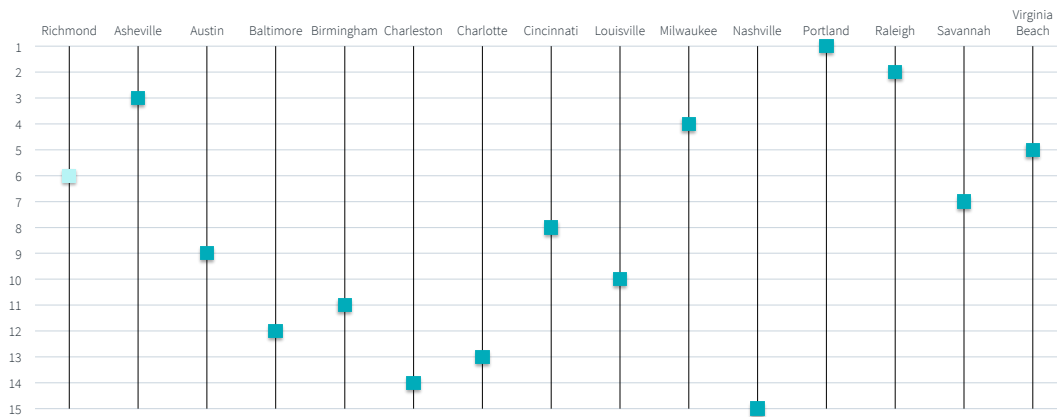| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Vacation Rentals	365	14	152.1	11	282.0	11

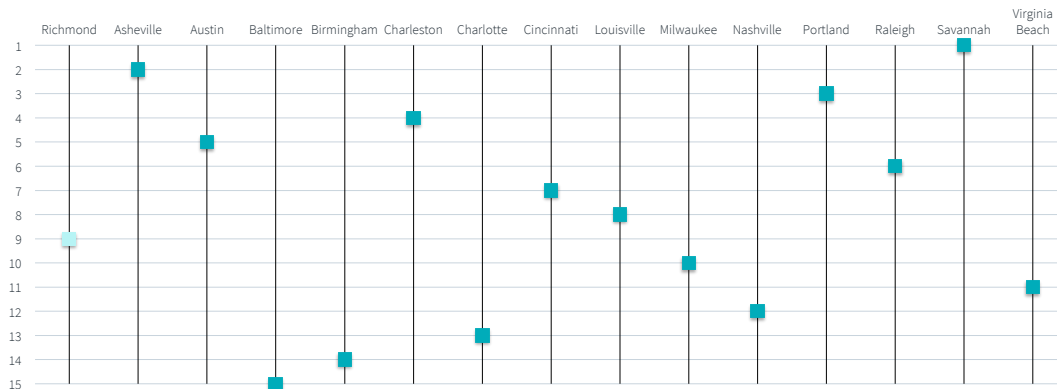## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
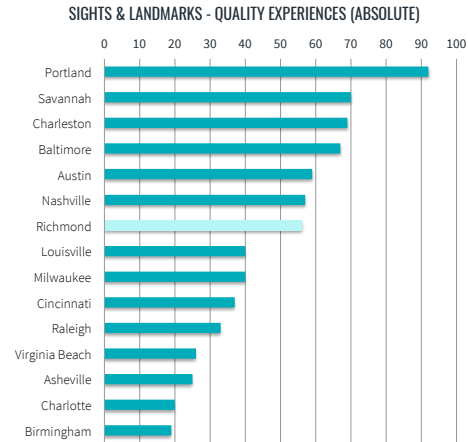
RANKING WITHIN COMPETITIVE SET

LODGING

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
LODGING	47	13	18.3	10	34.0	11

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Austin	183	1
Nashville	119	2
Portland	119	2
Charlotte	105	4
Savannah	97	5
Asheville	92	6
Charleston	86	7
Louisville	81	8
Virginia Beach	66	9
Baltimore	64	10
Raleigh	51	11
Birmingham	50	12
Richmond	47	13
Milwaukee	44	14
Cincinnati	42	15

LODGING - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	39.5	1
Savannah	30.2	2
Birmingham	25.8	3
Louisville	23.2	4
Virginia Beach	22.0	5
Austin	20.7	6
Milwaukee	20.5	7
Raleigh	20.1	8
Portland	19.8	9
Richmond	18.3	10
Nashville	16.0	11
Charlotte	14.6	12
Charleston	13.9	13
Baltimore	10.4	14
Cincinnati	7.4	15

LODGING - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	227.1	1
Asheville	173.2	2
Charleston	101.8	3
Austin	72.3	4
Louisville	61.1	5
Nashville	54.6	6
Birmingham	42.6	7
Portland	41.2	8
Charlotte	40.4	9
Raleigh	38.2	10
Richmond	34.0	11
Virginia Beach	31.3	12
Milwaukee	27.3	13
Baltimore	21.0	14
Cincinnati	17.9	15

LODGING - QUALITY EXPERIENCES INDEXED (POPULATON)

LODGING

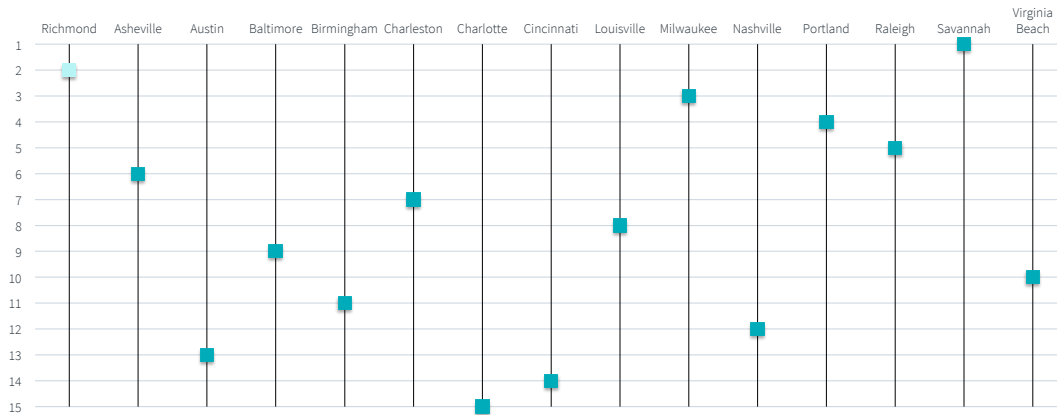| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
LODGING	47	13	18.3	10	34.0	11

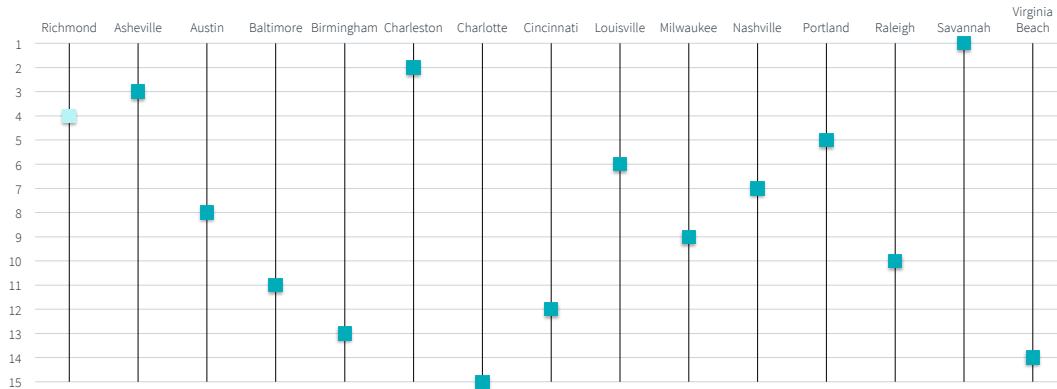## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
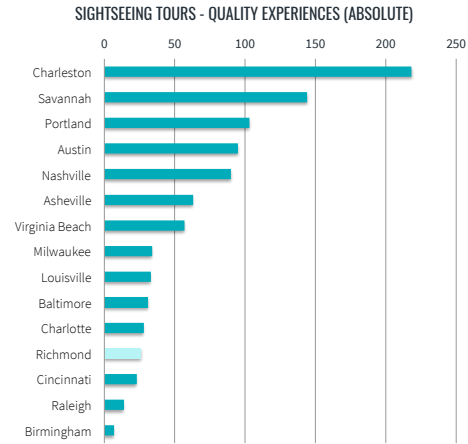
RANKING WITHIN COMPETITIVE SET

Nature & Parks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nature & Parks	19	13	7.9	6	14.7	9

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	83	1
Austin	46	2
Cincinnati	34	3
Raleigh	28	4
Charlotte	26	5
Virginia Beach	25	6
Baltimore	24	7
Milwaukee	23	8
Asheville	22	9
Charleston	21	10
Nashville	21	10
Savannah	20	12
Richmond	19	13
Louisville	19	13
Birmingham	10	15

NATURE & PARKS - QUALITY EXPERIENCES (ABSOLUTE)
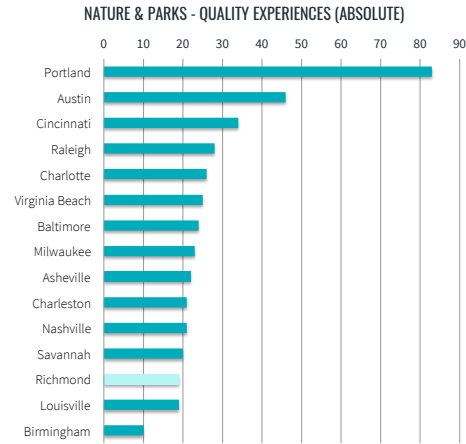
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Portland	16.3	1
Raleigh	11.1	2
Asheville	11.0	3
Milwaukee	11.0	4
Virginia Beach	10.2	5
Richmond	7.9	6
Savannah	6.9	7
Cincinnati	6.4	8
Austin	6.2	9
Louisville	5.6	10
Birmingham	5.3	11
Baltimore	4.2	12
Charlotte	3.7	13
Charleston	3.7	14
Nashville	3.2	15

NATURE & PARKS - QUALITY EXPERIENCED INDEXED (VISITORS)
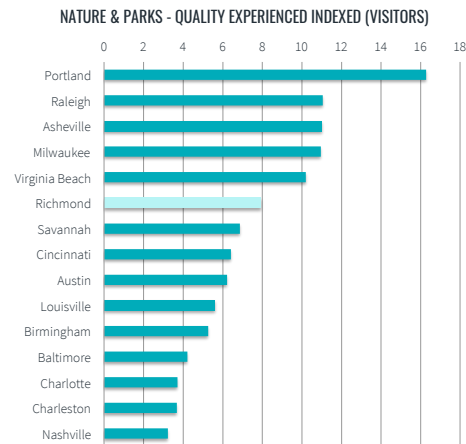
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	51.6	1
Asheville	48.2	2
Portland	33.8	3
Charleston	27.1	4
Austin	21.7	5
Raleigh	21.0	6
Cincinnati	15.6	7
Louisville	14.7	8
Richmond	14.7	9
Milwaukee	14.6	10
Virginia Beach	14.5	11
Nashville	11.0	12
Charlotte	10.3	13
Birmingham	8.7	14
Baltimore	8.5	15

NATURE & PARKS - QUALITY EXPERIENCES INDEXED (POPULATON)

Nature & Parks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nature & Parks	19	13	7.9	6	14.7	9

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET
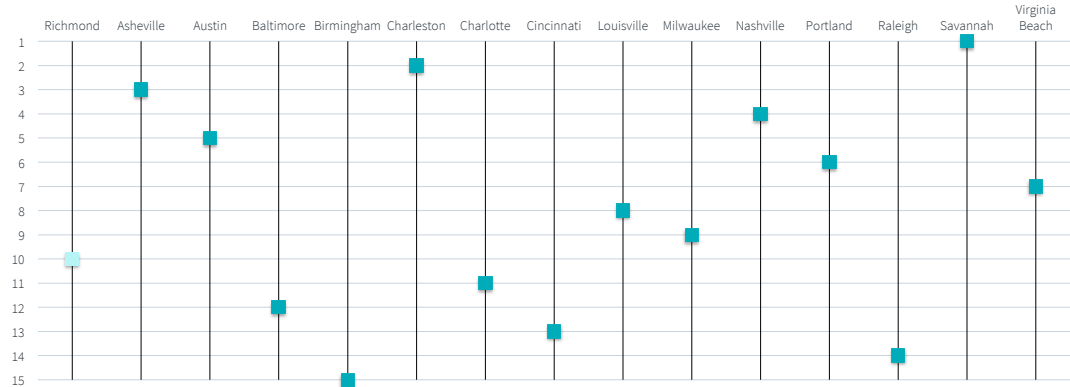
Sights & Landmarks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sights & Landmarks	56	7	23.3	2	43.3	4

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	92	1
Savannah	70	2
Charleston	69	3
Baltimore	67	4
Austin	59	5
Nashville	57	6
Richmond	56	7
Louisville	40	8
Milwaukee	40	8
Cincinnati	37	10
Raleigh	33	11
Virginia Beach	26	12
Asheville	25	13
Charlotte	20	14
Birmingham	19	15

SIGHTS & LANDMARKS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	24.1	1
Richmond	23.3	2
Milwaukee	19.0	3
Portland	18.0	4
Raleigh	13.0	5
Asheville	12.5	6
Charleston	12.1	7
Louisville	11.8	8
Baltimore	11.8	9
Virginia Beach	10.6	10
Birmingham	10.0	11
Nashville	8.8	12
Austin	8.0	13
Cincinnati	7.0	14
Charlotte	2.9	15

SIGHTS & LANDMARKS - QUALITY EXPERIENCED INDEXED (VISITORS)
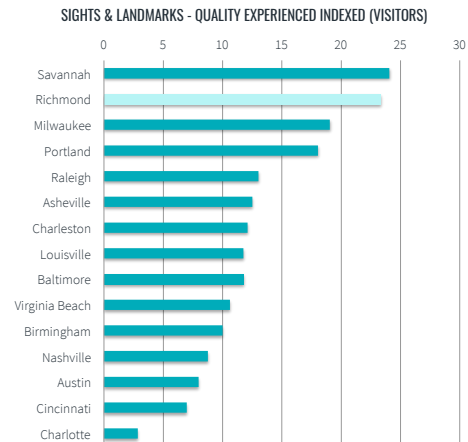
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	180.6	1
Charleston	88.9	2
Asheville	54.8	3
Richmond	43.3	4
Portland	37.5	5
Louisville	30.9	6
Nashville	30.0	7
Austin	27.9	8
Milwaukee	25.4	9
Raleigh	24.7	10
Baltimore	23.9	11
Cincinnati	17.0	12
Birmingham	16.5	13
Virginia Beach	15.1	14
Charlotte	7.9	15

SIGHTS & LANDMARKS - QUALITY EXPERIENCES INDEXED (POPULATON)

Sights & Landmarks

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sights & Landmarks	56	7	23.3	2	43.3	4

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET
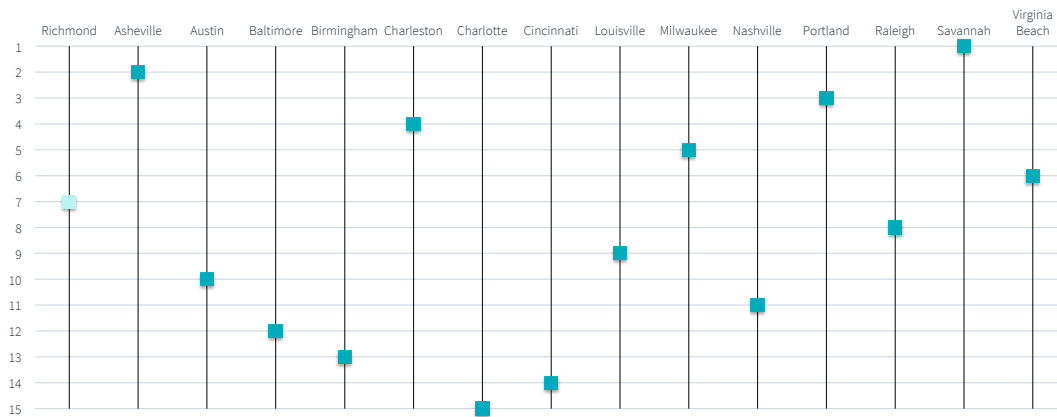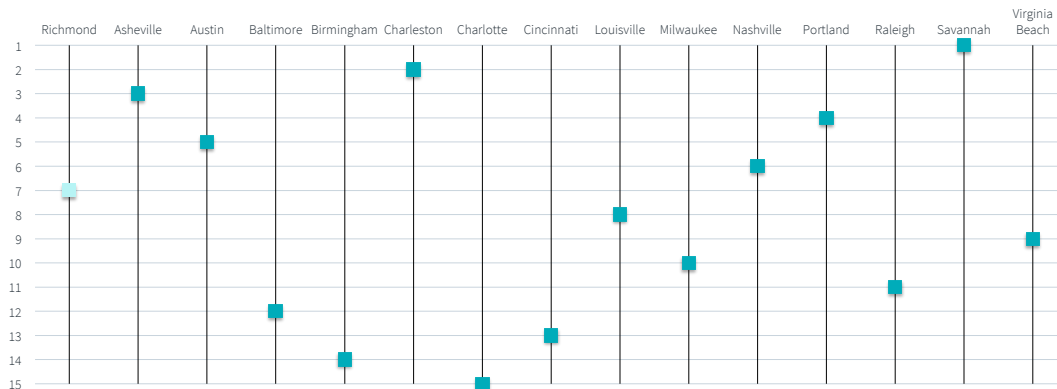
Sightseeing Tours

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sightseeing Tours	26	12	10.8	9	20.1	10

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	218	1
Savannah	144	2
Portland	103	3
Austin	95	4
Nashville	90	5
Asheville	63	6
Virginia Beach	57	7
Milwaukee	34	8
Louisville	33	9
Baltimore	31	10
Charlotte	28	11
Richmond	26	12
Cincinnati	23	13
Raleigh	14	14
Birmingham	7	15

SIGHTSEEING TOURS - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	49.5	1
Charleston	38.2	2
Asheville	31.5	3
Virginia Beach	23.3	4
Portland	20.2	5
Milwaukee	16.2	6
Nashville	13.8	7
Austin	12.8	8
Richmond	10.8	9
Louisville	9.7	10
Raleigh	5.5	11
Baltimore	5.4	12
Cincinnati	4.3	13
Charlotte	4.0	14
Birmingham	3.7	15

SIGHTSEEING TOURS - QUALITY EXPERIENCED INDEXED (VISITORS)
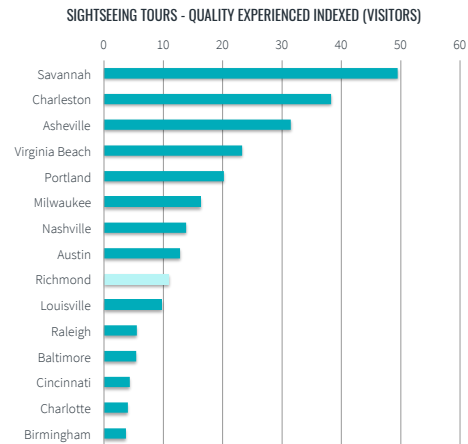
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	371.6	1
Charleston	281.0	2
Asheville	138.1	3
Nashville	47.3	4
Austin	44.9	5
Portland	42.0	6
Virginia Beach	33.0	7
Louisville	25.5	8
Milwaukee	21.6	9
Richmond	20.1	10
Charlotte	11.1	11
Baltimore	11.0	12
Cincinnati	10.6	13
Raleigh	10.5	14
Birmingham	6.1	15

SIGHTSEEING TOURS - QUALITY EXPERIENCES INDEXED (POPULATON)

Sightseeing Tours

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sightseeing Tours	26	12	10.8	9	20.1	10

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

SIGHTSEEING
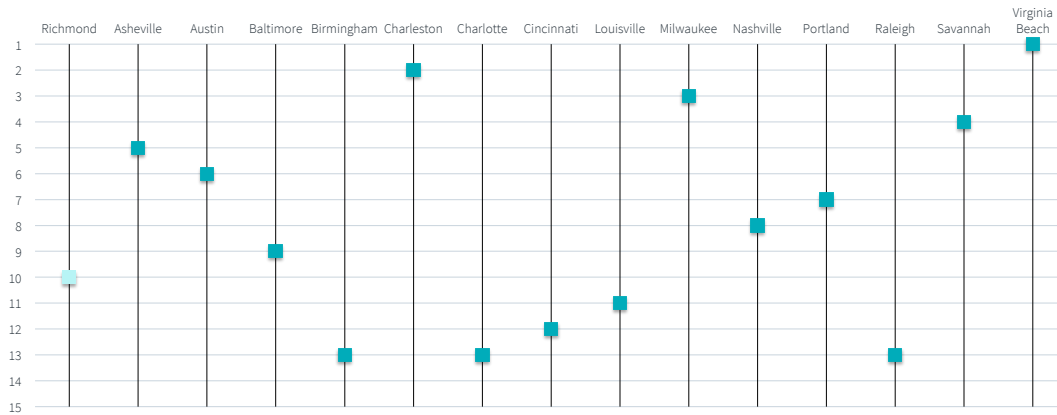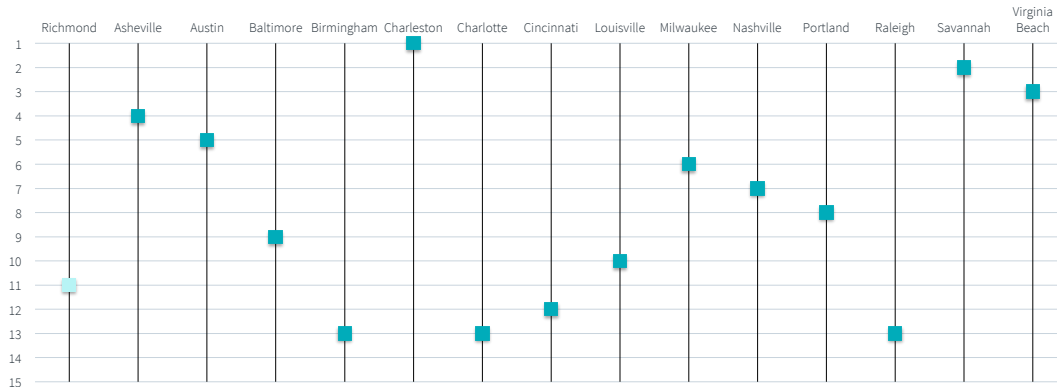
Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SIGHTSEEING	101	9	42.1	7	78.0	7

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	308	1
Portland	278	2
Savannah	234	3
Austin	200	4
Nashville	168	5
Baltimore	122	6
Asheville	110	7
Virginia Beach	108	8
Richmond	101	9
Milwaukee	97	10
Cincinnati	94	11
Louisville	92	12
Raleigh	75	13
Charlotte	74	14
Birmingham	36	15

SIGHTSEEING - QUALITY EXPERIENCES (ABSOLUTE)
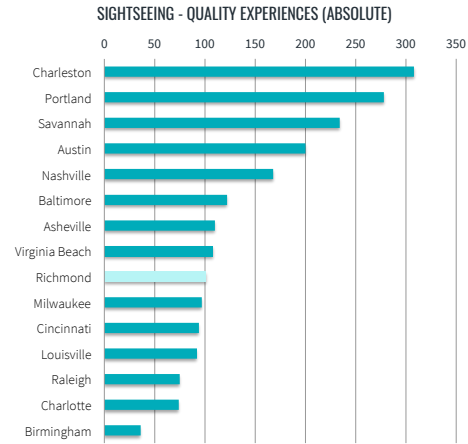
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	80.4	1
Asheville	55.0	2
Portland	54.5	3
Charleston	54.0	4
Milwaukee	46.2	5
Virginia Beach	44.1	6
Richmond	42.1	7
Raleigh	29.6	8
Louisville	27.1	9
Austin	27.0	10
Nashville	25.8	11
Baltimore	21.4	12
Birmingham	18.9	13
Cincinnati	17.7	14
Charlotte	10.6	15

SIGHTSEEING - QUALITY EXPERIENCED INDEXED (VISITORS)
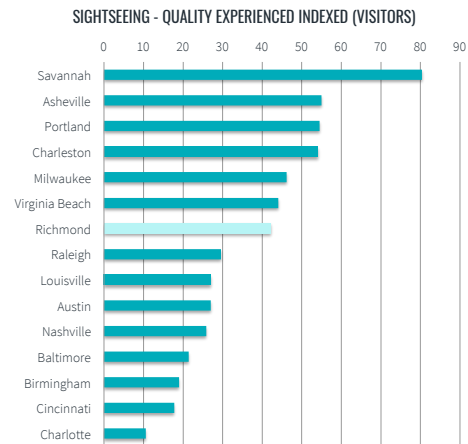
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	603.8	1
Charleston	397.0	2
Asheville	241.2	3
Portland	113.3	4
Austin	94.5	5
Nashville	88.3	6
Richmond	78.0	7
Louisville	71.1	8
Virginia Beach	62.6	9
Milwaukee	61.5	10
Raleigh	56.2	11
Baltimore	43.4	12
Cincinnati	43.1	13
Birmingham	31.3	14
Charlotte	29.3	15

SIGHTSEEING - QUALITY EXPERIENCES INDEXED (POPULATON)

SIGHTSEEING

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SIGHTSEEING	101	9	42.1	7	78.0	7

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Boat Tours & Water Sports
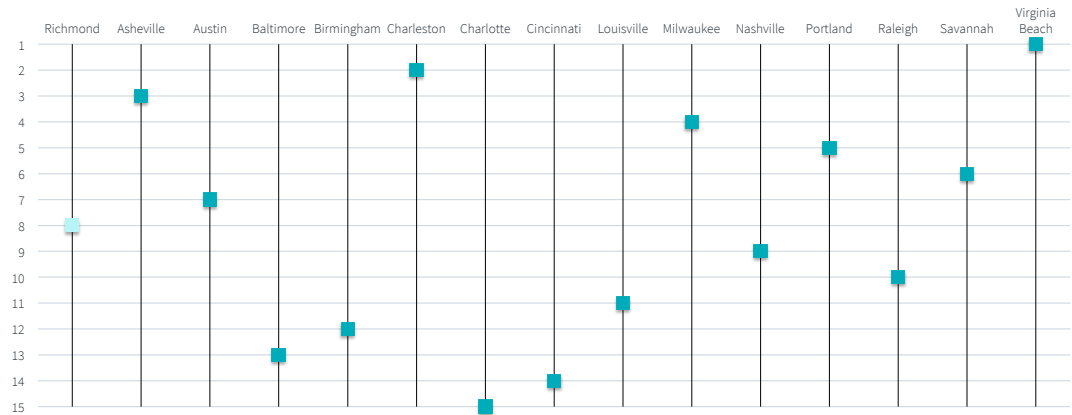
Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Boat Tours & Water Sports	5	10	2.1	10	3.9	11

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	96	1
Virginia Beach	46	2
Austin	39	3
Savannah	19	4
Portland	18	5
Nashville	15	6
Milwaukee	14	7
Asheville	12	8
Baltimore	12	8
Richmond	5	10
Louisville	5	10
Cincinnati	2	12
Birmingham	0	13
Charlotte	0	13
Raleigh	0	13

BOAT TOURS & WATER SPORTS - QUALITY EXPERIENCES (ABSOLUTE)
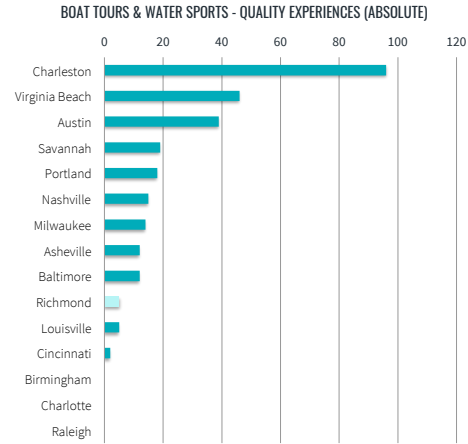
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Virginia Beach	18.8	1
Charleston	16.8	2
Milwaukee	6.7	3
Savannah	6.5	4
Asheville	6.0	5
Austin	5.3	6
Portland	3.5	7
Nashville	2.3	8
Baltimore	2.1	9
Richmond	2.1	10
Louisville	1.5	11
Cincinnati	0.4	12
Birmingham	0.0	13
Charlotte	0.0	13
Raleigh	0.0	13
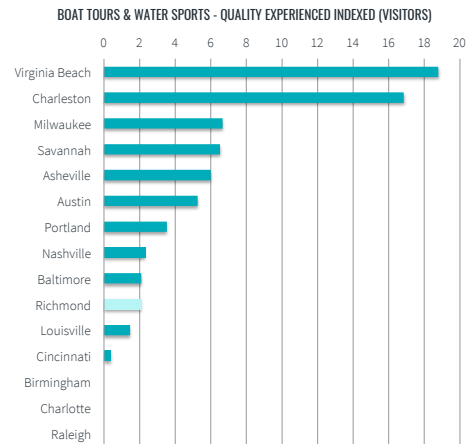
BOAT TOURS & WATER SPORTS - QUALITY EXPERIENCED INDEXED (VISITORS)

INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Charleston	123.7	1
Savannah	49.0	2
Virginia Beach	26.7	3
Asheville	26.3	4
Austin	18.4	5
Milwaukee	8.9	6
Nashville	7.9	7
Portland	7.3	8
Baltimore	4.3	9
Louisville	3.9	10
Richmond	3.9	11
Cincinnati	0.9	12
Birmingham	0.0	13
Charlotte	0.0	13
Raleigh	0.0	13

BOAT TOURS & WATER SPORTS - QUALITY EXPERIENCES INDEXED (POPULATON)

Boat Tours & Water Sports

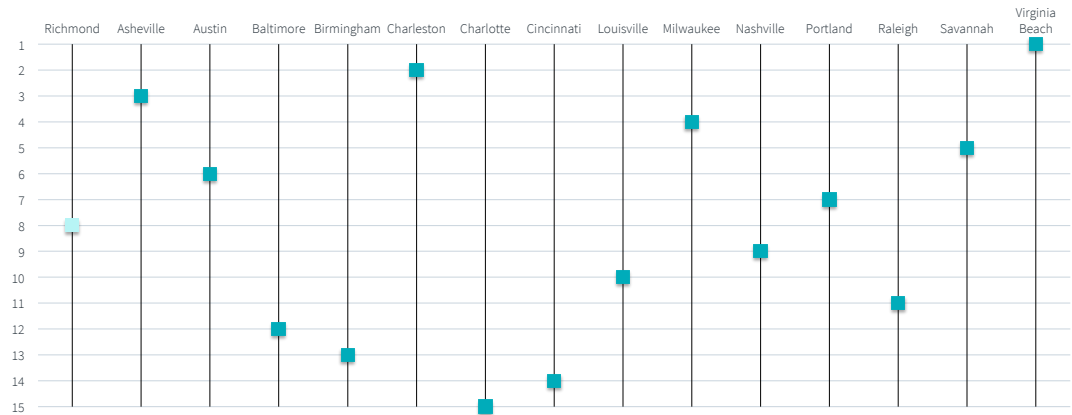| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Boat Tours & Water Sports	5	10	2.1	10	3.9	11

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)
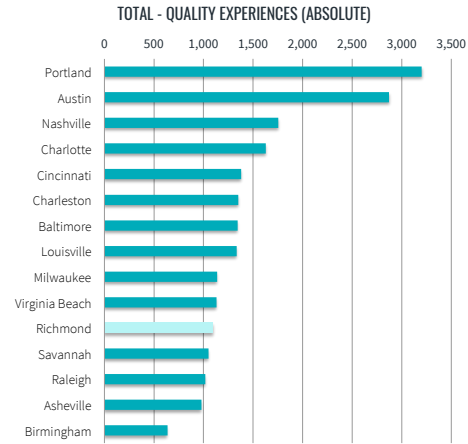
RANKING WITHIN COMPETITIVE SET

Outdoor Activities

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Outdoor Activities	18	11	7.5	8	13.9	10

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	121	1
Austin	95	2
Virginia Beach	78	3
Portland	74	4
Asheville	42	5
Nashville	41	6
Savannah	40	7
Milwaukee	31	8
Charlotte	22	9
Baltimore	21	10
Richmond	18	11
Cincinnati	18	11
Louisville	18	11
Raleigh	15	14
Birmingham	8	15

OUTDOOR ACTIVITIES - QUALITY EXPERIENCES (ABSOLUTE)
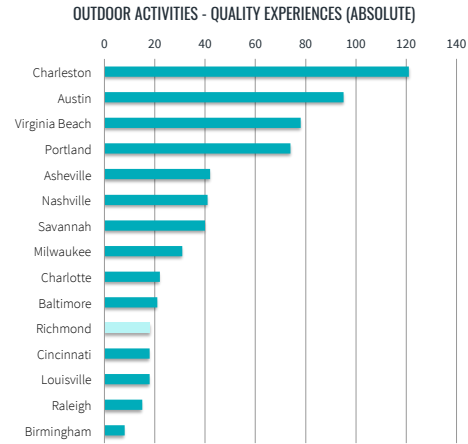
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Virginia Beach	31.8	1
Charleston	21.2	2
Asheville	21.0	3
Milwaukee	14.8	4
Portland	14.5	5
Savannah	13.7	6
Austin	12.8	7
Richmond	7.5	8
Nashville	6.3	9
Raleigh	5.9	10
Louisville	5.3	11
Birmingham	4.2	12
Baltimore	3.7	13
Cincinnati	3.4	14
Charlotte	3.1	15

OUTDOOR ACTIVITIES - QUALITY EXPERIENCED INDEXED (VISITORS)
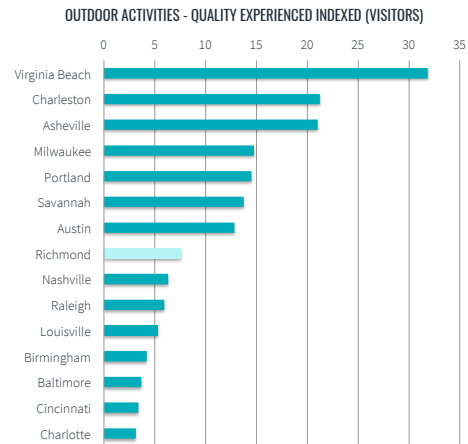
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Charleston	156.0	1
Savannah	103.2	2
Asheville	92.1	3
Virginia Beach	45.2	4
Austin	44.9	5
Portland	30.2	6
Nashville	21.5	7
Milwaukee	19.7	8
Louisville	13.9	9
Richmond	13.9	10
Raleigh	11.2	11
Charlotte	8.7	12
Cincinnati	8.3	13
Baltimore	7.5	14
Birmingham	7.0	15

OUTDOOR ACTIVITIES - QUALITY EXPERIENCES INDEXED (POPULATON)

Outdoor Activities

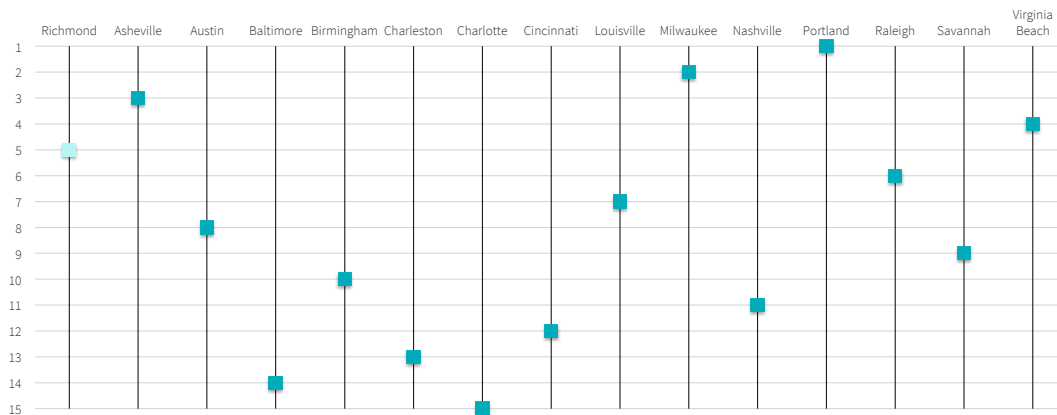| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Outdoor Activities	18	11	7.5	8	13.9	10

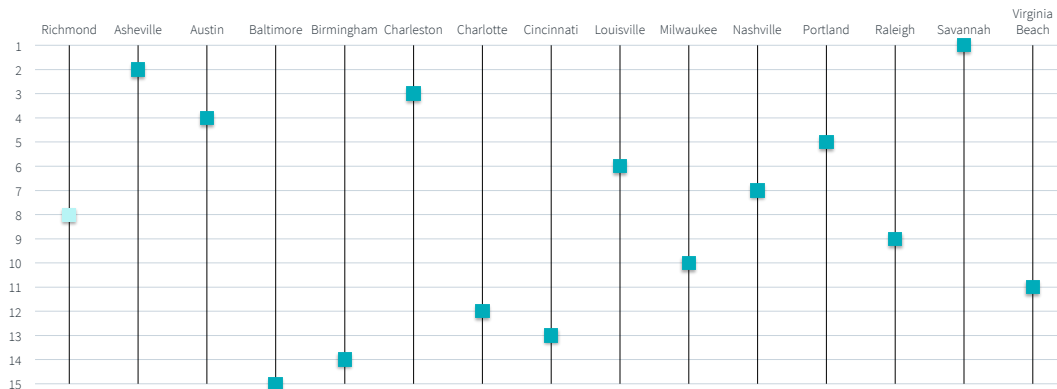## ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

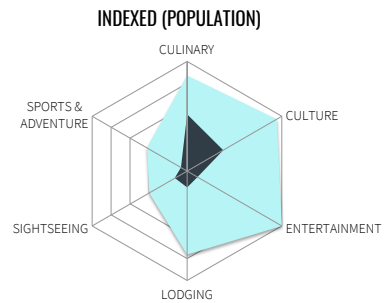## INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

SPORTS & ADVENTURE

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SPORTS & ADVENTURE	23	10	9.6	8	17.8	10

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Charleston	217	1
Austin	134	2
Virginia Beach	124	3
Portland	92	4
Savannah	59	5
Nashville	56	6
Asheville	54	7
Milwaukee	45	8
Baltimore	33	9
Richmond	23	10
Louisville	23	10
Charlotte	22	12
Cincinnati	20	13
Raleigh	15	14
Birmingham	8	15

SPORTS & ADVENTURE - QUALITY EXPERIENCES (ABSOLUTE)
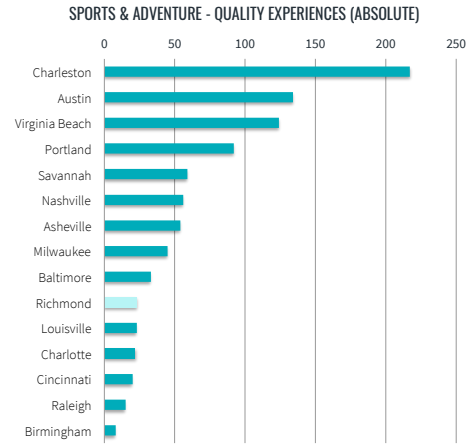
INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Virginia Beach	50.6	1
Charleston	38.1	2
Asheville	27.0	3
Milwaukee	21.4	4
Savannah	20.3	5
Austin	18.1	6
Portland	18.0	7
Richmond	9.6	8
Nashville	8.6	9
Louisville	6.8	10
Raleigh	5.9	11
Baltimore	5.8	12
Birmingham	4.2	13
Cincinnati	3.8	14
Charlotte	3.1	15

SPORTS & ADVENTURE - QUALITY EXPERIENCED INDEXED (VISITORS)
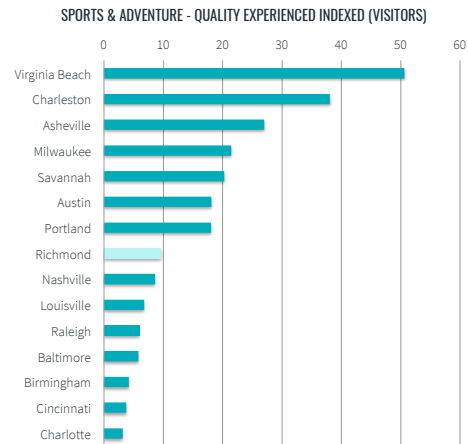
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Charleston	279.7	1
Savannah	152.2	2
Asheville	118.4	3
Virginia Beach	71.9	4
Austin	63.3	5
Portland	37.5	6
Nashville	29.4	7
Milwaukee	28.5	8
Louisville	17.8	9
Richmond	17.8	10
Baltimore	11.8	11
Raleigh	11.2	12
Cincinnati	9.2	13
Charlotte	8.7	14
Birmingham	7.0	15

SPORTS & ADVENTURE - QUALITY EXPERIENCES INDEXED (POPULATON)

SPORTS & ADVENTURE

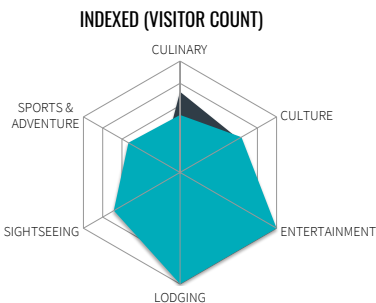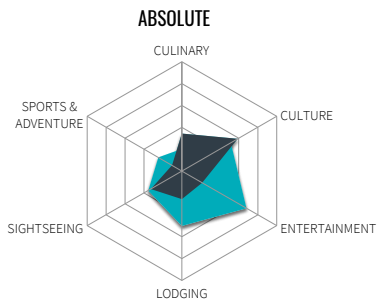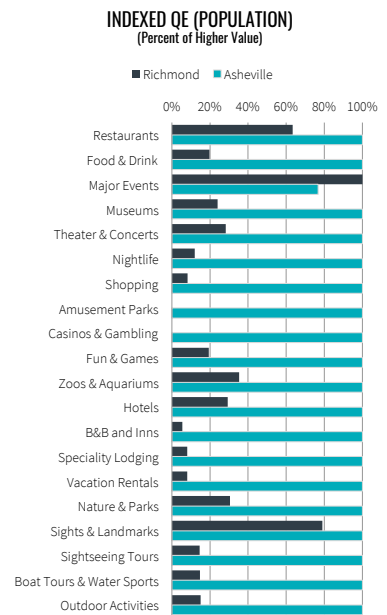| Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SPORTS & ADVENTURE	23	10	9.6	8	17.8	10

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

TOTAL

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
TOTAL	1,096	11	455.4	5	844.5	8

ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Portland	3,202	1
Austin	2,871	2
Nashville	1,755	3
Charlotte	1,629	4
Cincinnati	1,380	5
Charleston	1,352	6
Baltimore	1,343	7
Louisville	1,334	8
Milwaukee	1,137	9
Virginia Beach	1,131	10
Richmond	1,096	11
Savannah	1,050	12
Raleigh	1,019	13
Asheville	980	14
Birmingham	636	15

TOTAL - QUALITY EXPERIENCES (ABSOLUTE)

INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Portland	624.3	1
Milwaukee	541.0	2
Asheville	483.5	3
Virginia Beach	456.7	4
Richmond	455.4	5
Raleigh	402.5	6
Louisville	391.8	7
Austin	383.9	8
Savannah	357.7	9
Birmingham	334.2	10
Nashville	267.7	11
Cincinnati	259.8	12
Charleston	236.0	13
Baltimore	234.7	14
Charlotte	232.3	15

TOTAL - QUALITY EXPERIENCED INDEXED (VISITORS)
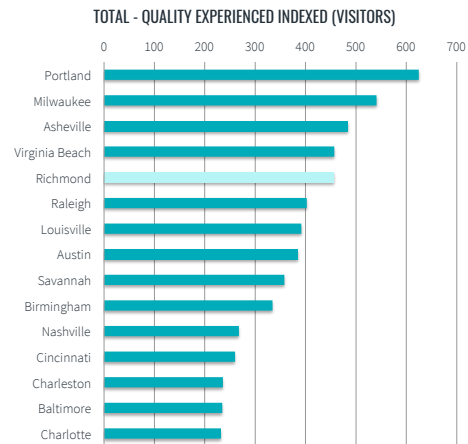
INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Savannah	2,686.2	1
Asheville	2,119.9	2
Charleston	1,733.6	3
Austin	1,342.7	4
Portland	1,297.9	5
Louisville	1,029.4	6
Nashville	914.3	7
Richmond	844.5	8
Raleigh	763.3	9
Milwaukee	720.7	10
Virginia Beach	648.6	11
Charlotte	643.9	12
Cincinnati	631.9	13
Birmingham	552.3	14
Baltimore	476.5	15

TOTAL - QUALITY EXPERIENCES INDEXED (POPULATON)

TOTAL

Richmond	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
TOTAL	1,096	11	455.4	5	844.5	8

ABSOLUTE RESULTS

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (VISITOR COUNT)

RANKING WITHIN COMPETITIVE SET

INDEXED RESULTS (POPULATION COUNT)

RANKING WITHIN COMPETITIVE SET

Richmond vs Asheville

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Asheville	Richmond	Asheville	Richmond	Asheville
Restaurants	763	424	317.9	212.0	589.6	929.5
Food & Drink	24	43	10.0	21.5	18.5	94.3
CULINARY	**787**	**467**	**327.9**	**233.5**	**608.1**	**1023.8**
Major Events	37	10	15.4	5.0	28.6	21.9
Museums	30	44	12.5	22.0	23.2	96.5
Theater & Concerts	12	15	5.0	7.5	9.3	32.9
CULTURE	**79**	**69**	**32.9**	**34.5**	**61.0**	**151.3**
Nightlife	16	47	6.7	23.5	12.4	103.0
Shopping	25	107	10.4	53.5	19.3	234.6
Amusement Parks	0	1	0.0	0.5	0.0	2.2
Casinos & Gambling	0	1	0.0	0.5	0.0	2.2
Fun & Games	17	31	7.1	15.5	13.1	68.0
Zoos & Aquariums	1	1	0.4	0.5	0.8	2.2
ENTERTAINMENT	**59**	**188**	**24.6**	**94.0**	**45.6**	**412.1**
Hotels	39	47	16.3	23.5	30.1	103.0
B&B and Inns	5	32	2.1	16.0	3.9	70.2
Speciality Lodging	3	13	1.3	6.5	2.3	28.5
Vacation Rentals	365	1,606	152.1	803.0	282.0	3520.8
LODGING	**47**	**92**	**18.3**	**39.5**	**34.0**	**173.2**
Nature & Parks	19	22	7.9	11.0	14.7	48.2
Sights & Landmarks	56	25	23.3	12.5	43.3	54.8
Sightseeing Tours	26	63	10.8	31.5	20.1	138.1
SIGHTSEEING	**101**	**110**	**42.1**	**55.0**	**78.0**	**241.2**
Boat Tours & Water Sports	5	12	2.1	6.0	3.9	26.3
Outdoor Activities	18	42	7.5	21.0	13.9	92.1
SPORTS & ADVENTURE	**23**	**54**	**9.6**	**27.0**	**17.8**	**118.4**
TOTAL	**1,096**	**980**	**455.4**	**483.5**	**844.5**	**2119.9**

Richmond vs Asheville

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Asheville

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
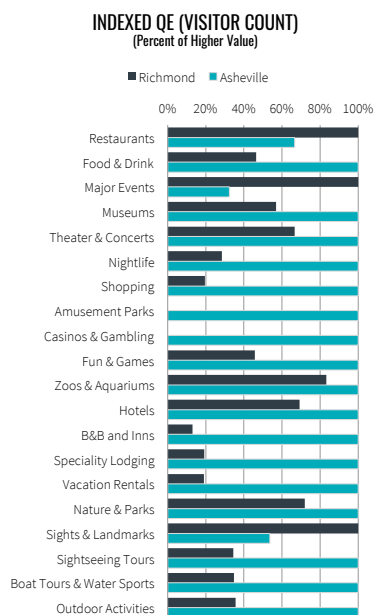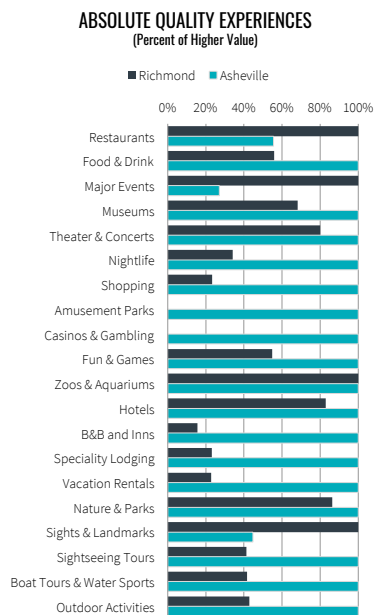
Richmond vs Austin

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Austin	Richmond	Austin	Richmond	Austin
Restaurants	763	1,895	317.9	256.1	589.6	895.6
Food & Drink	24	53	10.0	7.2	18.5	25.0
CULINARY	**787**	**1,948**	**327.9**	**263.2**	**608.1**	**920.7**
Major Events	37	59	15.4	8.0	28.6	27.9
Museums	30	37	12.5	5.0	23.2	17.5
Theater & Concerts	12	38	5.0	5.1	9.3	18.0
CULTURE	**79**	**134**	**32.9**	**18.1**	**61.0**	**63.3**
Nightlife	16	140	6.7	18.9	12.4	66.2
Shopping	25	73	10.4	9.9	19.3	34.5
Amusement Parks	0	2	0.0	0.3	0.0	0.9
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	55	7.1	7.4	13.1	26.0
Zoos & Aquariums	1	2	0.4	0.3	0.8	0.9
ENTERTAINMENT	**59**	**272**	**24.6**	**36.8**	**45.6**	**128.6**
Hotels	39	133	16.3	18.0	30.1	62.9
B&B and Inns	5	20	2.1	2.7	3.9	9.5
Speciality Lodging	3	30	1.3	4.1	2.3	14.2
Vacation Rentals	365	6,064	152.1	819.5	282.0	2866.0
LODGING	**47**	**183**	**18.3**	**20.7**	**34.0**	**72.3**
Nature & Parks	19	46	7.9	6.2	14.7	21.7
Sights & Landmarks	56	59	23.3	8.0	43.3	27.9
Sightseeing Tours	26	95	10.8	12.8	20.1	44.9
SIGHTSEEING	**101**	**200**	**42.1**	**27.0**	**78.0**	**94.5**
Boat Tours & Water Sports	5	39	2.1	5.3	3.9	18.4
Outdoor Activities	18	95	7.5	12.8	13.9	44.9
SPORTS & ADVENTURE	**23**	**134**	**9.6**	**18.1**	**17.8**	**63.3**
TOTAL	**1,096**	**2,871**	**455.4**	**383.9**	**844.5**	**1342.7**

Richmond vs Austin

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Austin

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
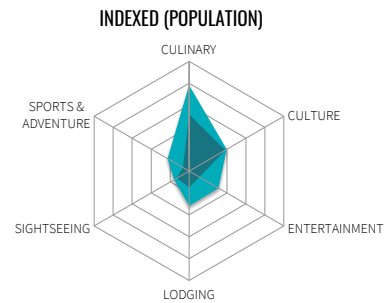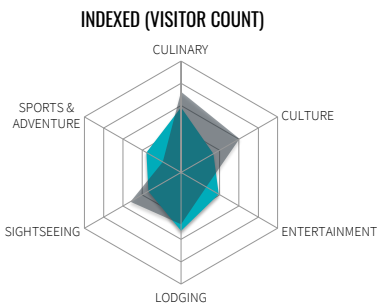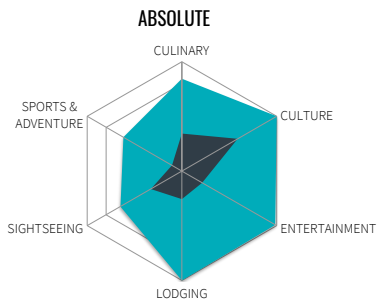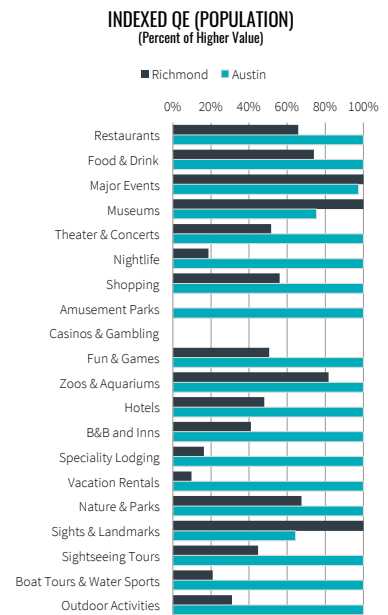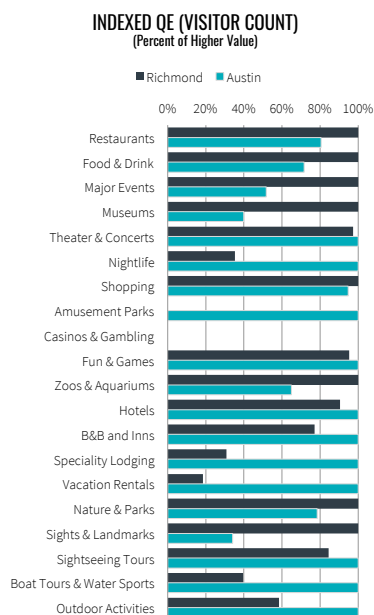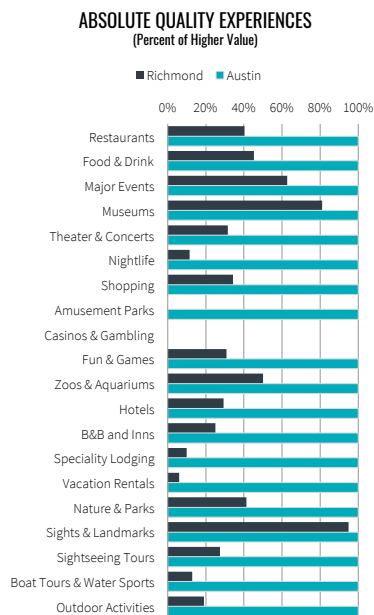
Richmond vs Baltimore

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Baltimore	Richmond	Baltimore	Richmond	Baltimore
Restaurants	763	863	317.9	151.4	589.6	307.3
Food & Drink	24	18	10.0	3.2	18.5	6.4
CULINARY	**787**	**881**	**327.9**	**154.6**	**608.1**	**313.7**
Major Events	37	30	15.4	5.3	28.6	10.7
Museums	30	51	12.5	8.9	23.2	18.2
Theater & Concerts	12	18	5.0	3.2	9.3	6.4
CULTURE	**79**	**99**	**32.9**	**17.4**	**61.0**	**35.3**
Nightlife	16	75	6.7	13.2	12.4	26.7
Shopping	25	40	10.4	7.0	19.3	14.2
Amusement Parks	0	1	0.0	0.2	0.0	0.4
Casinos & Gambling	0	2	0.0	0.4	0.0	0.7
Fun & Games	17	24	7.1	4.2	13.1	8.5
Zoos & Aquariums	1	2	0.4	0.4	0.8	0.7
ENTERTAINMENT	**59**	**144**	**24.6**	**25.3**	**45.6**	**51.3**
Hotels	39	49	16.3	8.6	30.1	17.4
B&B and Inns	5	10	2.1	1.8	3.9	3.6
Speciality Lodging	3	5	1.3	0.9	2.3	1.8
Vacation Rentals	365	752	152.1	131.9	282.0	267.8
LODGING	**47**	**64**	**18.3**	**10.4**	**34.0**	**21.0**
Nature & Parks	19	24	7.9	4.2	14.7	8.5
Sights & Landmarks	56	67	23.3	11.8	43.3	23.9
Sightseeing Tours	26	31	10.8	5.4	20.1	11.0
SIGHTSEEING	**101**	**122**	**42.1**	**21.4**	**78.0**	**43.4**
Boat Tours & Water Sports	5	12	2.1	2.1	3.9	4.3
Outdoor Activities	18	21	7.5	3.7	13.9	7.5
SPORTS & ADVENTURE	**23**	**33**	**9.6**	**5.8**	**17.8**	**11.8**
TOTAL	**1,096**	**1,343**	**455.4**	**234.7**	**844.5**	**476.5**

Richmond vs Baltimore

ABSOLUTE
INDEXED (VISITOR COUNT)
INDEXED (POPULATION)

Richmond vs Baltimore

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

■ Richmond ■ Baltimore

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
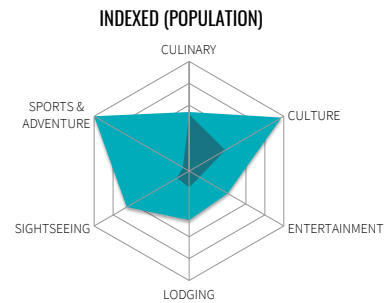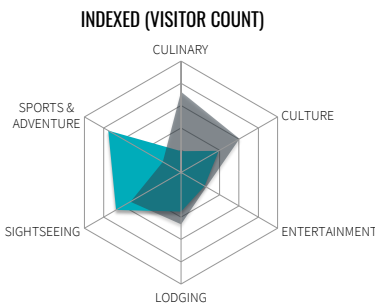
■ Richmond ■ Baltimore

INDEXED QE (POPULATION)
(Percent of Higher Value)
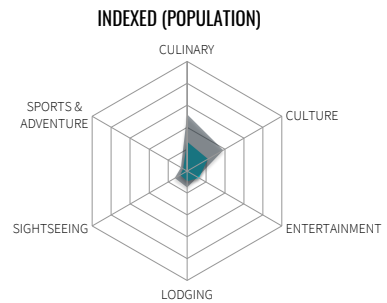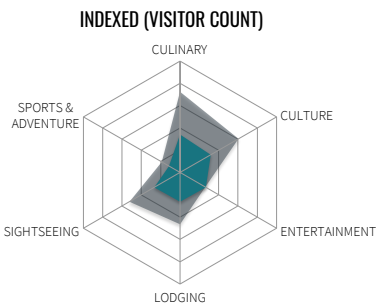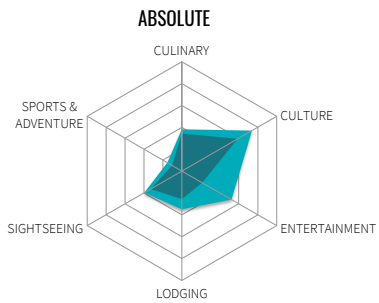
■ Richmond ■ Baltimore
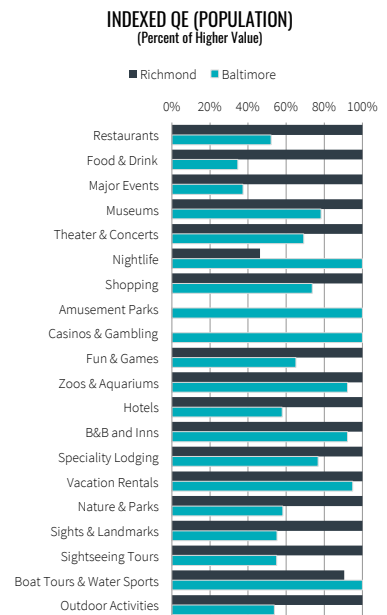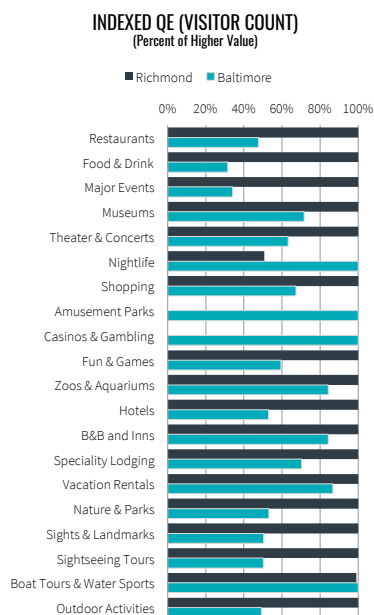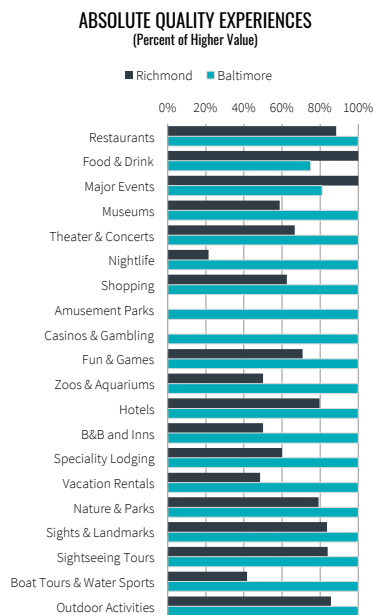
Richmond vs Birmingham

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Birmingham	Richmond	Birmingham	Richmond	Birmingham
Restaurants	763	418	317.9	220.0	589.6	363.5
Food & Drink	24	12	10.0	6.3	18.5	10.4
CULINARY	**787**	**430**	**327.9**	**226.3**	**608.1**	**374.0**
Major Events	37	19	15.4	10.0	28.6	16.5
Museums	30	12	12.5	6.3	23.2	10.4
Theater & Concerts	12	14	5.0	7.4	9.3	12.2
CULTURE	**79**	**45**	**32.9**	**23.7**	**61.0**	**39.1**
Nightlife	16	33	6.7	17.4	12.4	28.7
Shopping	25	17	10.4	8.9	19.3	14.8
Amusement Parks	0	0	0.0	0.0	0.0	0.0
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	16	7.1	8.4	13.1	13.9
Zoos & Aquariums	1	1	0.4	0.5	0.8	0.9
ENTERTAINMENT	**59**	**67**	**24.6**	**35.3**	**45.6**	**58.3**
Hotels	39	47	16.3	24.7	30.1	40.9
B&B and Inns	5	2	2.1	1.1	3.9	1.7
Speciality Lodging	3	1	1.3	0.5	2.3	0.9
Vacation Rentals	365	158	152.1	83.2	282.0	137.4
LODGING	**47**	**50**	**18.3**	**25.8**	**34.0**	**42.6**
Nature & Parks	19	10	7.9	5.3	14.7	8.7
Sights & Landmarks	56	19	23.3	10.0	43.3	16.5
Sightseeing Tours	26	7	10.8	3.7	20.1	6.1
SIGHTSEEING	**101**	**36**	**42.1**	**18.9**	**78.0**	**31.3**
Boat Tours & Water Sports	5	0	2.1	0.0	3.9	0.0
Outdoor Activities	18	8	7.5	4.2	13.9	7.0
SPORTS & ADVENTURE	**23**	**8**	**9.6**	**4.2**	**17.8**	**7.0**
TOTAL	**1,096**	**636**	**455.4**	**334.2**	**844.5**	**552.3**

Richmond vs Birmingham

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Birmingham

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
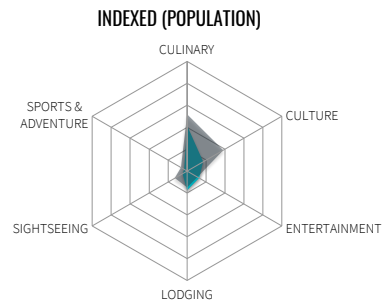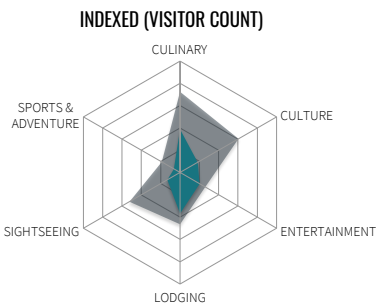
INDEXED QE (POPULATION)
(Percent of Higher Value)
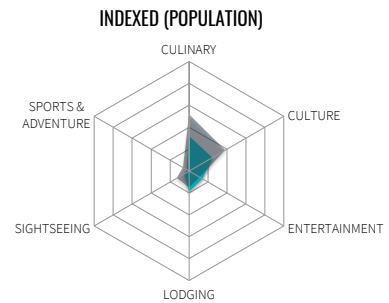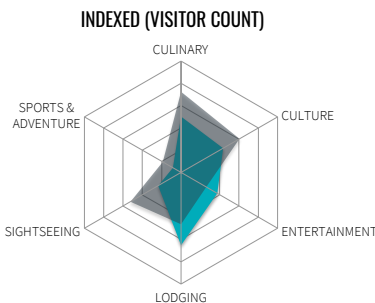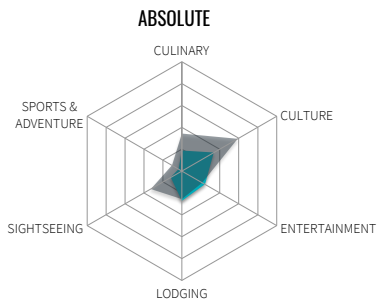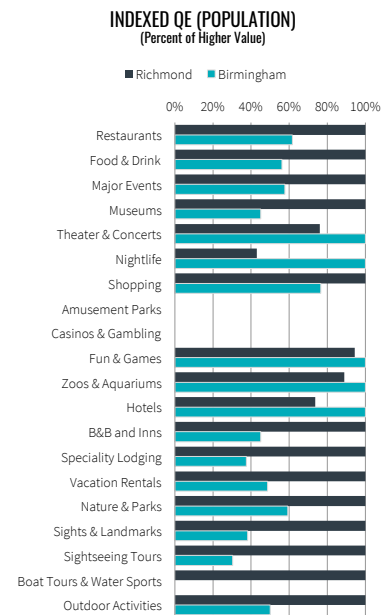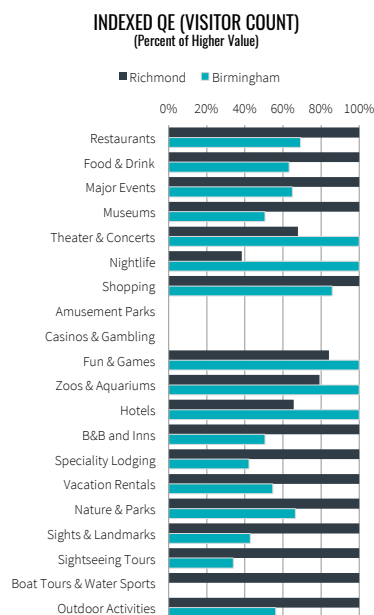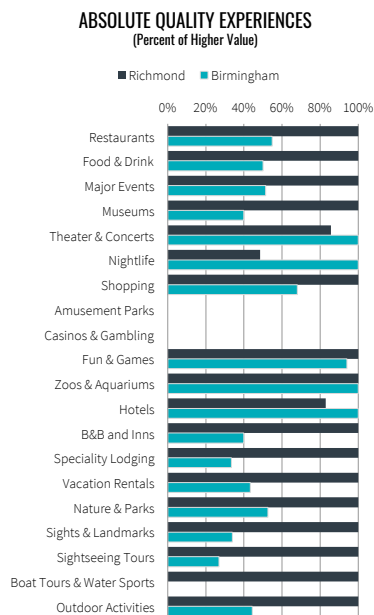
Richmond vs Charleston

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Charleston	Richmond	Charleston	Richmond	Charleston
Restaurants	763	464	317.9	81.4	589.6	598.1
Food & Drink	24	26	10.0	4.6	18.5	33.5
CULINARY	**787**	**490**	**327.9**	**86.0**	**608.1**	**631.6**
Major Events	37	42	15.4	7.4	28.6	54.1
Museums	30	56	12.5	9.8	23.2	72.2
Theater & Concerts	12	23	5.0	4.0	9.3	29.6
CULTURE	**79**	**121**	**32.9**	**21.2**	**61.0**	**156.0**
Nightlife	16	37	6.7	6.5	12.4	47.7
Shopping	25	75	10.4	13.2	19.3	96.7
Amusement Parks	0	1	0.0	0.2	0.0	1.3
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	16	7.1	2.8	13.1	20.6
Zoos & Aquariums	1	1	0.4	0.2	0.8	1.3
ENTERTAINMENT	**59**	**130**	**24.6**	**22.8**	**45.6**	**167.6**
Hotels	39	51	16.3	8.9	30.1	65.7
B&B and Inns	5	28	2.1	4.9	3.9	36.1
Speciality Lodging	3	7	1.3	1.2	2.3	9.0
Vacation Rentals	365	1,538	152.1	269.9	282.0	1982.4
LODGING	**47**	**86**	**18.3**	**13.9**	**34.0**	**101.8**
Nature & Parks	19	21	7.9	3.7	14.7	27.1
Sights & Landmarks	56	69	23.3	12.1	43.3	88.9
Sightseeing Tours	26	218	10.8	38.2	20.1	281.0
SIGHTSEEING	**101**	**308**	**42.1**	**54.0**	**78.0**	**397.0**
Boat Tours & Water Sports	5	96	2.1	16.8	3.9	123.7
Outdoor Activities	18	121	7.5	21.2	13.9	156.0
SPORTS & ADVENTURE	**23**	**217**	**9.6**	**38.1**	**17.8**	**279.7**
TOTAL	**1,096**	**1,352**	**455.4**	**236.0**	**844.5**	**1733.6**

Richmond vs Charleston

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Charleston

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
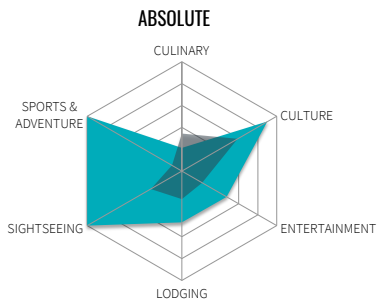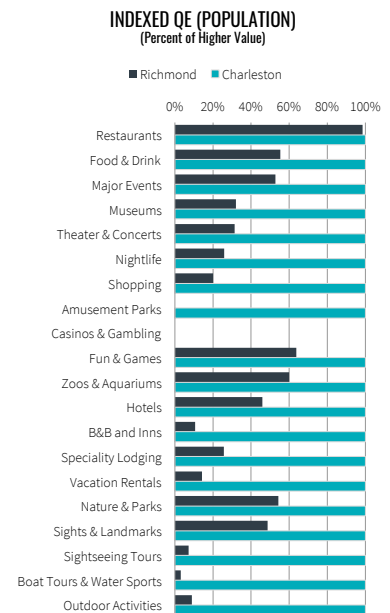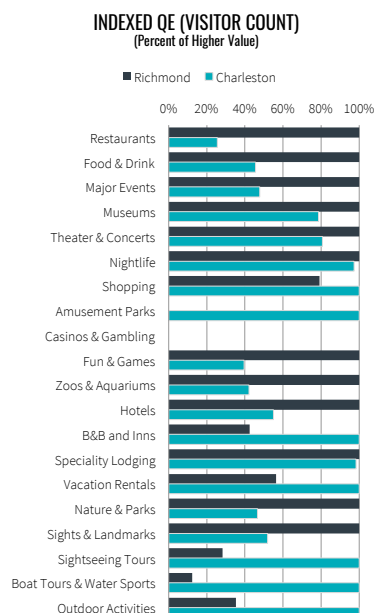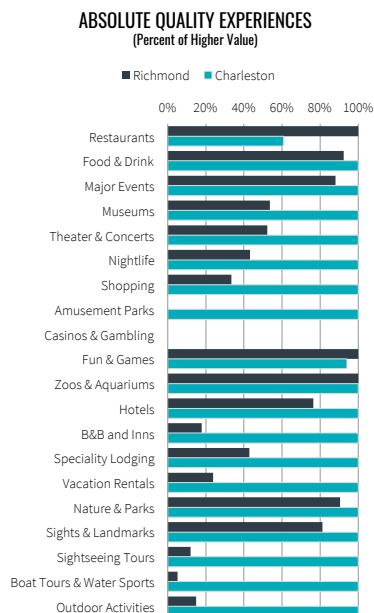
Richmond vs Charlotte

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Charlotte	Richmond	Charlotte	Richmond	Charlotte
Restaurants	763	1,192	317.9	170.3	589.6	472.0
Food & Drink	24	33	10.0	4.7	18.5	13.1
CULINARY	**787**	**1,225**	**327.9**	**175.0**	**608.1**	**485.1**
Major Events	37	37	15.4	5.3	28.6	14.7
Museums	30	18	12.5	2.6	23.2	7.1
Theater & Concerts	12	14	5.0	2.0	9.3	5.5
CULTURE	**79**	**69**	**32.9**	**9.9**	**61.0**	**27.3**
Nightlife	16	50	6.7	7.1	12.4	19.8
Shopping	25	35	10.4	5.0	19.3	13.9
Amusement Parks	0	3	0.0	0.4	0.0	1.2
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	46	7.1	6.6	13.1	18.2
Zoos & Aquariums	1	0	0.4	0.0	0.8	0.0
ENTERTAINMENT	**59**	**134**	**24.6**	**19.1**	**45.6**	**53.1**
Hotels	39	98	16.3	14.0	30.1	38.8
B&B and Inns	5	4	2.1	0.6	3.9	1.6
Speciality Lodging	3	3	1.3	0.4	2.3	1.2
Vacation Rentals	365	1,647	152.1	235.3	282.0	652.2
LODGING	**47**	**105**	**18.3**	**14.6**	**34.0**	**40.4**
Nature & Parks	19	26	7.9	3.7	14.7	10.3
Sights & Landmarks	56	20	23.3	2.9	43.3	7.9
Sightseeing Tours	26	28	10.8	4.0	20.1	11.1
SIGHTSEEING	**101**	**74**	**42.1**	**10.6**	**78.0**	**29.3**
Boat Tours & Water Sports	5	0	2.1	0.0	3.9	0.0
Outdoor Activities	18	22	7.5	3.1	13.9	8.7
SPORTS & ADVENTURE	**23**	**22**	**9.6**	**3.1**	**17.8**	**8.7**
TOTAL	**1,096**	**1,629**	**455.4**	**232.3**	**844.5**	**643.9**

Richmond vs Charlotte

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Charlotte

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
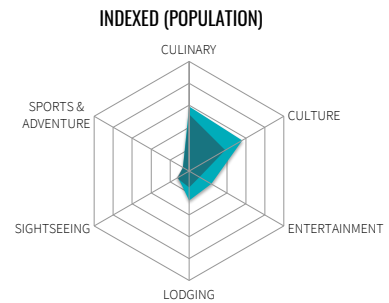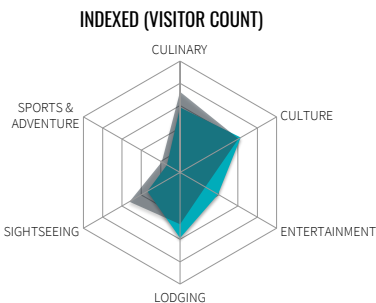(Percent of Higher Value)
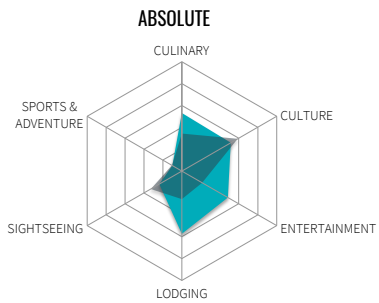
INDEXED QE (POPULATION)
(Percent of Higher Value)
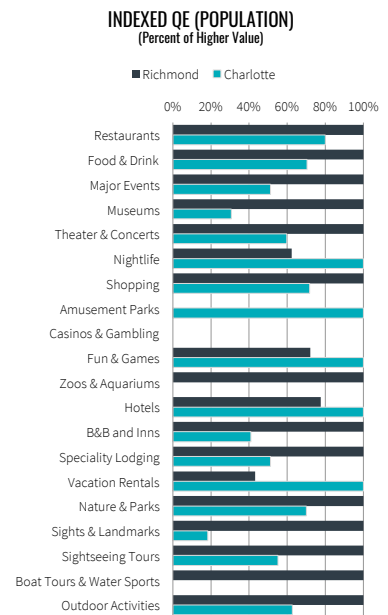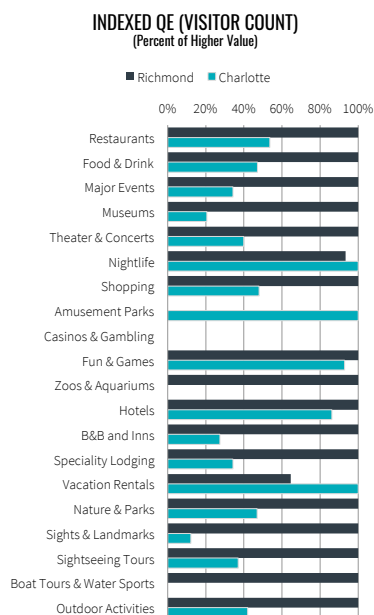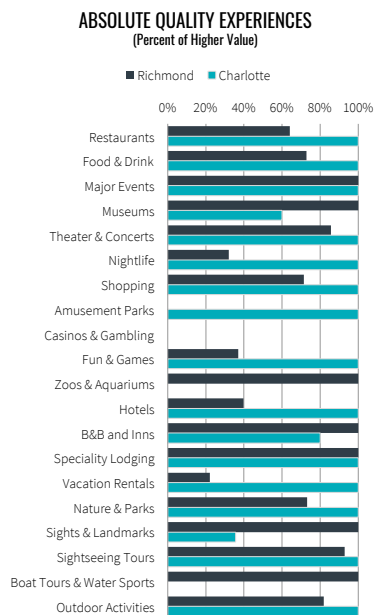
Richmond vs Cincinnati

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Cincinnati	Richmond	Cincinnati	Richmond	Cincinnati
Restaurants	763	983	317.9	185.5	589.6	451.1
Food & Drink	24	33	10.0	6.2	18.5	15.1
CULINARY	**787**	**1,016**	**327.9**	**191.7**	**608.1**	**466.3**
Major Events	37	51	15.4	9.6	28.6	23.4
Museums	30	21	12.5	4.0	23.2	9.6
Theater & Concerts	12	21	5.0	4.0	9.3	9.6
CULTURE	**79**	**93**	**32.9**	**17.5**	**61.0**	**42.7**
Nightlife	16	55	6.7	10.4	12.4	25.2
Shopping	25	23	10.4	4.3	19.3	10.6
Amusement Parks	0	3	0.0	0.6	0.0	1.4
Casinos & Gambling	0	1	0.0	0.2	0.0	0.5
Fun & Games	17	32	7.1	6.0	13.1	14.7
Zoos & Aquariums	1	1	0.4	0.2	0.8	0.5
ENTERTAINMENT	**59**	**115**	**24.6**	**21.7**	**45.6**	**52.8**
Hotels	39	30	16.3	5.7	30.1	13.8
B&B and Inns	5	9	2.1	1.7	3.9	4.1
Speciality Lodging	3	3	1.3	0.6	2.3	1.4
Vacation Rentals	365	543	152.1	102.5	282.0	249.2
LODGING	**47**	**42**	**18.3**	**7.4**	**34.0**	**17.9**
Nature & Parks	19	34	7.9	6.4	14.7	15.6
Sights & Landmarks	56	37	23.3	7.0	43.3	17.0
Sightseeing Tours	26	23	10.8	4.3	20.1	10.6
SIGHTSEEING	**101**	**94**	**42.1**	**17.7**	**78.0**	**43.1**
Boat Tours & Water Sports	5	2	2.1	0.4	3.9	0.9
Outdoor Activities	18	18	7.5	3.4	13.9	8.3
SPORTS & ADVENTURE	**23**	**20**	**9.6**	**3.8**	**17.8**	**9.2**
TOTAL	**1,096**	**1,380**	**455.4**	**259.8**	**844.5**	**631.9**

Richmond vs Cincinnati

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Cincinnati

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
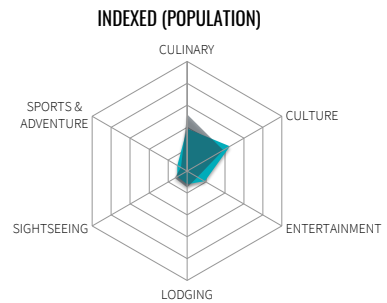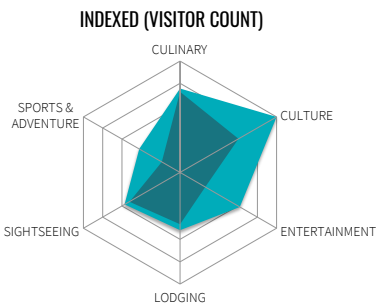
INDEXED QE (POPULATION)
(Percent of Higher Value)
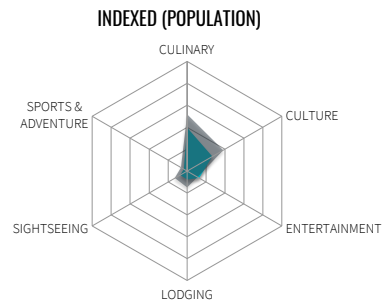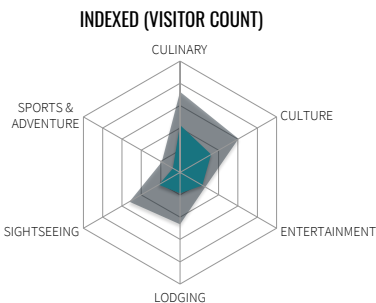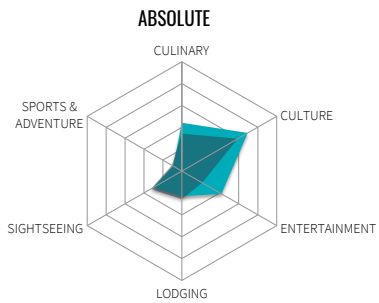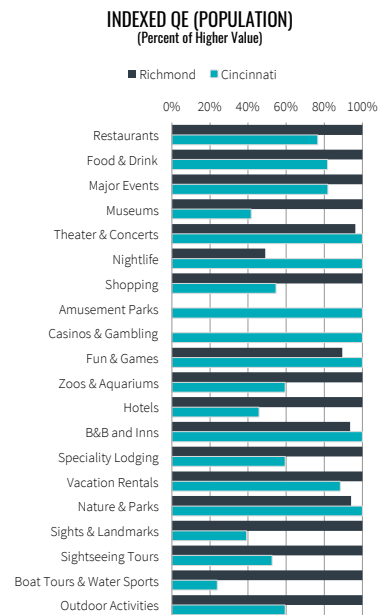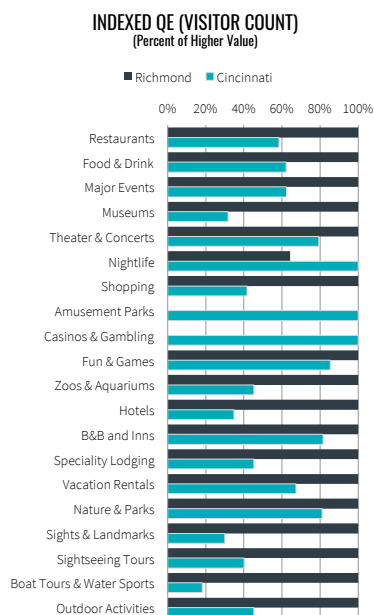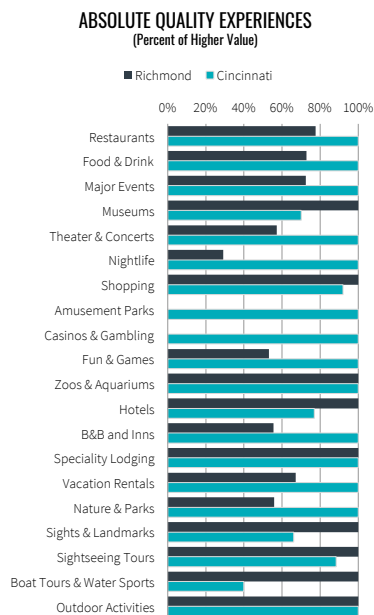
Richmond vs Louisville

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Louisville	Richmond	Louisville	Richmond	Louisville
Restaurants	763	861	317.9	253.2	589.6	665.4
Food & Drink	24	35	10.0	10.3	18.5	27.0
CULINARY	**787**	**896**	**327.9**	**263.5**	**608.1**	**692.5**
Major Events	37	79	15.4	23.2	28.6	61.1
Museums	30	20	12.5	5.9	23.2	15.5
Theater & Concerts	12	17	5.0	5.0	9.3	13.1
CULTURE	**79**	**116**	**32.9**	**34.1**	**61.0**	**89.6**
Nightlife	16	30	6.7	8.8	12.4	23.2
Shopping	25	57	10.4	16.8	19.3	44.1
Amusement Parks	0	2	0.0	0.6	0.0	1.5
Casinos & Gambling	0	2	0.0	0.6	0.0	1.5
Fun & Games	17	34	7.1	10.0	13.1	26.3
Zoos & Aquariums	1	1	0.4	0.3	0.8	0.8
ENTERTAINMENT	**59**	**126**	**24.6**	**37.1**	**45.6**	**97.4**
Hotels	39	65	16.3	19.1	30.1	50.2
B&B and Inns	5	14	2.1	4.1	3.9	10.8
Speciality Lodging	3	2	1.3	0.6	2.3	1.5
Vacation Rentals	365	1,508	152.1	443.5	282.0	1165.4
LODGING	**47**	**81**	**18.3**	**23.2**	**34.0**	**61.1**
Nature & Parks	19	19	7.9	5.6	14.7	14.7
Sights & Landmarks	56	40	23.3	11.8	43.3	30.9
Sightseeing Tours	26	33	10.8	9.7	20.1	25.5
SIGHTSEEING	**101**	**92**	**42.1**	**27.1**	**78.0**	**71.1**
Boat Tours & Water Sports	5	5	2.1	1.5	3.9	3.9
Outdoor Activities	18	18	7.5	5.3	13.9	13.9
SPORTS & ADVENTURE	**23**	**23**	**9.6**	**6.8**	**17.8**	**17.8**
TOTAL	**1,096**	**1,334**	**455.4**	**391.8**	**844.5**	**1029.4**

Richmond vs Louisville

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Louisville

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
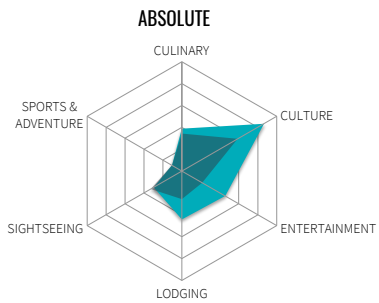
INDEXED QE (POPULATION)
(Percent of Higher Value)
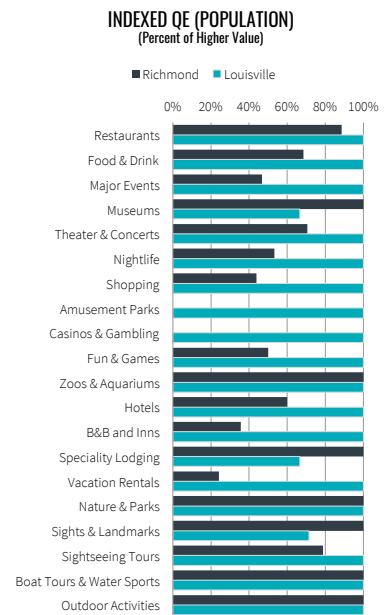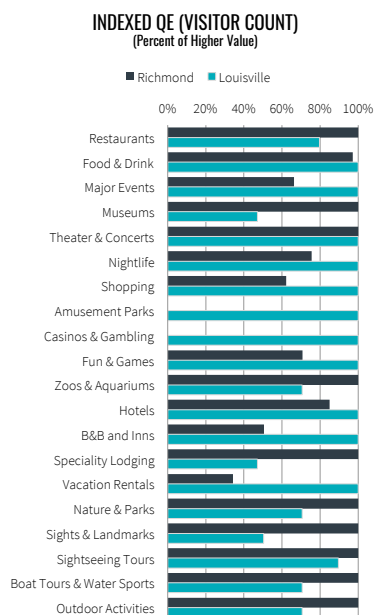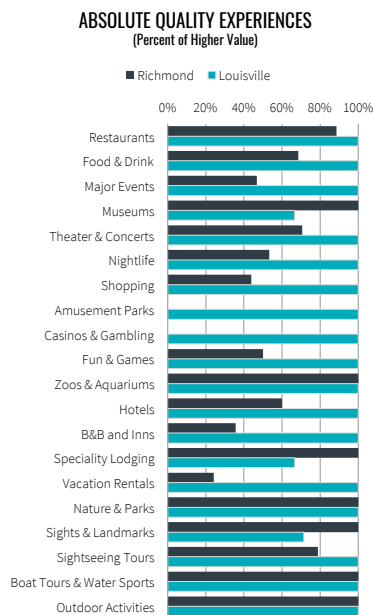
Richmond vs Milwaukee

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Milwaukee	Richmond	Milwaukee	Richmond	Milwaukee
Restaurants	763	683	317.9	325.2	589.6	433.3
Food & Drink	24	32	10.0	15.2	18.5	20.3
CULINARY	**787**	**715**	**327.9**	**340.5**	**608.1**	**453.6**
Major Events	37	72	15.4	34.3	28.6	45.7
Museums	30	20	12.5	9.5	23.2	12.7
Theater & Concerts	12	22	5.0	10.5	9.3	14.0
CULTURE	**79**	**114**	**32.9**	**54.3**	**61.0**	**72.3**
Nightlife	16	65	6.7	31.0	12.4	41.2
Shopping	25	26	10.4	12.4	19.3	16.5
Amusement Parks	0	2	0.0	1.0	0.0	1.3
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	26	7.1	12.4	13.1	16.5
Zoos & Aquariums	1	3	0.4	1.4	0.8	1.9
ENTERTAINMENT	**59**	**122**	**24.6**	**58.1**	**45.6**	**77.4**
Hotels	39	38	16.3	18.1	30.1	24.1
B&B and Inns	5	5	2.1	2.4	3.9	3.2
Speciality Lodging	3	1	1.3	0.5	2.3	0.6
Vacation Rentals	365	436	152.1	207.6	282.0	276.6
LODGING	**47**	**44**	**18.3**	**20.5**	**34.0**	**27.3**
Nature & Parks	19	23	7.9	11.0	14.7	14.6
Sights & Landmarks	56	40	23.3	19.0	43.3	25.4
Sightseeing Tours	26	34	10.8	16.2	20.1	21.6
SIGHTSEEING	**101**	**97**	**42.1**	**46.2**	**78.0**	**61.5**
Boat Tours & Water Sports	5	14	2.1	6.7	3.9	8.9
Outdoor Activities	18	31	7.5	14.8	13.9	19.7
SPORTS & ADVENTURE	**23**	**45**	**9.6**	**21.4**	**17.8**	**28.5**
TOTAL	**1,096**	**1,137**	**455.4**	**541.0**	**844.5**	**720.7**

Richmond vs Milwaukee

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Milwaukee

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
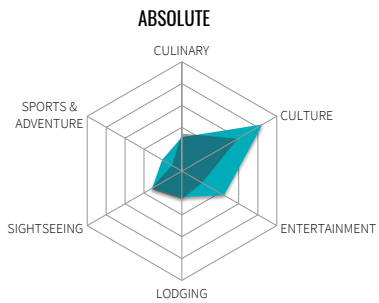
INDEXED QE (POPULATION)
(Percent of Higher Value)
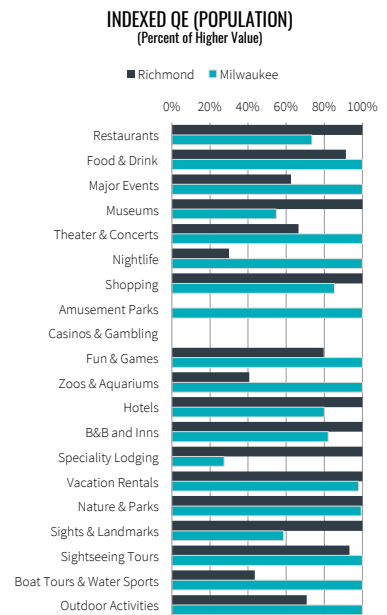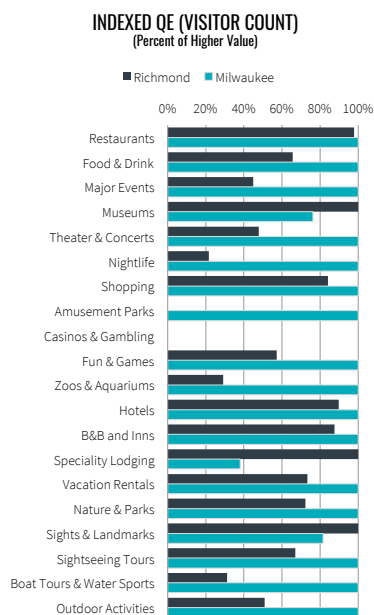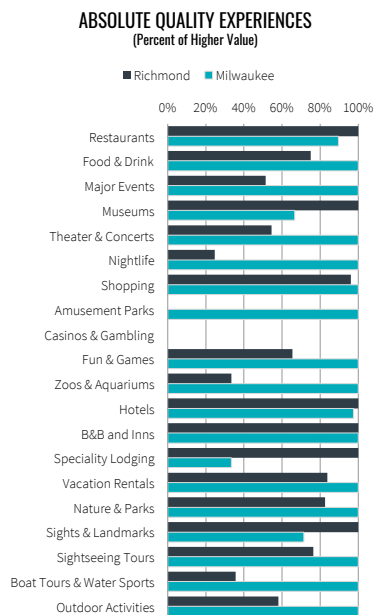
Richmond vs Nashville

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Nashville	Richmond	Nashville	Richmond	Nashville
Restaurants	763	1,038	317.9	159.7	589.6	545.4
Food & Drink	24	54	10.0	8.3	18.5	28.4
CULINARY	**787**	**1,092**	**327.9**	**168.0**	**608.1**	**573.8**
Major Events	37	41	15.4	6.3	28.6	21.5
Museums	30	29	12.5	4.5	23.2	15.2
Theater & Concerts	12	44	5.0	6.8	9.3	23.1
CULTURE	**79**	**114**	**32.9**	**17.5**	**61.0**	**59.9**
Nightlife	16	95	6.7	14.6	12.4	49.9
Shopping	25	79	10.4	12.2	19.3	41.5
Amusement Parks	0	3	0.0	0.5	0.0	1.6
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	28	7.1	4.3	13.1	14.7
Zoos & Aquariums	1	1	0.4	0.2	0.8	0.5
ENTERTAINMENT	**59**	**206**	**24.6**	**31.7**	**45.6**	**108.2**
Hotels	39	90	16.3	13.8	30.1	47.3
B&B and Inns	5	14	2.1	2.2	3.9	7.4
Speciality Lodging	3	15	1.3	2.3	2.3	7.9
Vacation Rentals	365	5,497	152.1	845.7	282.0	2888.5
LODGING	**47**	**119**	**18.3**	**16.0**	**34.0**	**54.6**
Nature & Parks	19	21	7.9	3.2	14.7	11.0
Sights & Landmarks	56	57	23.3	8.8	43.3	30.0
Sightseeing Tours	26	90	10.8	13.8	20.1	47.3
SIGHTSEEING	**101**	**168**	**42.1**	**25.8**	**78.0**	**88.3**
Boat Tours & Water Sports	5	15	2.1	2.3	3.9	7.9
Outdoor Activities	18	41	7.5	6.3	13.9	21.5
SPORTS & ADVENTURE	**23**	**56**	**9.6**	**8.6**	**17.8**	**29.4**
TOTAL	**1,096**	**1,755**	**455.4**	**267.7**	**844.5**	**914.3**

Richmond vs Nashville

ABSOLUTE
INDEXED (VISITOR COUNT)
INDEXED (POPULATION)

Richmond vs Nashville

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)
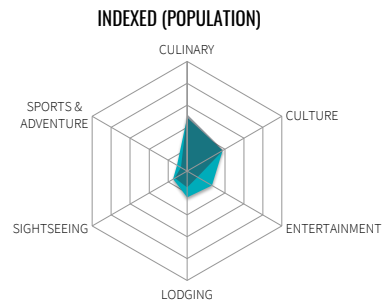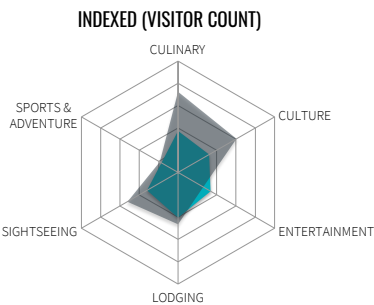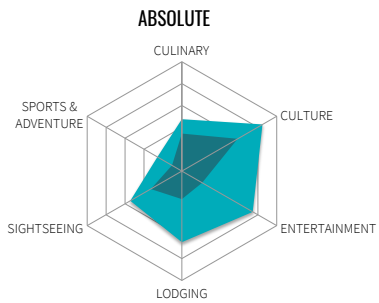
INDEXED QE (POPULATION)
(Percent of Higher Value)
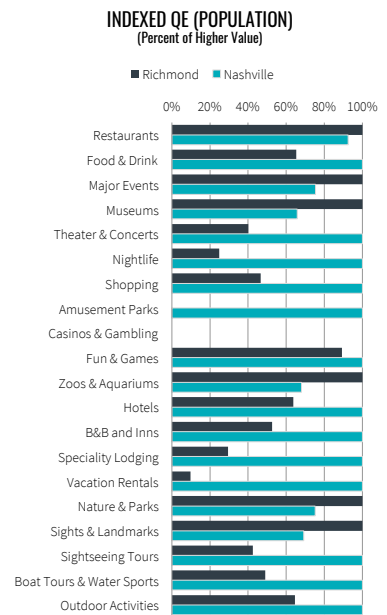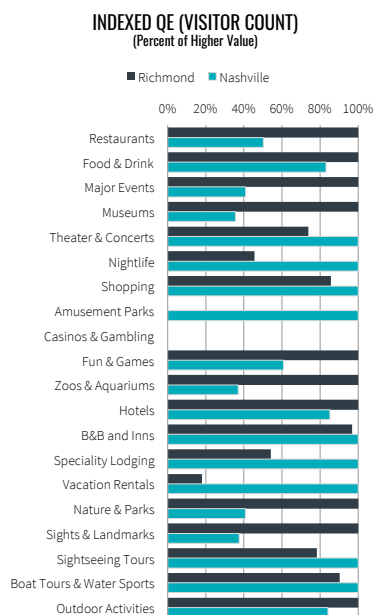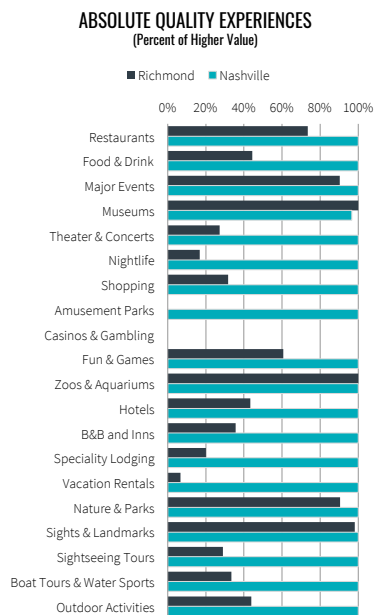
Richmond vs Portland

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Portland	Richmond	Portland	Richmond	Portland
Restaurants	763	2,220	317.9	435.3	589.6	905.0
Food & Drink	24	86	10.0	16.9	18.5	35.1
CULINARY	**787**	**2,306**	**327.9**	**452.2**	**608.1**	**940.0**
Major Events	37	55	15.4	10.8	28.6	22.4
Museums	30	36	12.5	7.1	23.2	14.7
Theater & Concerts	12	40	5.0	7.8	9.3	16.3
CULTURE	**79**	**131**	**32.9**	**25.7**	**61.0**	**53.4**
Nightlife	16	110	6.7	21.6	12.4	44.8
Shopping	25	113	10.4	22.2	19.3	46.1
Amusement Parks	0	1	0.0	0.2	0.0	0.4
Casinos & Gambling	0	1	0.0	0.2	0.0	0.4
Fun & Games	17	49	7.1	9.6	13.1	20.0
Zoos & Aquariums	1	2	0.4	0.4	0.8	0.8
ENTERTAINMENT	**59**	**276**	**24.6**	**54.1**	**45.6**	**112.5**
Hotels	39	83	16.3	16.3	30.1	33.8
B&B and Inns	5	18	2.1	3.5	3.9	7.3
Speciality Lodging	3	18	1.3	3.5	2.3	7.3
Vacation Rentals	365	3,431	152.1	672.7	282.0	1398.6
LODGING	**47**	**119**	**18.3**	**19.8**	**34.0**	**41.2**
Nature & Parks	19	83	7.9	16.3	14.7	33.8
Sights & Landmarks	56	92	23.3	18.0	43.3	37.5
Sightseeing Tours	26	103	10.8	20.2	20.1	42.0
SIGHTSEEING	**101**	**278**	**42.1**	**54.5**	**78.0**	**113.3**
Boat Tours & Water Sports	5	18	2.1	3.5	3.9	7.3
Outdoor Activities	18	74	7.5	14.5	13.9	30.2
SPORTS & ADVENTURE	**23**	**92**	**9.6**	**18.0**	**17.8**	**37.5**
TOTAL	**1,096**	**3,202**	**455.4**	**624.3**	**844.5**	**1297.9**

Richmond vs Portland

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Portland

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
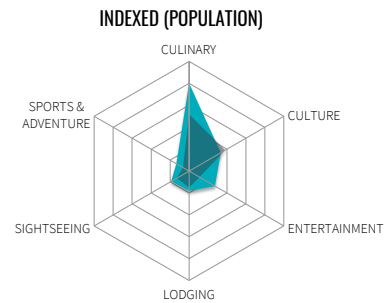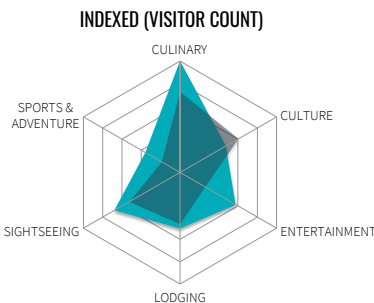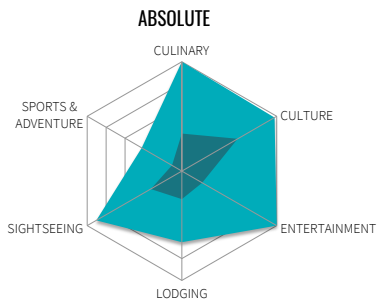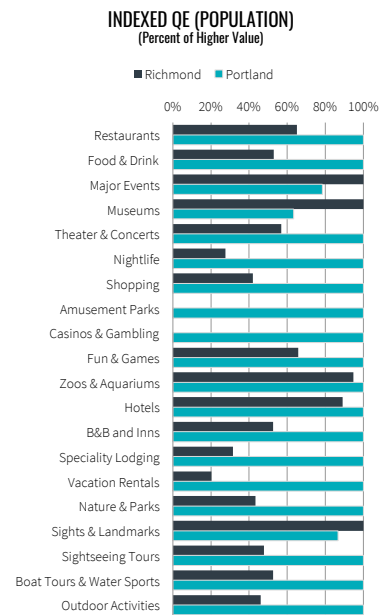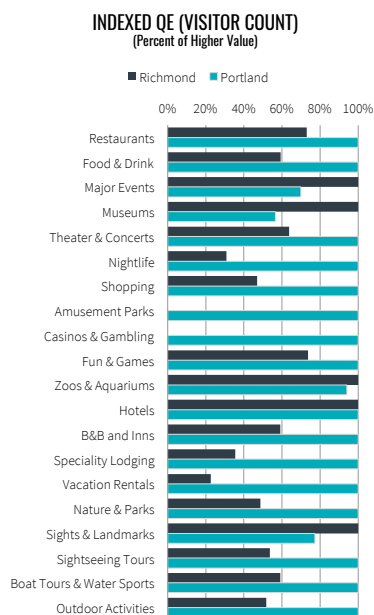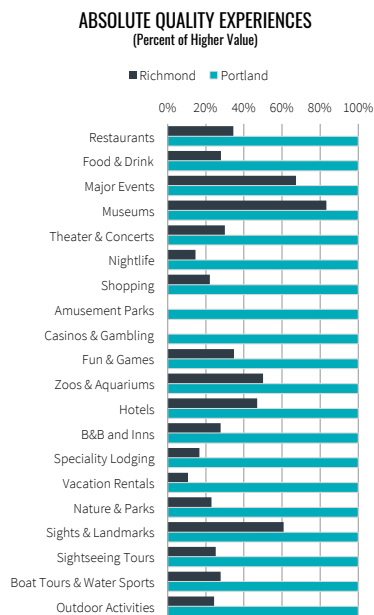
Richmond vs Raleigh

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Raleigh	Richmond	Raleigh	Richmond	Raleigh
Restaurants	763	672	317.9	265.4	589.6	503.3
Food & Drink	24	13	10.0	5.1	18.5	9.7
CULINARY	**787**	**685**	**327.9**	**270.5**	**608.1**	**513.1**
Major Events	37	51	15.4	20.1	28.6	38.2
Museums	30	11	12.5	4.3	23.2	8.2
Theater & Concerts	12	15	5.0	5.9	9.3	11.2
CULTURE	**79**	**77**	**32.9**	**30.4**	**61.0**	**57.7**
Nightlife	16	48	6.7	19.0	12.4	36.0
Shopping	25	35	10.4	13.8	19.3	26.2
Amusement Parks	0	2	0.0	0.8	0.0	1.5
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	31	7.1	12.2	13.1	23.2
Zoos & Aquariums	1	0	0.4	0.0	0.8	0.0
ENTERTAINMENT	**59**	**116**	**24.6**	**45.8**	**45.6**	**86.9**
Hotels	39	49	16.3	19.4	30.1	36.7
B&B and Inns	5	2	2.1	0.8	3.9	1.5
Speciality Lodging	3	0	1.3	0.0	2.3	0.0
Vacation Rentals	365	380	152.1	150.1	282.0	284.6
LODGING	**47**	**51**	**18.3**	**20.1**	**34.0**	**38.2**
Nature & Parks	19	28	7.9	11.1	14.7	21.0
Sights & Landmarks	56	33	23.3	13.0	43.3	24.7
Sightseeing Tours	26	14	10.8	5.5	20.1	10.5
SIGHTSEEING	**101**	**75**	**42.1**	**29.6**	**78.0**	**56.2**
Boat Tours & Water Sports	5	0	2.1	0.0	3.9	0.0
Outdoor Activities	18	15	7.5	5.9	13.9	11.2
SPORTS & ADVENTURE	**23**	**15**	**9.6**	**5.9**	**17.8**	**11.2**
TOTAL	**1,096**	**1,019**	**455.4**	**402.5**	**844.5**	**763.3**

Richmond vs Raleigh

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Raleigh

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

■ Richmond ■ Raleigh

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

■ Richmond ■ Raleigh
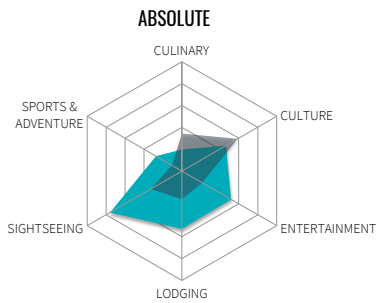

INDEXED QE (POPULATION)
(Percent of Higher Value)
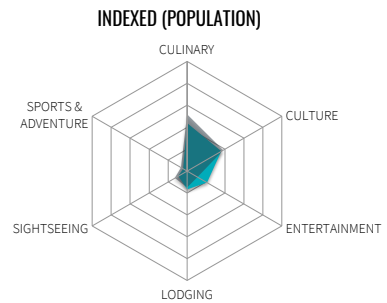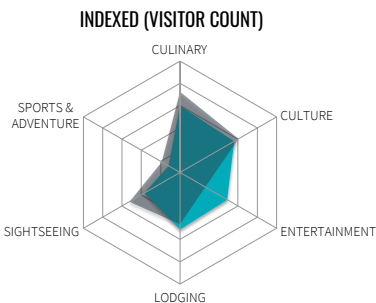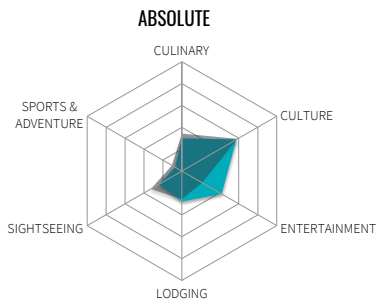
■ Richmond ■ Raleigh
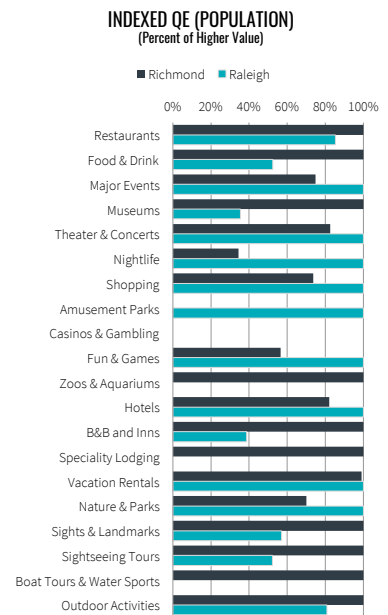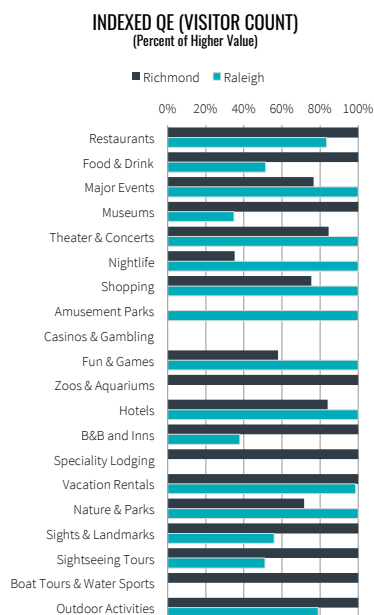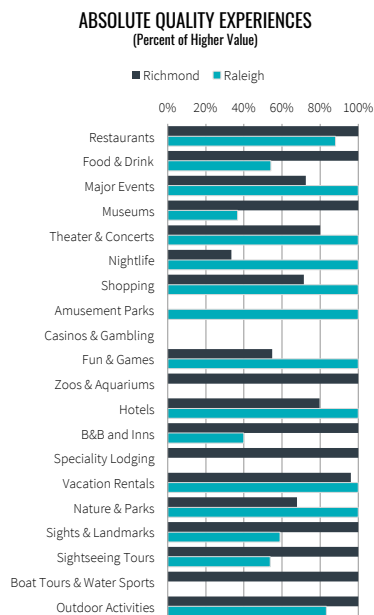
Richmond vs Savannah

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Savannah	Richmond	Savannah	Richmond	Savannah
Restaurants	763	434	317.9	149.1	589.6	1119.9
Food & Drink	24	21	10.0	7.2	18.5	54.2
CULINARY	**787**	**455**	**327.9**	**156.4**	**608.1**	**1174.1**
Major Events	37	4	15.4	1.4	28.6	10.3
Museums	30	41	12.5	14.1	23.2	105.8
Theater & Concerts	12	17	5.0	5.8	9.3	43.9
CULTURE	**79**	**62**	**32.9**	**21.3**	**61.0**	**160.0**
Nightlife	16	47	6.7	16.2	12.4	121.3
Shopping	25	83	10.4	28.5	19.3	214.2
Amusement Parks	0	0	0.0	0.0	0.0	0.0
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	13	7.1	4.5	13.1	33.5
Zoos & Aquariums	1	0	0.4	0.0	0.8	0.0
ENTERTAINMENT	**59**	**143**	**24.6**	**49.1**	**45.6**	**369.0**
Hotels	39	64	16.3	22.0	30.1	165.1
B&B and Inns	5	24	2.1	8.2	3.9	61.9
Speciality Lodging	3	9	1.3	3.1	2.3	23.2
Vacation Rentals	365	1,370	152.1	470.8	282.0	3535.1
LODGING	**47**	**97**	**18.3**	**30.2**	**34.0**	**227.1**
Nature & Parks	19	20	7.9	6.9	14.7	51.6
Sights & Landmarks	56	70	23.3	24.1	43.3	180.6
Sightseeing Tours	26	144	10.8	49.5	20.1	371.6
SIGHTSEEING	**101**	**234**	**42.1**	**80.4**	**78.0**	**603.8**
Boat Tours & Water Sports	5	19	2.1	6.5	3.9	49.0
Outdoor Activities	18	40	7.5	13.7	13.9	103.2
SPORTS & ADVENTURE	**23**	**59**	**9.6**	**20.3**	**17.8**	**152.2**
TOTAL	**1,096**	**1,050**	**455.4**	**357.7**	**844.5**	**2686.2**

Richmond vs Savannah

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Savannah

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
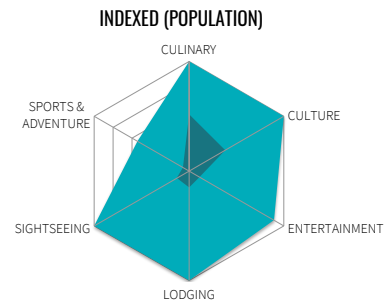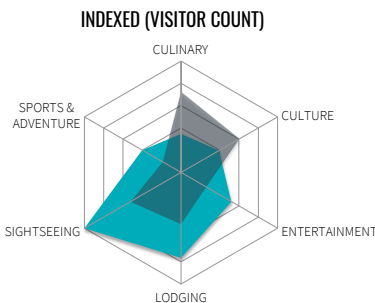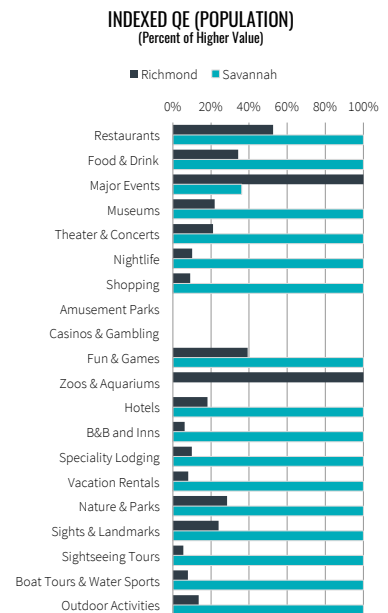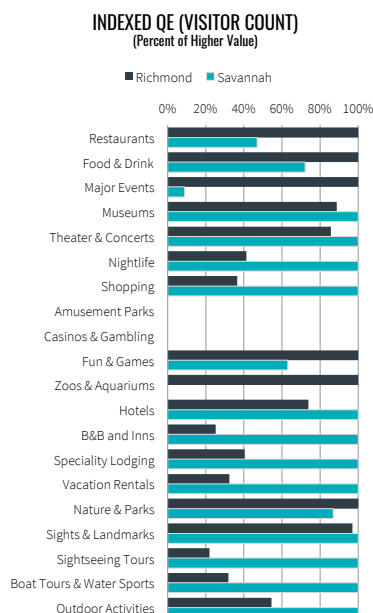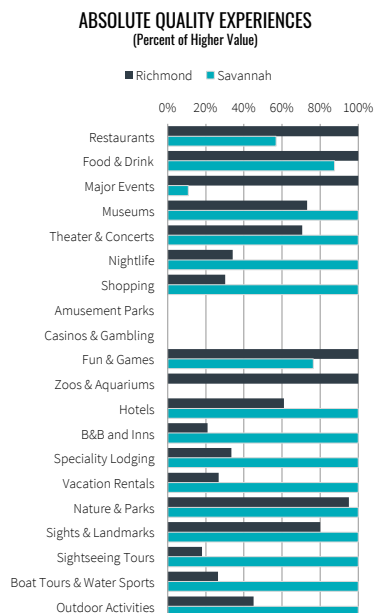
Richmond vs Virginia Beach

Category	---- ABSOLUTE QUALITY EXPERIENCES ----		---- INDEXED QE (VISITORS) ----		---- INDEXED QE (POPULATION) ----	
	Richmond	Virginia Beach	Richmond	Virginia Beach	Richmond	Virginia Beach
Restaurants	763	695	317.9	283.7	589.6	402.8
Food & Drink	24	12	10.0	4.9	18.5	7.0
CULINARY	**787**	**707**	**327.9**	**288.6**	**608.1**	**409.8**
Major Events	37	39	15.4	15.9	28.6	22.6
Museums	30	8	12.5	3.3	23.2	4.6
Theater & Concerts	12	5	5.0	2.0	9.3	2.9
CULTURE	**79**	**52**	**32.9**	**21.2**	**61.0**	**30.1**
Nightlife	16	15	6.7	6.1	12.4	8.7
Shopping	25	21	10.4	8.6	19.3	12.2
Amusement Parks	0	2	0.0	0.8	0.0	1.2
Casinos & Gambling	0	0	0.0	0.0	0.0	0.0
Fun & Games	17	35	7.1	14.3	13.1	20.3
Zoos & Aquariums	1	1	0.4	0.4	0.8	0.6
ENTERTAINMENT	**59**	**74**	**24.6**	**30.2**	**45.6**	**42.9**
Hotels	39	51	16.3	20.8	30.1	29.6
B&B and Inns	5	3	2.1	1.2	3.9	1.7
Speciality Lodging	3	12	1.3	4.9	2.3	7.0
Vacation Rentals	365	728	152.1	297.1	282.0	422.0
LODGING	**47**	**66**	**18.3**	**22.0**	**34.0**	**31.3**
Nature & Parks	19	25	7.9	10.2	14.7	14.5
Sights & Landmarks	56	26	23.3	10.6	43.3	15.1
Sightseeing Tours	26	57	10.8	23.3	20.1	33.0
SIGHTSEEING	**101**	**108**	**42.1**	**44.1**	**78.0**	**62.6**
Boat Tours & Water Sports	5	46	2.1	18.8	3.9	26.7
Outdoor Activities	18	78	7.5	31.8	13.9	45.2
SPORTS & ADVENTURE	**23**	**124**	**9.6**	**50.6**	**17.8**	**71.9**
TOTAL	**1,096**	**1,131**	**455.4**	**456.7**	**844.5**	**648.6**

Richmond vs Virginia Beach

ABSOLUTE

INDEXED (VISITOR COUNT)

INDEXED (POPULATION)

Richmond vs Virginia Beach

ABSOLUTE QUALITY EXPERIENCES
(Percent of Higher Value)

INDEXED QE (VISITOR COUNT)
(Percent of Higher Value)

INDEXED QE (POPULATION)
(Percent of Higher Value)
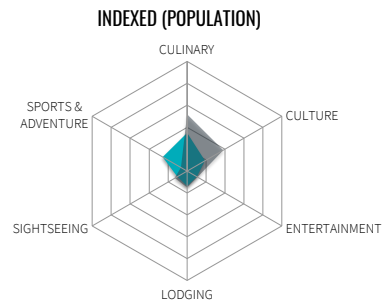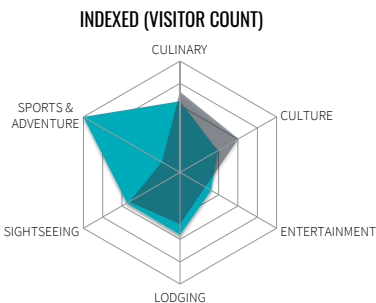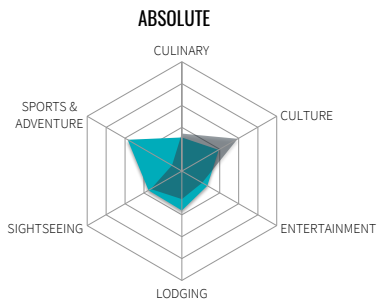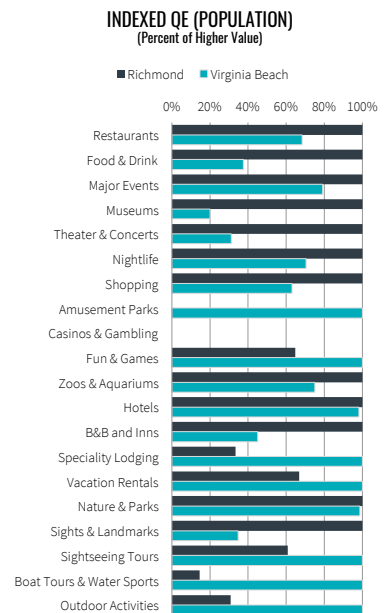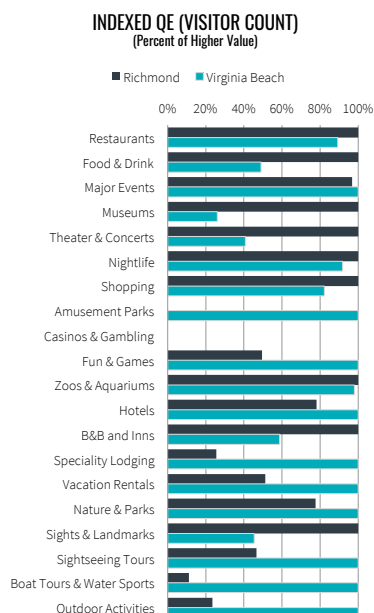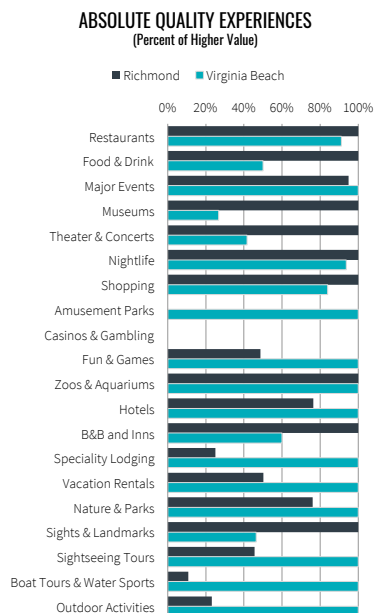
><><>< RESONANCE

VANCOUVER
801-602 Hastings St W
Vancouver, BC V6B 1P2
info@resonanceco.com
+1.604.681.0804

NEW YORK
110 East 25th
New York, NY 10010
info@resonanceco.com
+1.646.233.1383