



## Governance Committee

The TID Governance Committee meets monthly to work closely with RRT staff on programmatic decisions, approval processes, budgeting, KPIs and direction for the future.

- Neil Amin, Shamin Hotels, Chair
- Paul Cooper, Retro Hospitality
- Ashley Lowery, Apple REIT
- Mayush Mehta, JP Hospitality, Vice Chair
- Nirav Mehta, S-Z Management
- Nick Patel, Kalyan Hospitality
- Ravi Patel, SINA Hospitality
- Robert Reed, SMI Hotel Group
- Mark Yardis, Shamin Hotels
- Lisa Sims, RRT Board Chair\*
- Jack Berry, RRT President & CEO\*

*\*Non-voting members*

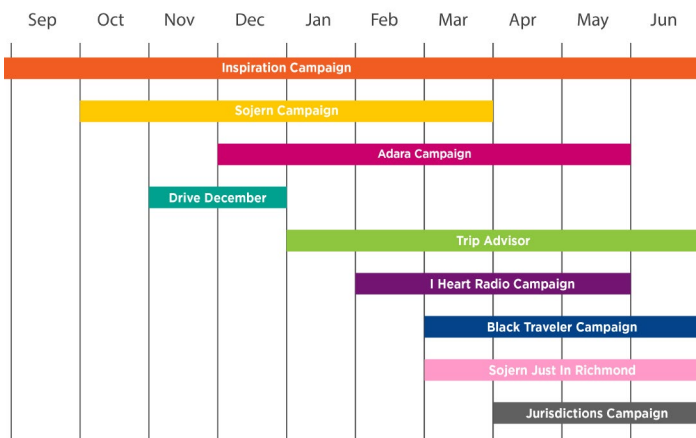
## Richmond Region Tourism Improvement District Mid-Year Report, January 2024

Welcome to the future of tourism in the Richmond Region! We are excited to update you on the groundbreaking initiative that promises to reshape the landscape of our Region's tourism industry – the Richmond Region Tourism Improvement District (TID). This endeavor is poised to unlock unprecedented opportunities for growth, development, and prosperity within our local tourism sector. Supported by a vast majority of hotels across the Region, this game-changing opportunity is another example of regional collaboration among our localities.

RVA's Tourism Improvement District began collections in July 2023 in Ashland, Chesterfield, Hanover, Henrico and Richmond. After receiving funds in September, Richmond Region Tourism, in partnership with the TID Governance Committee, began executing strategies to drive visitation and hotel occupancy, and position the Richmond Region as a premier tourism destination.

We invite area hoteliers to review this update on the progress so far and reach out with any questions and ideas.

# Leisure Marketing



## Drive December Social Campaign

Campaign to encourage December visits generated:

**5,593** | **9,698**  
page views | engagements

## Social Media Influencer

@GeekgirlTravel, her husband and 12-year-old daughter experienced the Richmond Region's family-friendly holiday activities, attractions and diverse food scene.

**680k** | **6%**  
accounts reached | engagement rate

**126k** | **8,750**  
followers | video plays

## I-95 Drive December Activation

The Marketing team promoted overnight visitation to the Richmond Region for the holidays during an activation at the Virginia Welcome Center in Fredericksburg near Mile Marker 131, I-95 South.



We received **31 enews sign-ups** for entry to win \$500 towards a Richmond Region hotel stay, a restaurant gift card, Dominion Energy GardenFest of Lights tickets, and an attractions pass.

We engaged with over **100 travelers** driving south from 11 states and Washington, D.C.

## TID MID-YEAR REPORT

## Advertising Campaigns

We are using two digital marketing platforms - Sojern and Adara - to serve up our ads to travel intenders who are searching for Richmond, a city like Richmond, a competitor, or looking for activities that you can find in our Region.

Both Sojern and Adara are running campaigns to drive midweek visitation and overall travel to the Region. In addition, Sojern ran a campaign to drive visitation during December.

Sojern and Adara can only track between 25-30% of the hotel bookings. These campaigns will last 6 months, and each will have a **\$200,000 spend**.

## Sojern Campaign Results

### Midweek:

**1,285** | **2,065** | **\$243,670**  
bookings | room nights | revenue  
**\$331,578** | **4.01:1**  
EIC | ROI

### All Travel:

**989** | **1,682** | **\$198,981**  
bookings | room nights | revenue  
**\$344,876** | **7.83:1**  
EIC | ROI

### December:

**385** | **691** | **\$81,745**  
bookings | room nights | revenue  
**\$131,236** | **5.25:1**  
EIC | ROI

## Adara Campaign Results

### Midweek:

**23** | **50** | **102**  
flight bookings | hotel bookings | room nights  
**\$12,036** | **\$43,320** | **8.6:1**  
revenue | EIC | ROI

### All Travel:

**49** | **119** | **232**  
flight bookings | hotel bookings | room nights  
**\$28,432** | **\$51,300** | **2.4:1**  
revenue | EIC | ROI

## Hotel Deals Web Page and Traffic Results

**41** | **16,937** | **18,937**  
deals | visitors | sessions

# Meetings, Conventions & Sports Sales

## 2023 - 2024 Tradeshows and Client Events

**7** added | **2** expanded | **13** RFPs and leads | **1** site visit



## Bid Incentives

**\$1,164,871\*** | **\$75,078,154** | **95,506**  
approved events | estimated EIC | estimated room nights

*\*32 sports events and seven meetings for hotels across all jurisdictions*

## Sales Marketing

Upgraded RRT CVent Listing to a 4 Diamond Listing, purchased Diamond Plus Ads for 6 months for hotels in our jurisdiction with Diamond Listing, suggested ad for RRT for Norfolk and Virginia Beach.

You Might Also Like

**Richmond Region Tourism** Ad  
CVB

Meet in a diverse destination that speaks for itself with versatile venues, powerful history, thriving arts, award-winning dining, and unique experiences.

[Add to list](#)

## TID MID-YEAR REPORT

Launched HubSpot, an interactive inbound marketing CRM that will establish, grow, and nurture new opportunities through automated client prospecting and follow-up through micro-targeting, custom behavior-based email campaigns, and detailed reports to increase lead conversion.

Launching a 6-month awareness campaign with Sojern targeting meeting planners in the following 10 cities: Atlanta, Chicago, Columbus (OH), Las Vegas, Little Rock, New York City, Phoenix, Pittsburgh, Raleigh/Durham, and Washington, DC. The campaign will also promote meeting planner incentives.

## Hotel Benefits

- Virginia Restaurant Lodging & Travel Association memberships provided to all TID hotels
- Threshold 360
  - Upgraded our plan to include 136 TID hotels that were not already included
  - Of the 136 new properties, all have been contacted to schedule shoots, four have been completed. Most wanted to wait until after the holidays to get theirs done

## Group Tour

### Group Tour Advertising

Created and placed an ad in the program at the Virginia Motorcoach Association's 100-year anniversary celebration held at the Hilton Richmond Downtown.

[VisitRichmondVA.com](http://VisitRichmondVA.com)

### CALLING ALL TOUR OPERATORS!

Meet us at the Group Leader Expo and see what you get when you choose Visit Richmond:

- A lucrative cash incentive
- Engaging itineraries tailored to your group's preferences
- Expert marketing assistance
- Thoughtful gifts for passengers

Stop by the Visit Richmond booth and mention VMA 100th Anniversary and receive an additional \$100 incentive when booking 10 or more nights in the Richmond Region.

Visit Richmond Welcomes  
VMA 2023 GROUP TRAVEL EXPO



Visit  
Richmond  
VA.com

Tour Planner  
Richmond Region Tourism  
tours@visitrichmondva.com  
(804) 783-7424

#VisitRichmondVA  
@VisitRichmondVA  
#VisitRichmond



## OCMA

Attended  
**2023 OMCA  
Marketplace**  
in Toronto,  
Ontario.

TID resources made it possible for the Group Tour Sales Manager (Toni Bastian) to Conduct 25 direct appointments with Canadian tour operators.



## FAMs

### CurbFree with Cory Lee

Accesibility influencer with 42.6k followers.

"This is a beautiful city with so much to do as a wheelchair user." - Cory Lee



### Australian Tour Operators

We hosted five tour operators from Australia. They enjoyed the VMFA, a Tuk-Tuk city tour, and the Poe Musuem. Their clients are independent travelers and/or groups that would utilize any of the regional hotels.

"I absolutely loved Richmond and would have loved to have stayed longer. The Museum of Fine Arts was stunning and I loved the Tuk Tuk tour."  
- Australian Tour Operator Participant



## TID MID-YEAR REPORT

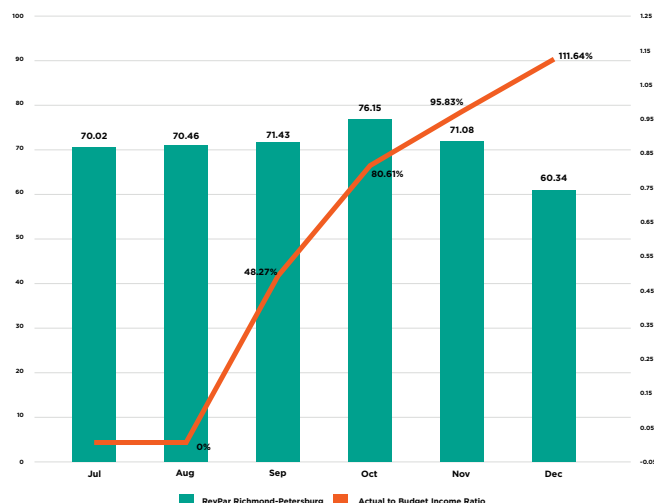
# Workforce Development

## I Am Tourism Update

- I am Tourism is going digital. A digital platform will allow hoteliers to activate every employee as an ambassador to visitors.
  - Benefits of additional concierge service for visitors will increase repeat visits and room nights to the region.
  - Research, Design and Implementation Plan for the digital platform will be completed during FY 24.

## Budget

### RevPAR v TID Income Actual/Budget Ratio



\*Funds started coming in September

## TID YTD

	YTD 12/31/23	Budgeted YTD	Budget 23-24
<b>Income</b>			
Jurisdictions	\$2,777,878	\$2,775,224	\$6,938,060
Earned Interest	\$15,876	\$22,606	\$56,515
<b>Total</b>	<b>\$2,793,755</b>	<b>\$2,797,830</b>	<b>\$6,994,575</b>
<b>Expenses</b>			
Administration	\$227,822	\$277,522	\$693,806
Group Tours	\$19,796	\$94,198	\$235,495
Sales	\$269,114	\$834,182	\$2,085,455
Marketing	\$108,805	\$656,000	\$1,640,000
Training	\$15,000	\$72,400	\$181,000
<b>Program Total</b>	<b>\$640,538</b>	<b>\$1,934,302</b>	<b>\$4,835,756</b>
<b>Reserve</b>	<b>\$833,363</b>	<b>\$832,567</b>	<b>\$2,081,418</b>
<b>Income in Excess of Budget</b>	<b>\$1,319,853</b>	<b>\$30,960</b>	<b>\$77,401</b>