

# IMPACT OF TOURISM

**ONE OF THE  
"BEST PLACES TO  
TRAVEL IN 2016"**

- TRAVEL + LEISURE

**"The 10 Coolest  
Murals You'll Find  
at Breweries"**

- Bon Appetit

**Topped the list of "The 10  
most popular American cities  
to visit this summer"**

- American Express Travel

**"Where to Travel  
for Food in 2016"**

- National Geographic Travel

**"The Southern Food Destination  
You Need to Know About"**

- Condé Nast Traveler

**"Best River Town  
in America"**

- Outside magazine

**"Why Richmond Is the  
City to Visit Right Now"**

- Condé Nast Traveler

**VisitRichmondVA.com**

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Phone: 804.782.2777

**RICHMOND REGION TOURISM FY 2015-2016 ANNUAL REPORT**



 /VisitRichmondVa

 VisitRichmondVa

 VisitRichmond

## **“While you weren’t looking, Richmond got cool.”**

This is what Frommer’s travel guide said when it named the Richmond Region a 2014 top worldwide destination. Then American Express Travel named Richmond the No. 1 place to visit for summer 2015. And *Travel + Leisure* ranked Richmond number 3 on its list of top 50 places to visit in 2016. Tourism in the Richmond Region is on fire, breaking records in hotel stays and visitor spending.

### **Tourism matters.**

- Last year, 7 million visitors spent more than \$2 billion here.
- Tourism bolsters the Region’s economy, generating 22,800 jobs.
- Tourism supports the entities that make RVA a wonderful place to live.

Tourism depends on each one of us: those who work in the industry and those who live here and tell others about it. Our people are our biggest assets, and it is their recommendations that matter.

You can show others how wonderful the Richmond Region is by inviting them to hold an event here. It could be a family reunion, faith group, sports team or a professional association. Once you recommend the RVA to your organization’s event planners, our team will provide a variety of complimentary services to make it easy for you. Members of our community are already doing this. We recently celebrated 20 local Meetings and Event Champions who helped attract events with a collective estimated economic impact of more than \$7 million.

Every day the Richmond Region Tourism team works to grow the local tourism industry. We’d love to share the latest tourism news with your organization through a presentation. In the meantime, take a look at the latest impact of tourism—including brand new visitor profile data—on our community.

### **We are tourism. And so are you.**

A handwritten signature in black ink that reads "Jack Berry". The signature is fluid and cursive, with the first name "Jack" and last name "Berry" clearly legible.

- Jack Berry, President and CEO

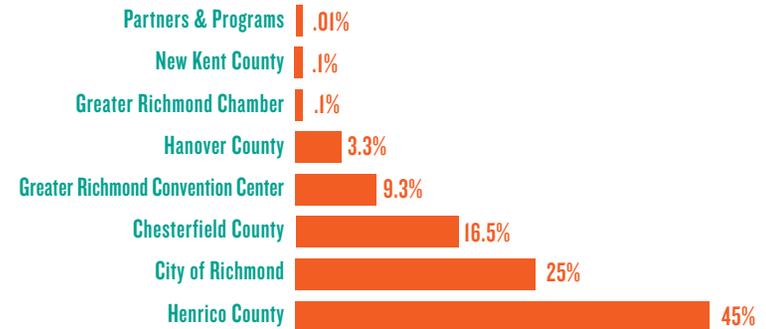
# IMPACT OF TOURISM

The Richmond Region hosts more than 7 million visitors annually. Those visitors brought \$2.2 billion into the local economy during 2015.



<p><b>RICHMOND REGION VISITORS SPEND APPROXIMATELY \$6 MILLION A DAY</b></p>	<p><b>\$64 MILLION IN LOCAL TAXES COLLECTED*</b></p>
<p><b>TOURISM SUPPORTED 22,800 LOCAL JOBS WITH SALARIES TOTALING \$506 MILLION IN 2015*</b></p>	<p><b>HOTEL SALES &amp; OCCUPANCY REVENUE: \$329 MILLION UP 9.3% OVER FY 15-16</b></p>

\* U.S. Travel Association, calendar year 2015



## RICHMOND REGION TOURISM FUNDING

Richmond Region Tourism's \$5.8 million budget comes from the following funding sources: Counties of Chesterfield, Hanover, Henrico and New Kent and the city of Richmond via the transient lodging tax, Greater Richmond Chamber and various sponsorships

### The All New VisitRichmondVA.com

Launched June 2016

Fully responsive

Modern, image-forward design

Curated navigation based on research and consumer trends

Embedded video content in almost every section

Sections dedicated to consumers, meeting planners, services and partners

**824,353 UNIQUE VISITORS**



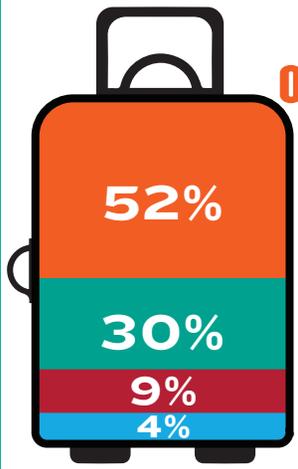
Top Facebook post received 1,300 likes & 912 shares



Top Instagram post received over 1,440 likes

**DIGITAL MARKETING**

# NEW VISITOR PROFILE STATISTICS<sup>†</sup>



## PURPOSE OF OVERNIGHT TRIPS

52% Visiting friends & relatives  
 30% Leisure (touring, events, etc)  
 9% Other business trips  
 4% Conventions/Conferences/Tournaments

15% increase in repeat visitors who will come in the same year.



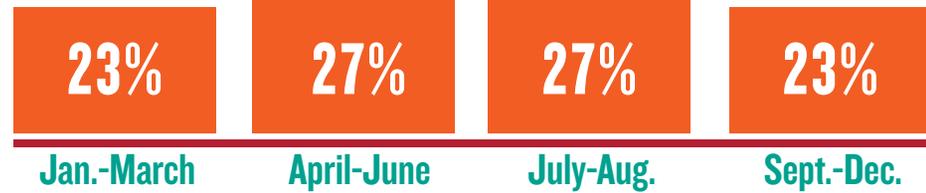
43%

<sup>†</sup> Longwoods International, calendar year 2015

# TOP 5 REASONS VISITORS COME HERE

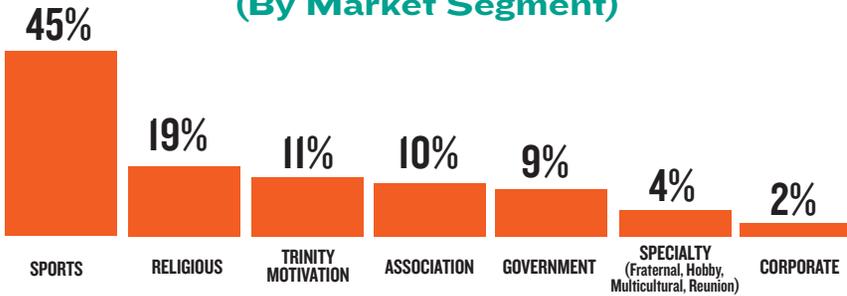


## THE RICHMOND REGION IS A YEAR ROUND DESTINATION



## BREAKDOWN OF HOTEL ROOM NIGHTS BOOKED

(By Market Segment)



## Meetings, conventions, and tournaments booked by RRT, held in the Region in FY15-16

Estimated Economic Impact: \$118,989,807<sup>‡</sup>  
 Associated Hotel Room Nights: 174,548  
 Associated Attendees: 322,993

## Future Meetings, conventions, and tournaments booked by RRT

Estimated Economic Impact: \$116,258,764<sup>‡</sup>  
 Associated Hotel Room Nights: 152,915  
 Associated Attendees: 263,666

<sup>‡</sup> Event Impact Calculator, Destination Marketing Association International



5 GREAT INDOOR RECREATION SPOTS FOR COLD WINTER DAYS

RVABlog.org garnered more than 80,000 views



Video display campaign results far exceed industry standard completed view and click through rates

## & CONTENT HIGHLIGHTS

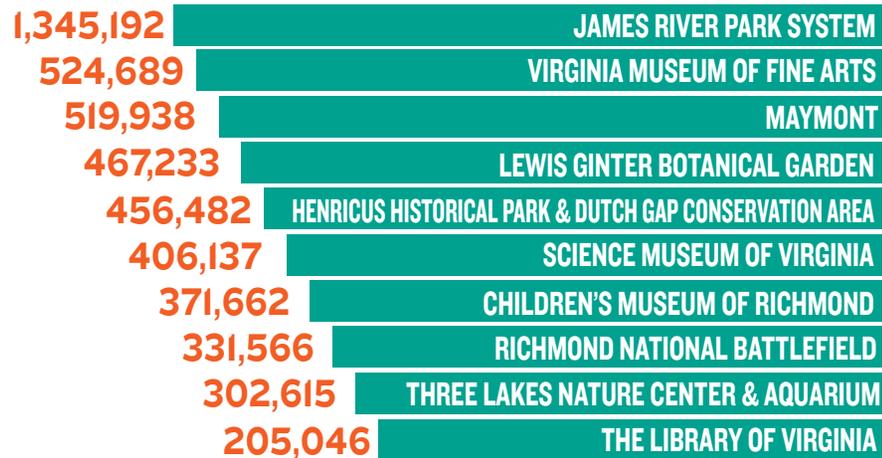


**Email Connects with Consumers**  
 New, fully responsive format  
**41,600 email subscribers (up 11% YoY)**



Public Relations efforts generated 35 writer visits and 70+ articles featuring the Richmond Region  
 PR highlights: Articles featured in Condé Nast Traveler, Travel + Leisure, Departures, Today Show, USA Today, Shermans Travel, Wine Enthusiast

# RICHMOND REGION TOP 10 ATTRACTION ATTENDANCE



## COMMUNITY RELATIONS

### I Am Tourism Ambassador Program

- 13 I Am Tourism Ambassador workshops
- 521 Ambassadors trained in representing hundreds of businesses, government and nonprofits

### Richmond Region Tourism Foundation

- Annual scholarship awarded to VSU Department of Hospitality Management, Makaela Stillworth
- Funded I Am Tourism Ambassador workshops
- Funded portion of new visitor profile study by Longwoods International

### Community Awareness

- 55+ articles in local media featuring tourism
- 25 presentations to various stakeholders
- 15 Tourism Awards presented during National Travel & Tourism Week



All stats are Fiscal Year 2015-2016 (July 2015 – June 2016) unless otherwise noted.

