



VisitRichmondVA.com

THE IMPACT OF TOURISM

Richmond Region Tourism | FY 2016-2017 Annual Report

“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. Little did they know that we would keep getting cooler.

From the Virginia Capital Trail to the Richmond Beer Trail, tourism in the Richmond Region is on fire. RVA is making headlines and breaking records in hotel stays and visitor spending.

Tourism matters.

- Every year, 7 million visitors spend more than \$2 billion here.
- Tourism bolsters the Region's economy, generating 23,600 jobs.
- Tourism supports the places 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. Our people are our biggest assets, and it is their recommendations that matter.

You can show others how wonderful RVA is by inviting them to hold an event here. It could be a family reunion, faith group or a professional association. Once you recommend the RVA to your organization's event planners, our team will provide a variety of complimentary services.

Members of our community are already doing this. We recently celebrated 13 local RVA Champions who helped attract events with a collective estimated economic impact of more than \$3 million.

Every day the Richmond Region Tourism team works to grow the local tourism industry. Take a look at the latest impact of tourism on our community.

We are tourism. And so are you.



Jack Berry, President and CEO



GENERAL STATS[†]

Annual Visitors
7 million

Total Visitor Spending
\$2.2 billion

The Richmond Region comprises the counties of Chesterfield, Hanover, Henrico and New Kent and the City of Richmond

Richmond Region Visitors Spend Approximately
\$6 million per day

Tourism Supports
23,600 jobs
with Salaries Totalling
\$537 million

Local Taxes Collected
\$69 million

Hotel Sales & Occupancy Revenue
\$346 million
(up 5% from last year)



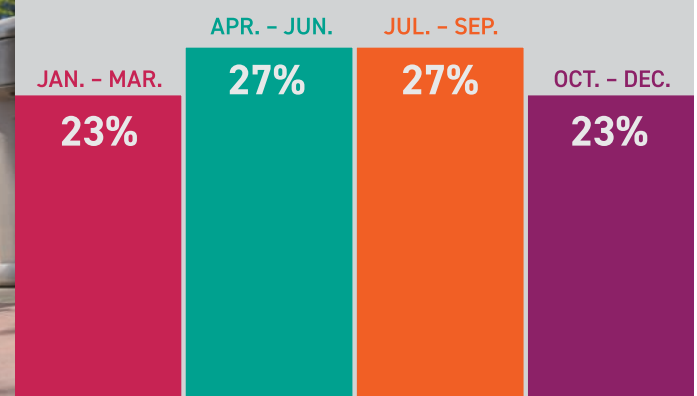
44%

59%

15% Increase in Repeat Visitors who will Come Again in the Same Year



Richmond Region is a Year-Round Destination



VISITOR PROFILE[‡]

Primary Purpose of Overnight Trips	
VISITING FRIENDS & RELATIVES	52%
LEISURE (TOURING, EVENTS, ETC.)	30%
OTHER BUSINESS TRIPS	9%
CONVENTIONS/CONFERENCES/TOURNAMENTS	4%



- 1. James River Park System**
1,818,581
- 2. Virginia Capital Trail**
1,200,000
- 3. Maymont**
735,667
- 4. Virginia Museum of Fine Arts**
594,087
- 5. Henricus Historical Park**
496,437
- 6. Lewis Ginter Botanical Garden**
439,966
- 7. Science Museum of Virginia**
393,165
- 8. Three Lakes Park & Nature Center**
334,001
- 9. Children's Museum of Richmond**
331,384
- 10. NPS/Richmond Battlefield**
235,470

TOP 10 ATTRACTION ATTENDANCE



RICHMOND REGION TOURISM STATS

Richmond Region Tourism's \$6.4 million budget comes from the following funding sources: the Counties of Chesterfield, Hanover, Henrico and New Kent and the City of Richmond via the transient lodging tax, ChamberRVA and various sponsorships.

Chesterfield County: 16.7%	ChamberRVA: .5%
Hanover County: 3.8%	Greater Richmond Convention Center: 8.9%
Henrico County: 44.5%	Miscellaneous: .6%
New Kent County: .1%	
City of Richmond: 25%	

MEETINGS, CONVENTIONS, AND TOURNAMENTS BOOKED BY RICHMOND REGION TOURISM, HELD IN THE REGION IN FY '16-'17

\$109,633,746	ESTIMATED ECONOMIC IMPACT
310,004	ASSOCIATED ATTENDEES
176,436	ASSOCIATED ROOM NIGHTS

FUTURE MEETINGS, CONVENTIONS, AND TOURNAMENTS BOOKED BY RICHMOND REGION TOURISM

\$53,470,898	ESTIMATED ECONOMIC IMPACT
187,677	ASSOCIATED ATTENDEES
119,615	ASSOCIATED ROOM NIGHTS



Breakdown of Room Nights Booked in FY '16-'17 by Market Segment

Sports: 52%	Amway: 5%
Religious: 18%	Specialty: 4%
Association: 11%	Corporate: 2%
Government: 8%	

PAID

ADARA

Top Origination Markets (hotel bookings associated with visitors seeing RRT's digital ads)



Most Valuable Markets (based on ADARA for bookings associated with visitors exposed to RRT's digital ads)



Total Impressions Tracked: 8,759,122

Roomnights Booked Associated with RRT's Paid Media Exposure 7,348 for a total of \$1,062,376

Arrivalist

Top Origination Markets (based on visitors who were exposed to RRT's digital ads and arrived in Richmond as tracked by mobile device)



Total Impressions Tracked: 15,096,597

Average Distance Tracked by Arrivals: 532 miles

Display Campaigns

- Outdoors video saw 72% completed view rate on Facebook.
- Washington DC-targeted digital campaigns focusing on arts, culinary and craft beer delivered well above key performance indicator goals focused on signals of intent to travel-based conversions.

DIGITAL MARKETING & CONTENT HIGHLIGHTS

OWNED

The addition of video and user-generated content has proven to be inspirational and effective in driving engagement. Year-end SIT (Signal of Intent to Travel) measurements show:

- 289% increase in newsletter opt-ins
- 99% increase in click-through rate for venue listings
- 90% increase in click-through rate for event listings
- 52% increase in online visitor guide views
- 39% increase in visitor guide requests
- 41.1% average bounce rate
- 1.2 million unique visitors (46% increase YoY)
- An average time on site of 2:25

Facebook

- Top Facebook post received more than 1,100 likes, 825 shares and reached 89,800 people.

Instagram

- Top Instagram post received more than 3,000 likes and 88 comments.
- Gained 11K new Instagram followers for a total of 38.4K followers.



2017 RVA SUMMER FESTIVAL & EVENT GUIDE

EARNED

Public Relations efforts generated 55 writer visits and 85+ articles featuring the Richmond Region.

PR HIGHLIGHTS

Richmond Region featured in *Bon Appétit*, *Boston Herald*, *CSPAN*, *Delta Sky*, *Departures*, *Fashionista*, *Food & Wine*, *TheFullPint.com*, *Garden & Gun*, *The Huffington Post*, *New York Daily News*, *Pride.com*, *Southern Lady*, *Southern Living*, *Thrillist*, *Travel + Leisure*, *The Washington Post* and *USA Today*.

Blog (pictured left)

- Top blog post earned 5,218 page views, 4,351 unique views, and reached 18,688 people on Facebook. Average time spent on page was 3:24.
- RVABlog.org garnered more than 58,700 views, 52,100 unique visitors, and 2:50 average time spent on page.

YouTube

- Videos viewed more than 374,000 times

Twitter (pictured right)

- Top tweet garnered over 12,400 impressions and 230 engagements.
- Gained 8,250 new followers for a total of 43.1K followers.



Juggler at the French Food Festival!

by jvinrva and 3,806 others

Top Instagram Story received over 3,800 total views.

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11:41 AM - 29 Sep 2016

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COMMUNITY RELATIONS

I Am Tourism Ambassador Program

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

Richmond Region Tourism Foundation

- Annual scholarships awarded to VSU Department of Hospitality Management students, Tianna Peterson and Tarian West
- Funded I Am Tourism Ambassador workshops

Community Awareness

- 75 articles in local media featuring tourism—up 36%
- 32 presentations to various stakeholders
- 13 Tourism Awards presented during National Travel & Tourism Week

Sponsorship

Cash and in-kind—up 14%



I Am Tourism participants work together to create custom itineraries.



I Am Tourism class graduates celebrate their achievement.

SOURCES

All stats are Fiscal Year 2016–2017 (July 2016 to June 2017) unless otherwise noted.

† U.S. Travel Association, calendar year 2016

‡ Source: Longwoods International, calendar year 2015