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I Am TOURISM



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You Do
Not See
Visitors

Richmond Region Tourism markets the Region as a destination.



Our goals are:

1. Putting heads into beds
2. Delivering visitors to attractions
3. Booking meetings and conventions
4. Providing shoppers for retail

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Virginia Tourism Corporation's Mission:

To bring more people (visitors) to the Commonwealth; get them staying longer; and spending more money.

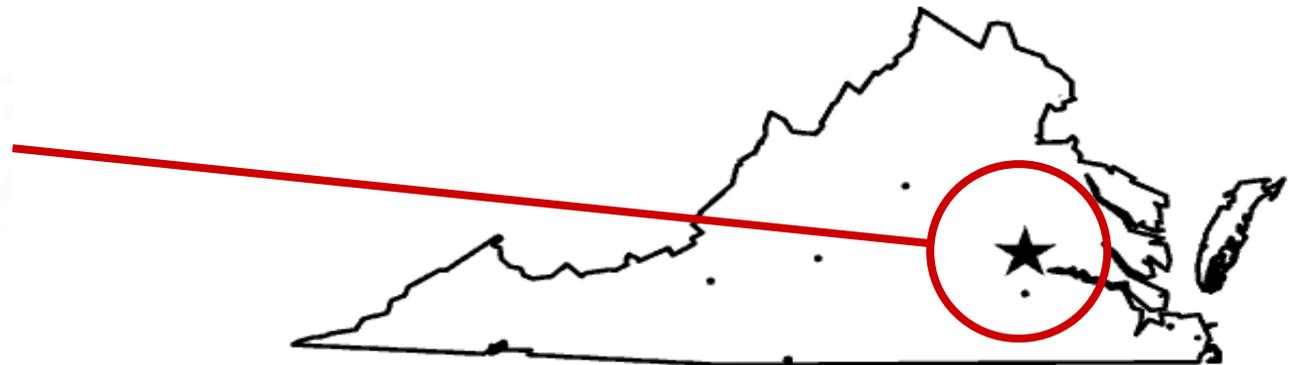
Get visitors to CHOOSE Virginia



Richmond Region Tourism's Mission:

Grow the economy of the Richmond Region by attracting conventions, meetings and visitors and by ensuring that all have a great experience.

Get visitors to CHOOSE the Richmond Region

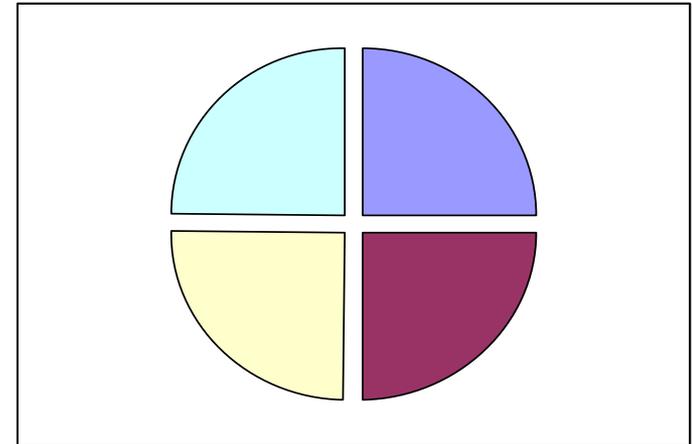


Visitors Spend More Than **\$2.02 Billion** in the Richmond Region

• Chesterfield	\$418,534,030	3,596 hotel rooms
• Hanover	\$204,377,327	683 hotel rooms
• Henrico	\$746,523,929	9,001 hotel rooms
• New Kent	\$30,757,071	
• Richmond	\$617,078,950	3,379 hotel rooms
• Williamsburg	\$508,328,093	9,800 hr/6,000 timesh.

Travel Segments Equally Divided

- **Business**
- **Meetings, Conventions, Sports**
- **Tourists/Interstate Travel**
- **Family & Friends**



Travel Trends



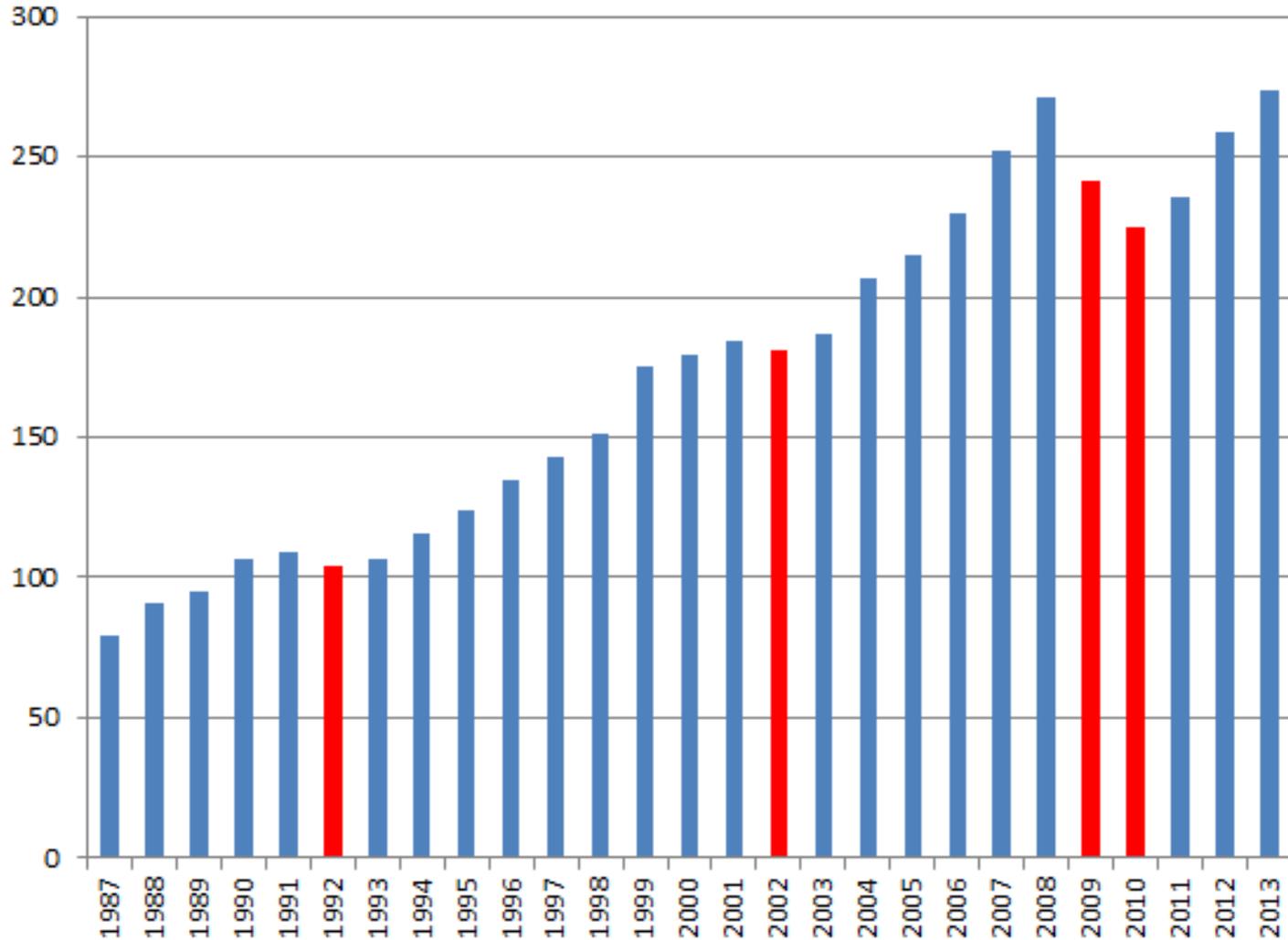
New Kent Winery

- Shorter vacations
- Planned more impulsively
- Taken more frequently
- Closer to home
- By families and singles

Hotel sales pass
pre-recession
levels.

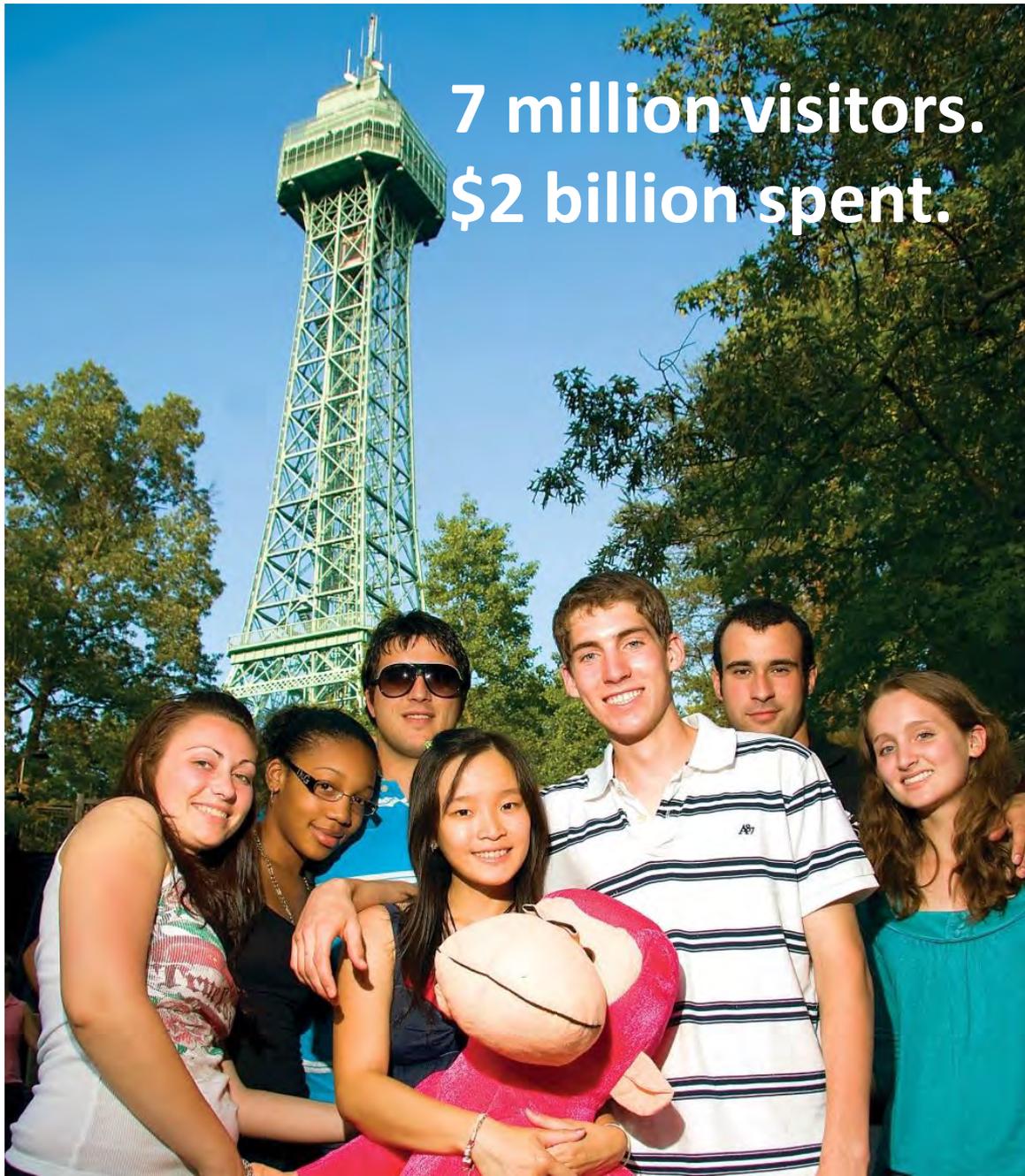


RICHMOND REGION HOTEL/MOTEL SALES MILLIONS OF DOLLARS



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7 million visitors.
\$2 billion spent.





93% visitors plan to return

44% within the year

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FROMMER'S

TOP DESTINATIONS

FOR 2014

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BATTLE OF COLD HARBOR

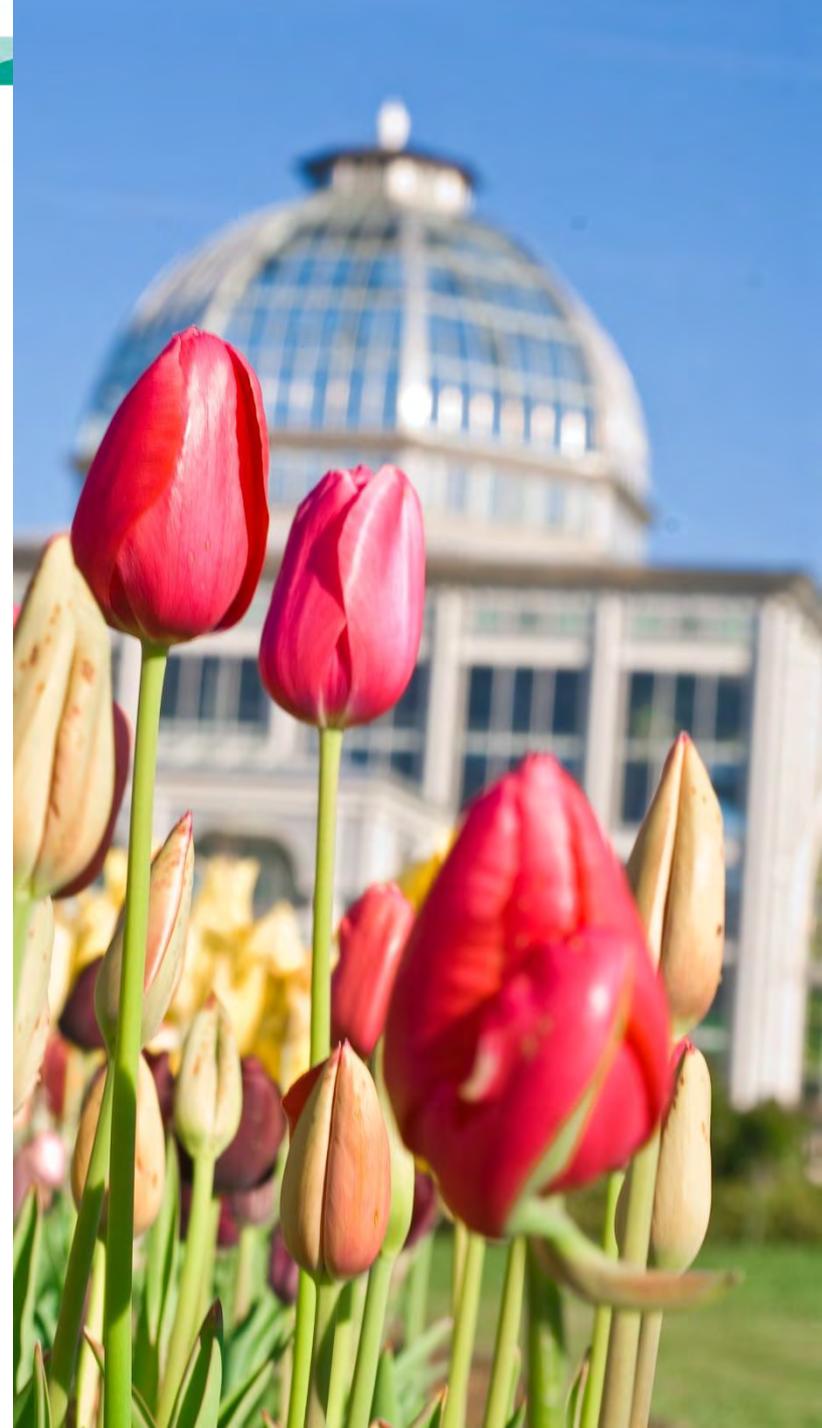
JUNE 3, 2014

4:45 AM



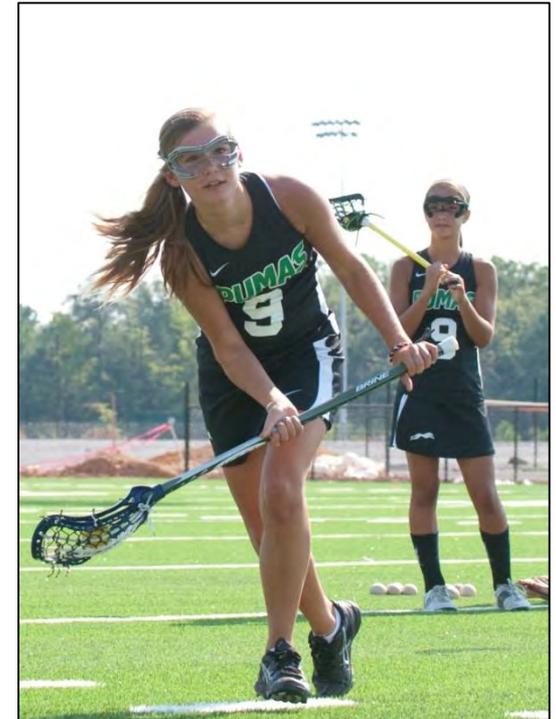
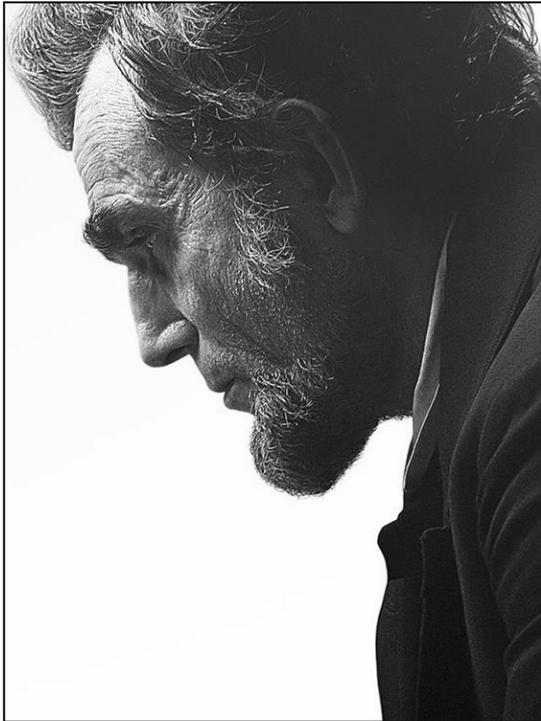
2013 Accolades

- “10 North American Gardens Worth Travelling For” – *BBC Travel* (Lewis Ginter)
- “10 Most All-American Cities” – *Travel Nerd*
- “10 Cheapest Cities You’ll Want to Visit” – *Kiplinger*
- “Great Patriotic Getaways” – *Wake Up with Al*
- “10 Favorite Cycling Destinations” – *Virginia Living*
- 7th most “Aspirational City” – *The Daily Beast*
- “Best Street Art in the World” – *Buzzfeed*
- “15 Best Fall Marathons” – *DailyBurn.com*
- “10 Up And Coming Cities for Entrepreneurs” – *Forbes*



- 
- **“10 Luxury Hotels’ Dazzling Holiday Trees” – *Forbes Travel Guide*, (The Jefferson Hotel)**
 - **America's best hotels for afternoon tea” – *USA Today*, (The Jefferson Hotel)**
 - **“Top public university arts and design program” *U.S. News*, (VCU) Also: top sculpture program**
 - **“10 Best Ribs in America”– *The Daily Meal*, (Alamo Barbeque)**
 - **“10 Best Places to Watch a NASCAR Race” – *USA Today***
 - **“51 Great Places to See Wildlife” – *USA Today***
 - **“Best Chinese Restaurants in America”– *Travel + Leisure*, (Peter Chang China Café)**
 - **“Top 10 Vegan-Friendly City” – *PETA.org***
 - **Top 10 Hotel Brunches in the U.S. - *Gayot.com/Huffington Post*, (The Jefferson Hotel)**

Hot Travel and Tourism Topics



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Hot Travel and Tourism Topics



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30% choose destinations for activities related to food and drink

The Washington Post

Magazine

Tom Sietsema: Richmond dining is surprising, seasonal, sophisticated



[View Photo Gallery](#) — Things are getting pretty tasty in Virginia's capital with the addition to the dining scene of Rappahannock, Dutch & Company and the Roosevelt.

SAVEUR



THE SAVEUR 100

It's the new year again, so it's time to take stock—to survey the magnificent universe of food and to highlight the 100 most mind-bending, eye-opening, and palate-awakening dishes, drinks, ingredients, people, places, publications, and tools we can find. This year we've invited 20 guests to the party, including some of the biggest names in food, to look back over the past 20 years of SAVEUR and help us celebrate. We welcome you to our anniversary feast. —*The Editors*



HOME | NEWS & FEATURES | RESTAURANTS | BARS | ENTERTAINMENT | FASHION | SHOPPING | Agenda

WEEKEND TRAVEL Text Size: A | A | A

More Destinations

The Five-Point Weekend Escape Plan

Tap Into the New South in Richmond

Revitalized neighborhoods, new cultural attractions, and a rising culinary scene are rejuvenating Virginia's capital.

By Emily Salapiro | Published Aug 9, 2013 |

RICHMOND ONLINE

1
WHERE TO STAY

2
WHERE TO EAT

3
WHAT TO DO

4
INSIDER'S TIP

5
AN ODDBALL DAY

1. Where to Stay

The Jefferson's rooms are a throwback to a past era.
(Photo: Courtesy of The Jeffersons)

Sleep two blocks from Broad Street's emerging arts district at Linden Row Inn (from \$109), a boutique hotel composed of seven adjoining nineteenth-century townhouses. Sip a \$3 craft beer in the quiet courtyard, or peruse the latest from the city's contemporary art scene: Every 90 days, the hotel hosts a new exhibition from nearby 1708 Gallery. The 70 guest rooms are worn but charming, with floor-to-ceiling windows, remodeled bathrooms, and original crystal chandeliers.

Escape the city rush at the Tides Inn (from \$215), a Chesapeake Bay-adjacent resort

MOST POPULAR STORIES

Most Viewed | Most Emailed

1. The Plot to Kill Obamacare
2. World's Oldest Man Gives Up His Title
3. Voyager Has Still Not Left the Solar System, Is Pretty Far Out There, Though
4. How Larry Summers Paid For Obama's Sins
5. NYPD Officers accidentally shot Two Women in Times Square (Updated)
6. Joe Biden Sometimes Ends Calls with Hillary Clinton by saying 'I Love You, Darling'
7. Man Says He Was Drugged and Raped by Nurse's Aide at Staten Island Hospital
8. Man Waking Up From Surgery Stunned By His Hot Wife
9. David Koch is Getting involved in New York's Mayoral Race
10. The Arguments of the Great Recession Are Over: Hooley

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FOOD | HOME | GARDENING | TRAVEL | THE DAILY SOUTH

The DAILY SOUTH Your Hub for Southern Culture

A Local's Guide to Richmond, Virginia

August 27, 2013 | By David Hanson | Comments (5)

Jennifer Mason Guild, Katherine Harding O'Donnell and 210 others like this.

We asked writer David Hanson to spend a day exploring Richmond, Virginia. The assignment: each and every spot had to be one recommended by a local. The result: seven stops in the state capitol from the people who know it best.

It's one great day in one great city. Follow along.

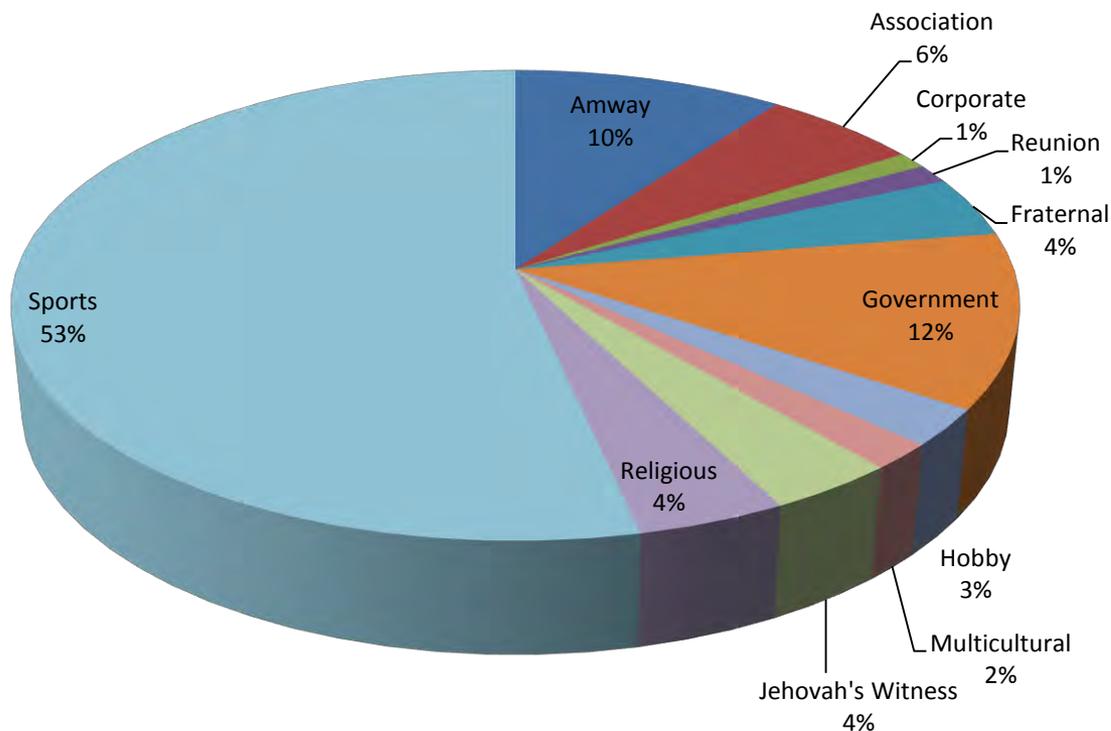
1. **Ledbury**
117 South 14th Street

The co-founder of this Wall Street-meets-Billy Reid menswear shop, Paul Tribble (above), knows good design. As I browse "Anglo-Southern" dress shirts, he suggests I tour the "hood with his artist friend Ed Trask...

2. **Shelby Design District**

Sports = 53% Market

2013 Bookings by Market



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Tourism Product Development

Civil War Trails



**Over 1,300 Sites in 200 +
Jurisdictions**

Virginia: 394 sites in 95
Jurisdictions

Maryland: 217 sites in 21
Jurisdictions

North Carolina: 138 sites in 56
Jurisdictions

**Tennessee, Pennsylvania and
West Virginia** newly developed

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ROAD TO REVOLUTION

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Historic Route 1

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Virginia Capital Trail

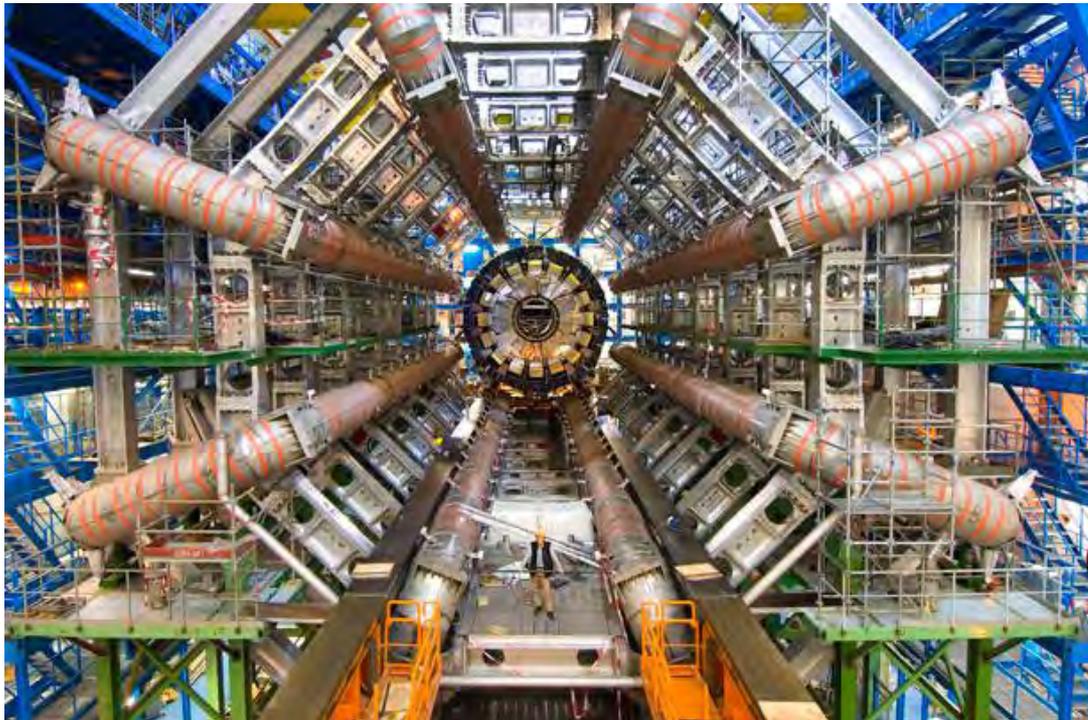


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2015 UCI Road World Cycling Championships
September 19-27
450,000 Attendees
TV Audience 300 million
1,500 Athletes

Particle Accelerator Conference - May 2015 1,200 Attendees/4,370 Room nights



Target Leisure Markets



Washington DC
Baltimore
Virginia
Raleigh
Philadelphia
New York
Canada
UK/Western Europe

Baby Boomers Are Leading the Way ... and Love to Travel

Silent Generation	1926-45	50,000,000
Baby Boomers	1946-64	78,000,000
Generation X	1965-81	58,000,000
Millennials	1982 - ?	80,000,000

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Greater Richmond Convention Center



\$178,000,000: Visitors Pay 100%

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\$350 M

\$25M

\$13M

\$67M

\$150M

\$150M

\$150M

\$80M

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FLY
IN + PADDLE
OUT



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200 daily nonstop flights just nine miles from downtown in a historic region that mixes event space with off-site adventures, fine art with funky boutiques, haute cuisine with affordable accommodations and board rooms with paddle boards. Let our team create the perfect mix for your next event.



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Richmond Region Tourism

31 Years!

