

Visit
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I Am
TOURISM



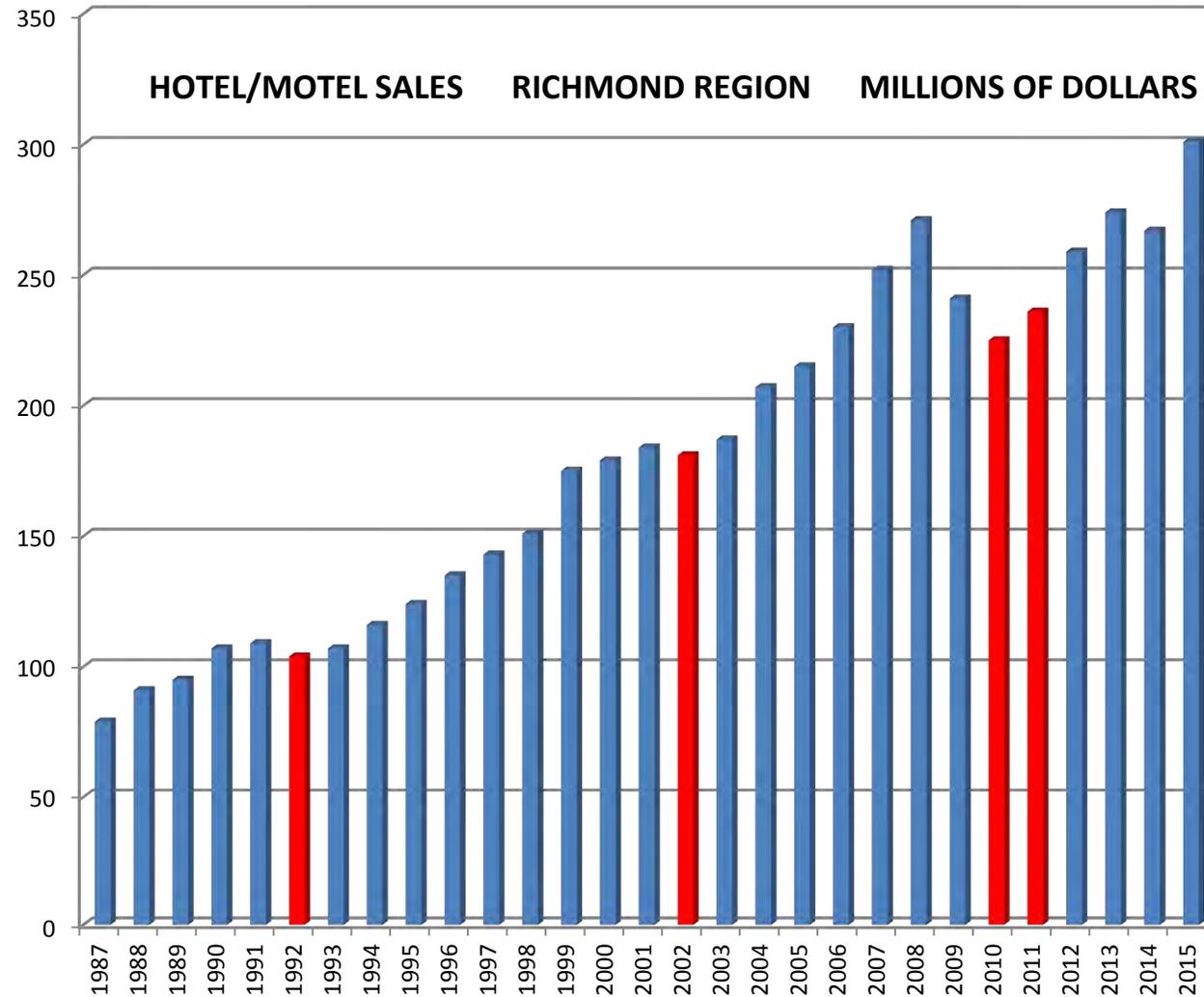
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RVA tourism is big business.

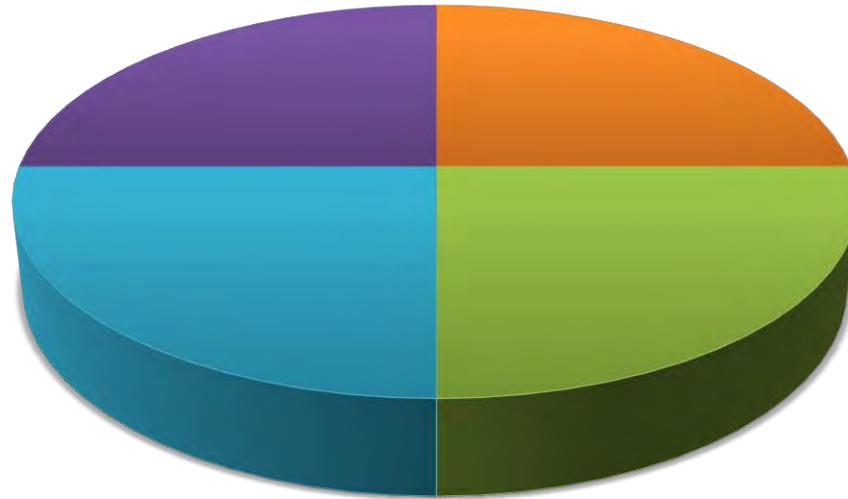


**7 million visitors.
\$2.1 billion spent.**

RVA's growth is leading the state.



RVA's secret of success No. 1



Travel segments equally divided

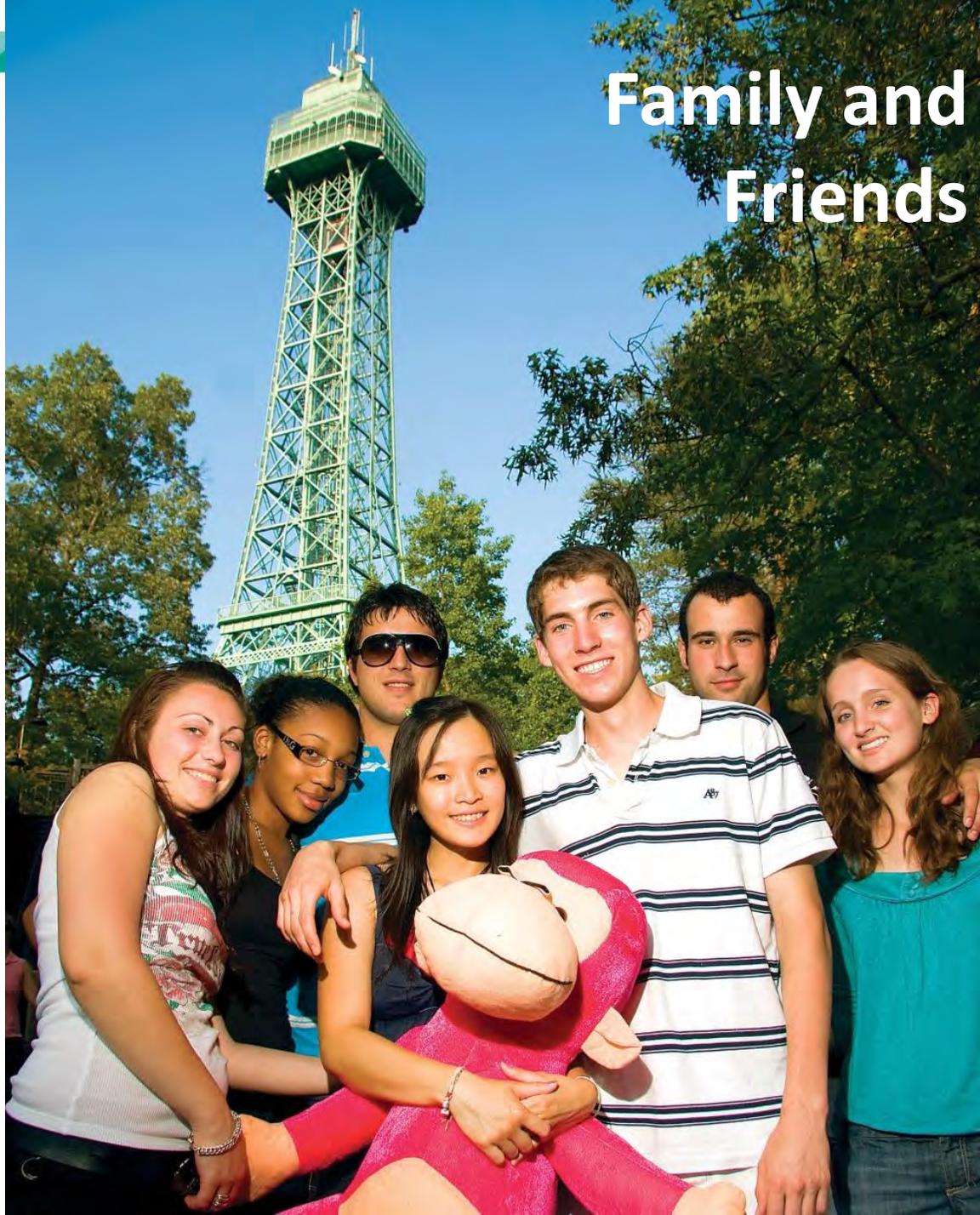
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Business

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Family and Friends



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Meetings, Conventions and Sports

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Tourists/Interstate Travel



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RVA's secret of success No. 2



Happy customers.

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93% visitors plan to return

44% within the year

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RVA is cooler than ever.



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

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RICHMOND, VIRGINIA

AMERICAN EXPRESS
TRAVEL

#1

SUMMER TRAVEL
DESTINATION FOR 2015



Accolades by the dozens.

- **America's Top 5 Cities to Keep on Your Radar** – *Huffington Post* ... “seems like everyone is moving to Richmond”
- **Best River Town in America** – *Outside magazine* ... “the city's residents are absolutely justified in their zealotry”
- **7th Most Aspirational City** – *The Daily Beast* ... “culturally vibrant, long on jobs, short on traffic”
- **Richmond: The Next Great American Food City**- *Departures magazine* ... “contemporary but roots-based Southern restaurants are changing the game”



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Drinks are cool.

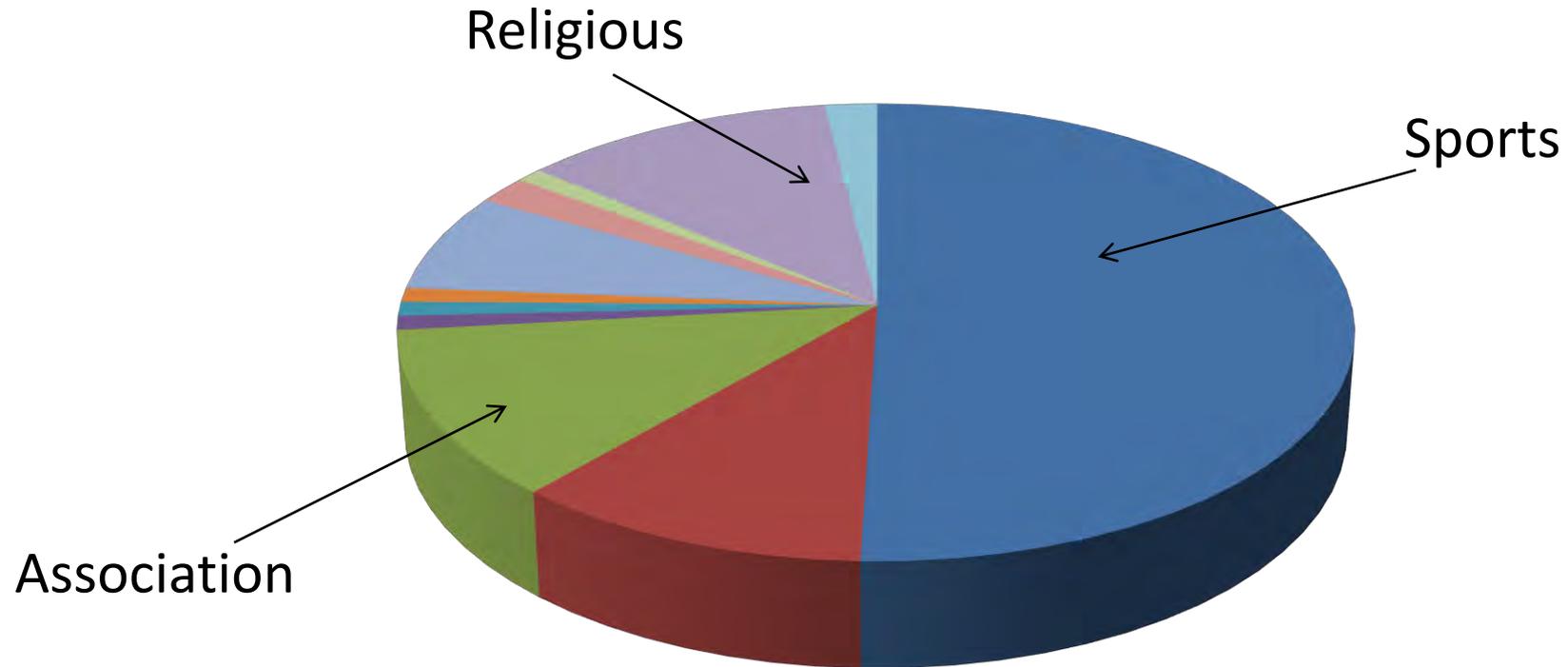


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RVA is sportier than ever.



Sports Tourism = 51% Market



Richmond Region Tourism Bookings

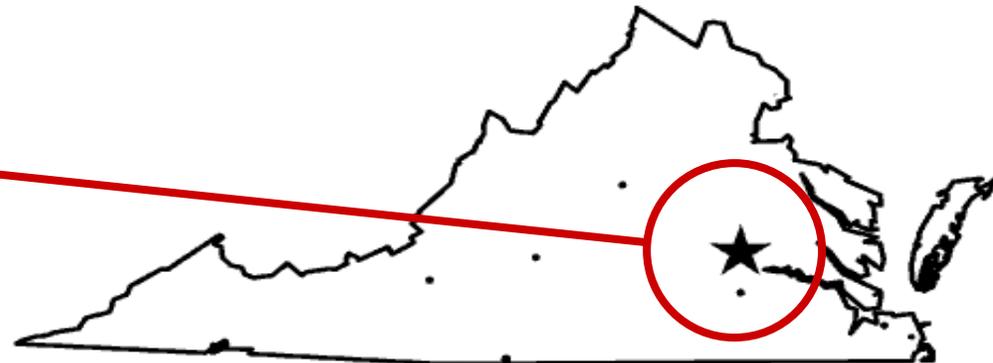
Virginia Tourism Corporation's Mission:
*To bring more people (visitors) to the Commonwealth;
get them staying longer; and spend more money.*

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



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RRT talks up RVA every single day.



Magazine

Super Bowl is small fries compared to this: World cycling race is coming to Richmond



By Ashley Halsey III January 30 [Follow @ashleyhalsey3rc](#)



The pack rides in a tunnel during the men's road race at the 2009 UCI Road World Championships in Mendrisio, Switzerland. (FABRICE COFFRINI/AFP/Getty Images)

The world champion is a guy you've never heard of, he won with a gutsy gamble in a place you couldn't find on the globe, and his name is impossible for Americans to pronounce: Kwiatkowski.

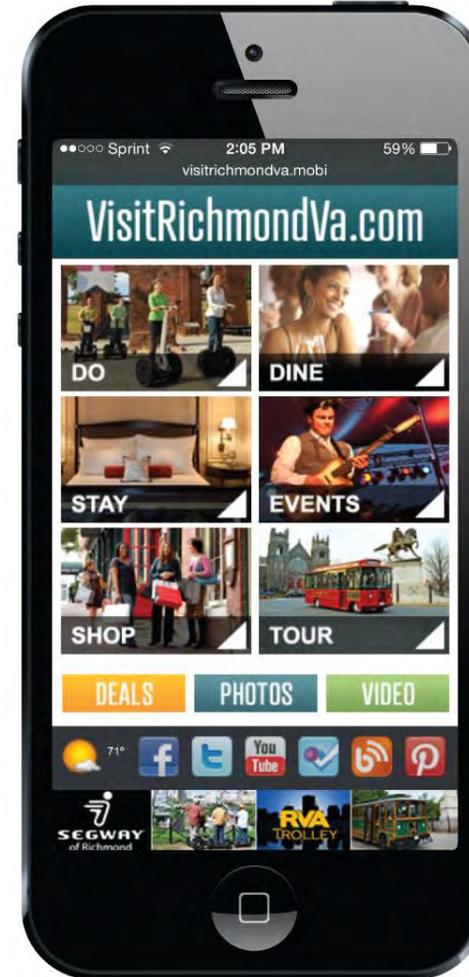
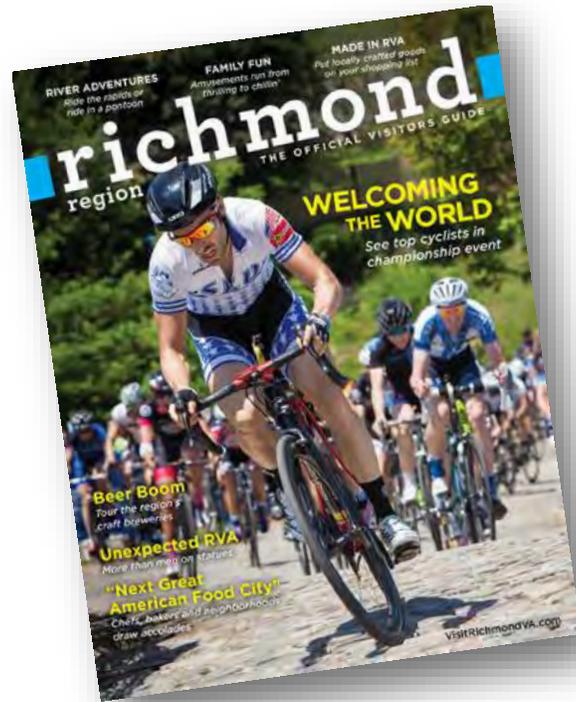
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The banner features the Hanover County VA logo on the left. To its right are five navigation icons: 'THINGS TO DO' (a bridge), 'EVENTS' (a calendar), 'WHERE TO STAY' (a suitcase), 'PLAN YOUR TRIP' (a checklist), and 'ABOUT HANOVER' (a map with a location pin). Below these icons is a central graphic with the text 'historic sites & local bites' in a serif font, with a large yellow ampersand. To the left of the text is a photograph of two men in 18th-century attire. To the right is a photograph of a large crate of oranges. Below the central graphic is the title 'HANOVER COUNTY, VA TRAVEL AND TOURISM GUIDE' and two paragraphs of text.

HANOVER COUNTY, VA TRAVEL AND TOURISM GUIDE

With miles and miles of open space to explore, you can discover history, adventure and an easily accessible location in Hanover County. Here, more than 400 years of American history live on through preserved artifacts, historical buildings and hallowed battlefields.

But the County makes history in other ways, too. Enjoy the great outdoors at one of our many parks or rivers. Conquer the thrills of **Kings Dominion's** 15 roller coasters. Dine in a 225-year-old **tavern** that has hosted George Washington, Patrick Henry and the Marquis de Lafayette. And with a variety restaurants, diverse shopping and down-home festivals, Hanover County is ideal for weekend getaways and vacations.

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Gateway to Family Thrills

VIRGINIA'S GATEWAY TO
Family Thrills

78° Partly Cloudy

Busch Gardens Water Country USA Kings Dominion Kings Dominion SOAK CITY WATER PARK VIRGINIA IS FOR LOVERS

THINGS TO DO

- American Express #1 Destination
- Frommer's Top Destination
- Attractions
- Restaurants/Nightlife
- Gardens
- Local Tours
- Family Fun
- Shopping And Spas
- Craft Beer
- Discount Coupons
- Sports & Recreation
- NASCAR
- Redskins Training Camp
- VA Family Thrills



VIRGINIA'S GATEWAY TO FAMILY THRILLS

Kings Dominion and Busch Gardens. Two Great Destinations. One Low Price.

It is no secret that Virginia is for Lovers®, but Virginia is also for thrill lovers. In celebration of their 40th anniversaries, Busch Gardens® and Kings Dominion have declared the Richmond/Williamsburg region as Virginia's Gateway to Family Thrills. From battlefields to memorials and wineries to theme parks, the Richmond/Williamsburg corridor offers fun for all ages. Take a day trip and explore the area, ride a coaster, dine on delicious food, and experience Virginia's thrilling theme park destination.

The Gateway to Family Thrills offers nearly 600 acres of rides, shows and attractions. Featuring 21 roller coasters, including Intimidator-305, one of the world's tallest and fastest giga-coasters, and Tempesto™, Busch Gardens' thrilling new launch coaster, there's no shortage of opportunities for adrenaline junkies to test their bravery. The area boasts three kid zones, highlighting more than 20 rides designed for families to enjoy together. Cool off during the heat of summer with 63 acres of water parks, including Soak City at King's Dominion and Water Country USA® in Williamsburg, Virginia.

GET YOUR TICKETS NOW

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TOURISM AMBASSADOR TRAINING PROGRAM



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800+ graduates



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More to come.



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