



**RICHMOND
REGION
TOURISM**



VisitRichmondVA.com

Record Year



“Region’s hotel-room sales broke records in 2012-13”

TimesDispatch.com
Richmond Times-Dispatch

Tourism

Travel and tourism spending up 4 percent in Virginia last year

■ A record \$21.2 billion was spent which supported 210,000 jobs in the state

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.

Henrico is 5th in VA in Visitor Spending



Richmond Region Visitors: 7 million

Henrico County:
2.5 million visitors a year



That's \$180 per Henrico visitor per day



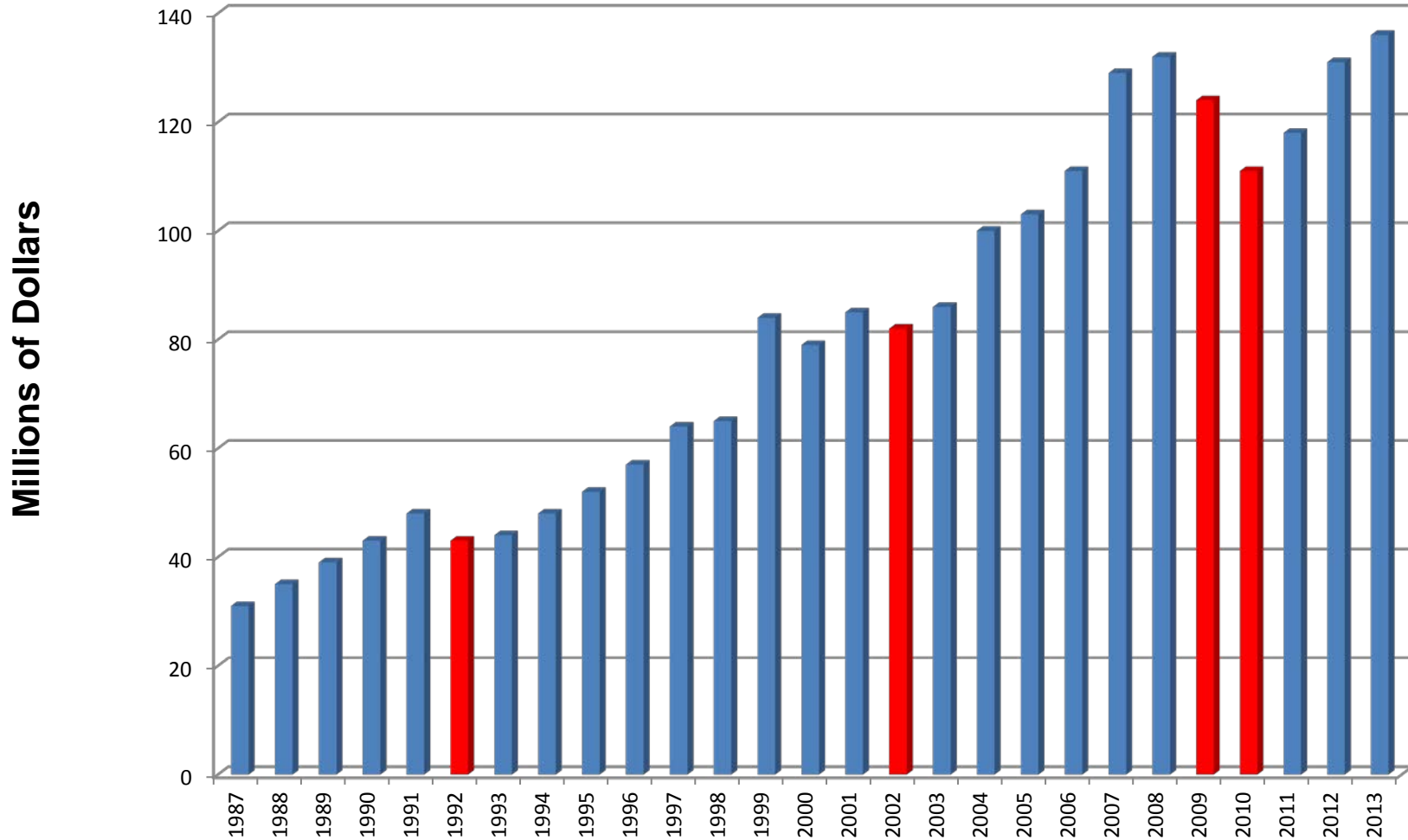
Henrico Visitor Dining



- \$186 million visitor spending on meals in 2012
- \$45 per day
- Nearly 15,000 visitor sold meals per day

50% meals tax would be generated by visitors and commuters

Henrico County Hotel/Motel Sales



Travel Segments Equally Divided





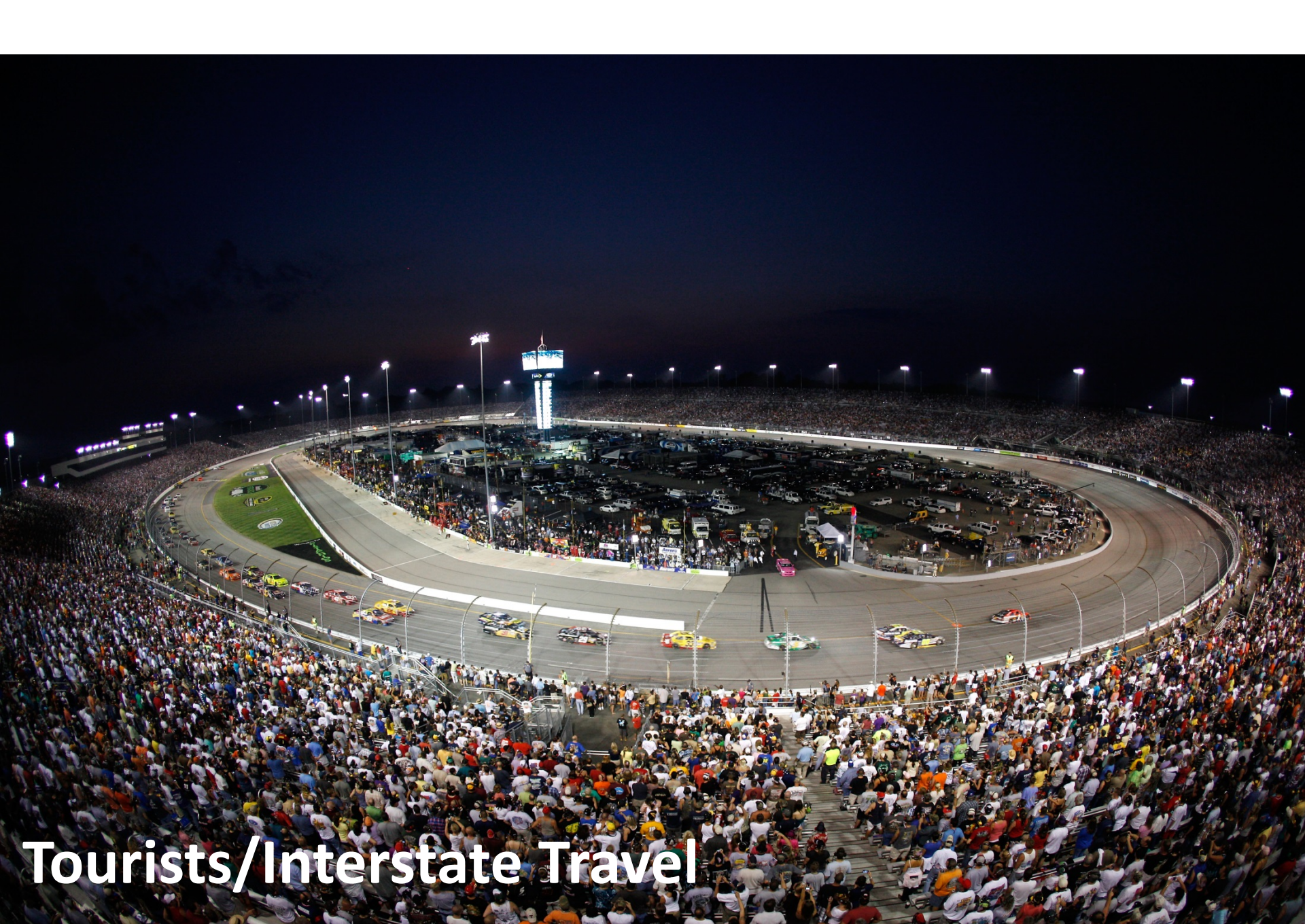
Business



Family and Friends



Meetings, Conventions and Sports



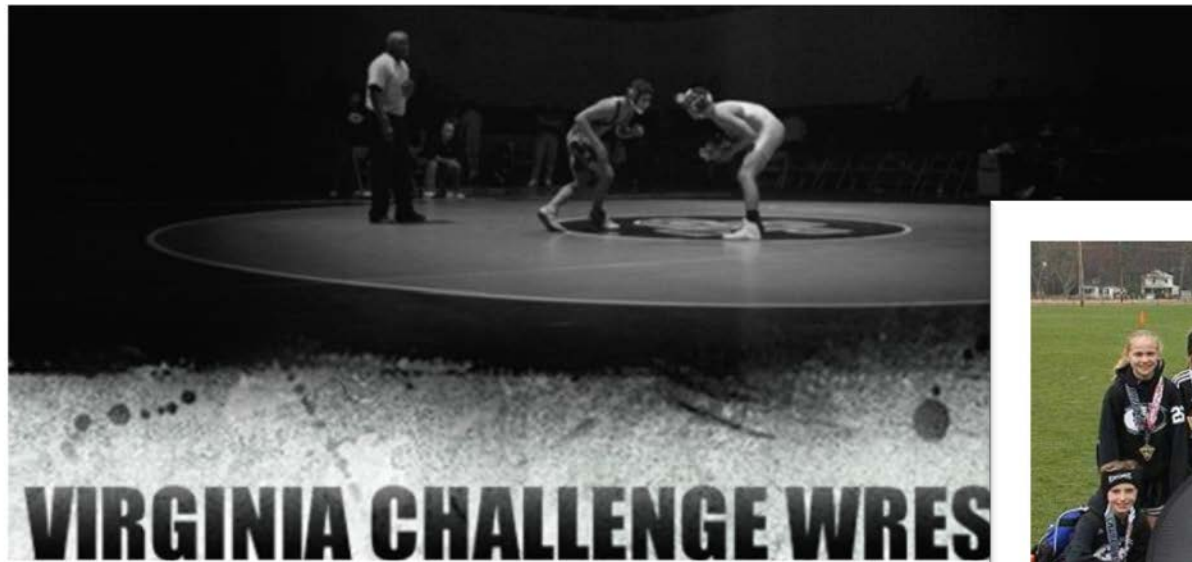
Tourists/Interstate Travel

Henrico Gets 2 for 1



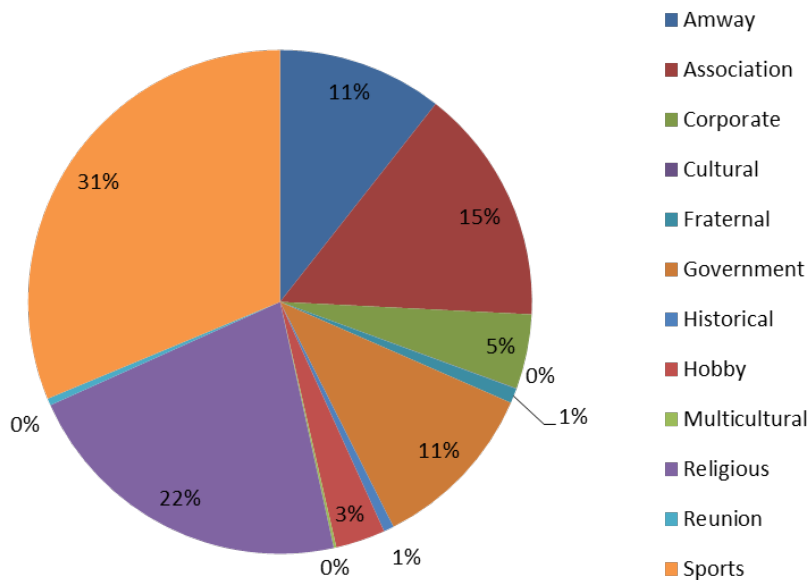
Sports #1 Market Segment since 2011





2012 Future Group Bookings by Market Segment

2012 Definites by Market Segment



#1 SPORTS 31%
#2 RELIGIOUS 22%
#3 ASSOCIATION 15%

Total = 155,208 Future Hotel Room Nights

Henrico Gets 2 for 1



Market the Region as a destination



Our Job is To:

- 1. Put heads into beds**
- 2. Deliver visitors to attractions**
- 3. Book meetings, conventions and sports tournaments**
- 4. Provide shoppers for retail**

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

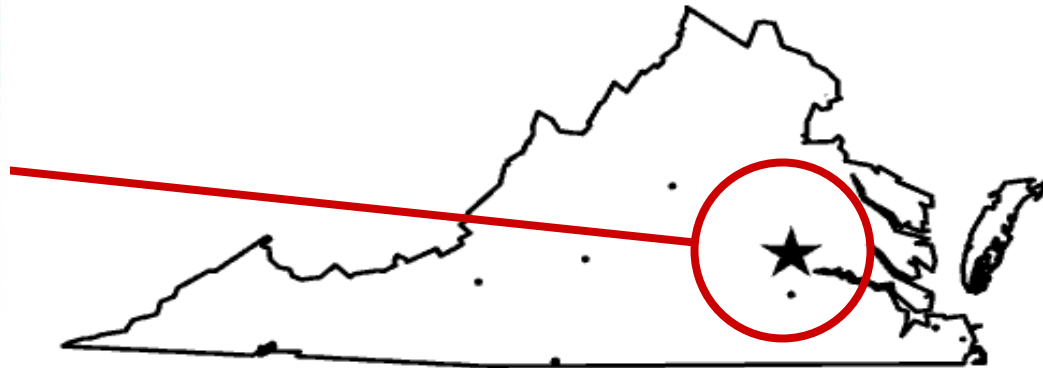




Richmond Region Tourism's Mission:

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



Leisure: Friends and Family #1 Trip Motivator



**93% visitors plan to return
44% within the year**



Budget

Richmond Region Tourism

VA Beach

Asheville

Charleston

Baltimore

Pittsburgh

San Antonio

Louisville

Atlanta

Las Vegas

Austin

2011

\$4.1 million

\$17.1 million

\$5.25 million

\$12.0 million

\$9.3 million

\$9.1 million

\$19.3 million

\$12.1 million

\$20.5 million

\$210.6 million

\$8.6 million



Jurisdiction's Tourism Mission:

Improve the visitor experience

- Signage, way finding
- Transportation, roadways
- Safety
- Logistics
- Increase product offerings



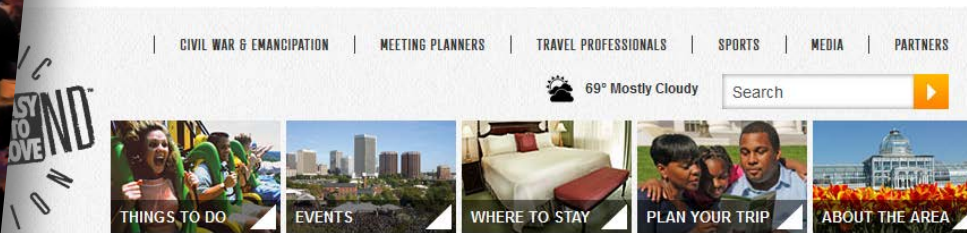
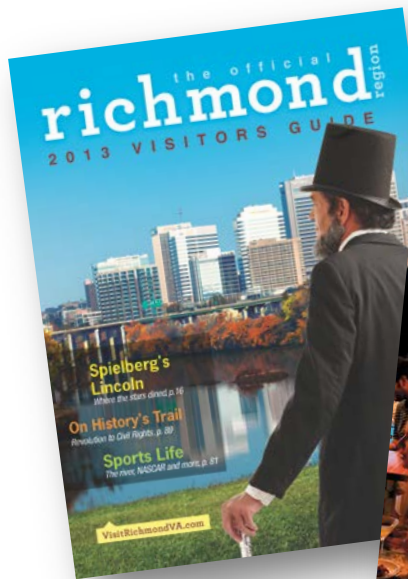




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TOURISM**



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Graduates

Taxi Update



Drivers

Press Trips: Culinary



NEW YORK TRAVEL

The Five-Point Weekend Escape Plan Tap Into the New South in Richmond

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2.

Reserve a table well in advance for [the Roosevelt](#), restaurateur Kendra Feather's perennially packed, modern Southern gastropub that opened a year ago in the emerging Church Hill neighborhood. Try Southern-inflected dishes like chicken-fried tofu with spicy slaw (\$8), or go heavy with the Benton's ham-studded Southern poutine (\$8). Pair it with a pour from the all-Virginia wine list or a seasonal cocktail like this summer's Seersucker, made with bourbon, housemade sweet-tea syrup, and charred lemon (\$9).

Get your late-night fix at [Heritage](#), a New American restaurant in the formerly fratty Fan District. Its buzzy bar is a favorite of local chefs, who stop by for after-hours cocktails and inventive charcuterie boards (think camel sausage; from \$10). Make a meal of small plates like pimento cheese croquettes (\$4) and kimchee-spiced shrimp crackers (\$2), or pony up \$16 for the perfectly roasted half-chicken served with local greens, housemade bacon, and unstoppable cheddar grits.

Flee the city for a meal at year-old [Peter Chang Café](#), located in the suburb of Glen Allen, which attracts Richmond's culinary elite with tongue-numbing dishes prepared by a world-renowned Szechuan chef. You'll want to pace yourself for heaping plates of eggplant in garlic sauce (\$10), double-cooked pork belly (\$13), and deceptively complex lamb chops marinated in pear and orange juices and topped with dried chiles (\$20). Don't miss the desserts, like the buoyant red bean moon cake with sesame paste, prepared by Chang's wife, Lisa.

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Visitor Centers



Mobile Visitor Center



**RICHMOND
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30 Years!



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