

IMPACT OF TOURISM

One of “the most impressive emerging food locales in the South”

- *The Local Palate* (Oct. 2014)

Richmond:
The Next
Great American
Food City

Departures Magazine (Sept. 2014)

HogsHead Café
named #7 of “Top
10 BBQ Restaurants
for 2015”

- *TripAdvisor* (May 2015)

The Foodie’s
5 Must-See
Wine Country
Destinations

- *Wine Enthusiast* (July 2015)

L’Opossum and Sally
Bell’s Kitchen both
named “10 Unmissable
Restaurants in the
American South”

- *Condé Nast Traveler* (Sept. 2015)

8 Best Day
Trips for
Foodies
Around DC

- *Zagat* (August 2014)

The Southern Food
Destination You Need
to Know About

- *Condé Nast Traveler* (July 2015)



/VisitRichmondVa



VisitRichmondVa



VisitRichmond

VisitRichmondVA.com

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To Our Friends & Community,

At Richmond Region Tourism, we know that tourism depends on each one of us: those who work in the industry daily and those who live here and tell others about it. Our people are our biggest assets, and it is their recommendations that matter. To that end, our I Am Tourism Ambassador program engages, educates and activates members of our community. Hear what our Ambassadors say about the program in our new video, and sign up to join the ranks of hundreds of Ambassadors around the region at RichmondRegionTourism.com.

Tourism doesn't just happen. Before visitors come here, they have to know we are here. And that's the job of Richmond Region Tourism. In partnership with the local community, our team is booking meetings, conventions and tournaments, generating press, welcoming visitors, working with restaurants and producing compelling, trip-motivating marketing content. The results are outstanding and record breaking as you will see in this recap.

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 distinguishable.

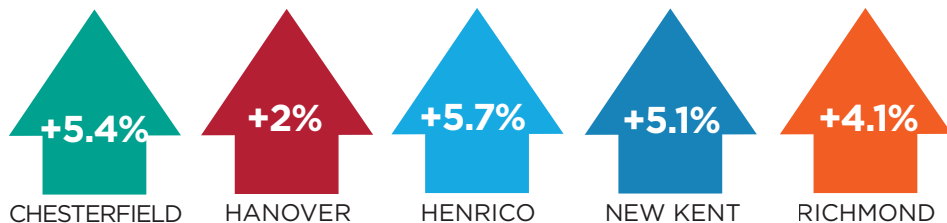
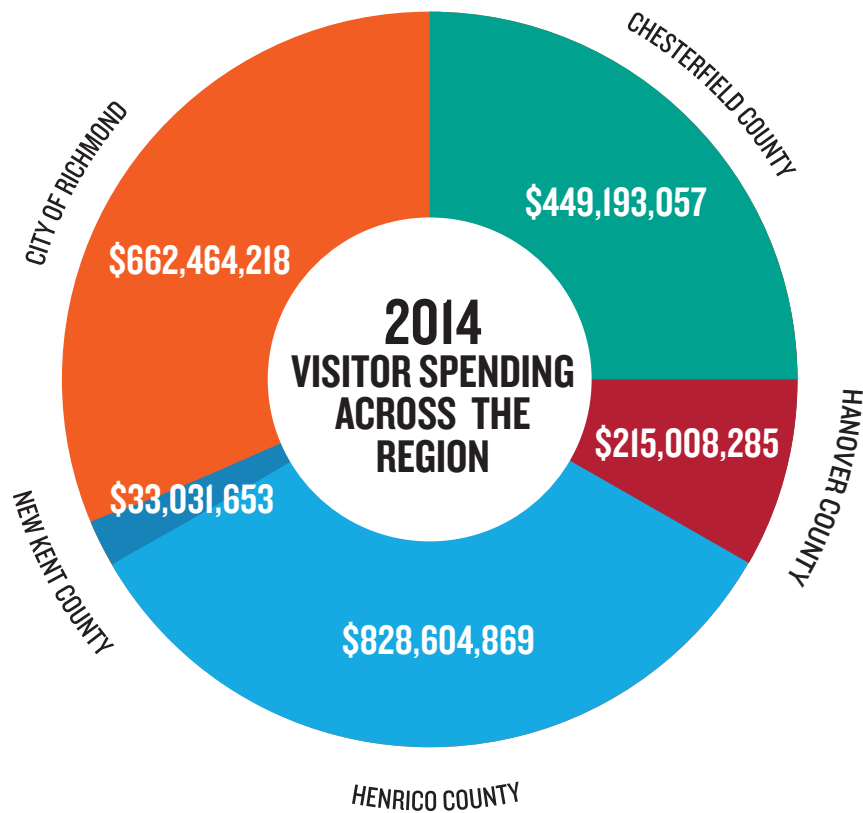
Jack Berry, President and CEO



**RICHMOND
REGION
TOURISM**

IMPACT OF TOURISM

The Richmond Region hosts more than 7 million visitors annually. Those visitors brought \$2.19 billion into the local economy during 2014.



Every locality saw substantial growth

Travel and tourism are big business

RICHMOND REGION VISITORS SPEND APPROXIMATELY:



\$6 MILLION A DAY

**\$61 MILLION IN TAXES
RAISED BY TOURISM**

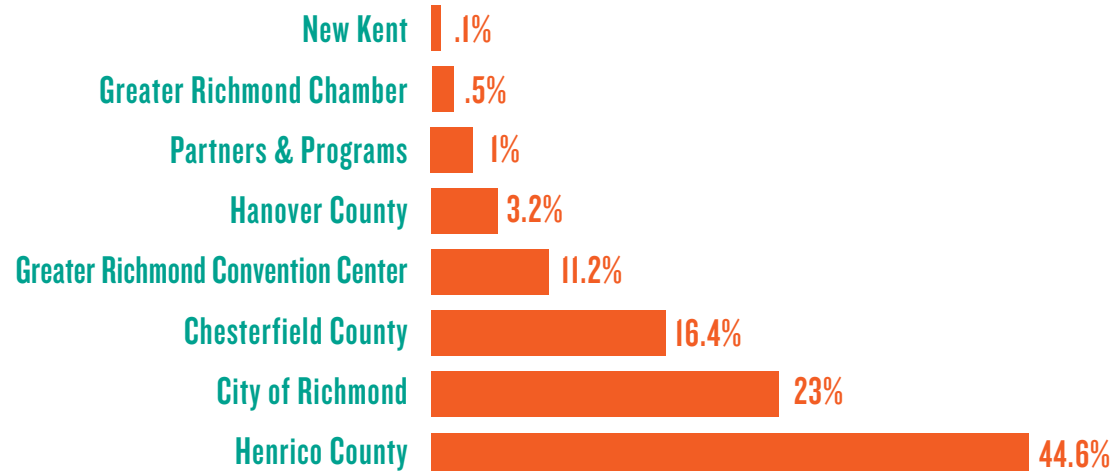


**TOURISM SUPPORTED 22,000 LOCAL JOBS WITH
SALARIES TOTALING \$480 MILLION IN 2014**

RICHMOND REGION TOURISM FUNDING SOURCES

Richmond Region Tourism's \$5 million budget comes from funding sources including the counties of Chesterfield, Hanover, Henrico, and New Kent, as well as the city of Richmond, the Greater Richmond Chamber, and various sponsorships.

Funding Sources



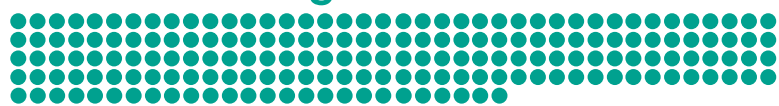
MEETINGS, CONVENTIONS & TOURNAMENTS

204 meetings, conventions and tournaments booked by Richmond Region Tourism, held in the Richmond Region in 2014



Estimated Economic Impact: \$116,258,764
Associated Hotel Room Nights: 152,915
Associated Attendees: 263,666

186 future meetings, conventions and tournaments booked by Richmond Region Tourism in 2014



Estimated Economic Impact: \$119,001,827
Associated Hotel Room Nights: 173,739
Associated Attendees: 315,802

RRT has increased
top-of-decision-funnel
travel consumer engagement with
destination-specific social content.

PUBLIC RELATIONS:

Efforts generated 30 writer visits and 60+ articles featuring the Richmond Region and pitched more than 100 writers during events



PR HIGHLIGHTS:

Articles featured in *Better Homes and Gardens*; *Departures Magazine*; *Saveur*; *Huffington Post*; *USA Today*; *New York Post*; *New York Times*



VisitRichmondVA.com:

Unique visitors to Richmond Region Tourism's website have increased 35% in the 2014-2015 fiscal year from 795,539 to 1,078,250.



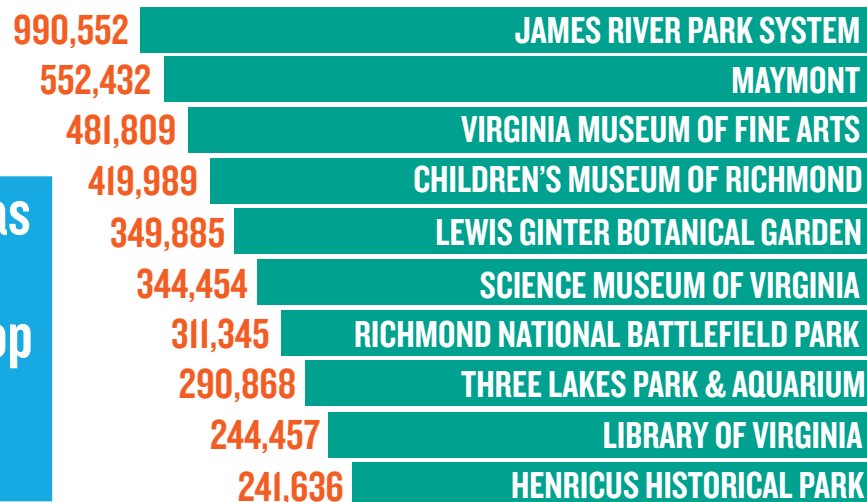
Tracking the Richmond Region Hotel Sales & Occupancy Revenue

2013-2014 FY:
\$267,416,013

12.5% GROWTH

2014-2015 FY:
\$300,951,463

RICHMOND REGION TOP 10 ATTRACTION ATTENDANCE



Richmond was
ranked a
Frommer's Top
Destination
for 2014



Organic post reach up 10%; paid reach consistently 20%-30% over previous year



9,000 new followers; impressions, reach, engagement up 10%



Follower growth up 900% (1,000 to 9,000); engagement, reach following suit



154,697 unique blog visitors over last year, 251,107 visits

Richmond takes top
spot of "The 10 most
popular American
cities to visit this
summer"

— American Express Travel (May 2015)

UCI Road World Cycling Championships Highlights

I Am Tourism Ambassador Program Relaunch

- 354 Ambassadors trained in 2015 in preparation for the race representing hundreds of businesses, government and nonprofits
- 74 Ambassadors filled nearly 200 shifts at Visitor Info Desks at key locations during the race
- 25,000 visitors assisted over nine days during the race at the Visitor Info Desks

Marketing Support

- Three enter-to-win promotional contests generated 45,102 entries
- Digital display campaign generated 25 million impressions and 22,000 clicks to hotel portal/listings
- Social media campaign drove destination awareness during the race

I Am
TOURISM

UCI Worlds FanFest - #VisitRichmond Vintage Lounge Theme

- ✓ Goal – engage visiting fans and locals and get them to share tweets and Instagram posts using the #VisitRichmond hashtag
- ✓ Tactic – Demonstrate the vibe, aesthetic and personality of RVA by giving away free tattoos (real and faux), screen-printed tote bags (done on site) and locally sourced chocolates and food samples from preferred partners.

Results (Over a 7-day period):

- ✓ Instagram – 17,000 hashtags and 800 new followers
- ✓ Twitter – 2.3 million hashtag impressions and 150,000 tweet impressions
- ✓ Absolute Art Tattoo did 62 free tattoos in the booth over four days
- ✓ Gave away more than 15,000 faux tattoos and 500+ screen printed tote bags
- ✓ Generated broadcast and online media coverage from all three local network affiliates (NBC, CBS, ABC)



BIKE RVA

