

Welcome to the

RICHMOND REGION

VisitRichmondVA.com



105





THE RICHMOND REGION

**SPEAKS
FOR ITSELF**

[VisitRichmondVA.com](https://www.visitrichmondva.com)

Meet the Team



Jerrine Lee

Vice President of Sales



Lauran Peoples

**Director of Sales Marketing
& Business Development**



Jason Whitt

**National Destination
Sales Manager**



Kevin Holland

**National Destination
Sales Manager**



Casey Armstrong

Destination Sales Manager



Who are we?

7

The Richmond Region is a diverse cultural and historical gateway comprised of seven uniquely vibrant jurisdictions including: the counties of Chesterfield, Hanover, Henrico, and New Kent, the cities of Colonial Heights and Richmond, and the town of Ashland



We Promote the Richmond Region to the World



We enrich the lives of our residents and visitors by sharing our unique culture and community



We generate economic prosperity through tourism by attracting conventions, tournaments, and visitors



We enhance the quality of life for the people in our community by supporting local businesses and organizations



We strengthen local programs that drive tourism through our Richmond Region Tourism Foundation.

A large stone arch bridge spans across a river. The bridge features a series of repeating arches, with the largest arch in the foreground. The scene is captured at sunset or sunrise, with a warm, golden glow in the sky and water. The bridge's reflection is visible in the calm water below. The text "TOURISM SUPPORTS OUR COMMUNITY" is overlaid in white, bold, sans-serif capital letters across the center of the image.

TOURISM SUPPORTS
OUR COMMUNITY



\$3B+

Tourism generates over \$3 billion for the Richmond Region's economy every year



TOURISM SUPPORTS

27,634

— JOBS —

with salaries and wages that total

\$1.1B



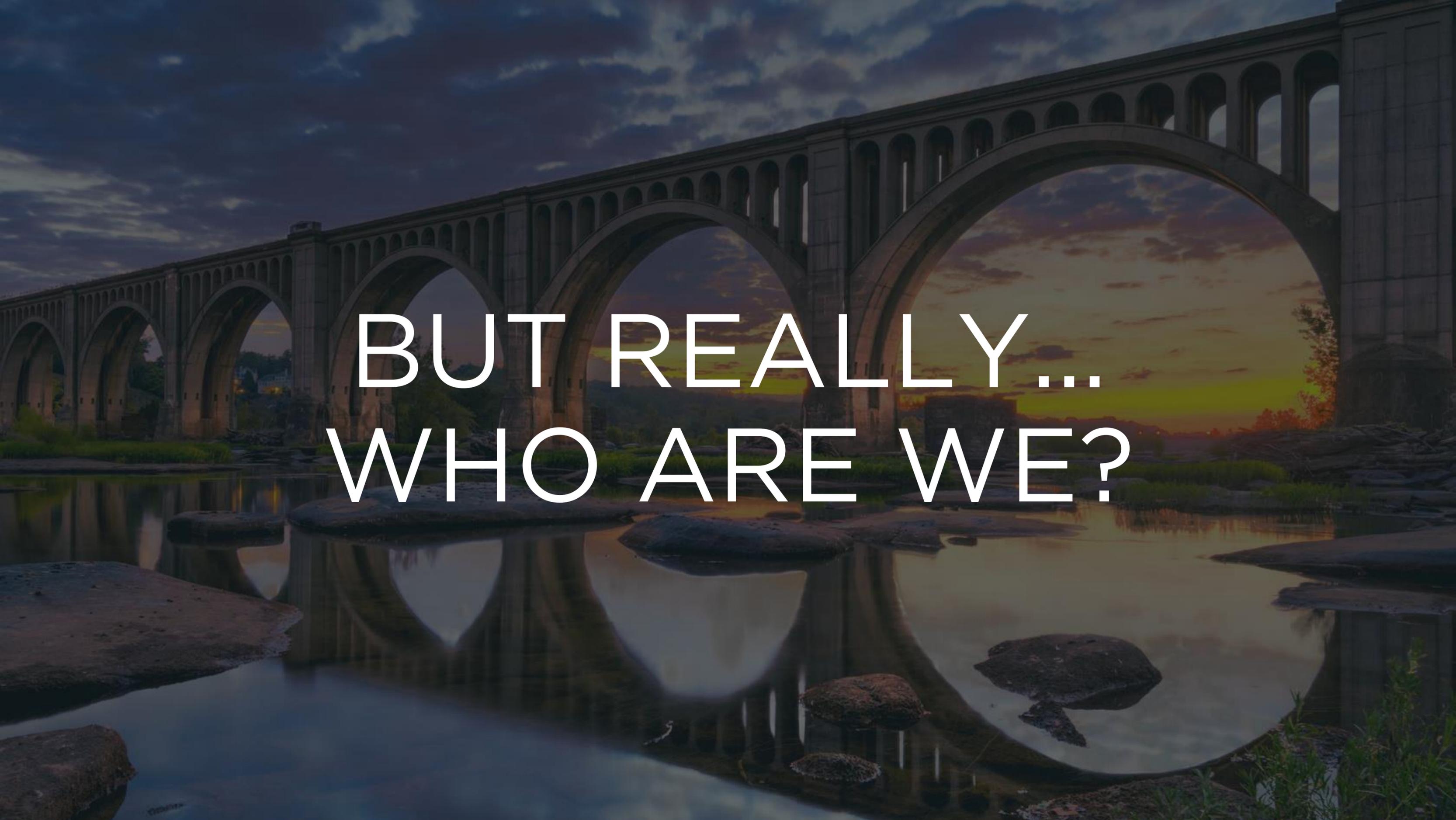
95%

of residents recognize the benefits of tourism to our community...but consistently underestimate its size and value



93%

of first time visitors return

A large stone arch bridge spans across a river. The bridge features a series of large, rounded arches supported by tall, rectangular piers. The sky is a mix of dark blue and purple, suggesting dusk or dawn. The water in the river is calm, reflecting the bridge and the sky. The text "BUT REALLY... WHO ARE WE?" is overlaid in the center of the image in a white, sans-serif font.

BUT REALLY...
WHO ARE WE?



Out
RVA

WHAT'S UP VIRGINIA,

So we all know that Virginia Is For Lovers. I'm cool with that. And I couldn't be prouder to be the capital of our wonderful state.

You might think you know me, but I want you to know the real me.

The fact is, I'm gay.

And I couldn't be happier.

And before you ask, no this isn't a phase. And no, you don't have to keep this a secret from anyone. (I've already told Boston, D.C., and Atlanta.)

Okay, now that I've made this officially clear, why don't you come see me sometime soon? Dinner, drinks, the outdoors. Yes please.

Love,
RICHMOND

WWW.RICHMONDISOUT.COM

Big IDEAS

Rooted, Rising & Pride is Showing

- Inclusion
- Diversity
- Equity
- Accessibility
- Sustainability

HUMAN RIGHTS CAMPAIGN

100
Perfect Score for LGBTQ+ Equality

2022 MUNICIPAL EQUALITY INDEX

3RD CONSECUTIVE YEAR IN A ROW







CNN

**AMERICA'S
BEST TOWNS
TO VISIT**

2024

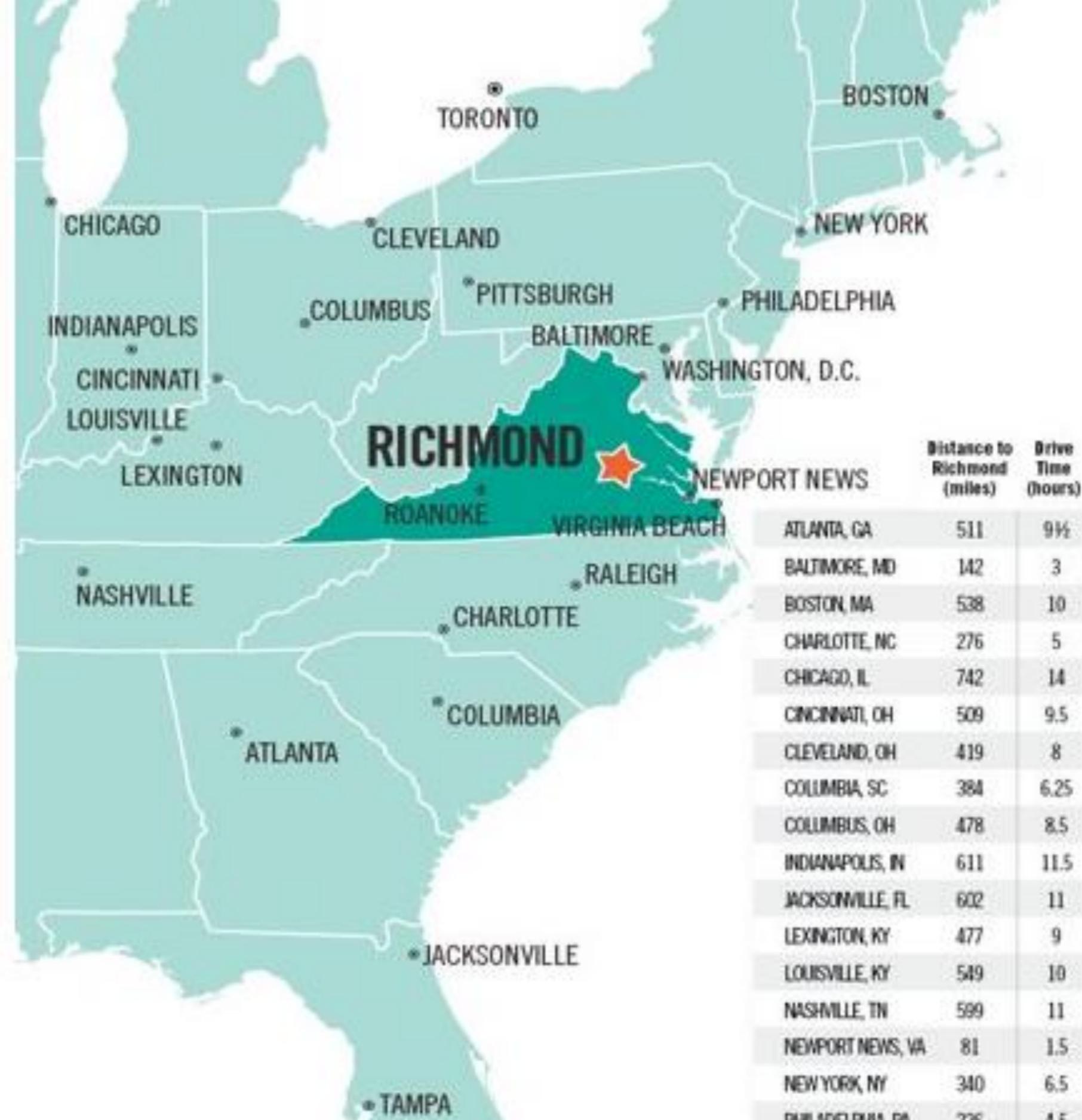


Why Richmond?

- Strategic Location
- Versatile Convention Package
- OUR TEAM

Getting Here

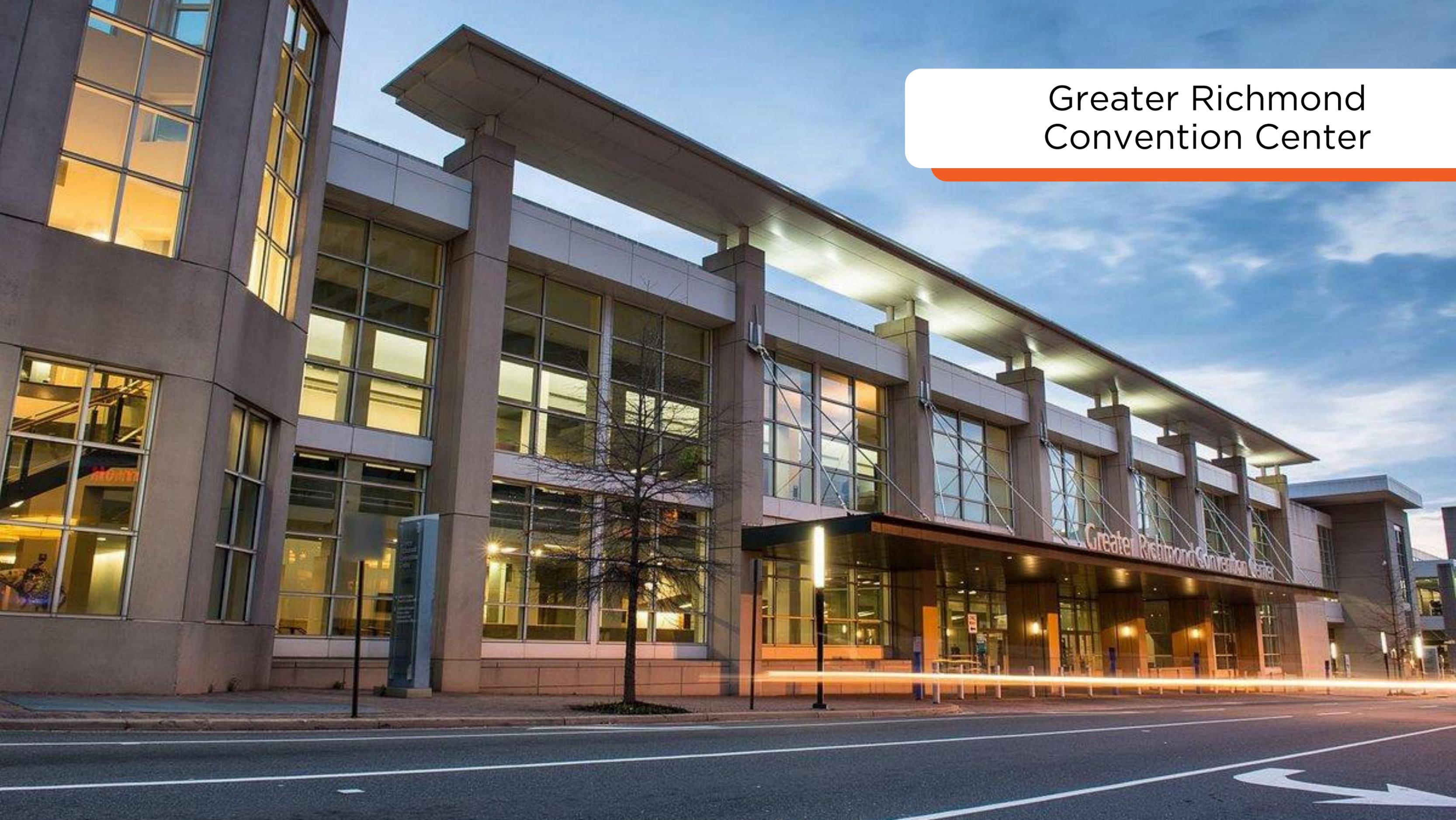
- Centrally located within a day's drive of half of the US population
- Easily accessible from I-95 and I-64
- Only two hours from Washington, DC, Virginia Beach, and Raleigh, NC
- Three Amtrak stations conveniently located throughout the region



Richmond International Airport

One of the
**Most Efficient
Airports**
in the World

ATRS
AIR TRANSPORT RESEARCH SOCIETY

A photograph of the Greater Richmond Convention Center at dusk. The building is a modern, multi-story structure with a prominent glass facade and a series of vertical concrete columns. The interior lights are on, and the sky is a deep blue with some clouds. A white banner with an orange border is in the top right corner, containing the text 'Greater Richmond Convention Center'. The foreground shows a street with white lane markings and a white arrow pointing right.

Greater Richmond Convention Center

Our Package

- **GRCC is the largest convention center in Virginia**
- Over 178k sqft of contiguous exhibit space
- 30k sqft Grand Ballroom and 50k sqft of additional meeting space
- Connected via skywalk to the 413-room Marriott
- Adjacent to full-service 250-room Hilton
- Over 1,000 hotel rooms within a 1 mile radius





MORE THAN

20,000

HOTEL ROOMS

throughout the region with

13
CONVENTION HOTELS



Destination Services

Go beyond the basics and work hand-in-hand with our Destination Services team for community focused and destination driven support.

- Destination Assets & Partnerships
- Corporate Social Responsibility Programs
- Event Marketing Support
- Access to Intellectual Capital
- Community Connections

CUSTOM MEETING INCENTIVES?



Visit
Richmond
VA.com

SAY LESS ▶

Say Less

Because we already told you that the Richmond Region speaks for itself!

THE RICHMOND REGION

**SPEAKS
FOR ITSELF**

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Our goal is to responsibly and sustainably grow tourism as a force for good in our community

9M

By 2030, the Richmond Region is expected to welcome over 9 million visitors annually



New Developments



Richmond Riverfront Amphitheater
Summer 2025



Carmax Park - 2026



Green City - 2027

WASHINGTON ,



97

MILES



RALEIGH,

NC



155

MILES

MORE THAN JUST A PIT STOP

VisitRichmondVA.com



CHARLOTTE, NC



280

MILES



VIRGINIA BEACH, VA



105 MILES





Q & A

STAY IN TOUCH

Visit
Richmond
VA.com



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