VIRGINIA IS FOR LOVERS

Coastal Virginia:

Hampton Roads



STATE OF THE REGION

2024 Annual Economic Impact

From Atlantic beaches and waterfront cities to the Historic Triangle, Hampton Roads brings together coastal recreation, nationally significant history and major attractions. Virginia Beach, Norfolk and Williamsburg anchor a diverse visitor experience, while surrounding rural communities add waterways, agritourism and small-town character.

$7.0B	54.26K	$2.0B	$215.7M	$350.0M
Total Direct Spending	Total Employment Jobs	Total Labor Income	Total State Taxes	Total Local Taxes

STRENGTHS

ARTS & CULTURE

Colonial Williamsburg • Historic Jamestowne and Yorktown • Fort Monroe • Chrysler Museum of Art and Mariners' Museum and Park • Major performing arts venues

ENTERTAINMENT | ATTRACTIONS & GAMING

Busch Gardens Williamsburg • Hampton Coliseum, Scope Arena, and live music venues • Virginia Aquarium, Norfolk Botanical Garden, and Virginia Zoo

AUTHENTIC ARCHITECTURE & PUBLIC PLACES

Virginia Beach Boardwalk • Norfolk Waterside District • Colonial Williamsburg and waterfront towns • Walkable districts, shopping, and coastal public spaces

WEAKNESSES

Bridge-tunnel congestion limits cross-region trips • Weak transit links between visitor hubs • Group travel and multi-stop itineraries face added delays and costs

OPPORTUNITIES

CONVENTIONS & CONFERENCES

Major convention venues lack an attached headquarters hotel • 500-room hotel and expanded meeting capacity could attract larger events

SPORTS | ENTERTAINMENT

Centralized tournament facilities • Renovate aging Hampton Coliseum and Scope Arena • Add flexible midsized venues

HOTELS & HOSPITALITY

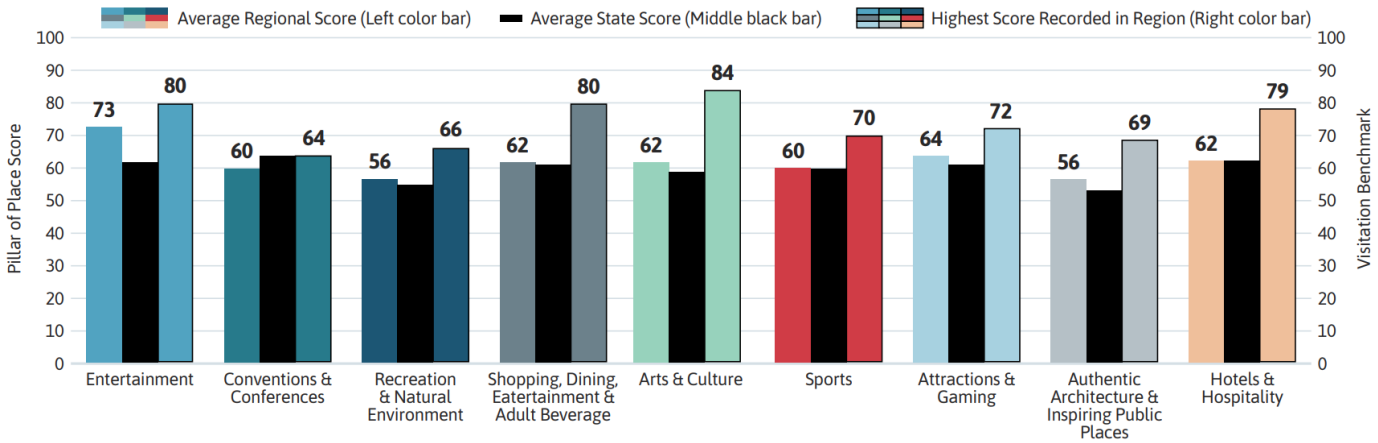
Boutique and lifestyle hotels in historic and waterfront settings • High-end lodging gaps beyond established resorts • New Kent, Surry, and Charles City offer additional opportunities for hotels and hospitality

THREATS

Strong competition from Outer Banks, Wilmington, and Chattanooga for coastal and event visitors • Beach seasonality • Coastal weather disruptions

PILLARS OF PLACE – REGIONAL ASSET PERFORMANCE

Pillars of Place Assessment | Coastal Virginia: Hampton Roads



Hampton Roads has standout attractions and cultural assets across several pillars. The assessment identifies opportunities to strengthen the depth and performance of Sports, Entertainment, and Conventions & Conferences.

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AUDIENCE PROFILES

C BOOMING WITH CONFIDENCE

Established couples and families
Value comfort, quality and shared experiences
Enjoy outdoor, cultural and family-oriented trips

O SINGLES AND STARTERS

Younger, socially active and digitally connected adults
Seek lively, accessible experiences
Enjoy events, dining and local attractions

D SUBURBAN STYLE

Established suburban families and couples
Value convenience, comfort and time together
Enjoy family attractions and easy, shared outings

COMPETITORS

Outer Banks & Wilmington Area, North Carolina • Chattanooga & Smoky Mountains, Tennessee

WHAT MAKES THE REGION UNIQUE

The mix of Atlantic beaches, nationally significant historic sites, major attractions and maritime culture gives Hampton Roads an experience few coastal competitors can match. Its urban destinations and rural waterfront communities offer opportunities for varied, multi-stop trips.

REGIONAL PRIORITIES

SPORTS | ATTRACTIONS & GAMING

Virginia Beach Sports Center, Hampton Aquaplex, Boo Williams Sportsplex, and Busch Gardens draw families and events. Yet scattered facilities and full outdoor complexes limit major tournaments. Centralized indoor and outdoor venues could win larger events and longer stays.

HOTELS & HOSPITALITY | CONVENTIONS

The Virginia Beach Convention Center and Hampton Roads Convention Center have meeting demand but lack a true attached headquarters hotels. A 500+ room full-service property and more boutique stays near historic, and waterfront districts would strengthen group and premium leisure travel.

ENTERTAINMENT | ARTS & CULTURE | SHOPPING, DINING, EATERTAINMENT & ADULT BEVERAGE

Colonial Williamsburg, museums, waterfront dining, and major venues already anchor diverse trips. Aging arenas and gaps in smaller event spaces limit premium acts and programming; upgrades, urban venues, and rural cultural events can spread visits across the region.

RECREATION & NATURAL ENVIRONMENT

From Atlantic beaches to inland rivers and the Virginia Capital Trail, Hampton Roads can connect outdoor experiences and encourage visitors to explore beyond its major tourism hubs.

TACTICAL RECOMMENDATIONS

SPORTS

- Study location, size, and partners for regional sports complexes
- Plan an outdoor complex with 12+ turf fields or ball diamonds
- Build indoor tournament capacity; leverage Greater Williamsburg Sports & Event center

ENTERTAINMENT

- Modernize Hampton Coliseum and Scope Arena
- Upgrade acoustics, seating, production, and hospitality amenities
- Add flexible small/midsized venues in urban centers

HOTELS & HOSPITALITY

- Pursue 500-room headquarters hotel linked to convention space
- Include 40,000–50,000 sq. ft. ballroom and meeting space
- Grow boutique lodging in historic, waterfront, and rural areas