VIRGINIA IS FOR LOVERS

Central Virginia



2024 Annual Economic Impact

STATE OF THE REGION

Virginia's largest geographic region combines Richmond, Charlottesville and Lynchburg with historic towns, rural landscapes and river recreation. Presidential estates, universities, sports facilities, wineries, acclaimed dining and family attractions draw a broad mix of visitors.

$6.0B	46.95K	$2.0B	$173.0M	$283.6M
Total Direct Spending	Total Employment Jobs	Total Labor Income	Total State Taxes	Total Local Taxes

STRENGTHS

SPORTS

River City Sportsplex and Henrico Sports & Events Center • National youth, collegiate and amateur tournaments • Sports events generate overnight demand

ARTS & CULTURE

Major universities, heritage sites and museums • UVA, VCU, Liberty, Longwood and Virginia State • Festivals and performances

ATTRACTIONS & GAMING

Kings Dominion and Lewis Ginter Botanical Garden • Wintergreen Resort and Liberty Mountain Snowflex • Petersburg's Live! Casino

WEAKNESSES

Lodging gaps near sports and outdoor assets • Limited river access, transit and trail links • Rural towns overshadowed by Richmond and Charlottesville • Heritage focus may miss younger visitors

OPPORTUNITIES

RECREATION & NATURAL ENVIRONMENT

21 rivers, 47 lakes and eight state parks • James and Appomattox river access • Fall Line and Virginia Capital Trail connections

HOTELS & HOSPITALITY

Rural cabins, glamping and unique stays near outdoor assets • More lodging near sports complexes • Full-service convention hotel capacity in Richmond

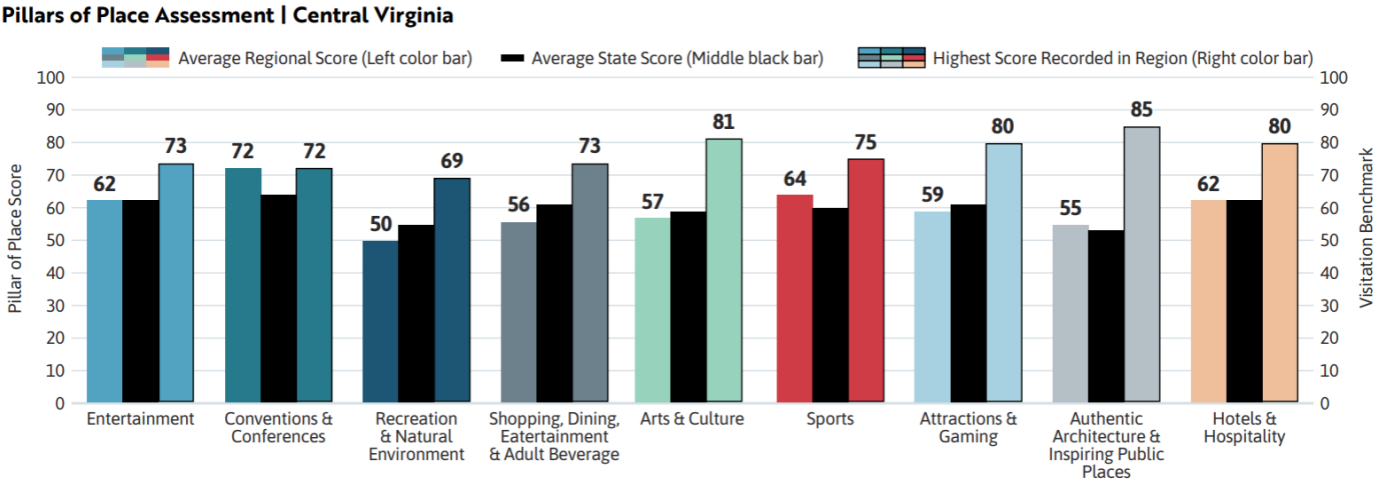
SHOPPING, DINING & ADULT BEVERAGE

Wineries, breweries and farm-to-table dining trails • Pair culinary stops with attractions • Build downtown and cultural district activity

THREATS

Charleston, Asheville and Knoxville compete for visitors • Stronger branding and infrastructure elsewhere • Without lodging, access and shared storytelling, the region risks losing longer stays

PILLARS OF PLACE – REGIONAL ASSET PERFORMANCE



Central Virginia has strong tourism assets across all nine pillars, with opportunities to strengthen lodging, attractions and entertainment to encourage longer stays.

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SCAN HERE TO ACCESS THE STP

vatc.org/STP

AUDIENCE PROFILES

A POWER ELITE

Accomplished professionals who value refined, authentic experiences
Enjoy premium dining, culture and heritage
Seek curated experiences and upscale stays

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

COMPETITORS

Lancaster, Chester & Bucks Counties, Pennsylvania • Piedmont, Research Triangle, North Carolina • East Tennessee • Lexington Region, Kentucky

WHAT MAKES THE REGION UNIQUE

Presidential and Civil Rights history meets vibrant cities, celebrated wine and dining, family attractions and accessible rivers and trails.

REGIONAL PRIORITIES

SPORTS | ATTRACTIONS & GAMING | ENTERTAINMENT

Expand tournament capacity at River City Sportsplex and Henrico Sports & Events Center, paired with nearby hotels. Connect Kings Dominion, Lewis Ginter, Wintergreen and Petersburg gaming with dining and overnight stays. Add midsized entertainment venues and year-round programming in secondary markets.

HOTELS & HOSPITALITY | CONVENTIONS & CONFERENCES

Close rural lodging gaps near trails, rivers and attractions with cabins, inns and glamping. Add hotel capacity near sports facilities and Petersburg's casino. Explore a convention-scale full-service Richmond hotel; build smaller meeting and retreat opportunities in Charlottesville, Lynchburg, Farmville and Blackstone.

RECREATION & NATURAL ENVIRONMENT | AUTHENTIC ARCHITECTURE & INSPIRING PUBLIC PLACES

Improve river launches, outfitters and trail links along the James, Appomattox, Fall Line and Virginia Capital trails. Strengthen walkable historic downtowns, public spaces and riverfronts in Richmond, Charlottesville, Lynchburg, Ashland, Farmville and Blackstone.

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

Link university arts, heritage sites and festivals. Unite wineries, breweries and dining through a regional culinary identity; package food, history and entertainment into longer stays.

TACTICAL RECOMMENDATIONS

RECREATION & NATURAL ENVIRONMENT

- Add river launches, docks and activity hubs
- Connect trails with towns and wayfinding
- Support cabins, glamping and agritourism

ATTRACTIONS & GAMING

- Develop interactive family attractions
- Explore walkable entertainment districts
- Study signature year-round attractions

HOTELS & HOSPITALITY

- Explore 300+ room full-service hotel
- Add boutique hotels in historic towns
- Expand cabins, inns and resort lodging