VIRGINIA IS FOR LOVERS

# Southern Virginia



## STATE OF THE REGION

2024 Annual Economic Impact

Rolling landscapes, lakes and rivers, motorsports, and revitalizing small towns define Southern Virginia. Caesars Virginia, nationally known raceways, and outdoor recreation offer opportunities to bring visitors into nearby downtowns and extend stays.

| $619.3M | 5.38K | $154.9M | $32.0M | $24.5M |
|---|---|---|---|---|
| Total Direct Spending | Total Employment Jobs | Total Labor Income | Total State Taxes | Total Local Taxes |

## STRENGTHS

### RECREATION & NATURAL ENVIRONMENT

Buggs Island Lake, Smith Mountain Lake and the Dan River • Freshwater recreation, paddling and fishing • Scenic trails

### ATTRACTIONS & GAMING

Caesars Virginia in Danville • Virginia International Raceway • Martinsville and South Boston speedways • Major visitor draws

### AUTHENTIC ARCHITECTURE & INSPIRING PUBLIC PLACES

Revitalizing Danville riverfront • Historic downtowns in South Boston and Clarksville • Boutique lodging, breweries and local events

## OPPORTUNITIES

### RECREATION & NATURAL ENVIRONMENT

Improve marinas, lake and river access, outfitters, visitor amenities and connections to nearby downtowns

### HOTELS & HOSPITALITY

More lodging near lakes and motorsports • Boutique inns, glamping and adaptive reuse in historic towns

### SHOPPING, DINING & ENTERTAINMENT

Dining and retail districts near Caesars Virginia • Farm, winery and brewery itineraries • More concerts, festivals and event uses at raceways

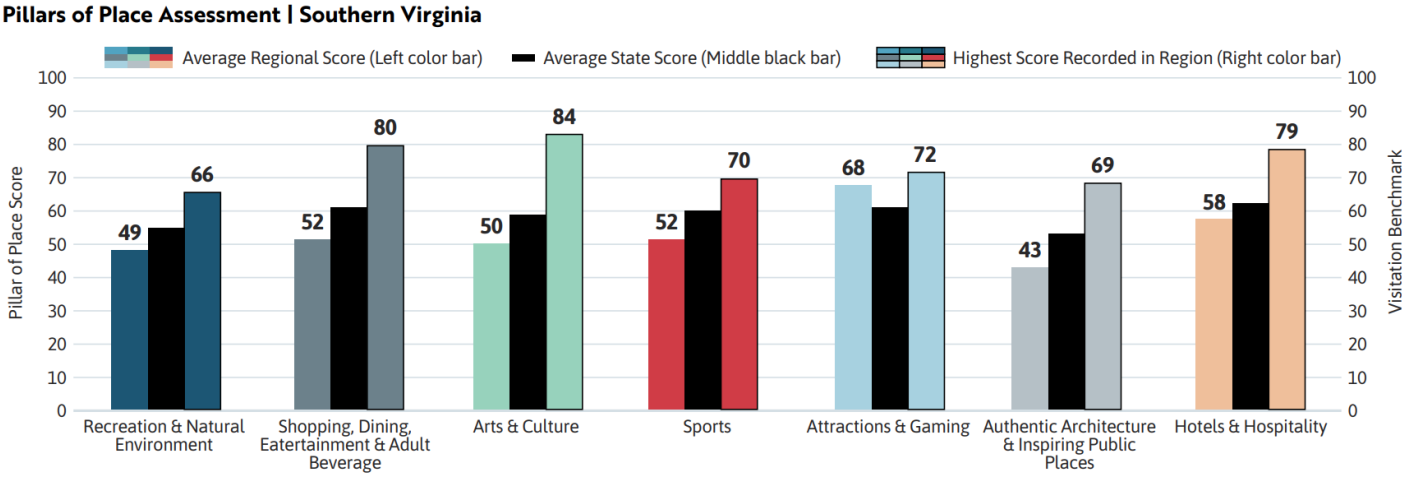
## WEAKNESSES

Limited lodging near outdoor assets • Few rentals and guided water experiences • Inconsistent wayfinding and broadband • Small DMO capacity • Seasonal demand

## THREATS

Competition from North Carolina and Tennessee • Spending stays at anchor venues • Rural access gaps • Hospitality workforce shortages

## PILLARS OF PLACE – REGIONAL ASSET PERFORMANCE




Caesars Virginia lifts Attractions & Gaming and Hotels & Hospitality. Recreation and public places have room to grow; dining and arts/culture score lower.

VIRGINIA IS FOR LOVERS

# Southern Virginia

SCAN HERE TO ACCESS THE STP

vatc.org/STP

## AUDIENCE PROFILES

### J AUTUMN YEARS

Mature, long-settled couples
Value familiar, quiet routines, scenic drives, heritage and relaxed outdoor trips

### Q GOLDEN YEAR GUARDIANS

Financially cautious and traditional retirees
Value community and familiarity
Prefer peaceful, comfortable experiences

### C BOOMING WITH CONFIDENCE

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

## COMPETITORS

Central Piedmont Region, North Carolina

- Northeast Tennessee

### WHAT MAKES THE REGION UNIQUE

Scenic lakes and rivers, nationally recognized motorsports and Caesars Virginia combine with authentic small towns to offer a distinctive mix of outdoor recreation, entertainment and local experiences.

## REGIONAL PRIORITIES

### RECREATION & NATURAL ENVIRONMENT | HOTELS & HOSPITALITY

Build on Southern Virginia's lakes, rivers and trail systems with improved access, marinas, visitor amenities and connected outdoor itineraries. Pair these experiences with lakefront, downtown and distinctive lodging to encourage longer visits and more spending across the region.

### ENTERTAINMENT | CONVENTIONS & CONFERENCES

Grow the region's emerging entertainment and meetings market through concerts, festivals and flexible performance venues at VIR, Caesars Virginia and local theaters. Connect guests at Caesars, Berry Hill and other event venues with nearby dining, attractions and downtowns.

### SHOPPING, DINING, EATERTAINMENT & ADULT BEVERAGE | ATTRACTIONS & GAMING | AUTHENTIC ARCHITECTURE & INSPIRING PUBLIC PLACES

Leverage Caesars Virginia, motorsports and other anchor attractions to introduce visitors to surrounding communities. Expand dining, beverage and retail clusters, improve downtown public spaces and wayfinding, and coordinate programming that spreads visitor activity across the region.

### SPORTS | ARTS & CULTURE

Continue growing sports strategies with improved facilities, partnerships and future indoor event space. Connect African American history, industrial heritage, arts and festivals across communities to attract tournaments and encourage exploration.

## TACTICAL RECOMMENDATIONS

### RECREATION & NATURAL ENVIRONMENT

- Explore an adventure park with kayak and paddleboard rentals
- Advance Southern Virginia Blueways implementation
- Improve lake, river and trail access and amenities

### HOTELS & HOSPITALITY

- Identify development-ready lodging sites and incentives
- Target boutique hotels of 100 rooms or fewer
- Attract glamping resorts and adaptive reuse stays

### DINING, ENTERTAINMENT & DOWNTOWNS

- Build mixed-use dining districts near major hubs
- Expand raceway concerts, festivals and event uses
- Link downtowns with wayfinding and local food trails