

# CREW RICHMOND

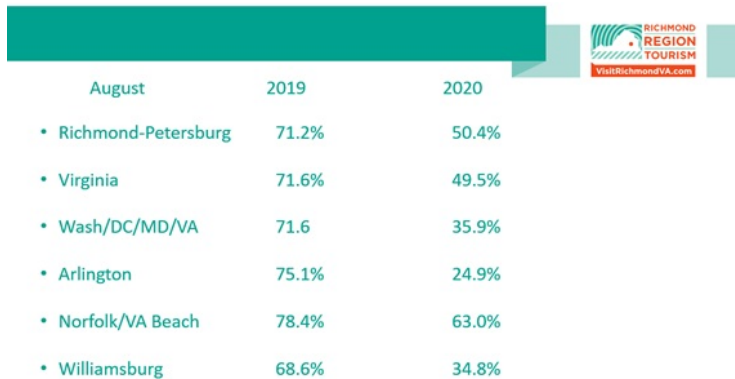
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## 30<sup>TH</sup> ANNIVERSARY


### CREW Richmond September Virtual Lunch Meeting - Richmond Tourism: What's Next?

by Laura Anderson

We welcomed back Jack Berry to provide an update to Richmond Region's Tourism amid COVID-19. He discussed current statistics in comparison to the same time last year in 2019. In addition, he highlighted new campaigns, resources, strategies and technologies that have been implemented in reaction to the pandemic. Some of these are outlined below:



August	2019	2020
• Richmond-Petersburg	71.2%	50.4%
• Virginia	71.6%	49.5%
• Wash/DC/MD/VA	71.6	35.9%
• Arlington	75.1%	24.9%
• Norfolk/VA Beach	78.4%	63.0%
• Williamsburg	68.6%	34.8%



#### Hotel Occupancy

Virginia Beach made national news by having the highest occupancy rate for hotels across the United States in August of this year

#### Future Vacation Planning

It seemed that 2020 summer plans were modified, but many still occurred across the county. However, almost 52% of people currently do not have vacation plans for the remainder of 2020.

#### Sporting Activities:

- Even with the cancellation or postponement of many sporting events from the spring and early summer, Phase 2 allowed for a full force return of sports
- Soccer, softball, lacrosse, and spikeball (just to name a few) tournaments commenced in the later summer months
- Indoor sporting activities such as bowling have returned with COVID-19 restrictions in place
- Utilization of larger Sports Complex's that allow for large groups while maintaining social distancing

#### Technology and Resources:

Check out these new and updated local websites to learn about how you can safely enjoy the Richmond Region.

[VisitRichmondVA.com](http://VisitRichmondVA.com)

[TravelSafeRVA.com](http://TravelSafeRVA.com)

[TakeOutRVA.com](http://TakeOutRVA.com)

We ended the discussion with a short video that emphasized the tag line "When you are Ready, We will be Ready". This set the ton that the tourism industry is implementing changes to make people feel safe and comfortable when they do leave their homes, interact with neighbors and friends, and use social facilities that were created to bring us all together.

## Sports During COVID-19



- 43 sports events cancelled or postponed; \$29 million in economic impact
- Sports events returned in full force in Phase 2
- 30 events from June 10- Labor Day; \$15.5 million in EI;
  - 14 events from Labor Day through end of 2020

Richmond area's hotel occupancy and tax collections down significantly, but tourism 'bright spot' this summer is sporting events



Ironbridge Park, Senior Softball World Championships, Aug 7-9

## Sportier Than Ever



## Resources for Things to Do



### WRAL Soccer Complex – Raleigh, NC



Championship Field – 3,200 seats



## Quality of Life



CREW Richmond | [CREWRichmond.org](http://CREWRichmond.org)

