



Sports, Visitation & Entertainment Department

FY 24 Annual Tourism
& Visitation Report

Welcome

Dear Chesterfield Residents and Visitors,

It is with great pride that we share this first annual report for Chesterfield's Sports, Visitation & Entertainment Department. Chesterfield has always been special, and right now, it's on the rise. In fiscal year (FY) 2024, we harnessed that excitement and launched two community engagement and tourism brands: Experience Chesterfield and Play Chesterfield. In conjunction with our partners in Constituent & Media Services, Community Engagement & Resources, Economic Development, and Parks & Recreation, these brands are the catalyst for showcasing our hospitality community and fostering a welcoming environment for businesses to thrive.

Chesterfield shines as a destination because residents are proud of where they live, work and play. That's why we created Experience Chesterfield and Play Chesterfield as storytelling platforms that highlight Chesterfield as a first-choice community and destination. Both brands are supported and led by a team that tells the story of life in Chesterfield.

Sports tourism continues to be a gateway to Chesterfield and an important part of our tourism profile that significantly diversifies our revenue base. In FY 24, with our friends in Parks & Recreation and tremendous private venue partners like Swim RVA, Midlothian Tennis Club, and Richmond Volleyball Club, Chesterfield hosted 160 sporting events that brought an estimated \$79.3 million in visitor spending and provided an estimated \$2.5 million in local tax revenue. The impact is real, and the home field advantage may be the real 'win.' Chesterfield's world-class facilities allow local athletes to compete at the highest level in their own backyard, saving families thousands of dollars in travel expenses.

New to Chesterfield's sports destination portfolio is The Diamonds at Iron Bridge. Chesterfield Parks and Recreation renovated six fields at Harry G. Daniel Park, establishing The Diamonds at Iron Bridge into our second destination complex. This facility will expand the impact of sports tourism in Chesterfield.

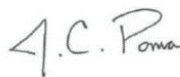
Collaboration is key when it comes to highlighting everything that makes Chesterfield shine. Along with our many partners, we launched several programs and events that highlighted different attractions and assets, including Chesterfield Restaurant Week and Chesterfield Outdoor Fest. Then, we took our show on the road with "MIRV," Chesterfield's Mobile Information Resource Vehicle, traveling to area events to spread the word about all Chesterfield has to offer.

We accomplished a lot in our inaugural year, and we're just getting started. Whether it's the fun, food or endless outdoor adventures, we hope you've found your reasons to experience Chesterfield. We're already excited to see the impact another year makes. If there's one thing that's for sure, there's always more to explore in Chesterfield, Virginia.

Sincerely,



Joe Casey
County Administrator



J.C. Poma
Executive Director of Sports,
Visitation, & Entertainment



Visitation & Tourism are UP

In FY 24, we saw visitation soar! Across the board, visitation that originated outside of Chesterfield increased year over year. To that end, hotel occupancy is strong. With 17 new hotels in the works, Chesterfield, Virginia is well positioned to welcome visitors.*

1.9M

Visitors
(+5.5% YOY)

5.3M

Visitor room nights
(+3.9% YOY)

\$970M

Visitor spending
(+3.2% YOY)

\$2.7M

Visitor spending per day
(+3.9% YOY)

\$103

Average daily hotel rate
(+3.9% YOY)

67%

Average occupancy
(-1.6% YOY)

\$70

Average revenue per room
(+2.4% YOY)

51

Active hotels

4,278

Active hotel rooms

17

New hotels planned

2,144

Added hotel rooms from new hotels

Tourism Highlight

Here's how tourism played a role in annual visitation.

1.5M

Tourists

4.1M

Room nights


\$770M

Annual tourism spending

\$2.1M

Daily tourism spending

**For overall visitation impact estimates, we use the Placer.AI platform that includes local visitors <51 miles and tourists >51 miles. This does not include Chesterfield residents. Hotel data is from Richmond Region Tourism & CoStar STR Report.*



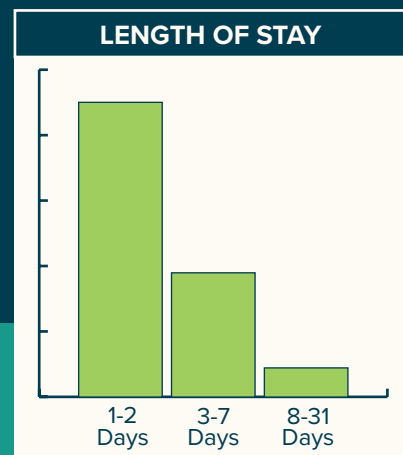
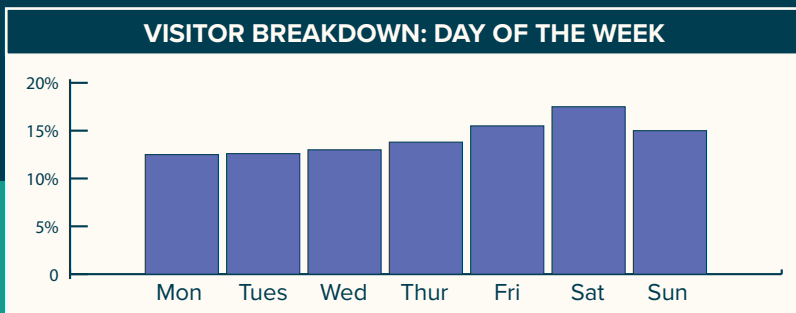
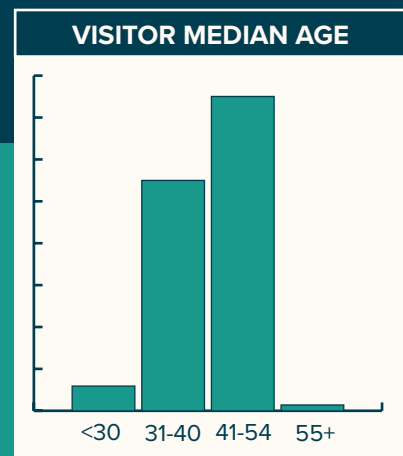
River City Sportsplex hosted Chesterfield's first ever FIFA-sanctioned friendly between two Central American soccer clubs, CD Olimpia from Honduras and CD Aguila from El Salvador. Since Chesterfield acquired River City Sportsplex in 2016, the **105-acre athletic facility** has hosted thousands of athletes, coaches and families for a variety of sports tournaments.

Destination: Chesterfield

Chesterfield's origination footprint continues to expand, with most of its visitors coming from as far north as Massachusetts, south as Florida and west as Illinois.

Note: Analysis of people traveling from their primary residence and visiting Chesterfield for up to 31 Days. Only overnight stays are counted in this data set.

VISITOR ORIGINS: TOP TEN MARKETS		
Market	Visitors	Nights
D.C., Arlington-Alexandria	224.5K	550.4K
Virginia Beach - Norfolk - Newport News	172.1K	490.7K
New York - Newark - Jersey City	100.0K	259.7K
Baltimore - Columbia - Towson	47.4K	102.8K
Philadelphia - Camden - Wilmington	46.3K	103.0K
Harrisonburg, VA	38.9K	180.8K
Charlottesville, VA	38.1K	85.9K
Blacksburg - Christiansburg, VA	35.8K	173.3K
Raleigh - Cary, NC	35.1K	77.0K
Charlotte - Concord - Gastonia, NC	33.4K	75.1K



Source: Placer.AI platform that includes non-unique, local visitors <51 miles and tourists >51 miles. This does not include Chesterfield residents.

Top Five Unique Destinations



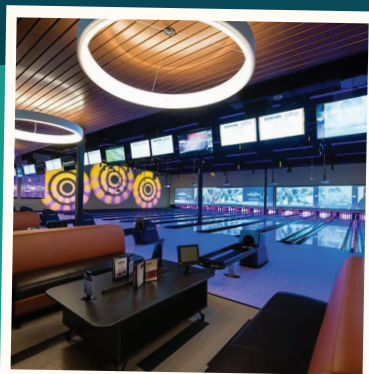
Cinema Cafe



VSU Multipurpose Center



Sunday Park



Uptown Alley



Metro Richmond Zoo



Top Five Attractions by Percent of Visitors

- Chesterfield Towne Center
- Bermuda Square Shopping Center
- Breckenridge Shopping Center
- River City Sportsplex
- Westchester Commons Shopping Center

Sports Tourism



Play Chesterfield was established because we know Chesterfield offers A-list facilities paired with top-notch experiences. It's a winning combination!

Events

160

Participants

105K

Spectators

235K

Regional Room Nights

104K

Economic Impact

\$79M

Total Local Tax Revenue

\$2.5M

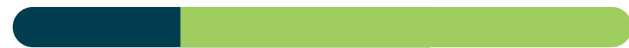
TOP FIVE LARGEST EVENTS

Event	Visitors
Strikers Jefferson Cup (4 total events)	71.3K
Strikers Capital Fall Classic (2 total events)	28.6K
Shooting Star Field Hockey	11.3K
Richmond Kickers - River City Cup	9.2K
Copa Talento Qualifier	6.5K



Out-of-Town Attendees (58%)

Local Attendees (42%)



Tourism Facility Usage (34%)

Local Facility Usage (66%)

“As a college coach, I have been able to attend many well-run events very close to home and recruit kids who want to play at the next level. Sports Tourism in Chesterfield County is top notch.”

Josh Laux, Head Men’s Soccer Coach, Randolph-Macon College

TOP SPORTS



Even this long-time favorite sports destination upped its game in FY 24. River City Sportsplex is the Mid-Atlantic’s premier tournament destination, with 115 acres and 12 synthetic turf fields.

\$56.7M
Economic Impact

31
Events

\$2.1M
Local Tax Revenue

Events with Impact



CHESTERFIELD RESTAURANT WEEK

In partnership with the Chesterfield Chamber of Commerce, Chesterfield Restaurant Week was designed to promote the vibrant food and beverage scene in Chesterfield County. For 10 days, restaurants highlighted their culinary offerings to raise money for the Chesterfield Food Bank Outreach Center.

- 39 Restaurants
- \$11,000 Raised
- 150 Media Hits
- \$161,825 Publicity Value
- 5% Social Engagement Rate



CHESTERFIELD OUTDOOR FEST

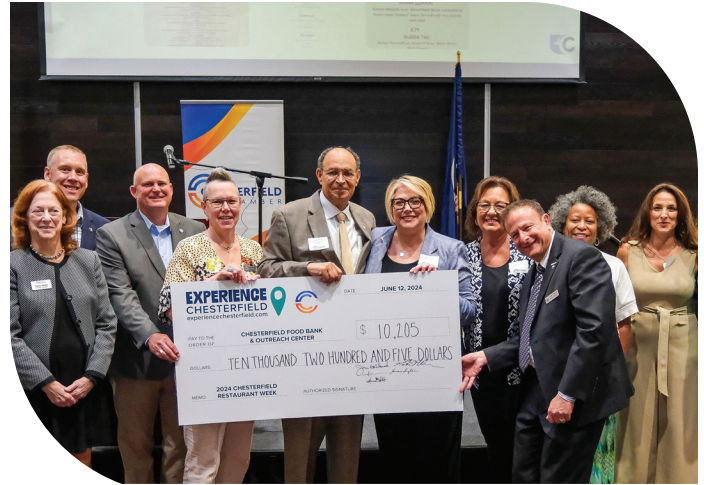
Home to rapids, trails, and everything in between, outdoor life is a way of life in Chesterfield. Presented by C-Fit Community, Chesterfield Outdoor Fest is a family-friendly festival focused on the fun of outdoor recreation. Held on April 13, 2024, the event brought together the many small businesses and organizations that make Chesterfield stand out when it comes to adventure.

- 3,500 Estimated Attendees
- 80 Vendors



...AND KEEP AN EYE OUT FOR MIRV

Wanting to be part of the many moments happening throughout Chesterfield, we took a decommissioned ambulance and made it into a Mobile Information Resource Vehicle (MIRV). You'll find MIRV at community events around town, where you can take advantage of its resources like events guides, maps and more.



What People are Saying

“Our sales were higher (12% Fest and 15% Cap Ale) compared to the same period last year. And while sales were higher, the media coverage, both on social and print/TV, was far more than anything we could have done on our own.”

Amy Dufuor, Director of Marketing
Capital Ale House and Fest Biergarten

“OutdoorFest gave us the perfect opportunity to showcase mountain biking for everyone - from little ones on Pello Bikes to professional BMX performances and hands-on skills instruction with ALL IN MTB. We were also excited to give away dozens of free helmets to keep everyone safe and riding strong. We’re truly grateful for the chance to connect with our community and share our passion for riding.”

All in MTB

Getting Social



EXPERIENCE CHESTERFIELD

Social Media Launched April 2024

395K

Impressions

20K

Engagements

4.5K

Link Clicks

240%

Audience
Growth

29.5K

Video Views

PLAY

CHESTERFIELD, VA

Social Media Launched October 2023

1M

Impressions

45K

Engagements

1.5K

Link Clicks

10.6%

Audience
Growth

12K

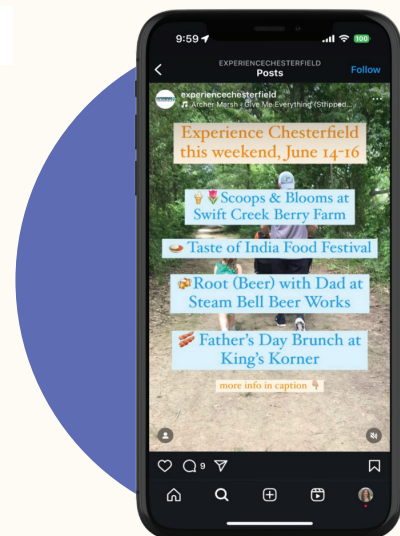
Video Views

niftynuttery Wow, there's something for everyone this week!

tracy.green We discovered some places this summer that we wouldn't normally have visited, and we really did have fun together. :)

niftynuttery Sounds like it's gonna be a fun week in Chesterfield!

kelly.zeh We've had the best time this summer, and honestly, it really drove the fun and helped us get out and about!



Sports, Visitation & Entertainment Leadership



Dr. Joseph P. Casey
County Administrator



Matt Harris
Deputy County Administrator for Finance & Administration



J.C. Poma
Executive Director of Sports, Visitation, & Entertainment



Katie Hardell
Sports Relations & Community Engagement



Matt Mullen
Sports Relations & Operations



Liz Hart
Marketing & Digital Media



Paul Wilmoth
Event Services

Board of Supervisors



James Holland
Chair, Dale District



Mark S. Miller, Ph.D.,
Vice Chair
Midlothian District



Jessica Schneider
Clover Hill District



Jim Ingle
Bermuda District



Kevin P. Carroll
Matoaca District



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