

**VIRGINIA
IS FOR
LOVERS[®]**

VIRGINIA TOURISM AUTHORITY

**SENATE FINANCE &
APPROPRIATIONS COMMITTEE**

**ECONOMIC DEVELOPMENT & NATURAL
RESOURCES SUBCOMMITTEE**

January 13, 2025

VIRGINIA TOURISM AUTHORITY - AGENDA AND OVERVIEW

VIRGINIA SPORTS TOURISM FUND

SOLHEIM CUP CHAMPIONSHIP USA VS EUROPE - REVIEW

50TH ANNIVERSARY OF THE CARTER FAMILY FOLD RECAP

MAJOR LEAGUE BASEBALL IN BRISTOL – THE MLB SPEEDWAY CLASSIC

INDUSTRY TRENDS & EXPECTATIONS FOR VIRGINIA TOURISM



VIRGINIA SPORTS TOURISM FUND

**2023 NABA INTERCITY COMPETITION
VIRGINIA BEACH SPORTS CENTER**

THE \$5M VIRGINIA SPORTS TOURISM FUND CEMENTS AND GROWS A COMPETITIVE ADVANTAGE FOR VIRGINIA

VTC HAS ALREADY PILOTED AN ARPA SPORTS INCENTIVE PROGRAM

- VTC's \$1M ARPA sports pilot program helped fund 45 events across 21 different sports, with an incremental visitor spend of \$42.7 million from 2022 to 2024
- The proposed Sports Tourism Incentive Grant Fund would drive an estimated \$184 million in total direct impact from visitor spending and a **net** \$3.3 million in state tax revenue above the cost of the program

THE FUND IS PERFORMANCE BASED AND ALWAYS REVENUE POSITIVE

- The fund will provide grants to localities, tourism organizations, and sports authorities on a competitive basis based on rigorous evaluation criteria
- Grants will be paid post-performance based on contract agreements to ensure accountability and maximize the return on investment for Virginia taxpayers

SPORTS TOURISM IS A GROWING COMPETITIVE ADVANTAGE FOR VIRGINIA

- Virginia is ranked 10th in the nation in sports tourism spending and we are punching above our weight in youth and amateur sports
- Sports tourism visitors spent \$2.4 billion in Virginia in 2022 – 17% above 2019 levels
- Localities across Virginia are building capacity with new venues – this grant will help localities and local sports commissions fill these new venues

VTC HAS ALREADY PILOTED A \$1M SPORTS INCENTIVE PROGRAM WITH ARPA FUNDING – THE INCENTIVE PROPOSAL DRIVES \$184M IN NEW VISITOR SPENDING

VIRGINIA ARPA SPORTS INCENTIVE HISTORY PER-EVENT ASSUMPTIONS FOR THE INCENTIVE GRANT

Average Incentive Award	\$22,300
Average Event Attendance	3,155
Average Event Roomnights	1,368
Total Events Supported	45
Total Visitor Spending	\$42.7 Million

\$5M VIRGINIA SPORTS TOURISM FUND PROJECTIONS

New Incremental Events	Approximately 202 Events
New Sports Visitors	+ 636,700 Visitors
New Visitor Spending	+ \$132 - \$184 Million
New State Revenues	+ \$5.9M to \$8.3M

- Our ARPA program fully funded 45 events with a \$1M incentive fund, including marketing and program management.
- Holding the assumptions constant from our ARPA Sports Incentive Program, we can fund approximately 202 additional sports tourism events with \$5M in incentives. However, we would likely fund fewer, but higher profile and higher visitor-intensity events.
- With our ARPA averages, \$5M in incentives would bring nearly 636,700 visitors to Virginia spending \$184 million.
 - Low Range – visitors spend similar to our total, industry-wide sports traveler profile, which includes more day visitation. This is a floor scenario.
 - High Range – visitors spend along lines of ARPA program, which leans more overnight and away from day visitors. This is still conservative because we think the average incentive for this program will be higher based on lost events.

THE VIRGINIA SPORTS TOURISM FUND IS PERFORMANCE BASED AND ALWAYS REVENUE POSITIVE



ELIGIBLE APPLICANTS

- Destination Marketing Organizations
- Sports Venues
- City or County Local Government
- Sports Authorities & Commissions



QUALIFYING CRITERIA

- Competitively Bid Sports Tournament or Event
- Youth, Amateur, Collegiate or Professional Competitive Events or Tournaments
- Majority Athletes from Out of State
- Multi-Day Event with exceptions



PERFORMANCE ANALYTICS

- Proposed Direct Economic Impact – verified by independent VTC calculations
- Total Attendees – Spectators and Participants
- Hotel Roomnights



GRANT REQUIREMENTS

- Matching Funds Required
- Signed Agreement for Each Award
- Receipts & Analytics to Verify Performance Targets
- No Double-Dipping Across CVBs / Facilities

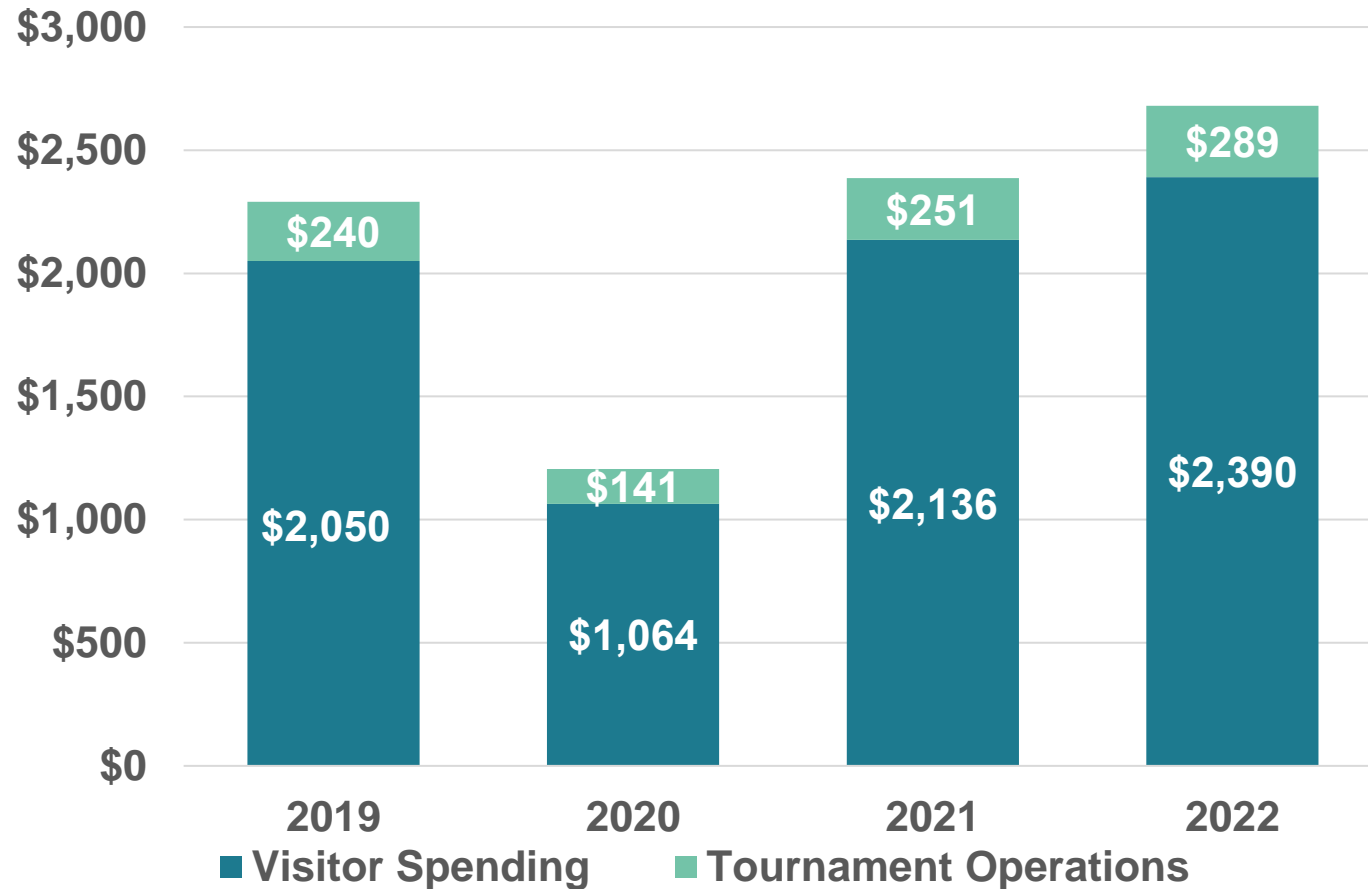
OVER \$3.3 MILLION IN NET NEW REVENUE IS RETURNED TO THE COMMONWEALTH

- Average Assumptions from the ARPA Sports Incentive Program are applied below. This assumes \$5 million in a non-reverting, one-time fund.
- The ARPA program only had a two-month application period in April – May 2022, and events had to occur by June 30, 2024.
- From that program, VTC received \$1.7M in requests over only two months, for about 50 events and the average event occurred 330 days after applying.
- The program ramps up after year 1 – incentive grants are only disbursed upon completion of the event in accordance with a performance agreement.

	FY26 YEAR 1	FY27 YEAR 2	FY28 YEAR 3	END OF PROGRAM TOTALS
EVENT GRANT APPLICATIONS	101	101	0	202
ACTUAL EVENTS REIMBURSED	40	101	61	202
FUNDING APPLIED FOR	\$2,500,000	\$2,500,000	\$0	\$5,000,000
STATE DISBURSEMENTS	\$1,000,000	\$2,500,000	\$1,500,000	\$5,000,000
VISITOR SPEND	\$36,814,298	\$92,035,745	\$55,221,447	\$184,071,490
STATE REVENUE	\$1,583,015	\$3,957,537	\$2,374,522	\$8,353,011
STATE + LOCAL REVENUE	\$3,462,044	\$8,655,109	\$5,193,065	\$17,310,218
STATE NET REVENUE	<u>\$583,015</u>	<u>\$1,457,537</u>	<u>\$874,522</u>	<u>\$3,353,011</u>

SPORTS TOURISM ACCELERATED VIRGINIA'S RECOVERY FROM THE PANDEMIC, AND IS 8% OF ALL VIRGINIA VISITOR SPENDING

Virginia - Direct Sports Tourism Impacts
Millions of Dollars



Year	Annual Sports Visitor Spending (Billions)	Level vs 2019	Total Virginia Visitor Spending (Billions)	Level vs 2019
2019	\$2.1	-	\$29.1	-
2020	\$1.1	-48%	\$17.5	-40%
2021	\$2.1	+4%	\$25.2	-13%
2022	\$2.4	<u>+17%</u>	\$30.3	<u>+4%</u>

- Visitor spending from sports tourism in Virginia recovered to 2019 levels a year ahead of the rest of the state.

By Visitor Count – Sports Relative to Other Segments:

- 12.4% - General Touring
- 11.2% - Sports Tourism
- 5.0% - Live Performances
- 3.6% - Theme Parks

VIRGINIA IS IN THE TOP 10 FOR SPORTS TOURISM SPENDING – MOST OTHER STATES HAVE ESTABLISHED INCENTIVE GRANT FUNDS

RANKING	STATE	SPORTS INCENTIVE FUNDS	
		INCENTIVE GRANTS	MAJOR EVENTS
1	FL	Yes	Yes
2	TX	Yes	Yes
3	CA	N/A	N/A
4	PA	N/A	Yes
5	IL	Yes	N/A
6	OH	N/A	Yes
7	NY	Yes	N/A
8	TN	N/A	Yes
9	GA	N/A	N/A
10	VA	ARPA Only	N/A
Outside Top-10	NC	Yes	Yes
Outside Top-10	MD	Yes	Yes
Outside Top-10	DE	Yes	N/A

NOTABLE EXAMPLES:

- Florida** - Average awards are around \$24,000, with a 50% applicant match requirement. Funded by professional sports team license plate fees, the program disbursed \$2.7 million in FY 2022.
- Pennsylvania** - aims to attract high-quality amateur, professional, and e-sports events to the state. Pennsylvania’s fund is oriented towards major events. Events supported include the 2025 US Open in Allegheny County for \$1M and the 2026 MLB All Star Game in 2026.
- Tennessee** - Tennessee’s grant fund, administered by the Department of Tourist Development, received a \$25 million allocation in 2022. Matching funds are provided for bid fees to attract high-impact events – such as all-star games, and the NFL draft.
- Maryland** - offers grants ranging from \$2,500 to \$75,000 per event, requiring at least \$100,000 in direct spending from out-of-state visitors. Major event grants necessitate a 20,000 attendee minimum and demonstrated positive economic impact.

2024 SOLHEIM CUP CHAMPIONSHIP USA VS EUROPE REVIEW



SOLHEIM CUP CHAMPIONSHIP – USA VS EUROPE – SEPTEMBER 2024
ROBERT TRENT JONES GOLF CLUB– GAINESVILLE, VA, PRINCE WILLIAM COUNTY

ROBERT TRENT JONES, PRINCE WILLIAM COUNTY, AND VIRGINIA ATTRACTIONS FEATURED PROMINENTLY DURING THE SOLHEIM CUP ON THE GOLF CHANNEL AND NBC

2024 SOLHEIM CUP AVERAGED 280,908 P2+ VIEWERS ACROSS GOLF CHANNEL & NBC

DOMESTIC PERSONS 2+ VIEWERSHIP — Original Airings

	2023 (EUROPE)	2024 (US)
Golf Central (Opening Ceremony)*	N/A	54,000
Day 1	118,684	158,416
Day 2	166,034	314,648
Day 3	247,757	427,480
EVENT AVERAGE	165,334	280,908

NETWORKS

GOLF CHANNEL ONLY

GOLF CHANNEL/NBC

Source: TV Viewership: Nielsen Persons 2+ Viewership
Duration Weighted Averages, US Viewership unless otherwise noted
*Golf Central not included in event average.



ROBERT TRENT JONES
GOLF CLUB 2024

**VIRGINIA
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GLOBAL PARTNER

MEDIA PACKAGE

- Feature – Drone Coverage Sponsor
 - Friday – Sunday (+ opening ceremony)
 - Includes 3 logo spotlight 3 times/day (minimum)
 - Excellent way to showcase the beautiful terrain in Virginia
- In-broadcast Ad Units
 - Two (2) :30 units per day on NBC (Saturday and Sunday)
 - Four (4) :30 units per day on Golf Channel (Friday – Sunday)

THE SOLHEIM CUP BROUGHT APPROXIMATELY \$20.4 - \$21.1 MILLION IN DIRECT SPENDING TO NORTHERN VIRGINIA OVER 5 DAYS

2024 SOLHEIM CUP CHAMPIONSHIP – USA vs EUROPE BY THE NUMBERS

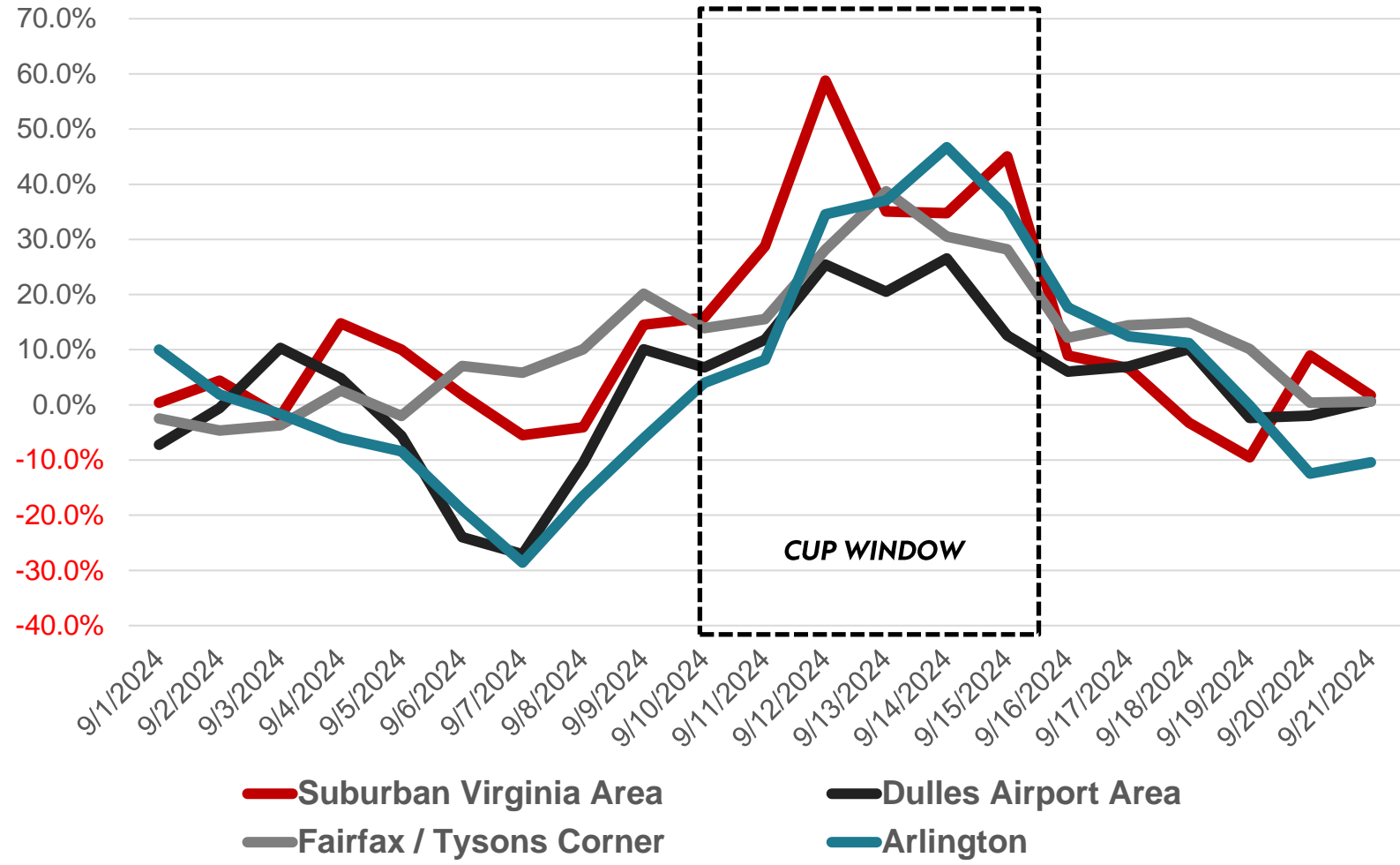
LENGTH	SEPTEMBER 10 – 15, 2024
ESTIMATED HOTEL ROOMNIGHTS	25,707
STATES REPRESENTED	ALL 50
COUNTRIES REPRESENTED	15 COUNTRIES
PRELIMINARY ECONOMIC IMPACT RANGE (DIRECT)	\$20.4 - \$21.1 MILLION IN SPEND
SHARE OF OUT-OF-STATE VISITORS	73%

ESTIMATED BREAKOUT OF ECONOMIC IMPACT



HOTELS ACROSS ALL OF NORTHERN VIRGINIA BENEFITTED GREATLY FROM THE SOLHEIM CUP

Nightly Hotel Revenue Change
Northern Virginia Solheim Cup



- During the Solheim Cup, hotel room revenue was up approximately **30-50%** on a nightly basis on any given night during the tournament.
- For a baseline – revenue across all of September in Northern Virginia was up approximately 6.7%.
- Of Virginia’s 10 tourism regions, only Northern Virginia grew revenue in September. The rest of the Commonwealth was flat-to-negative due to calendar impacts.

PLACE DEFINITIONS:

- **Suburban Virginia Area** – Gainesville, Manassas, Western PWC, Western Loudoun, Warrenton, Culpeper, Front Royal
- **Dulles Airport Area** – Eastern Loudoun, Reston, Chantilly, Sterling
- **Fairfax / Tysons Corner** – As described, in addition to Centreville, Burke, Merrifield, Falls Church, and McLean
- **Arlington** – Identical definition as the county. Orange Line Corridor + Pentagon City, DCA Area

50TH ANNIVERSARY OF THE CARTER FAMILY FOLD



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PUBLIC RADIO FOR THE
TRI-CITIES AND BEYOND...

WETS
Supports and Celebrates
THE
CARTER
FAMILY FOLD

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MUSIC LOVERS**

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APPALACHIA RISING – APRIL 2024
CARTER FAMILY FOLD – HILTONS, VA, SCOTT COUNTY

THE CAMPAIGN RAN FROM APRIL 1ST TO SEPTEMBER 30TH FEATURING THE CARTER FOLD AND OTHER VIRGINIA MUSIC HERITAGE SITES



50TH ANNIVERSARY OF THE CARTER FAMILY FOLD MARKETING CAMPAIGN METRICS

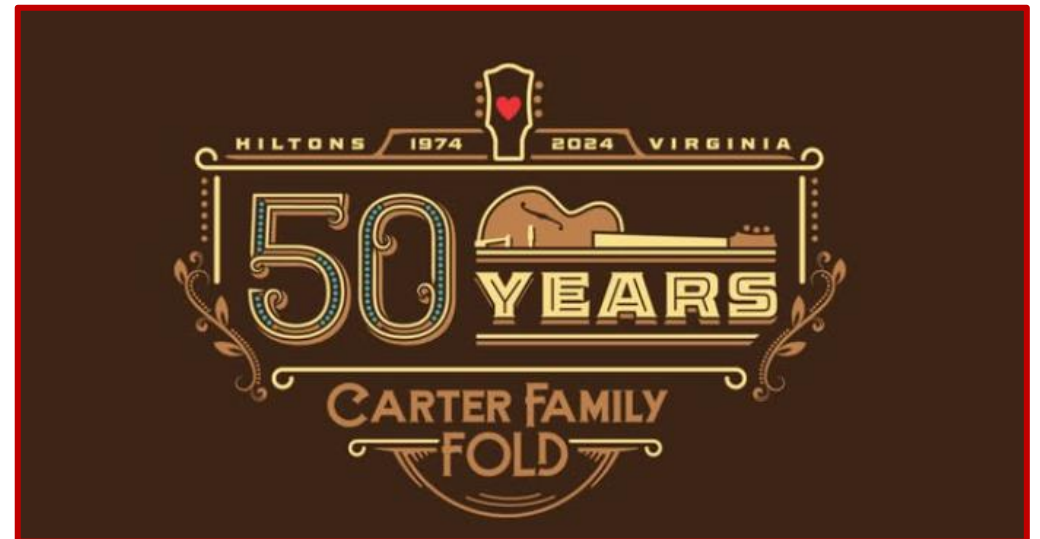
IMPRESSIONS NUMBER OF TIMES THE AD UNIT RAN	22.5 MILLION
POST-IMPRESSION RATE CONVERSION RATE TO VIRGINIA AND PARTNER SITES	2.59%
MOBILE DEVICE ARRIVAL RATE	+32% ABOVE CONTROL GROUP
CHANNELS UTILIZED	SOCIAL MEDIA SEARCH SOJERN DISPLAY & VIDEO
MARKETS TARGETED	RICHMOND / ROANOKE CHARLOTTE, KNOXVILLE, BRISTOL, JOHNSON CITY, ATLANTA, NASHVILLE, WASHINGTON DC, COLUMBUS

WITH VTC SUPPORT, ONLINE TICKET SALES MORE THAN DOUBLED FOR THE 50TH ANNIVERSARY OVER 2024 LEVELS

50TH ANNIVERSARY OF THE CARTER FAMILY FOLD BY THE NUMBERS

TOTAL ANNIVERSARY SHOWS	11 SHOWS
TOTAL ESTIMATED ATTENDANCE	5,396 ATTENDEES
ONLINE TICKET SALES GROWTH 2024 OVER 2023	<u>+160%</u>
VISITOR STATES REPRESENTED	23
VISITOR COUNTRIES REPRESENTED	7 COUNTRIES
SHARE OF OUT OF STATE VISITORS	55%
TOTAL ESTIMATED TICKET REVENUE	\$180,787
TOTAL ESTIMATED VISITOR SPENDING	\$727,907

- **Online ticket sales** grew by over 3,700 tickets for the anniversary year.
- The 11 shows featured as part of the 50th Anniversary Campaign accounted for 55% of all online ticket sales – while only accounting for 25% of Carter Fold shows in 2024.





PRESERVING THE LEGACY AND SPREADING AWARENESS OF THE CARTER FAMILY

"We love sharing our music with those who have traveled such long distances and with the new audience members VTC helped us attract to the Fold. VTC made our 50th year and unforgettable celebration. Thank you so much!"

**Rita Forrester
Granddaughter of A.P. & Sara Carter**

2022 Outstanding Virginian

UVA Frank Batten School of Leadership and Public Policy



MLB SPEEDWAY CLASSIC OVERVIEW



ATLANTA BRAVES VS CINCINNATI REDS
AUGUST 2, 2025 – BRISTOL MOTOR SPEEDWAY

SPEEDWAY CLASSIC '25
BRISTOL, TN

VIRGINIA WILL SEE SIGNIFICANT IMPACT FROM THE MLB SPEEDWAY CLASSIC AT BRISTOL MOTOR SPEEDWAY

EVENT: MLB SPEEDWAY CLASSIC BRISTOL MOTOR SPEEDWAY

DATES

August 2, 2025

TYPICAL BRISTOL MOTOR SPEEDWAY CAPACITY

146,000

ASSUMPTIONS

BASEBALL SPEEDWAY CAPACITY

100,000

NON-LOCAL ATTENDANCE

80,000

ATTENDEES STAYING OVERNIGHT IN VIRGINIA

31,760

HOTEL RATES IN BRISTOL

\$375

RESULTS

TOTAL VISITOR SPEND – VIRGINIA ONLY

\$17,686,926

TOTAL STATE REVENUE

\$874,837

TOTAL LOCAL REVENUE

\$1,484,121

- While the event is in Tennessee, we are assuming Virginia sees a major impact in visitor spending due to the compression of hotel rates. Please note this is a preliminary estimate with broad assumptions on the available speedway capacity.
- We are assuming Virginia hosts approximately 32% of the total attendance. Approximately 37% of hotel rooms in the Bristol/Kingsport MSA are in Virginia. However, of the Upscale and above properties, 60% of those are in Virginia versus Tennessee.
- Numerous hotels are already sold out in Virginia – the Bristol Sessions, the Hard Rock Casino, the Fairfield Inn & Suites, Nicewonder Farm & Vineyards. The hotel impact could spread as far as Abingdon & Wytheville.



BRISTOL SESSIONS HOTEL

LOOKING AHEAD FOR VIRGINIA TOURISM

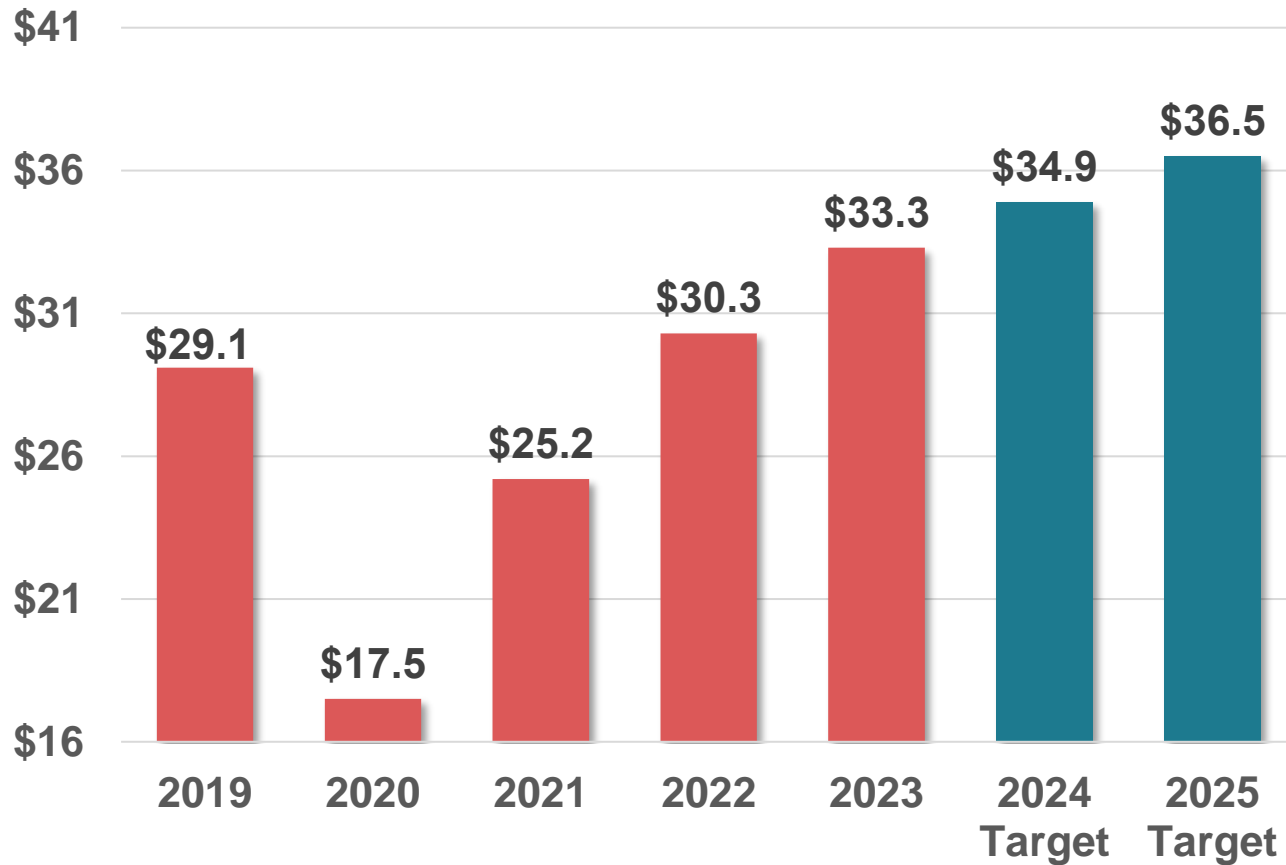


**MOUNT VERNON
FAIRFAX COUNTY, VA**

VISITOR SPENDING REACHED \$33.3 BILLION IN VIRGINIA IN 2023

OUR TARGET IS \$36.5 BILLION – OR \$100M A DAY BY THE END OF 2025

Annual Visitor Spending
Billions of Dollars



Year	Annual Visitor Spending (Billions)	Percent Recovered vs 2019	YOY Growth
2019	\$29.1	-	-
2020	\$17.5	60%	-40%
2021	\$25.2	87%	+44%
2022	\$30.3	104%	+20%
2023	\$33.3	114%	+10%
2024F	\$34.9	120%	+5%
2025F	\$36.5	125%	+4.5%

- Travelers spent \$91 Million per day in Virginia in 2023, up from \$83 Million in 2022. Our target is to reach \$100 Million per day in 2023.
- Virginia is ranked 10th in the nation in visitor spending – this target keeps us ahead of Tennessee, which is accelerating.

VIRGINIA TOURISM HAS THREE OVERARCHING OBJECTIVES TO ACCELERATE INDUSTRY GROWTH

ACCELERATE INBOUND VISITOR DEMAND

Key Programs

- Out-of-State Consumer Marketing Campaign
- Marketing Co-Op Program
- Meetings & Sports Programs
- International Travel Partnerships & Campaigns

MAXIMIZE VIRGINIA'S TOURISM POTENTIAL

Key Programs

- Tourism Improvement Districts
- Tourism Development Financing Program
- Virginia Tourism Grant Program
- DRIVE Tourism - Statewide Tourism Industry Strategic Plan

LEAD WITH DATA-DRIVEN DECISIONS

Key Programs

- Consumer Profile & Audience Research
- Data Democratization
- Marketing Effectiveness Research
- Decision Making Support & Strategy for the Agency



THANK YOU!