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Contact: Dawn Miller
Manager of Marketing, Communications & Special Events
Henrico Sports & Entertainment Authority
(804) 501-5137, dawn@henricosea.com

Tourist spending in Henrico climbs to nearly \$1.9 billion in 2023
Further growth expected with new Sports & Events Center, other facility improvements

Visitors spent nearly \$1.9 billion in Henrico County in 2023 – a total that remained the highest of any locality in central Virginia and the fifth highest in Virginia, according to an annual study for the Virginia Tourism Corp.

The amount of direct spending by tourists and other visitors to Henrico on such services as lodging, meals and transportation jumped by 9.2% from 2022. That's comparable to the statewide increase of 9.8%, which resulted in \$33.3 billion in visitor spending across Virginia last year.

"Tourism and specifically sports tourism represent a major growth industry for Henrico County as well as our region and commonwealth," County Manager John A. Vithoulkas said. "Visitor spending supports our restaurants, hotels and other businesses as well as employment, and it helps to fund services that enhance our high quality of life. The growth that we've seen in this economic development sector is no accident. It's a direct result of the vision of our Board of Supervisors and strategic investments in first-class athletic fields and facilities, including those at RF&P, Dorey and Glover parks and the new Henrico Sports & Events Center."

The 185,000-square-foot Sports & Events Center opened last October, attracting a steady flow of tournaments, games and other events. However, the facility's economic impact won't be fully reflected by the Virginia Tourism Corp. until its report of 2024 spending is released next fall.

In 2023, Henrico hosted 71 nonlocal tournaments that generated nearly \$72.4 million in local economic activity, according to the Henrico Sports & Entertainment Authority. The county's sports tourism program is expected to continue to grow with the Henrico Sports & Events Center as well as other new and enhanced facilities. They include a [championship pickleball complex](#) at Pouncey Tract Park that's expected to open in October, the newly acquired [Scott Road Outdoor Athletic Complex](#), a [second phase of improvements to Glover Park](#), a renovation of [The Crossings Golf Course](#) and the addition of a [1,000-seat mezzanine](#) at the NOVA Aquatics Center at Regency.

Among localities, Henrico's visitor spending in 2023 followed the totals for the counties of Loudoun, Arlington and Fairfax and the city of Virginia Beach, according to the Virginia Tourism Corp. study. The amounts reflect spending by travelers who had stayed overnight in paid accommodations or had taken day or overnight trips at least 50 miles from home.

Tourism in Henrico supported nearly 10,500 jobs with a combined payroll income of \$610 million in 2023. It also generated tax receipts of more than \$81 million for the county and \$45 million for the state.

Henrico and 28 other localities in central Virginia – an area that spans from Sussex County to Charlottesville – combined to attract \$5.8 billion in visitor spending, supporting more than 46,000 jobs with an annual payroll of nearly \$2 billion.

Tourism Economics compiled the data for the Virginia Tourism Corp. More information is available at vatc.org.

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