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NEWS Release

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Visitor spending in Henrico surpasses \$2 billion
*Investments in fields and facilities continue to spur spending on lodging,
restaurants, services*

Visitors collectively spent more than \$2 billion in Henrico County in 2025, an amount poised for continued growth with a full slate of tournaments at the Henrico Sports & Events Center, a college baseball complex coming to Glover Park and more.

Spending on lodging, meals, transportation and other services in Henrico remained the highest among all localities in central Virginia and was fifth most in Virginia, according to an annual study by Virginia Tourism Corp.

“It’s thrilling to see tourism spending in Henrico eclipsing \$2 billion for the first time,” said Dennis Bickmeier, executive director of the Henrico Sports & Entertainment Authority. “It’s a testament to the county’s vision, investments in premier sports facilities and partnerships with entities like Richmond Region Tourism and an ever-growing list of event organizers. Henrico is known throughout the Mid-Atlantic region as a great place to visit and hold an event, with easy access from major interstates and plenty of hotels, restaurants and other supporting businesses. The spending by visitors fuels our local economy and supports our high quality of life.”

Direct visitor spending in Henrico climbed by 4.9% from 2024, outpacing the statewide increase of 3.1%. Statewide, visitor spending totaled \$36.2 billion in 2025. Henrico’s total followed only those of localities in Northern Virginia and Hampton Roads: Loudoun County, Arlington County, Fairfax County and the city of Virginia Beach.

Overall, tourism in Henrico supported nearly 10,800 jobs with a combined payroll income of \$645 million in 2025. It also generated tax receipts of more than \$88.2 million for the county and \$48.3 million for the state. The study's estimates reflect spending by travelers who stayed overnight in paid accommodations or had taken day or overnight trips at least 50 miles from home.

Henrico and 28 other localities in central Virginia – an area that stretches from Sussex County to the city of Charlottesville – combined to attract \$6.3 billion in visitor spending, supporting nearly 47,646 jobs with an annual payroll of more than \$2.1 billion, according to the study.

The multipurpose Henrico Sports & Events Center opened in late 2023, attracting tournaments and events like the Atlantic 10 Women's Basketball Championship and the NXTPRO PRO16 Boys Live Period tournament. In the coming months, the 185,000-square-foot venue also will host the Kiefer/Meinhardt Cup, a national fencing competition expected to draw more than 900 athletes; the National Champions Classic, a Division III basketball showcase; and the 2027 NCAA Division III Women's Volleyball Championship.

Henrico's sports tourism program also benefits from a mix of high-quality county- and privately owned sites. Those include Henrico's championship pickleball complex at Pouncey Tract Park, a second phase of improvements at Glover Park that includes an NCAA-regulation baseball complex being developed with Prep Baseball Report and a planned restoration of The Crossings Golf Club by McConnell Golf.

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