



Lynchburg

VIRGINIA

2017 TOURISM ANNUAL REPORT



Who We Are

The Lynchburg Regional Convention & Visitors Bureau (LRCVB) is part of the City of Lynchburg Office of Economic Development and Tourism, with the mission to drive economic growth and sustainability for Lynchburg by effectively marketing the city and region as a preferred visitor destination, including conventions, meetings, sporting events, group tours and leisure travelers.



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What We Do

The LRCVB showcases Lynchburg to visitors as a must see destination, introducing them to our exceptional restaurants, unique shops and antique stores, art venues and bountiful outdoor activities.

The LRCVB welcomes leisure travelers, corporate, government, religious and association meeting planners, groups, sporting event tournament directors, tour and travel operators, travel writers and journalists.

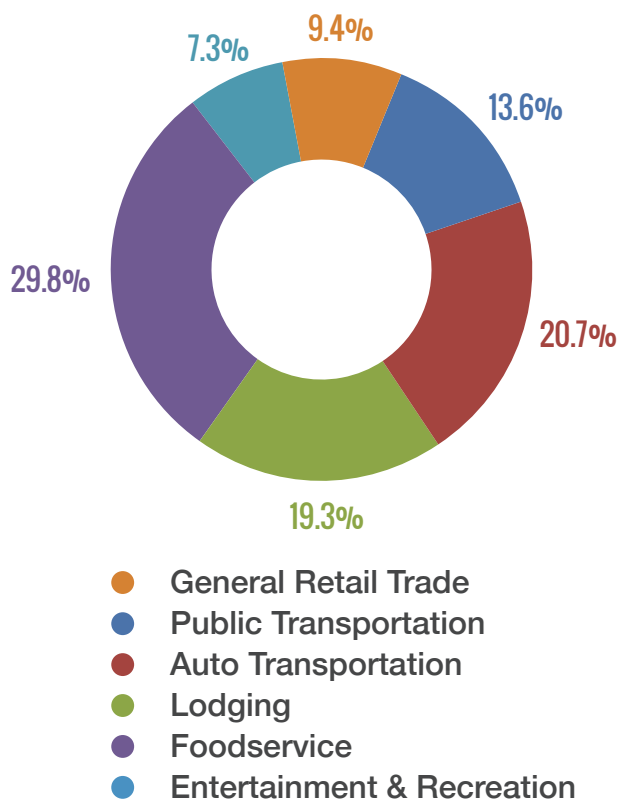
Professional staff leadership and affiliations include the National Tourism Association, Blue Ridge Parkway Association, Meeting Planners International, Virginia Society of Association Executives, National Association of Sports Commissioners, Society of Government Meeting Professionals, North American Travel Journalists Association, Mid-Atlantic Tourism Public Relations Association, American Marketing Association, Public Relations Society of America and the Virginia Association of Destination Marketing Organizations.

TRAVEL AND TOURISM IN VIRGINIA

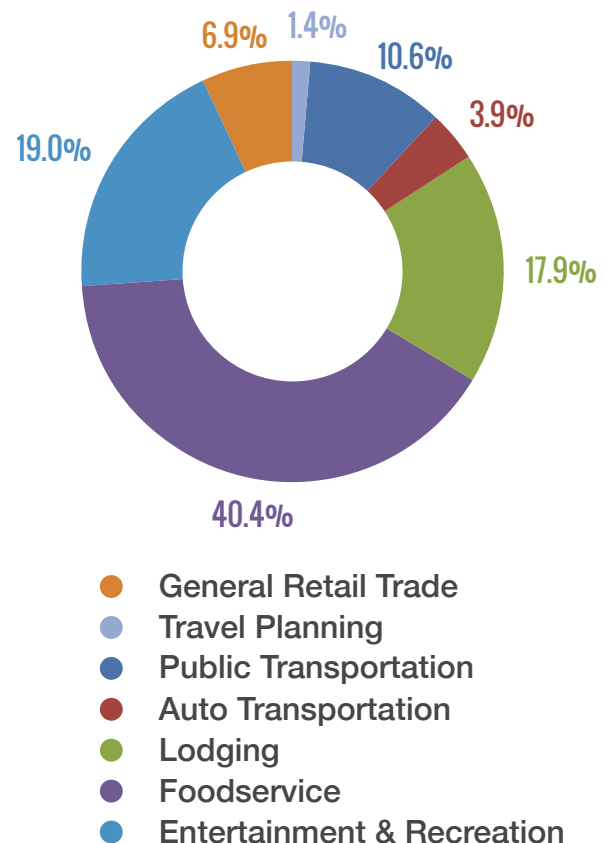
Domestic travel in Virginia directly generated more than \$3.1 billion in tax revenue for federal, state and local governments in 2015, up 6.2 percent from 2014. In 2015, traveler spending directly supported over 8.2 million U.S. jobs, including both full-time and seasonal/part-time positions, up 1.9 percent from 2014.

Local governments in Virginia directly benefited from domestic travel as well. During 2015, domestic travel spending generated \$629.5 million in local sales and property tax revenue for municipal governments, 20.1 percent of total domestic travel-generated tax revenue in the state. Each domestic travel dollar produced 2.7 cents for local tax coffers.

2015 Domestic Travel Expenditures in Virginia by Industry Sector



2015 Domestic Travel-Generated Employment in Virginia by Industry Sector



Source: U.S. Travel Association, "The Economic Impact of Domestic Travel On Virginia Counties 2015," August 2016.

"Tourism and the collaborative efforts between the CVB and the hotels is imperative for not only the success of each property, but the positive economic impact for the City. The CVB is able to uncover potential business for the area that we as hoteliers not only benefit from, but other businesses (restaurants, gas stations, shopping stores, etc.) benefit from as well. We also would not be able to come close to uncovering potential business leads for our area at the capacity that the CVB does."

-Andrew Marks

Director of Sales

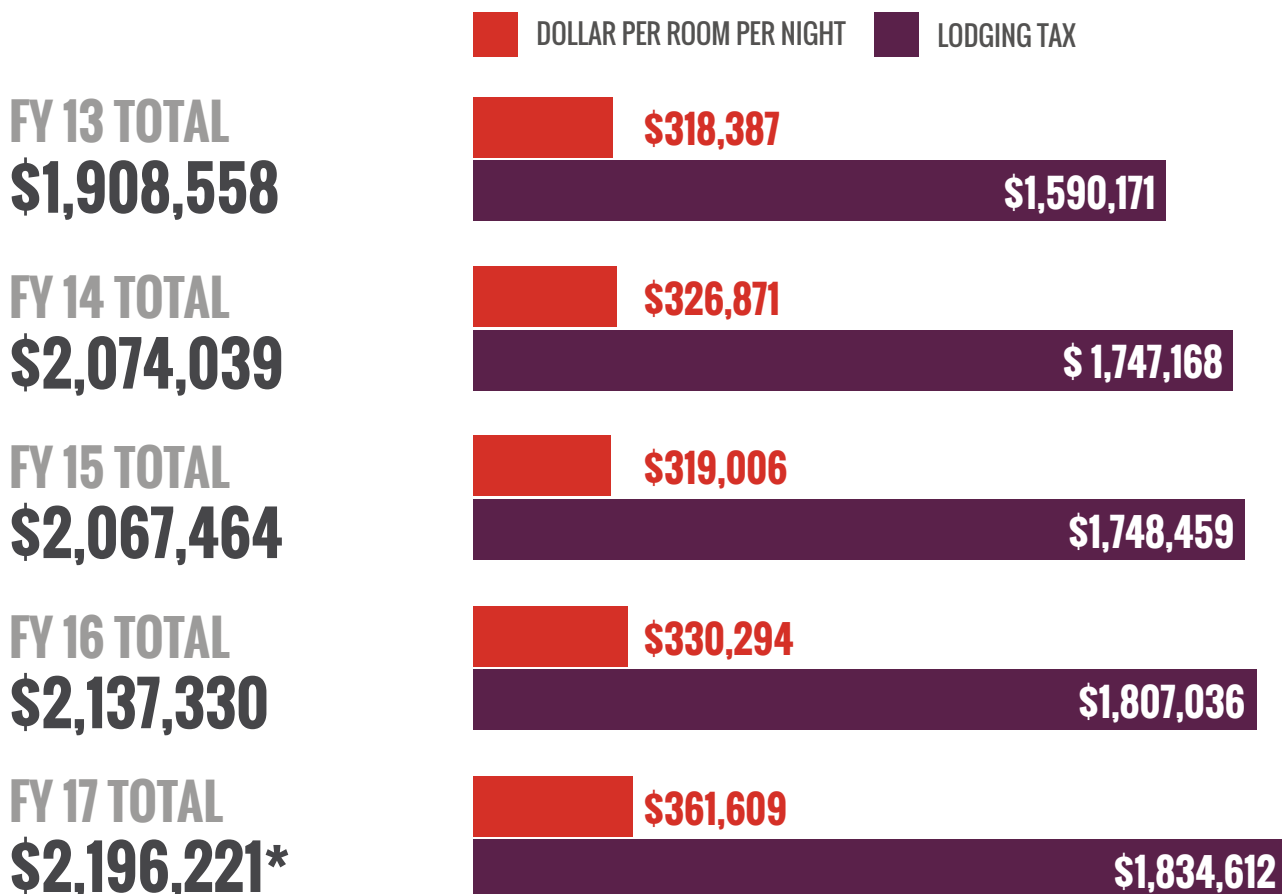
Hilton Garden Inn Lynchburg

2015 Domestic Travel Impact in the City of Lynchburg

Visitor Expenditures	\$176,860,000
Payroll	\$34,920,000
Employment	16,600
State Tax Receipts	\$7,900,000
Local Tax Receipts	\$6,900,000

Source: U.S. Travel Association, "The Economic Impact of Domestic Travel On Virginia Counties 2015," August 2016.

Lodging Revenue in the City of Lynchburg



Source: City of Lynchburg Commissioner of the Revenue

*FY 2017 preliminary report

TOURISM SALES

As a result of direct sales efforts in FY 2017, **90** leads and sales assists produced events and room nights in the City of Lynchburg resulting in an estimated economic impact of more than **\$5 million**.

Bookings included state association meetings, family reunions, weddings, corporate conferences, car shows, holiday events and tour groups. Sports tourism continues to lead as the market segment for tremendous growth with the expansion of world-class facilities at Liberty University and a focus on attracting new events to Parks & Recreation facilities.

CASE STUDY

Liberty University and the Lynchburg Regional Convention & Visitors Bureau

Building Partnerships that Create Economic Growth and Opportunity for Lynchburg and the Region

With the growing number of world-class athletic facilities at Liberty University, and their enthusiasm to share these facilities outside of normal student activities, the LRCVB has found a valuable partner in the university, resulting in the attraction of events rights holders that might not have otherwise looked at Lynchburg as an event location.

Over the past three years, the LRCVB and Liberty have conducted joint sales calls to market Lynchburg and the university as hosts for sporting events. These sales calls have resulted in the City of Lynchburg hosting sporting events it could not have accommodated before such as Milestat, the most important Virginia high school cross country and track & field event, a five year contract with Virginia Amateur Sports to host the Virginia Commonwealth Games and securing the 2019 State Games of America, bringing thousands of top level athletes of all ages from around the country to Lynchburg.

2016 Commonwealth Games

Largest annual multi-sport festival
in Virginia



10,000 athletes

55 Olympic and Pan-American sports

\$2.5 million economic impact in Virginia

\$1.6 million economic impact in Lynchburg

80% of attendees said they plan to
make a return visit to Lynchburg

“Liberty could not have won or successfully run these events without the partnership of the CVB and the Lynchburg Parks and Recreation Department. The collaboration between Lynchburg and Liberty is serving as a model for other cities as they approach their large educational institutions to form similar relationships.”

-Lee Beaumont

Vice President of Auxiliary Services
Liberty University

LYNCHBURG VISITORS CENTER

The Lynchburg Visitors Center welcomed more than **9k visitors** in fiscal year 2017

Top sources of visitors from the U.S.:

- 
1. Virginia
 2. Pennsylvania
 3. New York
 4. Ohio
 5. North Carolina

Top sources of visitors outside the U.S.:

- 
1. Germany
 2. Canada
 3. United Kingdom
 4. France
 5. Australia

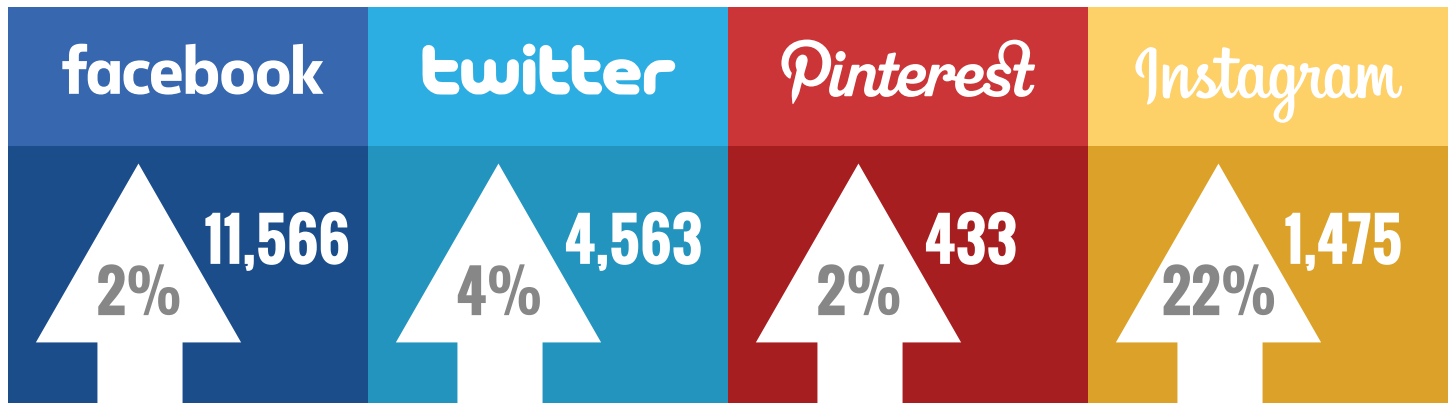
“

“Never have I led a group that was not impressed by the history of our city and the many interesting buildings and places that are in our town. We have more historical properties than many towns in our state, scenic beauty, walking trails, multiple colleges, and a vibrant art community. As our downtown area is morphing into a very vibrant living area our tourism outreach is more important than ever.”

-Mary Kathryn McIntosh
Step-On Tour Guide
Lynchburg Historic Tours

PUBLIC RELATIONS AND MARKETING

Social Media Stats



CASE STUDY

International Pow Wow Familiarization Tour

Showcasing Lynchburg and the Region to the World

On June 8th and 9th, 2017, the City of Lynchburg partnered with Capital Region USA, an organization dedicated to promoting Maryland, Virginia and Washington D.C. to international travelers, to host a Familiarization (FAM) tour of 21, invitation only, international guests who wanted to learn and explore the treasures of the Lynchburg region and beyond. FAM participants were attending the U.S. Travel Association's IPW Marketplace, the travel industry's premier international three day exposition and largest generator of travel to the U.S.

The tour was a tremendous opportunity for Lynchburg to showcase its assets to the world that included stops at five area attractions, restaurants and Lynchburg Historic Districts. These visiting tour operators and media representatives will give exposure to Lynchburg, Virginia, as a wonderful place to visit in America.



New website, www.LynchburgVirginia.org, launched in August 2016!

Website Statistics

Site Visits	FY 2016	FY 2017
	111,244	131,520 15% ↑

	Top Cities	Top Countries
1	Lynchburg 29,759 (24.85%)	United States 92.84%
2	Charlottesville, VA 8,342 (6.96%)	Canada 1.00%
3	Washington, DC 7,304 (6.10%)	United Kingdom 0.64%
4	Chicago, IL 1,923 (1.61%)	India 0.36%
5	New York, NY 1,430 (1.19%)	Philippines 0.32%
6	Greenville, SC 1,430 (1.19%)	
7	Virginia Beach, VA 1,350 (1.13%)	
8	Roanoke, VA 1,086 (0.91%)	
9	Atlanta, GA 905 (0.76%)	
10	Philadelphia, PA 842 (0.70%)	

	Top Website Page Visits
1	Events Calendar /events/calendar
2	Things-To-Do/Attractions /things-to-do/attractions
3	Things-To-Do/ Historic Downtown /things-to-do/historic-downtown
4	Restaurants /restaurants
5	Things-To-Do/Outdoor Recreation /things-to-do/outdoor-recreation

Advertising

53 advertisements placed in FY 2017
In **33** Media Outlets
Generated nearly **10,000** leads

- Civil War Traveler
- Blue Ridge Parkway Association
- Byways online magazine
- Capital Region USA
- Amtrak
- Mid-Atlantic Tourism Public Relations Alliance
- Wine In Your Pocket App
- Blue Ridge Digest
- Shenandoah Valley Travel Association
- And more!



Lynchburg Regional Airport Welcome Sign and Kiosk:

Welcomes visitors in 11 languages / information monitor touting attractions and events / brochure rack with economic development information and Lynchburg Visitor Guide.

Highway Information Media:

Virginia Tourism's Welcome Centers and Rest Areas are utilized by 33 million travelers every year and the LRCVB takes advantage of this with brochure distribution at these visitor gateways.

CRUSA – Capital Region USA:

An organization dedicated to promoting Maryland, Virginia and Washington D.C. to international travelers—interpreting Lynchburg advertising in 4 languages: German, Portuguese, French and Chinese.

The National:

Amtrak's official publication spanning Amtrak's national network with reach to 30.8 million annual passengers.

- Amtrak serves 500 destinations in 46 states, DC and 3 Canadian Provinces on 21,300 miles of routes
- That's 84,600 Amtrak riders per day on 300 trains

Amtrak website: <https://www.amtrak.com/virginia/lynchburg-virginia>



Travel Journalists and Articles

Hosted **16** travel Journalists on **5** familiarization tours
resulting in **17** earned media articles

civil war | su clauson-wicker

Lynchburg museums and historic sites recall its Civil War role

Union Gen. David Hunter bore down on Lynchburg with fire in his eyes in June 1864, after his troops burned their way down Virginia's Shenandoah Valley. He intended to destroy the city's railroads and the munitions factories, bringing the Civil War to a halt.

But, Hunter was outwitted by Confederate Gen. Jubal Early, who ran a train back and forth through town, stimulating the arrival of thousands of fresh troops. Despite his larger army, Hunter withdrew and Early gave chase, inflicting heavy casualties.

"The Battle of Lynchburg was considered a Confederate victory — and Union forces never entered city limits," notes Lynchburg Museum director Doug Harvey.

Cemeteries that are more than graves

All the same, Lynchburg is a Civil War city, with war stories to tell. Lynchburg's popular Civil War driving tour and guided walking tours point out a few remnants of the 30-some soldiers' hospitals, as well as entrenchments, heroes' homes, and even former brothels. The popular "Raided Ladies" tour draws crowds to Old City Cemetery where madams were interred.

Virginia's oldest operating cemetery also contains the graves of 2,800 Confederate soldiers, as well as several African-American Union soldiers. But, this cemetery is far more than a burial ground — it hosts plays, celebrates heirloom roses, houses a

goat herd, and maintains five small museums.

The Post House Museum features a contagious disease hospital for soldiers and office for Civil War doctor John Terrell. Using things he had on hand — sand, lime, and linseed oil — Terrell lowered the hospital's death rate from 50 percent to 5 percent. An ominously large hypodermic needle and bone saw still sit at the ready. Other museums include a beanie house, a mourning museum, an old-style chapel, and a main house museum.

Cemetery strolling is popular in Lynchburg. At Presbyterian Cemetery, visitors can pay respects to Confederate general Al Samuels Garland and Robert Roden, as well folk artist George Washington. But, the grave of Edwin Emerson probably elicits the best story.

Emerson, an actor, was in the cast at Ford's Theatre the night Abraham Lincoln was shot. He looked so much like John Wilkes Booth that it ruined his acting career. He returned to Lynchburg, and opened a shop on Main Street. He died in 1922, on the anniversary of the assassination.

Lynchburg lays claim to the only museum honoring both Union and Confederate chaplains. The National Civil War Chaplains Museum at Liberty University focuses on the role of some 3,600 chaplains, including Jewish chaplains and African-American

chaplains on both sides, and the war's only female chaplain, Eliza Gibson Hobart. Museum director Kenny Rowlette can tell the stories behind the photographs of mid-battle blessings and absolutions, war-era Bibles, and the windowed casket.

Homes with stories to tell

Because no battle entered the city, visitors can still enjoy Lynchburg's gorgeous old homes and river-side brick warehouses which now house shops and a hotel. Driving tours over the cobblestone streets of Lynchburg's seven historic districts reveal more homes, colonnades, and cupolas than any other Virginia city of 80,000.

The city's most famous mansion, Point of Honor, built in 1815, was home to George Cabell, physician to Patrick Henry during his last illness. Home tours include a stop at the adjoining Diggs Gallery, which currently features the diorama of earlier Americans and their treatment.

Historic Sandusky, a stately brick home on the western side of town, can brag about the most Civil War history, and it has the scars to prove it. In June 1864, Sandusky was seized by Hunter and used as a military headquarters for two days during the Battle of Lynchburg. A patch on roof marks where Union soldiers cut a hole for their entrance.

The house contains some original furniture, including a landscape painting shaded by Yankee sabers after the officers left the house. Historic Sandusky has won three regional Emmy awards for its documentary film, *Hunter's Raid: The Battle for Lynchburg*. It is open for tours of the house and museum on weekends and by appointment on weekdays.

In downtown Lynchburg, look for your Civil War fix in the Creek Herrel court house at the top of Monument Terrace. Now housing Lynch-

burg Museum, the building served as Virginia's capitol for four days between the fall of Richmond and the surrender at nearby Appomattox. Among Lynchburg Museum's 25,000 objects — ranging from antique toys to quilts to cinema products developed in town — are Civil War artifacts related to Lynchburg's history. See a rare "Stars and Bars," the Confederacy's first official national flag, as well as artifacts from the Battle of Lynchburg and Early's ornately carved beverage cooler. Beneath the Confederate soldier

statue across the street lies a time capsule containing photographs of local Confederates, CSA currency, and hair from Confederate Gen. Robert E. Lee's famous horse, Traveller. If you have kids in tow, you might consider running off excess energy on the 139 steps of Monument Terrace, paying respects to the veterans

of various conflicts at each level. If you're lucky, the little ones will soon be ready for a quiet meal at one of Lynchburg's outstanding Main Street restaurants.

For more information
Lynchburg Tourism:
lynchburgvirginia.org

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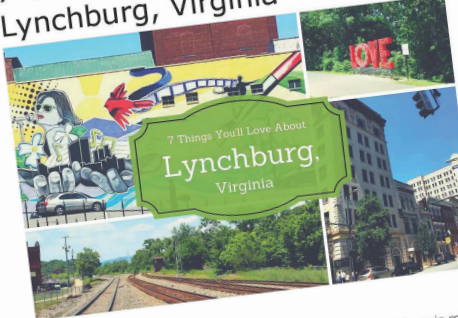
PullOverandLetMeOut

The Travel Guide To The Road Less Traveled

Previous post

Next post

7 Things You'll Love About Lynchburg, Virginia



They say, "Virginia is for Lovers." They must have had Lynchburg in mind when the expression was coined. I spent a fun 24-hours in Lynchburg and found a multitude of reasons to love this vibrant historic city in the foothills of the Blue Ridge Mountains. Here are seven things you'll love about Lynchburg, Virginia.

6/23/2017

A Day Off in Lynchburg - VirginiaLiving.com

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OCTOBER 27, 2016 6:00 AM

A Day Off in Lynchburg

Editors' picks for 24 hours in the 'Burg.



Leveraging Local Investment

The LRCVB partners with local lodging partners and attractions to receive state marketing support for events and programs that drive visitors to the City of Lynchburg. The office has partnered on several projects to leverage Virginia Tourism Corporation marketing dollars to promote local attractions and events.

Leverage grant partnership in FY 2017 included:

- **Thomas Jefferson's Poplar Forest Craft Beer Festival**
- **Blue Ridge Parkway Association**
- **Patrick Henry's Red Hill**
- **Virginia Amateur Sports**



CASE STUDY

The Virginia Artisan Trail Network

Advancing the Lynchburg Region's Creative Economy through Connective Community Development

The Lynchburg Tourism office has partnered with the Counties of Amherst, Appomattox and Campbell to work with the Artisan Center of Virginia to create an Artisan Trail for our region. The Virginia Artisan Trail Network connects visitors to artist studios, galleries, retailers and agri-artisans, highlighting the artisan story and unique way of life, giving visitors an enriching, and intimate experience, while linking points of interest, restaurants, and accommodation locations.

Did you know?

- 1 out of 3 artisan customers are travelers
- 1 out of 7 customers planned their trip around the Artisan Trail
- Customers asked, said the words "Virginia Artisans" reminded them of Variety, Diversity and Charm, People and Their Stories, Local, Close to Home and Heart.



"The Lynchburg Regional CVB understands the value of the area attractions in delivering a memorable Lynchburg experience and the resulting economic impact. The Lynchburg Regional CVB demonstrates its commitment by including Poplar Forest in FAM tours and in supporting the Thomas Jefferson Wine Festival and Thomas Jefferson Craft Beer Tasting Event."

-Wayne Ganaway

Director of Programs, Marketing and Grants
Thomas Jefferson's Poplar Forest

The image features a city skyline of Lynchburg, Virginia, at dusk. The skyline is framed by a large white 'V' shape on a purple background. Overlaid on the skyline is the word 'Lynchburg' in a large, white, cursive script, with 'VIRGINIA' in a smaller, black, sans-serif font below it. The skyline includes several buildings, a tall tower, and light trails from a highway in the foreground.

Lynchburg
VIRGINIA

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City of Lynchburg**

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