## 2023 YEAR IN REVIEW



The Virginia Restaurant Lodging and Travel Association successfully created value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise.

VRLTA is committed to transforming Virginia's Tourism & Hospitality industry through thoughtful leadership, best practices and tools based on equity, diversity and inclusion principles that empower our members.

1,858

EVENTS 54



**575** 

Attendees at the 2023 VA1 Governor's Tourism Summit (most ever for event)



Between members and legislators facilitated by the VRLTA Government Affairs Team.

& TRAINING 256

30

Teachers attended
Teacher Symposiums

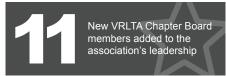
Students attend the Virginia ProStart Invitational on field trips

Virginia ProStart schools

**59** 

Students attended Virginia ProStart Invitational across 10 competition teams.







135 OPENINGS



Posted to the VRLTA job board, which is the only hospitality and tourism specific job board in VA.

## MMLP GRANTS \$100K Assisted in securing \$100,000 in grants

awarded to members through the VTC's Microbusiness Marketing Leverage Program

## **MARKETING EFFORTS**

32%

Increase in social reach across all platforms.



OLLOWERS

4,495

in 3,166





