

Virginia Beach Resident Attendance at Regional Arenas (2024)

Data Source: Visa-Captured Sales | Per Event Averages

Purpose

To understand the regional entertainment demand and travel habits of Virginia Beach residents, we analyzed Visa-captured purchase data from major arenas across the mid-Atlantic during the 2024 calendar year. This helps illustrate the local appetite for events—and the potential for a Virginia Beach arena to recapture that economic activity.

Per Event Attendance by Virginia Beach Residents

Arena	City	VB Resident Share	Average VB Attendees per Event
Norfolk Scope	Norfolk, VA	54%	~5,400*
Chartway Arena	Norfolk, VA	48%	~2,400*
Hampton Coliseum	Hampton, VA	39%	~3,100*
Lenovo Arena	Raleigh, NC	7%	~1,200*
Capital One Arena	Washington, DC	6%	~1,500*

*Average assumes standard capacity of 10,000 for Scope, 5,000 for Chartway, 8,000 for Hampton Coliseum, 17,000 for Lenovo, and 20,000 for Capital One.

Insights

- Virginia Beach residents make up the majority of attendees at Norfolk-based events, showing strong regional demand with limited high-capacity options within the city limits.
 - A significant share of local entertainment dollars are leaving Virginia Beach, with over 2,700 VB residents on average traveling to Raleigh and Washington, DC per major arena event.
 - This travel translates to lost hotel, restaurant, gas, and tax revenue—which could be captured locally with a modern arena.
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Why It Matters for Virginia Beach

The above data validates the need for a world-class arena within city boundaries, allowing Virginia Beach to:

- Keep entertainment spending local
- Reduce traffic and carbon impact from out-of-region travel
- Offer residents better access to sports, concerts, and family events
- Attract inbound visitors and national events