



Casey Armstrong

Visit
Richmond
VA.com

National Destination Sales Manager

Markets: Diversity (Citywide)
Fraternal (Citywide and Single Property)
Government (Citywide and Single Property)
Religious (Citywide and Single Property)
STEM Associations and Corporations (Citywide)

“A win is helping planners see how their event can make a lasting impact. When we connect over purpose and walk away with shared pride in what we’ve built together, that’s success.”

- CASEY ARMSTRONG

Meet Casey

Casey is a thoughtful partner who brings focus, empathy and responsiveness to every planner conversation. She specializes in small meetings that require both precision and personalization. Her calm, grounded presence creates a collaborative environment where planners feel taken care of.

With her work grounded in inclusion, purpose and attention to detail, she knows that successful meetings start with meaningful conversations, and she’s intentional about creating space for those conversations. She’s also deeply invested in connecting meetings to the community in a way that reflects the Richmond Region’s culture, values and energy. Whether it’s identifying the right hotel or offering local insights, Casey helps planners move forward with clarity and confidence.

Locals Only: Casey’s Picks

PRE-MEETING RECHARGE:

Blanchard’s in Scott’s Addition

GO-TO RESTAURANT

Stella’s — Greek and Mediterranean is always a win

PUBLIC SPACE FOR A QUICK RESET:

The VMFA lawn

SEASONAL TRADITION:

The Richmond Greek Festival

HIDDEN GEM:

First Fridays in Jackson Ward — start at Gallery 5, grab dinner at Penny’s Wine Shop and stop by Odd Bird for a locally curated gift

Reach Out

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Let’s Connect!

How I Show Up

- I build lasting partnerships by leading with care, adaptability and intention.
- I listen first, then tailor support to what matters most.
- I make sure every group feels valued and prioritized.
- I keep the details tight and the experience seamless.
- I stay curious and community-driven in everything I do.

What I Love Doing When I’m Not Working

I love traveling—whether it’s with my husband Kori, my girlfriends, or on a solo adventure—and when I’m not on the go, you’ll find me lifting weights or checking out Richmond’s amazing food spots.

Industry Affiliations

- MPI Virginia Chapter, Annual Awards Committee
- Virginia Society of Association Executives (VSAE)
- PCMA Capital Chapter
- Virginia Business Travel Association (VBTA)

* Single Property indicates under 450 rooms on peak