



Elise Hrabe

Visit
Richmond
VA.com

Destination Sales Manager

Markets: All events and opportunities outside of Greater Richmond Convention Center up to 299 peak rooms.



A win is knowing a planner felt supported, confident in the destination and successful in delivering a great attendee experience. It's even better when that trust grows into a long-term partnership."

— ELISE HRABE

Meet Elise

Elise brings an authentic, relationship-first approach to destination sales. She enjoys getting to know planners beyond the event itself, understanding their goals, challenges and priorities, then serving as a resource throughout the process.

For Elise, the best partnerships feel collaborative, dependable and genuine. She values clear communication, flexibility and trust, and she is motivated by the opportunity to keep learning, try new things and build relationships that grow over time.

She sees the Richmond Region as a strong meetings destination because supportive hospitality partners pair with a vibrant, evolving experience for attendees, including food, arts and culture, history and creative local experiences.

LOCALS ONLY: Elise's Picks

PRE-MEETING RECHARGE:

Lineage Coffee, Scott's Addition

GO-TO RESTAURANT:

Lillie Pearl — try the Pimentero Mac & Cheese

PUBLIC SPACE FOR A QUICK RESET:

MAYMONT

SEASONAL TRADITION:

Riverrock — a free spring festival celebrating the euro outdoors, including dog diving

HIDDEN GEM:

Shop Made in VA — local artists, makers and creative classes

Reach Out



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[LinkedIn: Let's Connect!](#)

How I Show Up

- I lead with authenticity and build relationships beyond the event itself.
- I stay flexible and communicate in the way that works best for each planner.
- I focus on understanding goals, challenges and priorities before offering solutions.
- I aim to be a dependable resource planners can trust throughout the process.
- I value long-term partnerships built through genuine connection.

What I Love Doing When I'm Not Working

I love spending time with my husband and dog, reading, hiking, paddleboarding and traveling to new places. I'm also teaching myself how to draw and paint, and I love connecting with artists about their techniques and what inspires their work.

Industry Affiliations

- VSAE

New to her role with Richmond Region Tourism, Elise is looking forward to expanding her industry involvement and professional network.