

An aerial photograph of a large, multi-story resort building with a prominent red-tiled roof and a central arched entrance. The building is surrounded by a well-maintained lawn with several picnic tables and a paved walkway. In the foreground, there are neat rows of a vineyard. The background shows a lush green hillside with dense trees.

Visit
LOUDOUN

JULY 2014 – JUNE 2015 ANNUAL REPORT
Loudoun Convention & Visitors Association

OUR VISION

Visit Loudoun's vision for tourism in Loudoun is to be a "must visit" destination supported by the community that recognize the economic and quality of life benefits that come from sharing our home with visitors. We seek to be the preferred East Coast wine country experience.

OUR MISSION

The mission of Visit Loudoun is to generate economic benefits for Loudoun County and its jurisdictions through marketing Loudoun as a visitor destination.



ORGANIZATIONAL GOALS

1. **Communication-** To use a variety of communications tools to engage target segments to effectively deliver the brand promise.
2. **Sales and Market Promotions-** To use an innovative sales approach to generate maximum visitor spending.
3. **Visitor Services-** To serve as the official resource for visitors to enhance their experience, increase spending and create destination ambassadors.
4. **Education and Training-** To foster a culture of continual learning and promote destination support and prosperity.
5. **Product Development-** To be a leader in Loudoun's tourism product development.
6. **Organizational Excellence-** To ensure Visit Loudoun's culture, infrastructure, financial and staffing resources contribute to the organization's success.

ORGANIZATIONAL INFORMATION

OFFICERS

Chair

Jacqueline (Jackie) B. Gosses
Homewood Suites/Hampton Inn
& Suites Leesburg

Vice Chair & Treasurer (incoming Chair)

Herbert (Herb) E. Glose
B.F. Saul Company Hospitality
Group

Treasurer

Rosanna Smith
Bella Villa Antiques

Secretary

Shye G. Gilad
ProJet Aviation

DIRECTORS

Emily Miller

Prince Group

Frank McNally

NASM, Udvar-Hazy Center

Peter Wood

Middleburg Arts Council

Felix B. Bigham

BMW of Sterling

Mike Peverill

Pev's Paintball

LaMott K. Smith, Jr.

Raspberry Golf Management

Melanie A. Schmidt

The Medical Spa at Nova

Paul Cerula

Global Periscope LLC

Frank Milligan

Morven Park

Jordan Harris

Tarara Winery

Robert Lazaro Jr.

Northern Virginia Regional
Commission

Jason Miller

The Wine Kitchen

Jo Ann Hazard

Middleburg Country Inn

Laura Fletcher

Clarion Inn Leesburg

Jim Ruedinger

Hostelling International USA

Christopher Coles

Washington Dulles Airport
Marriott

EX-OFFICIO

Cynthia (Cindy) C. Pearson

Town of Middleburg

Marantha D. Edwards

Town of Leesburg

Julie Grandfield

Loudoun County

Grafton deButts

Loudoun County Chamber
of Commerce

Carol Welti

Visit Loudoun Foundation

Christopher (Chris) U. Browne

Dulles International Airport

Todd Henkle

Loudoun Wineries Association

William Wilkin

Loudoun County Heritage
Commission

FY 2014 STAFF

Administration

Beth Erickson

President & CEO

Greg Harp

Director of Finance &
Administration

Marketing

Jackie Saunders

VP of Marketing

Ben Taylor

Marketing Manager

Wendy Ferrigno

Tourism Marketing Manager

Jennifer Sigal

Media Relations Manager

Kelsey Cornell

Marketing Coordinator

Industry Relations

Jennifer Christie

Industry Relations Manager

Sales

Jennifer Ritter

Director of Sales

Torye Hurst

National Sports Sales Manager

Ann Hayes

National Sales Manager

Dana Henry

Client Services & Sales Manager

Research

Brian Jenkins

Director of Business Strategy &
Research

Visitor Center Hosts

Nancy Phillips

Anna Fasolo

Martha Kling

Susan Kitchen

Pattie Hartle

Christine Vann

Dear Loudoun Tourism Industry & Friends,

Tourism was again an important contributor to Loudoun County's economy and a major employer. In 2014, tourism provided \$624.85 in tax relief per Loudoun County household and generated about \$65 million in state and local tax receipts, up a combined 11.7 percent from 2013. Tourism generated about \$1.6 billion in travel spending and hospitality-related jobs in the county grew 2.7 percent in 2014 to a total of 16,302.

In order to better serve travelers to Loudoun County, we moved our Visitor Center to the ground level of Market Station. We were honored to have Virginia's Secretary of Commerce and Trade Maurice Jones officially open the Visitor Center during National Tourism Week in early May and, since that day, our hosts have served nearly 1,000 visitors per month.

The new Visitor Center created an opportunity to forge a partnership with the Town of Leesburg to communicate up-to-date information about several major construction projects, ensuring minimal disruptions in directing our visitors to downtown retailers and restaurants. In addition, we added gallery space and forged a partnership with the Loudoun Arts Council to have rotating displays by Loudoun County artists.

We continue working on behalf of our destination and over the past year have published several important pieces of research, including the Profile of the Craft Beer Travelers, which was used to help propel the Farm Brewery ordinance in the county as well as launch the LoCo Ale Trail.

As occupancy in Loudoun County continues to strengthen, we've seen our Average Daily Rate improve, both of which are important indicators for our industry. I am proud of Visit Loudoun's work and look forward to continued growth and success.

Sincerely,



Herb Glose, Board Chair



Herb Glose
Board Chair

Dear Loudoun Tourism Constituents & Partners,



Beth Erickson
President & CEO

As the philosopher Seneca once said, “*Travel and change of place impart new vigor to the mind.*” While that quote may be thousands of years old, it perfectly sums up this past year for Visit Loudoun.

For the first time in almost a decade, Visit Loudoun had a change of place. While our address is still the same, we undertook an office remodel and moved our Visitor Center to the ground level. The new office space has certainly “imparted new vigor to the mind,” but it has been the addition of several new team members that has imparted a new vigor to the organization.

This year we welcomed press and travel delegations from seven countries and four continents who will help us reach international visitors. We traveled to Canada on a press mission and, through our work with Loudoun County Economic Development, we visited China and Korea to leverage the important partnerships between our destinations.

We continue to see our core domestic markets grow and it’s clear that positioning Loudoun County as the premier East Coast wine region is working. We’ve seen our leisure and business travelers respond in record numbers to the culinary, recreation, historic, shopping, and cultural assets of the county.

Indeed, it’s an invigorating time to be in tourism in Loudoun County and we thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Erickson'.

Beth Erickson, President & CEO

FY15 NEW MEMBERS

- Candlewood Suites
- Shadow Creek Weddings & Events
- Empower Adventures Middleburg
- Bella Villa Antiques/Vintage Rentals
- Fox Chase Farm
- Whysall Photography
- Serene Manor
- Event Studio
- Intimate Bridal Shows
- Vino 9 Market
- Zephaniah Farm Vineyard
- Medical Spa at NOVA
- Garden of Eatin Café
- Premier Event Rentals
- Reza Mirzai Photography
- Herb Adventures
- Rick's Flowers
- Old Lucketts Store
- Speed Pro Imagine Northern VA
- Creeks Edge Winery
- Fresheye Innovative Solutions
- A.E. Landes Photography
- Osborne Events LLC
- Aerial Imagery
- Tranquility Farm

2014 TOURISM AWARD WINNERS

- **Tourism Event of the Year (Attendance > 3,000)**
 - Purcellville Wine & Food Festival
- **Tourism Promotion/Campaign of the Year**
 - Middleburg Film Festival
- **Tourism Employee of the Year (Management)**
 - Gemma Brown, Salamander Resort & Spa
- **Tourism Employee of the Year (Front-Line)**
 - Amy Thunell, The Stable at Bluemont Vineyard
- **Tourism Volunteer of the Year**
 - Civil War Sesquicentennial Steering Committee
- **Tourism Volunteer of the Year**
 - Genie Ford, Founder & Co-Founder Shakespeare in the 'Burg, Hunt Country Writer's Annual Retreat
- **Humanitarian Award**
 - Shocktober: Paxton Campus
- **Judy Patterson Tourism Award**
 - Childs Burden, Mosby Heritage Area Association
- **Partner of the Year**
 - Comfort Suites Leesburg
- **Distinguished Service Awards**
 - Riley McGovern

INDUSTRY COMMUNICATIONS

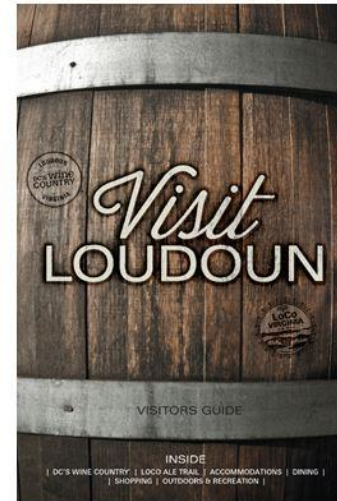
Visit Loudoun's industry eNewsletter serves as the main business-to-business communication tool, and includes all of Visit Loudoun's programs and event announcements as well as opportunities for businesses and organizations to participate in those programs.

VISIT LOUDOUN UNIVERSITY

Visit Loudoun University encompasses Visit Loudoun's education initiatives. The program saw more than 200 attendees this year through a variety of six seminars and information programs designed to keep the industry connected, learning and collaborating with Visit Loudoun and with one another.



Industry
Newsletter



New Visitor Guide!

Visit Loudoun has released the newest edition of the visitor guide!

This new guide includes a comprehensive overview of Loudoun's tourism attractions and properties. Quantities of the Visitor Guide are available by request, and may be picked up or delivered. Please only request guides to be displayed on site at your property. To request a guide, please fill out the attached form and return to vhosts@visitloudoun.org.

VISIT LOUDOUN UNIVERSITY: CURRICULUM HIGHLIGHTS

September 2014

Fall FAM Tour

30 attendees. Leesburg area with a focus on fall family activities at Temple Hall and Leesburg Animal Park, Halloween – Paxton Manor and Leesburg Ghost Tours, ending with a beer tasting at Crooked Run.

November 2014

VTC FAM Tour

26 attendees. Hosted Virginia Visitor Center employees for 2 days including Morven Park, Oatlands, Clyde’s, Middleburg, Salamander Resort, Greenhill Winery, Aldie Mill, Leesburg Historic District.

January 2015

Social Media Training

100 attendees. Destination Think! provided social media training for partners covering platform overviews and best practices featuring local examples.

January 2015

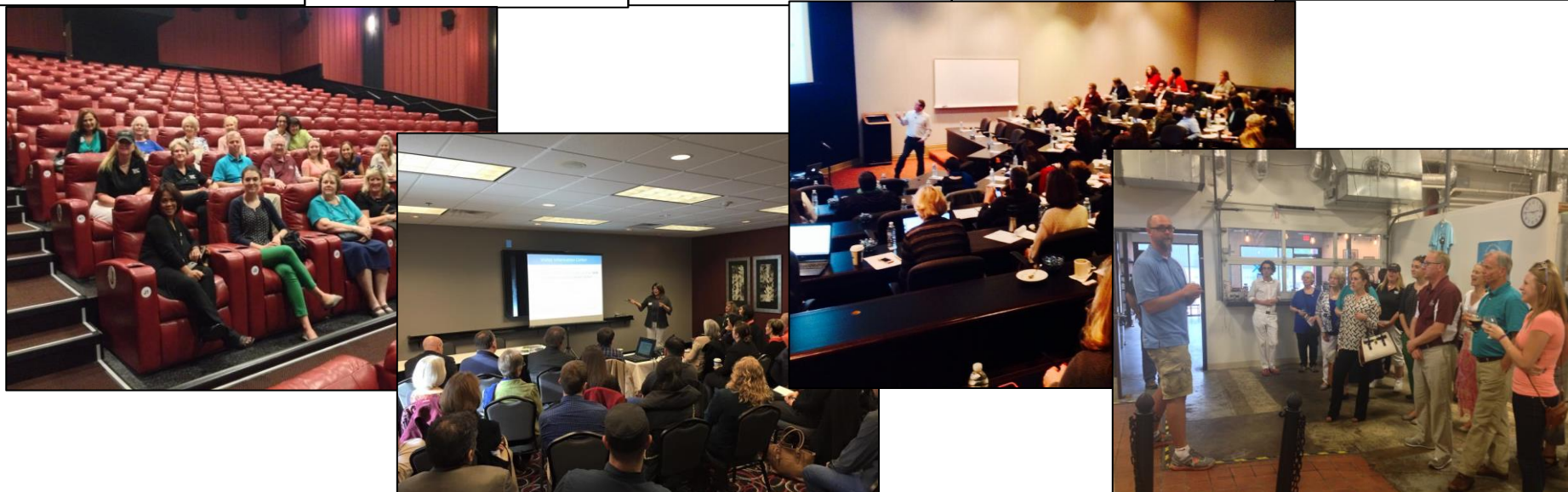
Membership Breakfast

37 attendees. Breakfast provided an overview of Visit Loudoun opportunities, as well as a networking opportunity for industry professionals. Extranet training was also provided to members after the breakfast.

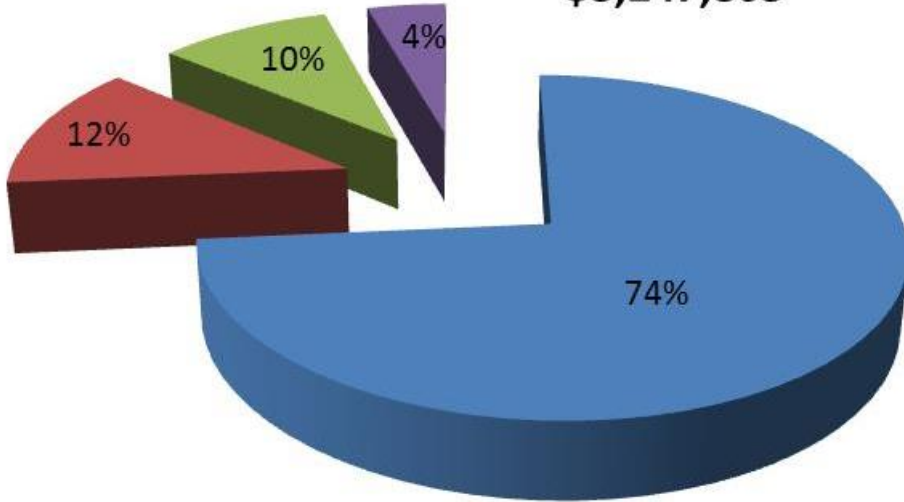
June 2015

Summer FAM Tour

23 attendees. The group toured Eastern Loudoun including One Loudoun, Nova Medical Spa, the new Loudoun Station at the end of the metro line, with lunch at The Zone and beer tasting at Old Ox.

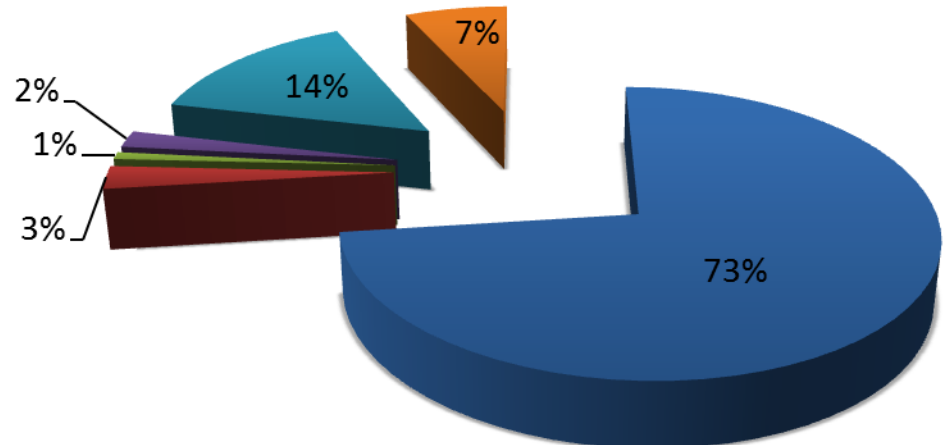


**FY 15 Expenses
\$3,247,803**



- Marketing
\$2,390,099
- Program Operations
\$407,708
- Visitors Center
\$310,931
- Restricted for Tourism
Destination Strategy
\$142,065

**FY 15 Revenue
\$2,936,685**



- Loudoun County
\$2,145,250
- Town of Leesburg
\$80,000
- Town of Middleburg
\$25,000
- Dues/Partnership Fees
\$58,430
- Miscellaneous income
\$428,005
- Restricted Income
\$200,000

2014 LODGING STUDY

Visit Loudoun worked with Young Strategies to conduct a new Lodging Study of hotels, motels, and B&Bs in the county. The purpose of the study was to determine the percentage of occupancy driven by various market segments, annual occupancy percentages, travel party information, and top leisure feeder markets. The results of the study are below.

Category	Dulles/ Hwy 7	Leesburg
Transient & Other	64.5%	29.4%
Transient	52.3%	18.1%
Other: Airline distressed, construction, contract	12.2%	11.3%
Group Conference/Meeting	35.5%	70.6%
Corporate	10.3%	20.7%
Weddings	4.9%	35.3%
Group tour/Motorcoach	7.4%	3.6%
SMERF (Social, Military, Educational, Religious, Fraternal)	4.6%	1.0%
Team sports/events/tournaments	3.0%	7.5%
Government	3.6%	1.5%
Association	1.7%	1.0%



Epicurience, Virginia Post Event Attendee Profile

- Documents the profile and planning preferences of those who attended the second annual Epicurience Virginia Festival held in Loudoun County, Virginia.
- Captures the perceptions of Epicurience Virginia as a festival, the economic impact of the festival, a profile of attendees as well as suggestions from attendees on how to improve the festival for future events.



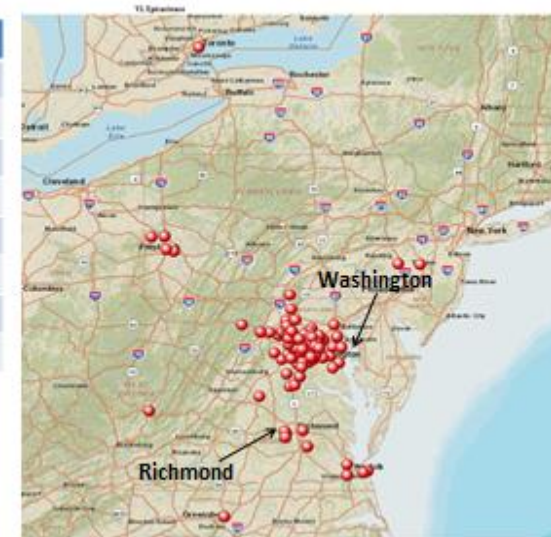
TRAVEL PARTY SIZE & SPENDING

	Overnight 2013 Visitors	Overnight 2014 Visitors	Day Trip 2013 Visitors	Daytrip 2014 Visitors	2013 Residents	2014 Residents
Lodging (n=31)	\$370.59	\$222.87	---	---	---	---
Food/Meals (n=31)	\$287.56	\$175.97	\$50.01	\$50.93	\$77.89	\$30.22
Attractions/events/tickets (n=36)	\$363.68	\$193.32	\$200.43	\$183.12	\$181.48	\$177.76
Shopping (n=14)	\$177.27	\$231.54	\$80.83	\$57.11	\$34.99	\$49.10
Wine by the bottle (n=28)	\$157.03	\$166.51	\$86.85	\$124.44	\$70.66	\$73.23
Wine by the case (n=4)	\$170.00	\$111.50	\$235.00	\$318.50	\$35.18	\$0.00
Avg spending per travel party:	\$1,039.70	\$689.68	\$263.19	\$286.08	\$240.98	\$217.40
Overall Travel Party Size:	2.61	2.52				



POINT-OF-ORIGIN

	Top 5 States	
	2013	2014
Virginia	76.1%	72.8%
Maryland	11.2%	17.2%
Washington DC	5.1%	3.9%
Florida	1.5%	---
Massachusetts	0.9%	---
Pennsylvania	---	3.9%
West Virginia	---	0.9%



New Research: Identifying Loudoun County's Meeting and Event Planning Opportunities

Awareness

Familiarity

Consideration

Trial

How to Reach

- Direct Media
- Community Events
- Influencers
- Partners
- Social Media

- Understanding whether Visit Loudoun's mission and goals align with the needs of current and prospective meeting and event clients.
- Determining whether Visit Loudoun's event-planning capabilities are perceived as valuable and effective by current and prospective clients.
- Identifying the attitudes and perceptions of current and prospective clients about obstacles and opportunities (real or perceived) to holding meetings and events in Loudoun County.
- Provided Visit Loudoun with a report that serves as a strategic roadmap—a top-line strategic guide to bolstering Loudoun County's reputation as a great location for meetings and events.

VISIT LOUDOUN PUTTING SOCIAL AT THE HEART OF STRATEGY

Visit Loudoun, along with industry participation, conducted an agency evaluation process to procure a new digital marketing agency. Destination Think! was selected based on industry knowledge and experience. The agency conducted a full marketing audit, which led to the creation of a new comprehensive marketing strategy. Destination Think! also engaged the industry and staff in social media training and consulting.

Think!

Vancouver | Detroit | Amsterdam | Sydney

October 2014

CIVIL WAR SESQUICENTENNIAL

Visit Loudoun served on the Civil War Sesquicentennial Steering Committee, which planned events, and created interpretive markers as part of a state-wide effort to celebrate the 150th Anniversary of the Civil War.

MAJOR ACHIEVEMENTS:

- **8 Markers Installed**
- **Awards:**
 - **Sesquicentennial Leadership Award (Virginia Sesquicentennial of the American Civil War Commission)**
 - **Tourism Volunteer of the Year (Visit Loudoun)**



PHOTOGRAPHY ENHANCEMENT

Visit Loudoun applied for and received a VTC marketing leverage grant to enhance the photography library. New photographs were included in two sales brochures, a new lure brochure, as well as multiple leisure focused ads and social media campaigns.

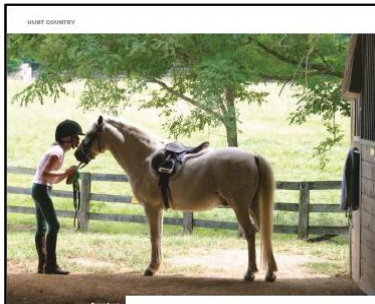
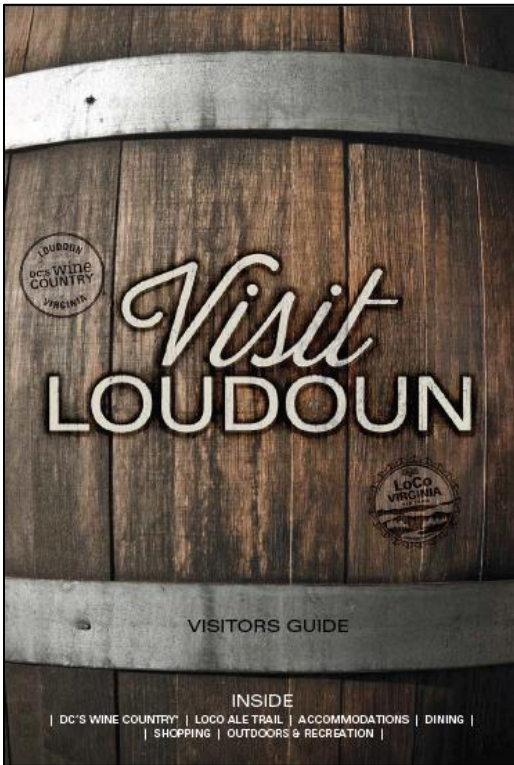
PROGRAM HIGHLIGHTS:

- **\$10,000 in grant funding secured from VTC**
- **30 participating partners**
- **Over 260 photographs**



New Visitors Guide

The 2015 Visitors Guide expanded the scope of previous versions to provide a comprehensive overview of the tourism products available in Loudoun County. The Guide included both an overall map of Loudoun, as well as more detailed regional maps highlighting the accommodation, dining, shopping, and tourist attractions within each of the 5 geographic regions. The cost of printing was supplemented by industry partners.



Hunt Country

The National Sporting Library & Museum in Middleburg is a research library and art museum that preserves, celebrates, and shares the art, literature, and culture of horse and field sports. For the horse enthusiasts who prefer to experience the sensation of riding for themselves, the Virginia International Polo Club in Applegate offers guests the opportunity to learn to play polo, while Swans Area in Blountmont provides English riding instruction and trail rides.

Tours and shows can be found throughout the year in the Middleburg area. The Upvine Cask & Hives Show, held at the magnificent Swans and Steam Farms is the oldest horse show in the country, dating to 1863. Staged in November, it spans a full seven days and involves over two thousand horses and rider combinations touring through the area on ponies to leading Olympic and World Cup riders and horses. The Hunt Country Thistle Tour is held on Memorial Day weekend when more than a dozen private horse estates and equestrian facilities open their doors to the public.



Brewing reigns supreme in this region.

While the other regions in Loudoun may be dominated by win, brew regains supremacy in the east. Last Prime Brewing Company, Old Or Brewery and Salsbury Brewing Company all feature tasting rooms so you can taste the brew and decide which one to fit your growler with. The breweries all offer fare to eat and drink to go with the beer.

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While much of eastern Loudoun features newer developments, this area is not without its history.

Live Like a LOCAL

Enjoy an award cocktail at Clyde & Willow Creek Farms back porch.

Grab a pizza from Slight Pils at One Loudoun.

Amateurs is home to the TRANSCALIC 500 of the Washington Redskins.

ACCOMMODATIONS

PROPERTY BY: (City or County) (Year) (Rooms) (Rate Range)

Bed & Breakfasts and Inns

Property Name	Address	City	Year	Rooms	Rate Range
Blue Pines Bed & Breakfast, Inc.	2020 Farm Road 1	Leesburg	2008	12	\$40 - \$100
County Comfort Bed and Breakfast, 1910 Georgetown Rd, Leesburg		Leesburg	2008	12	\$50 - \$100
Country Comfort Bed & Breakfast at Chappell Hill, 1910 Georgetown Rd, Leesburg		Leesburg	2008	12	\$50 - \$100

Guest Houses & Cottages

Property Name	Address	City	Year	Rooms	Rate Range
Algonquin Reggae Pool Cottage, 4701 James St. Sterling		Sterling	2013	3	\$40 - \$50
Chickadee Hill Cottage, 1910 Farm Road, Leesburg		Leesburg	2013	2	\$40 - \$50

Resorts & Conference Centers

Property Name	Address	City	Year	Rooms	Rate Range
Landover Resort, 6500 Montross Pkwy, Leesburg		Leesburg	2006	100	\$50 - \$150
Landover Farm & Inn, 6500 Montross Pkwy, Leesburg		Leesburg	2006	100	\$50 - \$150

WINERIES & VINEYARDS

PROPERTY BY: (City or County) (Year) (Acres) (Production)

Northern Loudoun

Property Name	Address	City	Year	Acres	Production
Cedar Brook Winery, 2802 Sycamore Ln, Warrenton		Warrenton	2011	100	\$100,000
Canaan Vineyards & Cider, 1400 Carlyle Farm Ln, Warrenton		Warrenton	2010	100	\$100,000

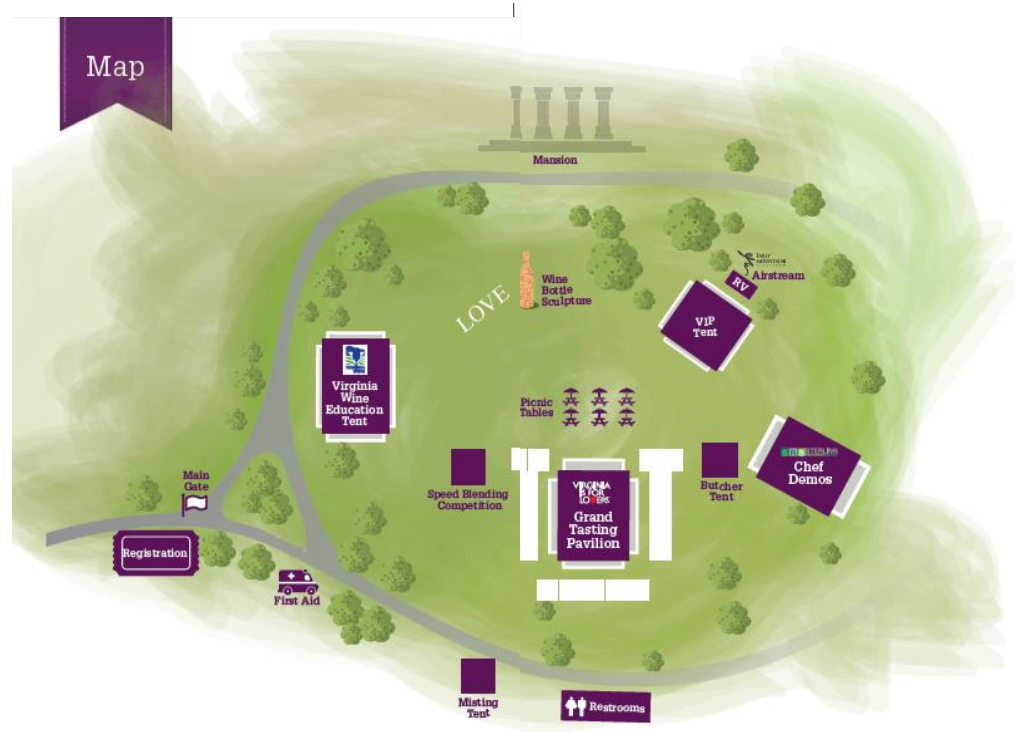
Western Loudoun

Property Name	Address	City	Year	Acres	Production
Black Horse Vineyard, 12555 Poplar Run Rd, Front Royal		Front Royal	2012	100	\$100,000
Blue Ridge Vineyard, 22000 Walnut Valley Rd, Front Royal		Front Royal	2012	100	\$100,000



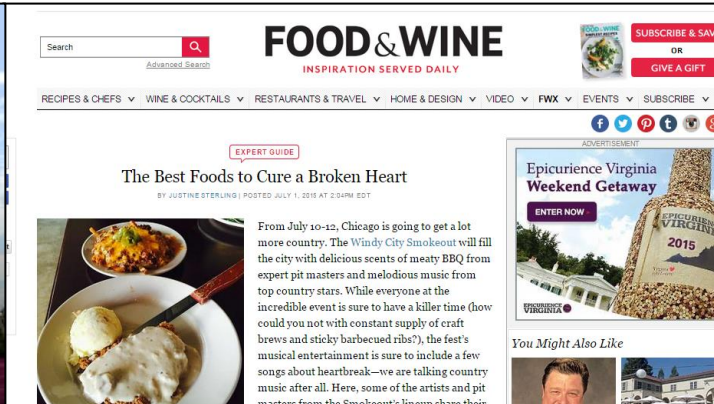
SNAPSHOTS from the Festival

- Over 2,000 attendees (75% increase)
- 7% increase in overnight stays
- Average Travel Party Spending:
 - \$689.68
- 75% were new visitors to the event
- >55% visited other attractions in Loudoun



EPICURIENCE 2015 MARKETING

Visit Loudoun developed a multi-channel campaign to market and promote the festival that included print, digital, broadcast TV, radio, SEO and social media components. A partnership with Food & Wine delivered over 6 million impressions through digital and social channels and social media ad placements created by Destination Think! and Visit Loudoun resulted in an additional 560,000 impressions.



EPICURIENCE VIRGINIA
A PARTNERSHIP WITH WINE COUNTRY

CHEF DEMOS
WINE TASTINGS
FOOD SAMPLINGS
EDUCATION
AND MORE!

**Grand Tasting Sept 5th
Leesburg, VA**
GET TICKETS NOW AT
EPICVIRGINIA.COM

EPICURIENCE VIRGINIA WINE COUNTRY

Grand Tasting Sept 5th
Get Your Tickets Now at EpicVirginia.com

Guía de Vacaciones

CAPITAL REGION USA

Washington, DC » Maryland » Virginia

Pair Your Visit with LOUDOUN'S VINTAGE VIEWS

LOUDOUN IS DC'S WINE COUNTRY

Just 26 miles from Washington, D.C., lies the home of more than 55 award-winning vineyards and exquisite culinary experiences. Enjoy farm-to-table dining, local beverages and distilleries, farm-to-barn berry picks, and more. There is a few hours escaping to one of our charming towns and villages — the perfect pairing to your DC getaway.

Visit LOUDOUN DC's Wine Country VISITLOUDOUN.ORG

WASHINGTON, DC MARYLAND VIRGINIA CAPITAL REGION USA

WASHINGTON, DC 2014

EVENT PLANNING guide

MEETING SPACES ACCOMMODATIONS CATERING SPECIAL EVENTS ATTENDING SPECIAL EVENTS

Unique Spaces
What's New in DC
Ideas for Fun Group Outings

DC

FIVE REASONS to visit Loudoun County, VA now

Tasting flight of spirits at Cecconi's Craft Distillery.

EVENTS
August 29-September 1
3rd Annual Experience Maps
October 18-19
Loudoun's Fall Color Tour
October 30-Nov 2
Kickin' The Fall Festival

WASHINGTON DC

SPRING/SUMMER 2015 OFFICIAL VISITORS GUIDE

EVENTS • HOTELS • MUSEUMS • RESTAURANTS • SHOPPING • THEATERS • MAP

A Guide to SPRING & SUMMER in WASHINGTON, DC

Get Carried Away IN DC'S WINE COUNTRY

What's More Romantic than Wine Country in the Fall? Copying for the map, sip the season on every with a bottle of Virginia Cabernet Franc and share in the luxury of alone time in DC's Wine Country.*

For couples getaway ideas and more, visit VisitLoudoun.org

Visit LOUDOUN DC's Wine Country VISITLOUDOUN.ORG

visit WASHINGTON.ORG

VIRGINIA

TRAVEL GUIDE 2015

Discover Music Roots at the Birthplace of Country Music Museum

An official publication of VIRGINIA IS FOR LOVERS

Virginia.org #LOVEVA

The First Washington Monument

Open 365 days a year. Eight miles south of Old Town on the George Washington Parkway. Accessible by foot or bike. 703.780.2000 | MountVernon.org

Pair Your Visit with LOUDOUN'S VINTAGE VIEWS

LOUDOUN IS DC'S WINE COUNTRY

Visit LOUDOUN DC's Wine Country VISITLOUDOUN.ORG

Virginia.org 133

VISIT LOCOALETRAIL.COM

Visit LOUDOUN

LoCo VIRGINIA ALE TRAIL

LoCo Ale Trail is the ultimate guide to the craft beer scene in Loudoun. Find out more about brewery tasting rooms, tap takeovers, newest brews, accommodations, events and more.

CHECK IN LOCO BEERS AND BREWERIES FOR SPECIAL PROMOTIONS

VIRGINIA IS FOR LOCO BEERS

ALICE THATCHER BREWERY CO. & CIDERERY 10000 N. Lee Rd. Pound, VA	BUCKLE UP BEER CO. 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA	BECK'S BEER 10000 N. Lee Rd. Pound, VA
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Loudoun County, Virginia

Visit LOUDOUN
123 Blue Ridge Dr.
Leesburg, VA 22079
703.255.1234

Towns

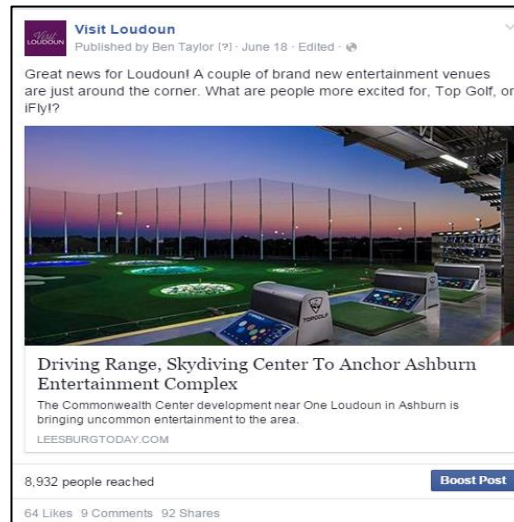
Leesburg
Warrenton
Warrenton
Warrenton
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Warrenton
Warrenton
Warrenton
Warrenton



35, 780

↑ 5,167

As part of a comprehensive marketing strategy that includes strong social presence, the Visit Loudoun Facebook page is used to highlight events, partners, companies, and blog posts. It is also utilized to share and leverage content across multiple platforms and includes native content as well as organic coverage secured from outlets such as CNN Money, NBC Washington and the Today Show.



Twitter Consolidation

As part of the strategy presented by Destination Think! Visit Loudoun consolidated multiple Twitter accounts while adding 5,080 new followers.



11,580 Followers

 **Visit Loudoun** @VisitLoudoun
It's **#winewednesday** and **#NationalDrinkWineDay** Are you going to celebrate today and every other day?
pic.twitter.com/LP9ktVmLMA

Impressions	10,692
Total engagements	517
Photo or video clicks	236
Retweets	89

 **Visit Loudoun** @VisitLoudoun
Finally! **@OcelotBrewing** opens today at 3pm! Will you be there?
pic.twitter.com/iNLqmj2yJD

Impressions	2,572
Total engagements	131
Detail expands	49
Profile clicks	36

Growth of Instagram

A User Generated Content Campaign focused on increasing engagement and reach with the Instagram audience, along with the acquisition of new images for repurposed use across multiple platforms. The campaign positioned the Visit Loudoun account for significant growth, as well as helped generate a content library of organic images that could be shared across all social media platforms. In FY15 Visit Loudoun gained 996 new followers.



1,537 Followers

 **visitloudoun**
Visit Loudoun

#nationalburgerday **loveloudoun** **loveva**

75 Likes
crookedrunbrew pikesva ron4va rockwaterfarm > VIEW ALL

6 Comments > VIEW ALL

funin Fairfax 3 months
We had lunch there today too. Delish!

margauxz 3 months
@microbva Maybe there's a turkey burger on the menu?? 🍔🍔🍔
#leesburg

fabbliowines 3 months
@visitloudoun That looks sooooo good!! Yum!

Your comment

#NationalBurgerDay wouldn't be complete without a trip to Melt in Leesburg for their May Burger of the Month "The Virginia Smithfield Hamburger" featuring thinly sliced old cure Virginia Ham! **#loveloudoun** **#loveva** **@visitvirginia**

1:33 pm 5/28/2015 **Ludwig**

To Loudoun with Love

This campaign was designed to highlight the variety of accommodations, dining, and activities in Loudoun with users building their own romantic weekend itinerary.

Taste of Loudoun

The focus of this campaign was to build the wine drinker database to utilize for future Epicurrence Virginia marketing efforts.

User Generated Content

This campaign was developed to boost Visit Loudoun's profile on Instagram, while gaining valuable and sharable content, as well as promote the #LoveLoudoun hashtag.



From @amkrdh at Algonkian Park



From @ashepling at Dirt Farm Brewing

MEDIA COVERAGE HIGHLIGHTS

- 189 media placements
- More than 700 million impressions
- More than \$6 million in Ad Value
 - \$2 million in Epicurience Virginia coverage

68 JOURNALISTS
HOSTED



abc 7

NEWS WEATHER TRAFFIC D.C. MD VA BUSINESS

VIDEO GOVMATTERS POLITICS ENTERTAINMENT HEALTH WOR

NewsChannel 8 WJLA Blog Directory Newsletter Signup

Let's Talk Live

Entertainment, style, fitness and health

ENTERTAINMENT, WATCH THE SHOW

Epicurience Virginia

August 21, 2014 - 01:01 PM

It's not often that you get a chance to try your hand at wine-making, but at Loudoun County's Epicurience Virginia festival, you can do just that!

Trevor Baratto, a wine columnist for the Loudoun Times Mirror, and Jordan Harris, the winemaker and general manager at Tarara Winery, joined us to discuss Epicurience Virginia and to demonstrate how to create a wine blend.

LET'S TALK LIVE

EPICURIENCE VIRGINIA

FOOD AND WINE FESTIVAL

LIVE

GREATGETAWAYS

LOCAL, REGIONAL AND INTERNATIONAL TRAVEL NEWS

Weekend Wonder: Holiday Decor at Morven Park

This Leesburg mansion was used in the movie "Foxcatcher." Now you can see it decorated for the season.

By *Andrea Poe*

Sunset Hills Vineyard

LIVE

FOX 5 'VINE TO WINE' AT SUNSET HILLS

7:53 56° PURCELLVILLE, VA

NHL Montreal 4 at Toronto 3 F SPORTS

September 20, 2015

HUFF POST TRAVEL

Family Resorts Minutes From Washington, D.C.

Posted: 08/26/2014 8:25 pm EDT | Updated: 10/26/2014 5:59 am EDT

23 8 12 0 0

Like Share Tweet Print Comment

An easy escape from Washington, D.C. lies just across the Virginia state line. Here two resorts are nestled in Loudoun County, near Dulles Airport. Lansdowne and Salamander offer two very different experiences, but both have been designed with families in mind.

Lansdowne Resort, by Destination Hotels & Resorts

Set on 500 acres outside Leesburg, Virginia, Lansdowne has long been known as a favorite conference center, one especially prized by businesspeople with families. Increasingly, families without business at the hotel are booking vacations here thanks to its multitude of family-friendly amenities.

What's Special: Golf programs on courses designed by Greg Norman and Trent Jones Jr. that include cheap greens fees after 3 p.m., weekend kids' clinics, and family lessons with highly skilled and super friendly teaching staff, like Sang Hwang, director of instruction.

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THE NEW AMERICAN PASSPORT

Citi / AAdvantage Platinum Select

- First Checked Bag
- Boarding Privilege
- Double Miles Opp

SUGGESTED FOR YOU

Richard Dawkins Accuse Mohamed Of Committing

Canadian Press Trip

Visit Loudoun participated with the Northern Virginia Visitors Consortium on a media and sales mission to Canada. These in market events allowed representatives to present to more than 30 journalists and featured wines from five Loudoun wineries during visits to Montreal and Toronto. The trip resulted in more than 10 stories published in major Canadian news outlets as well as a visit from 4 Canadian journalists to Loudoun.

Volkswagen Partnership

Visit Loudoun partnered with Volkswagen to host 20 bloggers and to test drive cars while experiencing different attractions in Loudoun. The trip resulted in new relationships with bloggers who have since produced several pieces on Loudoun.



The Best Wineries to Visit in Virginia
BY DAN DUNN | POSTED NOVEMBER 20, 2014 AT 10:00AM EST



Dan Dunn is taking an extensive road trip across America to research his forthcoming book, American Wino: A Story of Reds, Whites and One Writer's Blues on the Winey Road to Redemption (Dey Street Books/HarperCollins). This is the eighth in a series of weekly dispatches chronicling his journey.

Day 61 or So: Middleburg, VA
I'd heard promising things about the state of winemaking in the state of Virginia, and so I was excited to see for myself what's happening down there. I spent four days moving north to south, and I must say, the Old Dominion did not disappoint. As Food & Wine's own Ray Isle recently observed, Virginia is among a handful of up-and-coming American viticultural regions "producing some remarkable, can-compete-with-anybody wines."



TOPSHELF


Loudoun County nabs national wine tourism conference
Nov 25, 2014, 2:21pm EST | UPDATED: Nov 25, 2014, 3:52pm EST



Rebecca Cooper
Staff Reporter-
Washington Business Journal
Email | Twitter


The national Wine Tourism Conference will make its East Coast debut in Leesburg in 2015.

The four-year-old Wine Tourism Conference is expected to bring approximately 200 tourism and wine industry officials to the Lansdowne Resort and Conference Center in November of next year, according to Gov. Terry McAuliffe and Visit Loudoun, the county's



HOME USA AFRICA ASIA MIDEAST EUROPE

Farmers Diversify Businesses to Attract Tourists



Bill Hatch
ZEPHANIAH FARM VINEYARD

The Washington Post

Virginia is for beer lovers: Study highlights rapid growth of craft breweries

By Caitlin Gibson November 24

Loudoun County has long branded itself "D.C.'s wine country," home to a thriving community of vineyards and tasting rooms. But a new tourism study projects that its burgeoning craft beer industry could soon make the county just as popular for its ales and lagers as it is for varietal wines.

The 2014 Virginia Craft Beer Visitor Profile Study — conducted by Visit Loudoun, the county's tourism agency, as well as the Virginia Tourism Corporation and Nelson County's economic development office — surveyed nearly 700 visitors at breweries across Virginia, including Lost Rhino Brewing in Loudoun. By learning more about the state's beer tourists,

CLEVELAND CLINIC IS ADVANCING ITS MISSION OF WORLD-CLASS MEDICAL INNOVATION THANKS TO A UNIQUE PARTNERSHIP

TRADE SHOWS

- **American Bus Association Marketplace**
Met with 29 operators and attended 3 professional development workshops
- **National Tour Association Travel Exchange**
Met with 24 operators and attended 2 professional development workshops
- **National American Journey's Receptive Tour Operator Summit West**
Met with 20 operators, attended 5 professional development workshops
- **International Pow Wow**
Met with 34 operators and attended 3 international marketing workshops
- **National American Journey's Receptive Tour Operator Summit Summit East**
Met with 11 operators and attended pre-conference seminars

SALES MISSION

- **Northern Virginia Visitor Consortium Sales & Media Mission to Canada**
9 sales appointments, presented to over 60 travel agents

FAM TOURS HOSTED

- **FTI Touristik- German Tour Operator**
11 agents as well as an FTI escort
- **Voyaeurs Du Monde France- French Tour Operator**
4 attendees
- **Brazilian Online Travel Agencies**
5 agents and one Capitol Region USA escort
- **UK America As You Like and City Tours Maine**
1 tour operator and 1 receptive operator
- **North American Travel Services**
4 agents
- **AAA South Jersey**
2 agents

欢迎来到华盛顿特区葡萄酒之乡 弗吉尼亚劳登县, 远离尘世喧嚣



Visit
LOUDOUN
- DC's Wine Country -

华盛顿特区葡萄酒之乡——弗吉尼亚州劳登县距美国首都仅25英里, 是美食和历史文化聚集的胜地。葡萄酒庄、啤酒厂、酿酒厂、来自农场的有机美食、乡间特色客栈和旅社、豪华度假村应有尽有。自然美景与悠久的美国文化传承相融合, 快来感悟这个历史小镇的独特风情吧!

华盛顿杜勒斯国际机场也位于弗吉尼亚州劳登县。



TOP 10 NEIGHBOURHOODS FOR Dining

- 14TH & U STREET:** This lively DC area is full of hip restaurants and bars shaking up craft cocktails.
- PENN QUARTER:** In DC, enjoy burgers at Clyde's, Mexican street cuisine at Zaytinya, creative Indian at Rasika and an extensive wine list at Piro.
- UNION MARKET:** Unique vendors at this bustling DC market include Rappaportback Chrysler Co. and Red Apron Butchery, as well as home goods store Salt & Sunshy.
- CLARENDON & BALLSTON:** Explore Arlington, Virginia's booming restaurant scene along Clarendon and Wilson Boulevards.
- CARYTOWN:** This Richmond, Virginia neighbourhood known for a bohemian vibe, creative restaurants and fun bars.
- FREDERICK:** Southern barbecue, Maryland crabs, whimsical cocktails and a celebrity chef make this Maryland city a worthy culinary destination.
- HAMPDEN:** This trendy, four-block area of Baltimore, Maryland known as "The Avenue" is home to several boutiques, galleries and notable restaurants like Woodberry Kitchen, which focuses on regional fare.
- CHARLOTTESVILLE'S DOWNTOWN MALL:** Stroll a historic pedestrian mall featuring more than 30 restaurants, many with patio seating.
- BETHESDA:** In one of DC's most vibrant suburbs, new restaurants mix with old. Favorite hits like Jaleo and Black's Bar & Kitchen.
- ALEXANDRIA:** With family style restaurants, romantic dining, live music and a cocktail speakeasy, Old Town Alexandria offers great dining just across the river from DC.

Celebrity Chefs

Washington, DC has reached culinary greatness with the help of some well-known chefs. Josh Aarons, a native of Spain, based his culinary empire in the region with restaurants in Maryland, DC and Virginia. Even before he was a "top chef" runner-up, Chef Rodrigo was creating a stir at his Frederick, Maryland restaurant. With a no-fussy, fly-by-night attitude, Rodrigo offers great dining just across the region.

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Get Carried Away IN LOUDOUN, VIRGINIA: DC'S WINE COUNTRY*

An exquisite culinary and landscape destination just 25 miles from the U.S. capital, DC's Wine Country, Loudoun, Virginia boasts award-winning wineries, breweries, and distilleries, farm-to-table dining, country inns and estates, library museums, and more. Experience scenic vistas, rich American heritage, and historic small towns.

Visit **LOUDOUN** DC Wine Country

Loudoun, Virginia is also the home of Washington Dulles International Airport

USA
Discover America

LOUDOUN
DC's Wine Country
VIRGINIA

A solo 40 km de Washington, D.C., la capital de los Estados Unidos, se encuentra un atractivo destino urbano y rural. Loudoun es la única precintada, boutique, campestre, destilados, restaurantes que sirven comida "de la granja a la mesa", posadas rurales y más. A la larga del camino, disfrute de vistas panorámicas, del rico patrimonio arquitectónico y de esculturas pintadas, sus atractivos parques al viento. Loudoun ofrece una variedad de itinerarios que le brinden experiencias únicas tanto en grupo como individual.

LoCo VIRGINIA

Loudoun es la región vitícola del D.C. Homage en 2015 por Bloomberg Business como una de "las cinco grandes regiones vitícolas del mundo" y por AAA Travel como una de las "7 regiones vitícolas más importantes que merecen un brinde", Virginia se ha convertido en una opción privilegiada para los amantes del vino. Loudoun le acompaña a la granja y a la degustación. Nuestra tienda, estirado con un diseño acordeón, ofrece degustaciones sencillas, desde un vino hasta una degustación completa de 10 variedades. Visite nuestra tienda y encuentre tesoros de degustación en un momento de degustación por \$100. Visite nuestra tienda y encuentre tesoros de degustación en un momento de degustación por \$100. Visite nuestra tienda y encuentre tesoros de degustación en un momento de degustación por \$100.

El Sendero LoCo Ale y más

El mundo de la cerveza artesanal está prosperando en Loudoun, con más de una docena de cervecerías que crean cervezas únicas. Desde la granja hasta la botella, experimente la granja y la degustación. Visite nuestra tienda y encuentre tesoros de degustación en un momento de degustación por \$100. Visite nuestra tienda y encuentre tesoros de degustación en un momento de degustación por \$100.

LOUDOUN
DC's Wine Country
VIRGINIA

A visit to the heart of the nation's wine country is a must. Loudoun is the only DC wine country, offering a unique blend of urban and rural experiences. From award-winning wineries to craft breweries, there's something for everyone. Visit our store and discover the joys of wine and beer.

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SALES OVERVIEW

Room Nights Generated: 38,076

Site Visits: 31

Leads: 362

Tradeshows: 13

Services Provided: 483

FAM Tours: 2

Sales Missions: 5

Hotel Director of Sales meetings hosted monthly by sales team

Board Sales & Marketing Committee participation



TRADE SHOWS

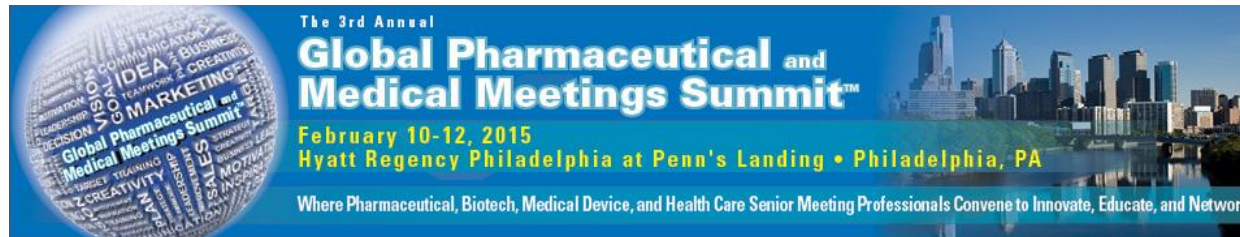
- Connect Marketplace
- VSAE Fall Expo
- Rejuvenate
- SGConnect Marketplace Associations
- MP NATCAP Winter Tradeshow
- Destination Showcase
- Collaborate Marketplace
- Small Market Meetings
- Pharmaceutical Meetings Management Summit

FAMs

- Team Building FAM (w/ Destination DC)
- Helms Briscoe FAM

SALES MISSIONS

- DC/NoVA Corporate Blitz
- Philadelphia Blitz (w/ Virginia Tourism Corporation)
- Chicago Blitz (w/ Virginia Tourism Corporation)
- Destination DC Operation Cherry Blossom



TRADE SHOWS

- **Connect Sports**
- **TEAMS (with Virginia Tourism Corporation)**
- **U.S. Lacrosse**
- **National Association of Sports Commissions (NASC)**

SALES MISSION

- **Colorado Sales Blitz (with Virginia Tourism Corporation)**

INDUSTRY SUPPORT

- **Visit Loudoun Sports Advisory Committee**
- **Sports Grant Program**

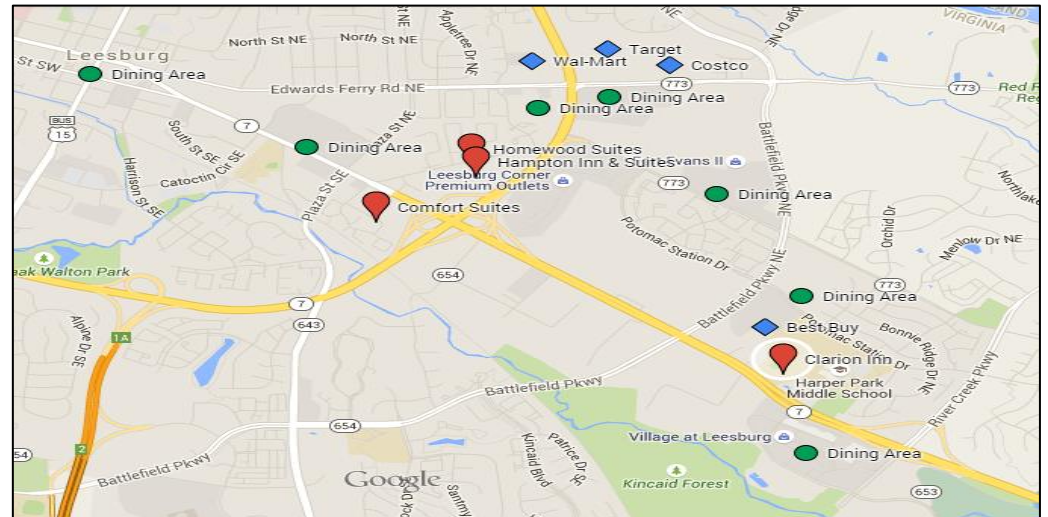


TRADE SHOWS & ACTIVITIES

- Washington Bridal Show
- Loudoun Weddings Tour
- Weddings Forum
- Weddings Advisory Committee

SERVICES

- Welcome to Loudoun Deals
- Welcome Letters
- Visitor Information Tables
- Venue/Service Provider Referrals
- Social Media Support
- Corporate Social Responsibility Programs



Leesburg Area Map included in PONY Welcome Letter

SPORTS GRANT FUNDING

APPLICANT	REQUEST AMOUNT	AWARD AMOUNT
Loudoun County Parks & Recreation 2015 Sports Tradeshow Travel	\$6,000.00	\$6,000.00
Loudoun County Parks & Recreation 2015 US Sr. Softball Atlantic Coast Championship Bid Fee	\$7,500.00	\$7,500.00
Loudoun County Parks & Recreation 2015 ASA Eastern National	65,000.00	\$6,000.00
Loudoun County Parks & Recreation 2015 PONY Nationals	\$15,000.00	\$15,000.00
Morven Park 2015 NASC Tradeshow & Connect Sports Marketplace	\$5,400.00	\$1,100.00
Loudoun Youth Soccer Association 2015 Loudoun Soccer College Showcase	\$7,500.00	\$5,000.00
Northern VA Volleyball Association 2015 Atlantic Coast Powerball	\$10,000.00	\$5,000.00
Loudoun Girls Little League Softball 2015 LL VA Station 9/10 All Star Tournament	\$20,000.00	\$4,500.00
WAGS Soccer 2015 WAGS Qualifier	\$10,000.00	\$3,000.00
WAGS Soccer 2015 WAGS Tournament	\$10,000.00	\$7,000.00
National Club Baseball Association 2015 District III Tournament	\$1,575.00	\$1,500.00
American Legion Post 0034 2015 American Legion Baseball VA Tournament	\$15,000.00	\$1,500.00
Sports Grant Totals	\$113,975.00	\$63,100.00

MARKETING LEVERAGE GRANT FUNDING

APPLICANT	REQUESTED	AWARDED	LEVERAGED
Go Virginia Getaways LoCo's Awesome Winter Crafter Brewery Tour 2016	\$10,000.00	\$2,000.00	\$15,005.00
Brotman-Winter Fried Communications 2015 SoccerFest	\$3,000.00	\$1,500.00	\$47,700.00
Journey Through Hallowed Ground JTHG Living Legacy Project Marketing Campagin	\$5,000.00	\$1,000.00	\$12,000.00
Loudoun Wineries Association Loudoun County Wine Competition	\$3,550.00	\$1,000.00	\$7,100.00
Loudoun Wineries Association Ultimate Winemaker Experience at Epicurience VA 2015	\$3,500.00	\$2,000.00	\$10,126.00
Morven Park New Loudoun Historic Homes & Winery Tour	\$2,000.00	\$2,000.00	\$4,000.00
Continental Event & Sports Management Group 2015 Divas Half Marathon & 5K Weekend	\$25,000.00	\$2,500.00	\$454,400.00
Lucketts Community Advisory Board 43 rd Annual Lucketts Fair	\$20,000.00	\$1,500.00	\$57,800.00
Town of Purcellville 2015 Purcellville Wine & Food Festival	\$8,575.00	\$4,000.00	\$17,150.00
Salamander Resort & Spa Ultimate Hunt Country Weekend	\$10,000.00	\$3,000.00	\$25,000.00
StageCoach Theatre Company InterACTIVE Theatre Tours & Shows	\$3,420.00	\$1,000.00	\$6,840.00
Historic Sportive LLC American Century of Bikes & Brews	\$10,000.00	\$3,500.00	\$79,572.00

MARKETING LEVERAGE GRANT FUNDING

APPLICANT	REQUESTED	AWARDED	LEVERAGED
Tally Ho Productions Tally Ho Theatre Marketing Campaign	\$25,000.00	\$5,000.00	\$75,000.00
Hilton Garden Inn Uncork, Relax, Unwind Loudoun- Tasting & Transportation	\$3,805.00	\$2,150.00	\$7,610.00
Embassy Suites Dulles North Wine Lovers Gataway Package	\$5,000.00	\$1,000.00	\$10,000.00
Harpers Ferry Adventure Center User Generated Visual Content Sharing with Scene Machine	\$4,747.50	\$2,200.00	\$9,495.00
Harpers Ferry Adventure Center New Brochures	\$2,317.50	\$2,300.00	\$4,635.00
Loudoun Artists Studio Tour Planning Committee 2015 Western Loudoun Artists Studio Tour	\$5,000.00	\$3,000.00	\$4,635.00
Waterford Foundation Inc. 72 nd Waterford Homes Tour & Crafts Exhibit	\$18,123.00	\$5,000.00	\$48,286.00
Hampton Inn & Suites Leesburg Off the Trail- Hotel Reservation Package	\$1,250.00	\$1,250.00	\$2,500.00
Middleburg Business & Professional Association 2015 Shakespeare in the 'Burg Theatre Festival	\$5,000.00	\$3,100.00	\$14,600.00
Marketing Leverage Grant Totals	\$227,288.00	\$50,000.00	\$433,493.00

Thank you



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- DC's Wine Country® -

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703.771.2170 VisitLoudoun.org/industry