

Visit Fairfax COVID-19 Stakeholder Support

Phase III

As we transitioned into Phase III, Virginia businesses are now open and have adapted to a COVID environment with a focus on safety. Months of lockdown created a pent-up desire to get away. While many remain hesitant regarding air travel, most consumers still plan to take some sort of vacation. Visit Fairfax focused marketing on drive markets with a special emphasis on our amazing outdoor spaces and safety measures that are in place to protect consumers.

COVID Campaigns – Phase 3

“It’s Time to Travel”: focused on late summer and fall road trips. Updated listings on FXVA.com allowing stakeholders to articulate safety protocols that they have in place. Also, launched video series “Feel Good Friday” to showcase what our stakeholders are doing to maximize safety as Virginia entered the reopening phases.

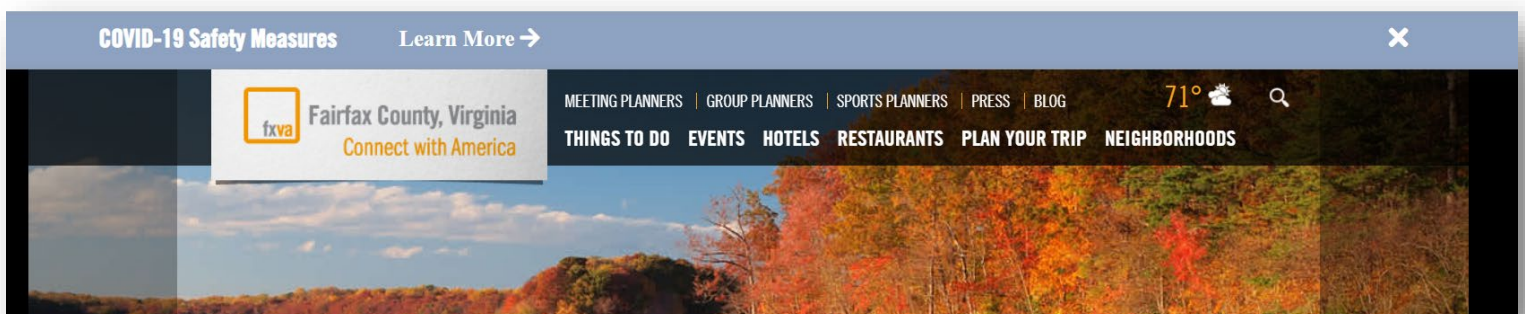




Stakeholder Safety Information

Added safety guidelines information to fxva.com, giving every stakeholder the opportunity to describe their unique safety protocols. Including header banner on every page of the site, a passive graphic on the home page and also a graphic that appeared on every other website page upon scroll.

Link to Safety Page: <https://www.fxva.com/blog/post/fairfax-county-is-ready-for-you/>





FAIRFAX COUNTY IS READY TO WELCOME YOU

Find out what our hotels, restaurants, attractions, and more are doing to keep you safe in Fairfax County.

Floating window on FXVA.com showcases safety measures that many local businesses have added



FAIRFAX COUNTY IS READY TO WELCOME YOU

Find out what our hotels, restaurants, attractions, and more are doing to keep you safe in Fairfax County.

[LEARN MORE](#)

Additionally, all stakeholders can describe their safety measures based upon an established list that was benchmarked from best practices across all business types in the industry. Stakeholders can simply “check the box” for anything they are doing. They can also add additional information if they are doing something unique.

HYATT REGENCY TYSONS CORNER CENTER

Address: 7901 Tysons One Place
Tysons, VA 22102
Phone: (703) 893-1234

E-mail
Visit Website

[f](#) [t](#) [i](#) [p](#)

[HEALTH & SAFETY](#) [M metro ADDITIONAL METRO INFO](#)

OVERVIEW **HEALTH & SAFETY** MAP AMENITIES MEETING FACILITIES SPECIAL OFFERS

GENERAL

- Open For Business: ✓
- CDC Recommended Cleaning Procedures: ✓
- Social Distancing Guidelines Enforced: ✓
- Social Distance Markings/Signage: ✓
- Social Distance Furniture Configurations: ✓
- No Contact Services: ✓
- Limited Elevator Occupancy: ✓
- Sneeze Guards/Contact Barriers: ✓
- Hand Wash/Sanitizer Stations: ✓

DINING

- Online Orders Available: ✓

Yellow arrows indicate the flow from the 'HEALTH & SAFETY' tab to the 'GENERAL' section, and from the 'CDC Recommended Cleaning Procedures' item to the 'HEALTH & SAFETY' tab.

A summary page on FXVA.com gives consumers the option of seeing lists of businesses, by type, that have safety measures in place.



Like 0 Share

FAIRFAX COUNTY IS STRIVING TO KEEP YOU SAFE

Many of the [attractions](#), [hotels](#), and other tourism related businesses here in Fairfax County are open and ready to serve visitors. Many of them have let us know of [some additional protocols](#) put in place to ensure that you feel safe and comfortable while traveling throughout our wonderful County. Browse our list below and see what they are doing to make your stay as pleasant as possible. When visiting, we ask that you please be mindful of your surroundings and thoughtful of others: practice social distancing, wear face coverings when appropriate, and continue washing your hands on a frequent basis. Fairfax County is [doing what we can to be safe](#) so you can stay healthy and enjoy Northern Virginia.

All Businesses with Safety Measures

REGIONS

AMENITIES

KEYWORDS

SEARCH

 View Map

View per page 9

View: A-F | G-L | M-R | S-Z | All

Sort By: Recommended | Location

<< < 1-9 of 61 > >>



Barrel & Bushel

7901 Tysons One Place
Tysons, VA 22102
(703) 848-6341



Caboose Tavern

520 Mill Street, NE
Vienna, VA 22180
(703) 865-8580

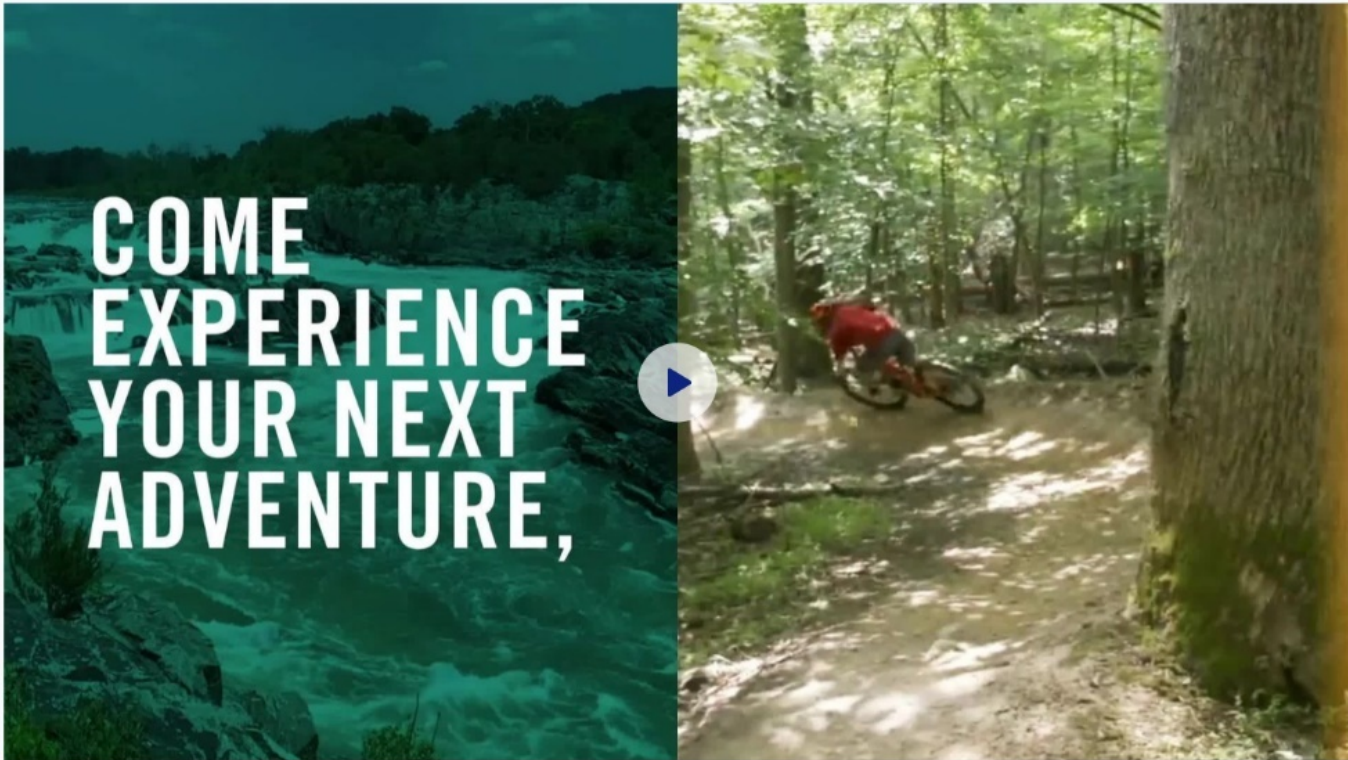


Candlewood Suites Washington-Dulles Herndon

13845 Sunrise Valley Drive
Herndon, VA 20171

Banner Campaign #1

Banners promoted outdoor experiences and the invitation to “reconnect” with America. [See video](#)



Banner Campaign #2

Bored? Not Possible

This banner campaign uses 1st Party data that allows us to link spending in-market with consumers who saw and interacted with our ad unit.

Display:

<https://view.conversantmedia.com/public/postView/#/postView/a7483929aaec1cc86403ccc22bfa/20174463>

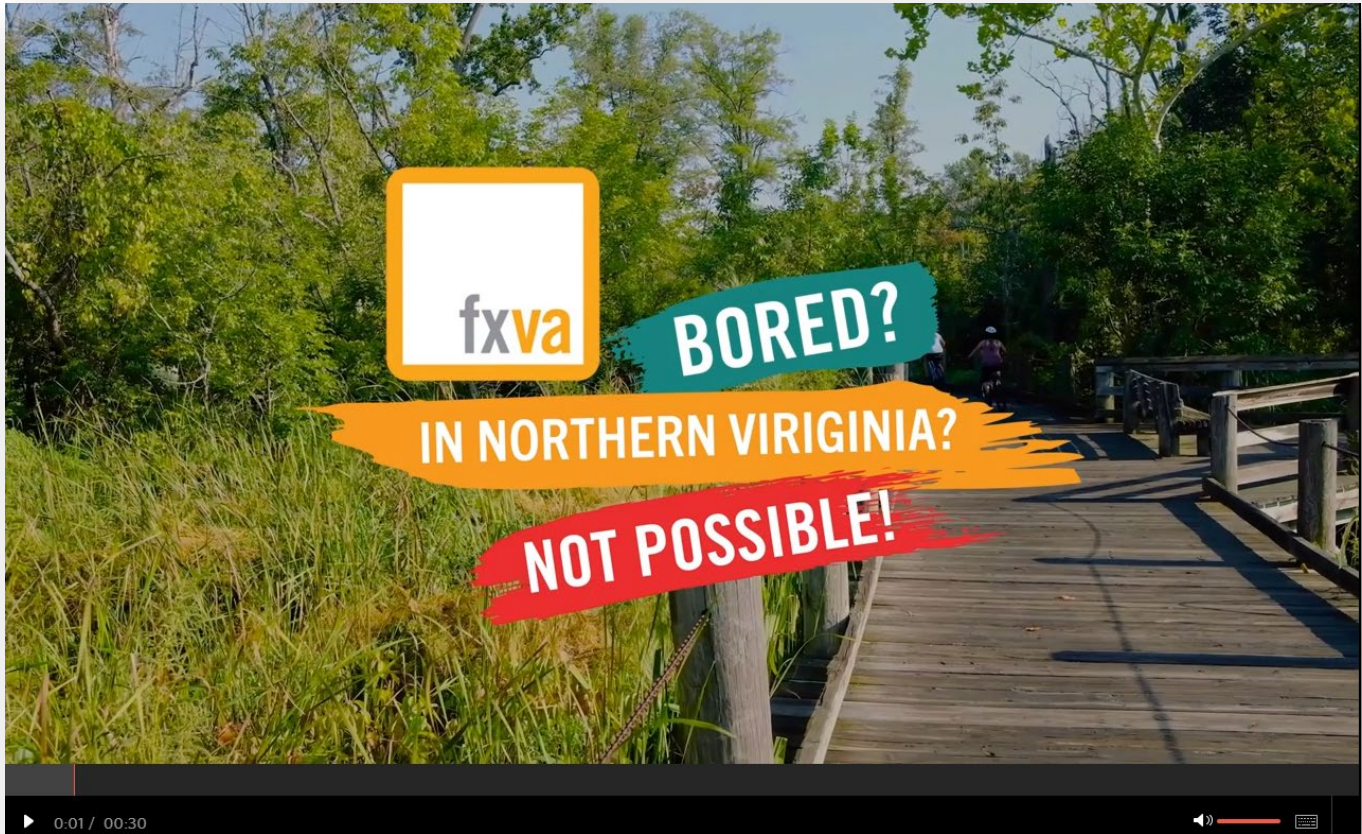
Mobile Gallery:


<https://view.conversantmedia.com/public/postView/#/postView/4aeae6e7031e7e83e25c06efb207/20174468>


Video:

<https://spaces.hightail.com/space/6hxmzpR7y2>





 Fairfax County, Virginia
Connect with America



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● ○ ○


**ALWAYS RELAXING.
NEVER BORING.**

Northern Virginia is ready to welcome you.

[PLAN YOUR ADVENTURE](#)

320x480

 Fairfax County, Virginia
Connect with America



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**IT'S TIME FOR SOME
HAPPY!**

Your next stop for outdoor fun.

[PLAN YOUR ADVENTURE](#)

320x480

Banner Campaign #3 – WanderLOVE, VTC Recovery Grant Program

This banner campaign utilizes VTC recovery grant funds to promote road trips to drive markets.



The banner features a collage of scenic images from Fairfax County, including a white egret, a wooden cabin, people canoeing, and a historic building. The top navigation bar includes links for Meeting Planners, Group Planners, Sports Planners, Press, Blog, Things to Do, Events, Hotels, Restaurants, Plan Your Trip, and Neighborhoods. The main text reads "WANDERLOVE VIRGINIA IS FOR LOVERS" with a heart symbol. Below this, there's a section titled "WANDERLOVE IN FAIRFAX COUNTY" with a paragraph inviting visitors to explore history, nature, wineries, and breweries. A "Like 115" button and a "Share" button are visible. A small pop-up box says "CHOOSE YOUR WANDERLOVE" with a dropdown arrow.

Fairfax County, Virginia
Connect with America

MEETING PLANNERS | GROUP PLANNERS | SPORTS PLANNERS | PRESS | BLOG
THINGS TO DO | EVENTS | HOTELS | RESTAURANTS | PLAN YOUR TRIP | NEIGHBORHOODS

68°

WANDERLOVE

VIRGINIA IS FOR LOVERS®

Like 115 Share

CHOOSE YOUR WANDERLOVE ^

WANDERLOVE IN FAIRFAX COUNTY

When you're ready to jump in the car for your next road trip getaway, we invite you to spend some time with us here in Northern Virginia. **Discover history** around every corner. Visit **natural wonders** and take a deep breath of fresh air. Find your new favorite drink at our **wineries** and **breweries**. Entertain yourself with **countless outdoor activities** that



The Facebook post from Visit Fairfax, dated September 19, features the WanderLOVE logo and a collage of images showing various outdoor activities and scenic views. The text describes Wanderlust as a strong desire to travel and invites visitors to explore Fairfax County's history, nature, and outdoor activities. The post has 7 shares and is liked by the user and 24 others.

Visit Fairfax
September 19 · 🌐

Wanderlust is defined as a strong desire to travel, but here in Northern Virginia, we call that feeling WanderLove. ❤️ When you're ready, Fairfax County is just a road trip away. Discover history, connect with nature, and experience the great outdoors with us. 🚗 #FXVA Virginia is for Lovers

WANDERLOVE

VIRGINIA IS FOR LOVERS®

FXVA.COM

Find Your WanderLove in Northern Virginia
When you're ready to jump in the car for your next road trip getaw...

You and 24 others

Like Comment Share



The Facebook post from Visit Fairfax, dated September 16, features a large image of a waterfall with the WanderLOVE logo overlaid. The text encourages visitors to get away and fulfill their sense of wander on an outdoor road trip to Fairfax County. The post includes a link to gofxva.us/v65 and has 7 shares and is liked by the user and 1 other.

Visit Fairfax
September 16 · 🌐

Yes, you can get away.
Fulfill your sense of wander on an outdoors road trip to Fairfax County.
<https://gofxva.us/v65>

WANDERLOVE

You and 1 other


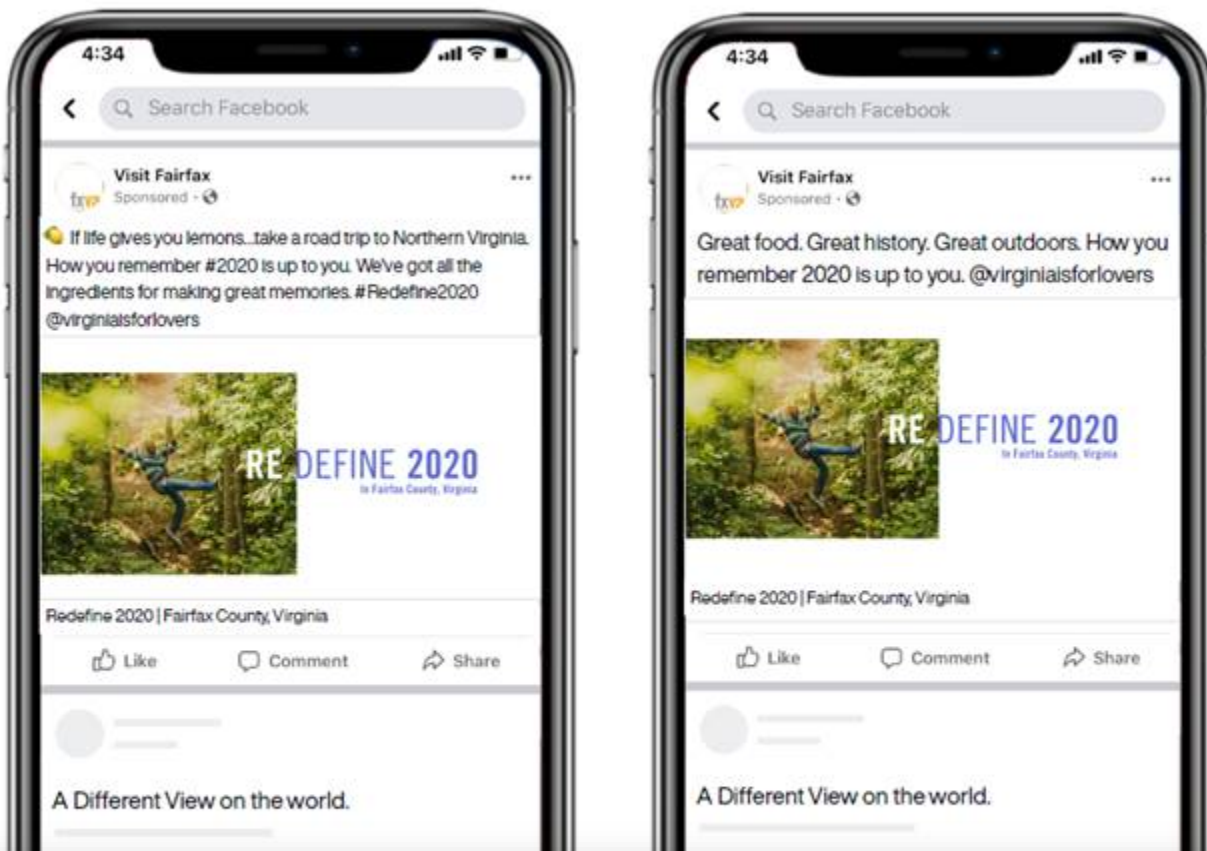
Like Comment Share

Write a comment...

Banner Campaign #4 – ReDefine 2020

As consumers are beginning to travel again, the campaign promotes outdoor spaces and encourages consumers to “redefine 2020.” In other words, they don’t have to accept the doom and gloom because there are still positive experiences to be had. The campaign features two ad units. One includes ad copy followed by an image carousel that you can see [here](#). The other features ad copy and a video (see both below).

Video link: <https://vimeo.com/463088333/6d0f4087ac> (password if prompted: fxva)



RE DEFINE 2020
In Fairfax County, Virginia

TIME FOR YOUR NEXT ROAD TRIP

When you're ready to get out of the house for your next getaway, we invite you to spend some time with us here in Northern Virginia.