



2019 Visit Loudoun MEDIA SHEET



DC's Wine Country

With more than 40 wineries and tasting rooms, Loudoun is a premier East Coast wine region and leading the way in Virginia. Known as DC's Wine Country due to its proximity to Washington D.C., Loudoun's wineries are nestled along winding, unpaved roads, adjacent to horse farms and historic estates. Our boutique wineries house tasting rooms in everything from rustic barns and intimate cellars to architecturally stunning facilities. Indulge in tastings, tours, food pairings and conversation with award-winning winemakers.

Not-to-miss experiences: Horse-drawn carriage rides through the vineyard, a music and wine pairing done with augmented reality technology, barrel tastings and a progressive food and wine tour through 19th-century buildings.

LoCo Ale Trail

Virginians have been producing wine for over 400 years but now the craft beer scene is making waves. Loudoun is where visitors can get a distinct, local taste at 32-plus breweries creating more than 250 unique brews. Home to the LoCo Ale Trail, Loudoun blends rural farm breweries with industrial-style tasting rooms.

Experience tasting rooms on farms where brewers are growing hops, cherries and other fruits for use in their beer production or chat with a brewmaster at an urban brewery minutes from Dulles International Airport. Book a guided tour for a behind-the-scenes look of the Mid-Atlantic's first commercial-scale hops processing or bike to breweries along the W&OD Trail, which spans from Arlington to Purcellville.

Small Town Charm

Experience authentic small-town America and get a glimpse into the past while visiting some of Loudoun's 10 historic towns and villages. The classical architecture of the 18th and 19th-centuries is very much alive along the brick-lined streets of Middleburg and Leesburg. Get lost in the intricate details of a Romanesque revival-style bank turned restaurant or dine inside an old mill.

Middleburg's iconic main street is filled with dozens of buildings on the National Register of Historic Places, including the famous Red Fox Inn whose walls have housed people like the Kennedys and Elizabeth Taylor. While strolling the rustic towns, enjoy countless boutiques, hidden cafes and exquisite dining.



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WHAT'S NEW in Loudoun

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Salamander Resort & Spa Achieved Five-Stars

Salamander Resort & Spa received the prestigious Five-Star Rating by the Forbes Travel Guide in February, placing it among the most iconic and revered hotels and resorts worldwide. Only two new properties in the U.S. received the award this year and Salamander is the first destination resort in the Washington, D.C. region to achieve the Five-Star designation.



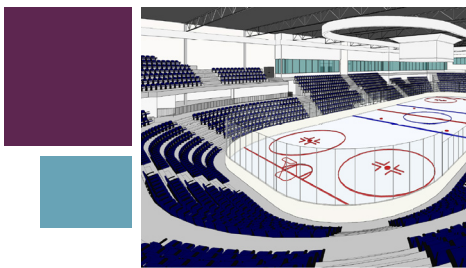
National United States Gaelic Finals

The United States Gaelic Athletic Association is bringing the premier sports of Ireland right to Leesburg when they host the National United States Gaelic Finals. Over 1,800 athletes will participate in the fast-paced sports of hurling and Gaelic football Aug 23-25 at Morven Park.



Summer of Love Campaign

In celebration of the 50th anniversary of the Virginia is for Lovers brand, Loudoun will be home to more than a dozen events and festivals between June and August that are inspired by the people, events, music and iconic moments of 1969. Our tour bus will travel to events county-wide including concerts, food and wine festivals, farm experiences, movie nights and release parties for the new 50 Years of Love branded wine and beer.



ION International Training Center

The 90,000 square-foot, \$24 million ION International Training Center is slated to open May 2019 and will feature two National Hockey League size sheets of ice. The facility was developed by former Olympic figure skater and Romanian National Champion Luiz Taifas and his wife, Mitra Setayesh. The building will include a full-service gym, café, pro shop, medical room and hockey training room, among other amenities.



Summit Ropes

Loudoun welcomed the U.S.'s largest indoor ropes course in January, featuring more than 16,000 square feet of adventure. Experience more than 120 different elements with multiple decision points, which allows visitors to take a new path during every visit. The center also includes a climbing wall that was inspired by Angel's Landing hike in Zion National Park.



LoCo Ale Trail Passport

Visit Loudoun launched its new LoCo Ale Trail passport in September. Collect stamps from all LoCo Ale Trail breweries to receive an exclusive prize for conquering the complete ale trail! #ConquertheTrail. Don't know where to start? Go cluster by cluster, winning a prize for each section of the trail!