



Tourism revenue on the rise across Virginia Loudoun ranks third in domestic travel expenditures for the Commonwealth

For more information:

Visit Loudoun Media Relations Manager Jennifer Buske-Sigal
Sigal@visitloudoun.org; 703-669-2002

September 5, 2017- Loudoun County's tourism industry is thriving and in 2016 again ranked third in visitor spending in the Commonwealth, according to data released by the U.S. Travel Association this week.

Tourism in Loudoun generated almost \$1.69 billion in travel spending in 2016, up 2.9 percent from 2015, supported 17,225 jobs and generated \$663.4 million in wages, up 5 percent.

"Loudoun is a leader in Virginia's tourism industry," Visit Loudoun President & CEO Beth Erickson said. "It's evident that Visit Loudoun's marketing and sales efforts have positioned the county as a premier travel destination. Developments like the artisan trail, our wine country passport, and the LoCo Ale Trail keep our destination top of mind to visitors and provide unique options for people to explore our county."

In addition to increased travel spending, tourism-related state tax receipts for Loudoun in 2016 were about \$45.7 million, up 4.8 percent, and local tax receipts were at \$27.2 million, up 4.9 percent.

According to the US Travel Association, tourism in Virginia generated \$24 billion in travel spending. Tourism also supported 230,000 jobs in the Commonwealth and \$1.7 billion in state and local taxes. The increase is largely attributed to Virginia's tourism development all around the state, including: new hotels, restaurants, agritourism, craft breweries, wineries, distilleries, cideries, sports, outdoor recreation, festivals and events, music venues, wedding venues, meeting and convention venues, attractions and so much more. Virginia's changing tourism product makes the Commonwealth a destination for authentic travel experiences and thriving communities.

"As one of Virginia's largest private sector industries, tourism represents \$24 billion in economic impact and contributes \$1.7 billion in state and local taxes, injecting critical dollars into our communities statewide," said Todd Haymore, Secretary of Commerce and Trade. "The tourism industry supports local businesses, services, and infrastructure, and is an important contributor to job creation. Communities all across Virginia continue to develop new tourism product, making the Commonwealth one of the most exciting and compelling destinations in the world."

The Virginia Tourism Corporation receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on www.vatc.org under Research.

The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the Virginia is for Lovers brand. Virginia is for Lovers is the longest-running state tourism slogan in the country. Virginia is for Lovers stands for love, pure and simple, and promotes the state as the ideal destination for loved ones to completely connect on a great vacation. Virginia is for Lovers was named one of the top 10 tourism marketing campaigns of all time by Forbes and was inducted into the National Advertising Walk of Fame in 2009. Plan your next vacation in Virginia. Visit www.virginia.org to discover why Virginia is for Lovers.

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun County, Va., known as DC's Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia's culinary and heritage assets, including award-winning wineries, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information.