



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

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September 5, 2018- Loudoun's tourism industry is an economic engine for the Commonwealth, according to data released by the US Travel Association this week.

In 2017, Loudoun ranked third in visitor spending in Virginia, bringing in almost \$1.8 billion, up 4.6 percent from 2016. Tourism also supported 17,497 jobs and generated \$695.4 million in wages, up 4.8 percent.

"This was another record-breaking year for Loudoun tourism and we once again ranked third out of 133 localities in the Commonwealth," Visit Loudoun President and CEO Beth Erickson said. "Loudoun is unique in its diversity of product. Our equestrian experiences, craft-beverage and restaurant scene, agriculture and historic attractions and outdoor recreation assets, make us a very attractive destination to leisure and business travelers as well as those coming to Loudoun for sporting events, meetings or weddings."

In addition to increased travel spending, tourism-related state tax receipts for Loudoun in 2017 were about \$47.2 million, up 3.3 percent, and local tax receipts were at \$27.9 million, up 2.8 percent.

"While Visit Loudoun's marketing and sales efforts continue to position Loudoun as a "must visit" destination, we are also supported by a community that recognizes the economic and quality of life benefits that come from sharing our home with visitors," Erickson said.

According to the US Travel Association, tourism in Virginia generated almost \$25 billion in travel spending in 2017. Tourism also supported 232,000 jobs in the Commonwealth and \$1.7 billion in state and local taxes.

The increase is largely attributed to Virginia's tourism development across the Commonwealth, 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.

"Virginia's tourism industry is an important diversifier for our economy as it continues to grow and flourish in multiple regions of our Commonwealth," said Governor Northam. "Travelers are coming to Virginia from across the country and the globe to experience our rich historic attractions, unmatched outdoor recreation offerings, eight oyster regions, world-class food and craft beverages, beautiful landscapes, and exciting arts and culture. These visitors are spending millions of dollars a day, injecting critical funds back into our community coffers and helping to make Virginia the best place to live, work, and raise a family."

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.

“Our tourism industry is an important and vital component of economic growth and job creation in Virginia,” said Brian Ball, Secretary of Commerce and Trade. “As the tourism sector continues to grow and new product is developed, our communities across the state become even more dynamic and vibrant. Tourism is fortifying towns and cities across the Commonwealth, engaging and unifying our communities, and making it easy to for travelers to discover for themselves why Virginia is for Lovers.”

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* will celebrate 50 years next year, 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.

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.