



**Visit Loudoun Honors Tourism Industry Professionals at its
29th Annual Meeting & Tourism Awards Event**

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Leesburg, VA (April 25) - Visit Loudoun hosted its 29th Annual Meeting & Tourism Awards April 25 at Lansdowne Resort, to not only celebrate and honor Loudoun's tourism industry but mark the 30th anniversary of the tourism organization.

“The symbol of a 30th anniversary is the pearl, which is fitting as they start from a single grain of sand and are built layer upon layer,” Visit Loudoun President & CEO Beth Erickson said. “Our layers are built by every person in this room through your commitment to our community. Loudoun is the number one generator of visitor spending in the Commonwealth and I have no doubt we will continue to shine for the next 30 years.”

As part of this year’s annual meeting, Visit Loudoun unveiled the Artist in Residence program- an activation that paired Loudoun songwriters with an international recording artist to write and record five original songs in unique Loudoun locations.

Other meeting highlights included a nod to the booming equestrian scene and keynote speaker David Holder, co-founder of Clarity of Place, who provided an overview of Visit Loudoun’s new strategic plan, which will be adopted later this year.

Below are the winners of the 2024 awards, selected by the Visit Loudoun Awards Review Committee and Visit Loudoun’s Board and team.

2024 Visit Loudoun Tourism Award Winners

2024 Tourism Manager of the Year	Drew Bishop, Owner & Manager Philomont General Store
2024 Back-of-the House Hero	Joe Sotomayor, IT Generalist Vino Virginia
2024 Front-of-the-House Hero	Kristin Arenius, Tuscarora Mill
2024 Loudoun Certified Tourism Ambassador Of the Year	Paul Bauman, Vino Virginia
2024 Diversity in Travel	You Belong Here: Hospitality Training for an Accessible Loudoun,

Arc of Loudoun

2024 Tourism Event of the Year

The Family Reunion, Salamander Middleburg

2024 Community Event of the Year

LoCo Kids Fest, Loudoun County Park, Recreation and Community Services

2024 Tourism Marketing Promotion/PR Campaign of the Year

Loudoun County Out and Back, Lark Brewing Co.

2024 New Tourism Business of the Year

Vineyard Voyages

2024 Judy Patterson Award

Susan Manch, Waterford Foundation, Loudoun Transmission Line Alliance

2024 Steve Hines Partner of the Year

Ali MacIntyre, Town of Middleburg