



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

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Leesburg, VA - Visit Loudoun hosted its Annual Meeting & Tourism Awards on May 8 at the National Conference Center, not only celebrating and honoring Loudoun's tourism industry but also marking 2026 as The Year of the Visitor.

During the annual event, Erin Francis-Cummings, President & CEO of Future Partners, presented the results of Visit Loudoun's new Visitor Profile Study to almost 300 attendees. According to the study conducted by Future Partners, Loudoun's average visitor is a loyal, affluent, regional traveler who most often arrives by car for a short, easy-to-plan trip that blends personal connection with leisure. These business travelers, outdoor enthusiasts, craft beverage connoisseurs, agritourism and equestrian enthusiasts and heritage seekers often become repeat visitors to Loudoun, with overnight visitors spending an average of \$3,949 per party per trip on lodging, shopping, dining, special events, outdoor recreation, wineries and small-town exploration.

"It's always an honor to celebrate our tourism partners, but this year we were thrilled to share the latest visitor data and give the industry an insider look into who is visiting Loudoun," Visit Loudoun President & CEO Beth Erickson said. "It's not just the attractions bringing the visitors in, but it's about the people behind the businesses that make us a destination worth visiting year after year. It's because of this community that Loudoun is the number one generator of visitor spending in the Commonwealth and I have no doubt we will continue to shine long into the future."

**2025 Visit Loudoun Tourism Award Winners**

<b>2025 Tourism Manager of the Year</b>	Rob Lorenzen, General Manager, Ashburn Ice House
<b>2025 Back-of-the-House Hero</b>	Daniel Jones, Kitchen Manager, Ford's Fish Shack
<b>2025 Front-of-the-House Hero</b>	Virginia Huntley, Concierge, Salamander Middleburg
<b>2025 Certified Tourism Ambassador of the Year</b>	Staci Collins, CTA, Great Country Farms
<b>2025 Diversity in Travel</b>	Pride in the Vines, Loudoun Wineries Winegrowers Association

<b>2025 Tourism Event of the Year</b>	USA Softball Eastern National Championship, Loudoun County Parks, Recreation & Community Services
<b>2025 Community Event of the Year</b>	Lincoln Strawberry Festival, Wegmeyer Farms
<b>2025 Tourism Marketing Promotion/PR Campaign of the Year</b>	Guild Guide & Perks Pass, Loudoun County Bed & Breakfast Guild
<b>2025 New Tourism Business of the Year</b>	Hotel Burg
<b>2025 Judy Patterson Award</b>	Aimee Henkle, The Vineyards & Winery at Lost Creek, Echelon Wine Bar and the Loudoun Wineries & Winegrowers Association
<b>2025 Steve Hines Partner of the Year</b>	Bridgette Smith, Williams Gap Vineyard