

Visit LOUDOUN
DC's Wine Country®

FY 2027

MARKETING PLAN

OBJECTIVES · STRATEGIES · MEASURES

2023/v2.0

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About Visit Loudoun

Visit Loudoun is the destination marketing organization (DMO) for Loudoun County and its incorporated towns. The organization is charged with developing and implementing a comprehensive destination marketing program designed to attract visitors to the region who in turn generate economic, employment taxes for the region. Visit Loudoun also works with the industry to implement a county-wide tourism destination development strategy.

Vision

To be a "must visit" destination supported by a community that recognizes the economic and quality of life benefits that come from sharing our home with visitors. Loudoun County will be the preferred east coast destination for lovers of artisanal, epicurean and culturally rich experiences.

Mission

To stimulate the sustainability and enhancement of Loudoun County's economy and quality of life by advocating for smart destination development and marketing an exceptional experience to travel consumers worldwide.



About Visit Loudoun

Stakeholders

VISITORS

As a marketing and sales organization, Visit Loudoun works to attract all types of visitors, increase the duration of their stay, maximize the economic impact from their spending, improve their overall experience and influence their intent to return.

THE TOURISM INDUSTRY

As the industry leader, Visit Loudoun supports all tourism businesses from large hotels to small retail businesses and service providers with sales, marketing and service opportunities. It keeps the industry abreast of industry trends, market research, and local and regional issues and offers opportunities for education and training on a range of topics.

THE COMMUNITY

As a community steward, Visit Loudoun works to generate tax revenues and enhance the quality of life for the entire community. It attracts visitors who spend their time and money here but do not require schools and other public services.

POLICY MAKERS

As the industry advocate, Visit Loudoun offers policy makers tourism industry expertise and perspective, and communicates the industry's needs in terms of tourism development and sustainability.

Funding

Visit Loudoun is mostly funded by Restricted Transient Occupancy Tax, a dedicated room tax collected by county accommodations that is required by state code to be reinvested in tourism promotion. It also receives funding from membership dues, participation fees for such things as cooperative programs, and by the towns of Middleburg and Leesburg. Visit Loudoun also receives in-kind services from tourism businesses to host programs for the tourism industry and to host group travel decision makers as well as travel and lifestyle media. The public/private partnership for funding tourism promotion enables tourism to thrive in Loudoun County and its jurisdictions.

Internationally Accredited Destination Marketing Organization (DMO)

Visit Loudoun (DMO) is accredited by Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 21000 Southbank Street, Ste 106 #330, Potomac Falls, VA 20165
Phone: 202-296-7888

BRAND GUIDELINES

Refer to Visit Loudoun's Brand Guidelines document for comprehensive brand identity guidance.

Agencies & Vendors

AGENCY OF RECORD / DIGITAL STRATEGY / SEO: MILES PARTNERSHIP
Destination strategy development; creative conception and development; brand management; advertising and collateral design and delivery; media planning and buying; SEM strategy & execution; Destination Optimization Program training and management; content creation support; social media support; industry trends/research support; industry education; website design; content strategy and SEO strategy development and execution

WEBSITE / CRM: SIMPLEVIEW
Website hosting and maintenance; CRM management

WEBSITE AD SALES: DTN
Online ad network for managing advertising on VisitLoudoun.org

DIGITAL ASSET MANAGEMENT: CROWDRIFF
Photo and video sourcing and distribution platform

HOTEL DATA: STR
Hotel industry data insights and trends

EVENTS & MEETINGS RESOURCES: CVENT & HELMSBRISCOE
Event management software and hospitality solutions; meetings procurement and site selection

PR STRATEGIES: DCI
Public relations; public affairs and influencer strategy

RESEARCH: TOURISM ECONOMICS/SYMPHONY
Traveler research to inform key initiatives

Loudoun County Visitor Profile

Loudoun County'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. This visitor is typically a repeat visitor from Virginia, Maryland or the Washington, DC metro area, often traveling as a couple or small family group, with visits anchored in seeing friends and family but broadened by shopping, dining, special events, outdoor recreation, wineries and small-town exploration. Leesburg serves as the clear anchor of the visitor experience, while Ashburn, Sterling and the county's western towns add depth and help turn a convenient visit into a more scenic, experience-rich getaway. What stands out is not just familiarity with the destination, but the ability of Loudoun County to function both as a standalone day-trip market and as a short overnight escape with meaningful premium upside.

The strongest strategic opportunity is to convert that already engaged visitor into a longer, higher-value stay. Overnight visitors are substantially more active, more satisfied, more likely to recommend the destination and far more valuable economically than day trippers. The persona work shows that the average visitor is best understood as a blend of active weekenders, taste-driven escape seekers and curious cultural travelers, while the agriculture/equestrian segment reveals the potential for longer, more immersive countywide itineraries and the business segment highlights room for simple bleisure extensions. Nationally, Loudoun County visitors are especially travel-ready and experience-driven, and the non-visitor research reinforces that future growth will come from telling a broader story where events, heritage, outdoor recreation, family experiences and food-and-drink discovery come together.

Basic Facts & Figures

Average travel party size: 2.7 persons (previously reported as 2.9 persons).

Average length of stay: 1.6 nights overall (including day trips); 3.2 nights among overnight visitors specifically (previously reported as 2.55 nights.

Average age of visitors: 45.0 years (previously reported as 47.6 years).

Travel parties without children under 18: ~82% (18.3% of parties traveled with children under 18) — consistent with the previously reported 80% adult-only figure.

Prevalent demographic group: Millennials (37.6%) are now the largest generational segment, followed by Gen X (26.3%); previously reported as 45–54 year olds — the new report doesn't break out a single "45–54" bracket, so generation is the closest available comparison.

Primary Trip Purpose

- Other personal travel: 37.5%
- Weekend getaway: 24.6%
- Vacation: 11.9%
- Business: 11.8% (previously reported as 12%)
- Conference/corporate meeting/training: 2.2%
- Incentive trip: 1.9%
- Government travel: 0.5%
- Other: 9.6%

Combined, personal travel + weekend getaway + vacation account for roughly 74% of all visits — the closest updated equivalent to the previously reported "82% leisure vacation" figure.

Geographic Breakdown

48.3% of Loudoun County visitors came from Virginia.

The top 5 states are:

Virginia 48.3%
Maryland 28.7%
West Virginia 6.7%
Washington, DC 5.3%
Pennsylvania 2.1%

Visitor Activities & Motivators

Activity participation of Loudoun County visitors who stayed in paid lodging (SMARI)

53.1% Casual Dining
35.3% Shopping – malls or outlets
31.2% Shopping – boutiques or local artisans
29.6% Family-friendly activities
21.7% Parks and gardens

For reference, wineries/vineyards or wine trail ranked 7th at 21.4%, and fine dining ranked 6th at 21.6%.

Loudoun County Visitor Profile

Visitor Spending

Average in-market spend: overnight visitors spend $3,949 per party per trip; day-trip visitors spend $225 per party per trip (previously reported as $885/trip for paid-lodging visitors and $163/trip for day-trip visitors).

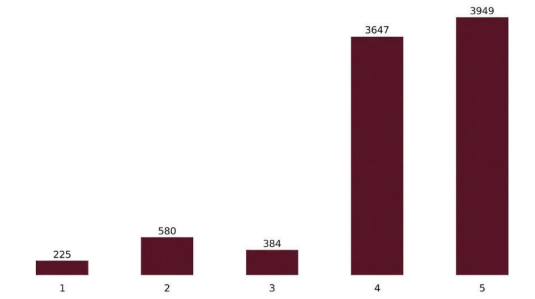
Day trip vs. overnight split: 48.7% day trip / 51.3% overnight (previously reported as 73–76% day trips).

Average length of stay: 1.6 nights overall (previously reported as 1.8–1.9 days).

In-Market Spending: Shopping ($302 per party per trip) and dining ($240 per party per trip) account for the largest shares of in-market spending, underscoring the importance of Loudoun County's retail and food and beverage offerings to the visitor economy.

Overnight visitors are worth 17x a day-trip visitor

Average spend per travel party, per trip



Base: Loudoun County visitors (n = 846). Figures are average spend per travel party per trip.

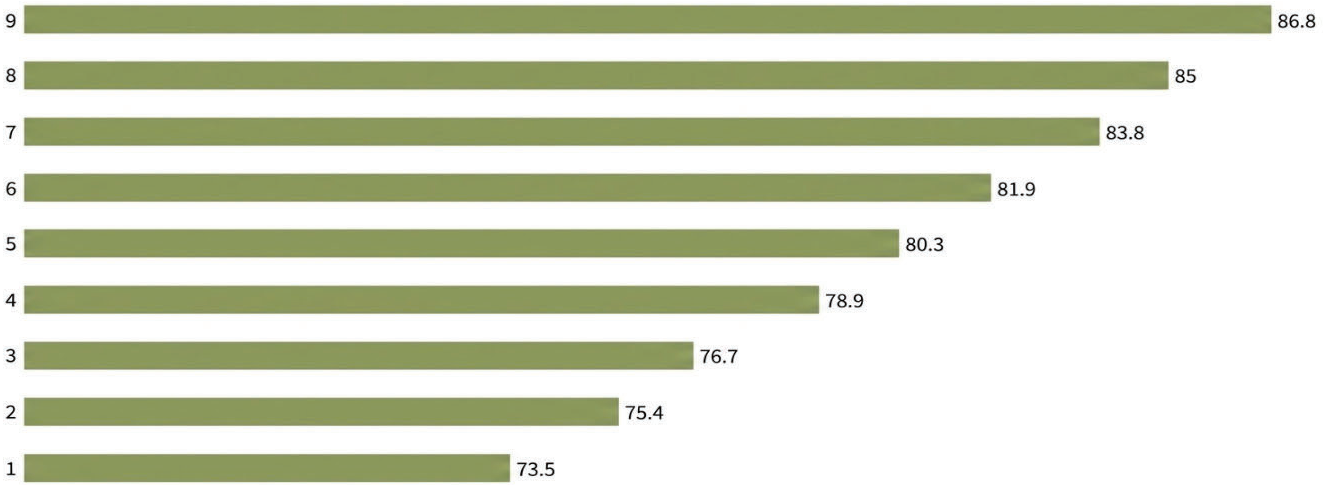
$3,949

vs. just $225 for a day-trip party — an overnight stay converts to nearly 17x the economic value.

Shopping ($302/party/day) and dining ($240/party/day) are the largest slices of in-market spend — reinforcing why length-of-stay growth is Loudoun's most powerful strategic lever.

Visitors Leave Happy

Trip satisfaction by category (% satisfied + very satisfied)



Base: Loudoun County visitors (n = 846). 79.8% overall would recommend Loudoun County to friends and family.

Strategic Plan Imperatives

These five imperatives guide Visit Loudoun's destination management programs and messaging. For more details, refer to the FY 2027 Strategic Plan.

1 Extend and Build Upon Loudoun's Brand Promise

Broaden Loudoun's brand by showcasing its diverse, authentic experiences to attract and welcome new audiences and encourage longer, more engaging visits.

2 Target Efforts to Inspire Overnight Visitation and Cultivate Excellent Visitor Experiences

Continue to curate unique, multi-faceted itineraries and invest in experiential offerings to inspire visitors to stay longer and fully explore a broader array of Loudoun's many attractions.

3 Maintain a Thriving Visitor Economy Throughout Loudoun

Foster strong partnerships and industry collaboration with Loudoun's hospitality and tourism-related businesses to deliver seamless, memorable experiences that benefit all communities and strengthen Loudoun's visitor economy.

4 Support Long-Term Placemaking and Community Engagement

Share expertise, consumer and use data and market intelligence to advance strategic placemaking and community involvement to ensure Loudoun's visitor economy growth aligns with community values and enhances Loudoun's quality of place.

5 Provide Operational Excellence in All Aspects of Destination Vitality

Pursue continued operational excellence through proactive leadership, data-driven decisions and continuous improvement to sustain Loudoun's vibrant, inclusive visitor economy.

Destination Differentiators

Variety of Assets

Loudoun offers artisanal, epicurean and culturally rich experiences, including award-winning wineries, craft breweries, distilleries, historic sites, vibrant arts and music scenes and scenic outdoor recreation. The destination also provides a variety of lodging options.

Ideal Location

Loudoun's location is ideal for its visitor economy due to its close proximity to Washington, DC, making it highly accessible for day-trippers, business travelers and international visitors, while also being home to Washington Dulles International Airport, a major gateway for regional and global connectivity.

Vibrant Communities

Loudoun's vibrant mix of urban centers and rural villages—each with unique attractions, events and local businesses—creates a rich, diverse destination that appeals to a wide range of visitor interests and fosters repeat visitation.

Rich Heritage

Loudoun's deep agricultural roots, historic sites, equestrian tradition and welcoming, inclusive community provide authentic experiences and a strong sense of place that attract and captivate visitors seeking both cultural and recreational activities.



FY 2027 Marketing Plan

The marketing plan is a strategic road map that: (1) defines departmental goals and objectives, (2) outlines the content and partnerships that support a variety of initiatives, (3) details the primary campaign and related products and programs, and (4)takes the visitor profile into consideration to support strategic plan objectives.



Marketing Goals & Objectives

The Marketing Department is responsible for the overall brand strategy and marketing to the Leisure travel segment, as well as within the meetings/conferences, sports/events, weddings as well as tour and travel verticals.

The primary goal of the department is to develop and promote key products and programs that facilitate tourism growth (with a focus on generating hotel and sales tax revenue) and the growth of the local economy overall. These efforts include the creation of accurate and compelling advertising, promotions, digital, social media and partner programs.



Marketing Objectives: Overview

- Continue to evolve Visit Loudoun brands, positioning Loudoun as a destination of choice for leisure travel, meetings/conferences, sports events, weddings and domestic/international tour and travel.
- Ensure that all marketing efforts highlight the variety and diversity that Loudoun has to offer.
- Focus on creating demand for both eastern and western Loudoun County in a cohesive way.
- Regularly inventory and update marketing assets to more closely resemble Loudoun's demographics and attract new audiences.
- Conduct photo/video shoots as necessary to support campaigns, products and programs. Ensure assets reflect diverse audiences. Photo/video creation and curation is ongoing and will be assessed on an annual basis.
- Encourage visitors to do and spend more by leveraging content marketing (including video), social media marketing, online packaging and the creation of print collateral for distribution in welcome centers and other areas with high visitor traffic.
- Convert more day-trips to overnights by promoting events and entertainment (as appropriate), hotel packaging and incentives.
- Identify opportunities to market directly to a diverse set of travelers.
- Manage and promote VisitLoudoun.org, maximizing activity and engagement via SEO, SEM, content development, UGC and other tactics. Focus on enhancing and evolving the user experience to create more compelling and seamless user journeys. Explore opportunities for personalization.
- Expand Visit Loudoun advertising impact and reach by offering comprehensive co-op opportunities to local partners for buy-in.
- Manage and participate in product development committees to encourage partner input in planning and promotions.
- Participate in organizations/associations representing local product in order to support and shape tourism opportunities within key segments. Support county product positioning events to drive visitation.
- Leverage industry partnerships with regional organizations including VTC, NVTP and Destination DC to further brand and reach.
- Conduct research to identify the highest potential revenue audiences and to ensure targeted marketing to the greatest reach.
- Leverage statewide funding programs to fund marketing initiatives.
- Develop a strategy that will promote and build value for Visit Loudoun among local businesses and residents.

Marketing Objectives by Vertical

MEETING SALES

- Ensure the sales team has all marketing tools needed to sell the destination.
- Manage the branding and production of sales collateral.
- Collaborate with the sales team to develop new designs and themes for tradeshow installations.
- Create and maintain meetings content for the website in collaboration with the sales team. New content opportunities include testimonials, videos, 360 tours and virtual team building.
- Provide social media support on LinkedIn where appropriate.
- Partner and advertise with CVENT and HelmsBriscoe.
- Support the sales team in encouraging venue and attraction partners to maintain their content and assets on VisitLoudoun.org.
- Support Concierge Services with content and collateral.

SPORTS SALES

- Manage the branding and production of sports venue and attraction collateral for use in selling the destination.
- Collaborate on sports content, including professional sports content, for digital marketing platform uses, including for the website.
- Support sports marketing with advertising, promotional brochures and enhanced website content, tools and assets.
- Support promotion of professional sports, teams and venues for future signature events.

CLIENT SERVICES & WEDDINGS

- Manage all branding and production of marketing collateral used for services.
- Distribute and promote the visitors guide as a valuable resource for meeting/conference delegates, sports/events attendees and wedding guests on site; increase distribution as budget allows.
- Collaborate with Client Services team to develop servicing tools for groups with special interests and needs.
- Collaborate with FNP Events on Wedding Showcase Promotion.
- Support the wedding market with advertising, promotional collateral and enhanced website content, tools and assets.

INTERNATIONAL & TRAVEL TRADE

- While domestic markets continue to be the primary focus, international marketing efforts are expected to increase. International marketing objectives are captured here but will be dependent on other priorities and budget.
- In partnership with NVTP, cross-promote the region's assets to domestic and international markets.
- Increase visibility for Loudoun in international markets by leveraging partnerships with Brand USA and VTC, as well as MWAA and the airport partnership for marketing and media opportunities.
- Support the development of itinerary content and marketing collateral promoting group tour product.
- Support the creation of targeted emails to group and FIT leisure planners.
- Attend IPW to promote Loudoun and Virginia to international tour operators and media.

INDUSTRY

- Host webinars and educational forums to support and guide industry partners. See more about training programs on Page 39.
- Encourage partners to maintain their digital content and assets on VisitLoudoun.org, including calendar listing ownership.
- Manage the branding and production of collateral for industry marketing, including digital and print distribution.

VISITOR SERVICES

- Continue to enhance and improve the Visitor Center experience, outlining key initiatives annually.

PR & Media Relations Goals & Objectives

The Director of Communications is responsible for leading Visit Loudoun's strategic communications program, including media relations, public awareness, reputation management, crisis communications and industry and community engagement. Development Counsellors International (DCI), Visit Loudoun's public relations agency of record, works in partnership with the Visit Loudoun team to develop and execute out-of-market public relations and media relations strategies.

Public relations and media relations efforts will build awareness of Loudoun County as a distinctive, high-value destination within reach of Washington, D.C., while inspiring visitors to deepen their engagement with the destination through longer stays and broader exploration across the county. Communications strategies will be informed by Visit Loudoun's strategic plan, visitor research, priority audiences and geographic markets and will showcase the experiences most likely to motivate travel and extend visitation. The 2026 Visitor Profile identifies the strongest strategic opportunity as converting Loudoun County's already engaged visitor base into longer, higher-value stays, with overnight visitors demonstrating greater activity, satisfaction, advocacy and economic value than day trippers.

Destination storytelling will highlight Loudoun County's wine and craft beverage experiences, culinary scene, natural landscapes and outdoor recreation, history and heritage, agriculture and equestrian culture, luxury and boutique accommodations, special events, small towns and the people and communities that give the destination its character. These experiences reflect the varied motivations identified across Loudoun's visitor segments and provide opportunities to encourage greater exploration and length of stay.

Out-of-market efforts will prioritize earned media and creator opportunities that reach Visit Loudoun's target audiences and geographic markets, with an emphasis on high-quality travel, lifestyle, food and beverage, culture, outdoor, equestrian, wellness and other relevant consumer media. Communications will balance opportunities to strengthen consideration within key regional drive markets and direct air travel markets with selective national exposure that elevates Loudoun's reputation and introduces the destination to new high-value audiences.

Trade and industry communications will support Visit Loudoun's sales and destination development priorities through relevant media opportunities within the meetings, sports, weddings, group travel and broader tourism industries. Efforts will be coordinated with Visit Loudoun's sales team to elevate destination developments, venues, experiences and industry news among planners, decision-makers and other audiences that influence group business and visitation.

Visit Loudoun will cultivate long-term relationships with journalists, editors, freelancers, broadcast producers and content creators through proactive storytelling, hosted media experiences, targeted media gatherings, industry marketplaces and individual relationship-building. An integrated creator strategy will complement the traditional earned media strategy, allowing Visit Loudoun to reach target audiences through authentic, platform-specific storytelling.

Local communications will strengthen awareness of Visit Loudoun's role as the county's destination marketing organization and tourism industry leader. Outreach will demonstrate tourism's contribution to the destination's economy, communities and quality of life; strengthen relationships with local media, municipalities, tourism businesses and community partners and ensure Visit Loudoun is positioned as a trusted resource on tourism-related issues and opportunities.

Across local and out-of-market communications, Visit Loudoun will remain responsive to emerging issues affecting destination perception and will use proactive communications, partner coordination and reputation management to protect and strengthen the destination brand.



Media Relations Objectives & Activities

OUT-OF-MARKET

- Position Loudoun County as a distinctive, high-value countryside destination within reach of Washington, D.C., increasing awareness and consideration among priority leisure audiences while encouraging longer stays and greater exploration across the county.
- Align media and creator outreach with Visit Loudoun's visitor profiles, priority geographic markets and evolving audience opportunities, with particular consideration for the regional drive markets and direct flight markets that represent the destination's core visitor base.
- In collaboration with Virginia Tourism and DCI, focus on key international markets.
- Use compelling destination storytelling to convert familiarity into deeper engagement, showcasing the breadth of experiences that can transform a day trip or single-purpose visit into a multi-day Loudoun County getaway.
- Elevate the experiences most relevant to Loudoun County's priority visitor segments, including wine and craft beverages, culinary offerings, outdoor recreation and wellness, history and heritage, agriculture and equestrian culture, special events, luxury and boutique accommodations, as well as small-town experiences.
- Build and deepen relationships with top tier journalists, editors, freelancers, broadcast producers and content creators across travel, lifestyle, food and beverage, culture, outdoor, wellness and other relevant verticals.
- Host qualified journalists and creators through individual editorial research visits, group press trips and customized in-destination experiences that demonstrate the connectivity and diversity of experiences across the county.
- Extend awareness beyond traditional earned media through strategic creator partnerships, broadcast opportunities and other communications platforms that complement Visit Loudoun's broader marketing efforts.
- Support Visit Loudoun's meetings, sports, weddings and group travel priorities through targeted trade and industry media relations, identifying opportunities to position venues, hospitality offerings and destination experiences among planners, decision-makers and other relevant industry audiences.
- Reinforce Loudoun County as a welcoming, culturally rich destination by incorporating diverse people, businesses, communities and experiences into destination storytelling.
- Collaborate with regional and statewide tourism partners and other strategic organizations to amplify the destination's stories and leverage relevant media opportunities.

LOCAL MARKET

- Increase awareness among Loudoun County residents, businesses, community leaders and local media of Visit Loudoun's role, programs and contribution to the county's visitor economy and quality of life.
- Maintain strong relationships with local television, print, radio, digital and business media and serve as a trusted resource for tourism trends, destination developments and local visitor-economy stories.
- Strengthen communications and collaboration with the county's municipalities, tourism businesses, attractions and public relations partners to identify and amplify newsworthy developments and destination stories.
- Work with local tourism industry partners to uncover new products, people, events and experiences that can support both local and out-of-market storytelling.
- Communicate the value and impact of tourism through stories that demonstrate economic contribution, community benefit, destination stewardship and the people and businesses that comprise Loudoun County's tourism industry.
- Support proactive and responsive communications around issues that may affect tourism, community sentiment or destination reputation.

Media Relations Objectives & Activities

MEDIA RELATIONS ACTIVITIES

- Maintain an always-on, proactive media relations program that identifies timely trends, seasonal hooks, destination developments and cultural moments that create opportunities for Loudoun County storytelling.
- Develop and distribute media materials including pitches, press releases, media alerts, backgrounders, destination updates, fact sheets and other communications resources.
- Maintain targeted media and creator lists informed by audience, geography, beat, relevance and relationship strength rather than broad volume-based outreach.
- Conduct targeted relationship-building through individual meetings, media marketplaces, industry events and intimate media gatherings in priority markets.
- Manage hosted media and creator visits, including individual editorial research trips and group press experiences, in collaboration with tourism industry partners.
- Develop strategic broadcast opportunities that extend Loudoun County's destination stories to high-value regional and national audiences.
- Implement an integrated influencer and content creator program, including proactive partnerships and reactive opportunities, aligned with Visit Loudoun's target audiences, visitor profiles and campaign priorities.
- Identify news, trends and story opportunities relevant to meetings, sports, weddings, group travel and tourism industry media.
- Coordinate earned media and creator storytelling with Visit Loudoun's broader marketing, social media, content, sales and partnership initiatives to reinforce consistent destination messaging.
- Monitor media coverage, emerging travel trends and issues affecting destination perception to inform proactive storytelling and reputation management.
- Track and evaluate communications performance using quantitative and qualitative measures including quality of coverage, audience reach, message inclusion, target-market relevance, creator engagement and other indicators of program impact.
- Pursue appropriate industry awards and recognition opportunities that elevate Visit Loudoun's destination marketing, community impact and tourism initiatives.
- Maintain media resources and destination assets to ensure journalists and creators have access to current information, imagery, story ideas and expert sources.

Content & Partnerships

This section outlines objectives and initiatives related to marketing channels and platforms, content creation, key partnerships (domestic and international) and sales support.



Channels & Platforms

SOCIAL MEDIA & UGC

- Social Media Strategy – Continue account management and supplemental advertising to boost audience reach. Goals include increasing engagement and growing the audience, particularly by expanding into diverse markets. Tactics include (1) content creation, (2) key demographic and psychographic targeting, and (3) leveraging User Generated Content (UGC), including from influencers.
- Social Platforms – Primary channels are Instagram and Facebook; secondary channels are YouTube, Pinterest, Tiktok and LinkedIn.
- UGC Platform – Continue using Crowdriff as a visual marketing software platform to highlight and manage UGC content on VisitLoudoun.org.
- Social Campaigns – Highlight equestrian events and experiences through an equestrian focused campaign. Launch guide conversion campaign at the release of a new visitor guide.

WEBSITE

- VisitLoudoun.org – Continue strategic content development, maintenance and optimization while evolving the user experience of this owned channel.
- Miles SEO – Employ a variety of current best practices to boost visibility and engagement across an entire ecosystem of search experiences, including AI-generated answers, voice, video and traditional results.
- DTN – Co-op partner digital advertising on the website. Featured placements and promoting click-through rates.
- ITI Digital – Digital experience partner that leverages data showing the Events page as one of the top five most visited pages on a destination website. Increase the number of events displayed, increase website engagement and reduce staff time that was once dedicated to research and the manual input of the events.

PRINT PRODUCTS

- Official Visitors Guide – This product is geared toward leisure visitors but supports all markets as it is also used by a variety of planners, meeting attendees, event guests, sports event participants and other travelers. The guide is produced annually (recommended) or in 18-month intervals. Guides generally feature rich content and immersive photography, combining to highlight a diversity of assets and experiences.
- Trail Guides – The LoCo Ale Trail Guide and Wine Trail Guide offer critical mapping, LoCo Ale Trail Digital Passport and other trail information. Annual (or more frequent) updates should be made to keep the trail content as current as possible.
- **NEW:** Equestrian Guide – The new Equestrian Guide will deliver key information and insights that position Loudoun as a top destination for equestrian experiences. The primary audience will be spectator-visitors who are new to equestrian sports. With a format slightly smaller than magazine size, this curated print piece will be designed to inform and inspire audiences in an approachable way, building affinity with Loudoun's equestrian scene and fostering a sense of belonging. The publication frequency is TBD.
- **NOTE:** Digital Guides – Interactive, mobile-friendly, responsive versions of all print products will be developed through BlueToad or a comparable digital publishing platform. This will expand product reach and ensure that consumers can access influential content instantly on any device.

NEW TECHNOLOGIES

- AI Opener – AI Opener is built for practitioners navigating real-world challenges, from governance and policy to search, discovery and organizational readiness. The focus is not on hype, but on practical experience, shared learning and responsible adoption. Miles operates the program and has provided tactical training to Loudoun's tourism partners.
- MindTrip – An AI-powered travel planning and discovery platform that combines conversational chat with visual maps, local guides, event booking and end-to-end itinerary building. Destinations and tourism organizations use it via specialized tools like Mindtrip for Business and Answer Intelligence to optimize their local content for AI discovery, track what travelers ask AI and secure more accurate recommendations and citations.

Content Creation & Development

- Content Calendar – This regularly updated document guides content creation and promotion for both web and social. Content planning should align closely with strategic imperatives and include important content themes such as accessibility and sustainability.
- Images – Photo curation is ongoing and will be assessed on an annual basis. Conduct additional photo shoots as needed to support specific campaigns and/or ongoing efforts to reflect diverse audiences across all channels. Leverage UGC to expand the asset library.
- Video/Film – Continue to produce new video content and create opportunities for video content promotion.
- Display – Create new branded display materials for use at tradeshows and events, both in target markets and for local industry events.
- Collateral Creation – Continue to produce branded and product-focused marketing collateral for all departments and target markets, including Leisure, Meetings, Sports, Weddings and culinary travel audiences. Primary needs include (1) Visit Loudoun Deal Cards with welcome letters for all markets, including customization for each market, (2) Profile Sheets to support meetings and group travel marketing.
- Promotional Items – Continue to identify and produce branded marketing giveaways as tools to extend sales and marketing efforts. Consider sustainability in these initiatives.

Key Partnerships & Advertising

- Destination DC – Continue this partnership to promote Loudoun as a unique asset to the DC region and complementary product to the DC experience. Advertising in printed guide bi-annually, digital ads on Washington.org and inclusion in direct mail lead generation.
- Virginia Tourism – Continue this partnership to promote Loudoun as Virginia product through the VTC printed travel guide, digital ads on Virginia.org and social platforms.
- Monumental Sports – Continue this partnership to promote Loudoun as a complementary product to DC sports enthusiasts interested in Loudoun expeiences.

International Partnerships

Emerging from the COVID-19 pandemic, Visit Loudoun expects to increase international marketing efforts. The extent of international focus will depend on domestic marketing priorities, among other factors. Key partnerships essential for long-term growth are captured here.

- Brand USA – Leverage content marketing partnership opportunities to drive traffic on the VisittheUSA.com site.
- NVTP – Partner with the Northern Virginia Tourism Partnership (NVTP) and Virginia Tourism to reach the Canadian market through a comprehensive marketing and PR campaign that includes digital advertising, in-market promotions, sales and media mission and website promotion.

Sales Support

- Meetings/Corporate – Identify advertising and partnership opportunities to promote Loudoun in the Corporate, Association, Incentive and SMERFEE markets. Includes CVENT and in-market branded promotions for visiting meeting groups.
- Sports – Identify advertising and partnership opportunities to promote Loudoun in the Sports Travel market. Includes in-market branded promotions to visiting sports travel groups.
- Travel Trade – Identify advertising and partnership opportunities to promote Loudoun in the Domestic Group Tour and International markets. CRUSA and IPW marketing opportunities to be included.
- Weddings – Support campaigns and the Love Loudoun Wedding Showcase through digital advertising, branded content and social promotion.
- Focus on engaging non-leisure markets through social (for example: themed days of the week, such as Wedding Wednesdays).

Primary Campaign

The destination's branded primary campaign is the dominant campaign initiative and the central component of Visit Loudoun's advertising efforts.

GOALS & OBJECTIVES

The robust primary campaign captures the essence of the destination and its brand story, driving **awareness**, **consideration** and **action** among leisure and group visitor segments.

The primary campaign targets potential visitors at every stage of the travel funnel, from high-funnel (awareness/reach) to mid-funnel (engagement/consideration) to low-funnel (action/conversion). While it takes a holistic, "whole funnel" approach overall, the campaign generally leans toward building awareness and consideration.

The Media Plan outlines all the objectives, KPIs, tactics and media outlets that support the primary campaign at every stage of the travel funnel.

THE JOURNEY FROM AWARENESS TO ACTION

To elevate Loudoun, the campaign builds awareness of the destination's physical attributes and offerings as well as its brand image – the qualities, associations and impressions that make the destination desirable. Cultivating a positive brand image, connecting emotionally with the consumer and serving engaging, in-depth content capturing Loudoun experiences are critical for moving the consumer from awareness to affinity, consideration, intent and action.

CAMPAIGN DURATION

A primary campaign can stay in market for an undetermined amount of time based on its performance and effectiveness. The shelf life of primary campaigns can be a year or many decades, but the key is to evolve or shift to meet the needs of DMOs and their audiences.



PRIMARY CAMPAIGN

Campaign Overview: A Place Worth Pouring Over

The "A Place Worth Pouring Over" campaign aligns with the destination's brand identity and supports Visit Loudoun's strategic plan. It is primarily designed for the leisure market but can be extended to non-leisure markets as well.

CAMPAIGN STRATEGY

Designed to increase visitor engagement and economic impact, this campaign highlights the experiences, delights and rewards of spending time in DC's Wine Country®.

The campaign strategy is centered on elevating the Loudoun experience using wine country as the hook. As a result, the campaign helps to extend the established DC's Wine Country® brand.

THE WINE COUNTRY+ MODEL

This strategy allows us to emphasize Loudoun's top offering while promoting other worthwhile experiences. Interest and relevance are maximized, making the most of Visit Loudoun's investment.

- **THE CORE EXPERIENCE: WINE COUNTRY**

  The essential ingredients of the wine country experience include delicious wine, craft beverages and culinary experiences blended with sublime natural beauty, scenic views and cultivated farmland. In Loudoun, winding country roads lead to historic, uncrowded towns brimming with unique and often handmade finds.

- **KEY SUPPORTING EXPERIENCES**

  Cultural experiences (art, music, history, heritage) and natural attractions (parks, trails, outdoor adventures) round out the wine country experience, creating an atmosphere grounded in authenticity. Spa, wellness and fitness offerings cater to self-care and luxury. Meanwhile, a variety of fun and entertaining attractions cater to families and kids of all ages.

CONNECTING WITH THE AUDIENCE

Centering our approach on the audience and sharpening our focus will allow the campaign to speak to consumers in a powerful new way. We'll shift our emphasis from destination assets and experiences to traveler aspirations—and how Loudoun fulfills them—to create desire and enable growth.

- **TOP EMOTIONAL DRIVERS**
  - Relaxation
  - Exploration
  - Connection
  - Fulfillment
  - Vitality

- **TOP AUDIENCE MOTIVATIONS**
  - To experience new places (33%)
  - For a new adventure (30%)
  - To visit friends or family (22%)
  - To break up life's routines (20%)
  - To get away from it all (20%)

KEY GEOGRAPHIC MARKETS

- **LOUDOUN –** Local partnerships include Loudoun Economic Development and the Loudoun Chamber of Commerce; Campaign target (although not primary audience)
- **VIRGINIA –** Virginia Tourism Corporation (VTC) partnership advertising; Campaign target
- **WASHINGTON, DC –** Destination DC (DDC) partnership advertising; Campaign target
- **PHILADELPHIA & PITTSBURGH –** Campaign target
- **MID-ATLANTIC CITIES –** Campaign target

PRIMARY CAMPAIGN

Campaign Overview: A Place Worth Pouring Over

CAMPAIGN CREATIVE

"A Place Worth Pouring Over" captures Loudoun's essence: rich, unhurried and deeply rewarding. It nods to wine, of course, but also to the kind of place that invites your full attention—whether you're savoring a pour, a view, a story or a quiet moment. It speaks to the experience-driven traveler who values quality, care, time and depth, and recognizes the worth in slowing down. Loudoun doesn't ask you to rush—it asks you to settle in. And when you do, you'll find it's not just a place to visit, but one to truly pour yourself into.

With rich storytelling, evocative photography and a strong sense of place, the campaign explores how Loudoun is brimming with depth—from its long legacy of farming and wine-making to its robust craft culture and artisan experiences. The campaign entices travelers to get a taste of all that Loudoun offers.

In addition, the campaign creative expresses Loudoun's four destination differentiators—Variety of Assets, Ideal Location, Vibrant Communities and Rich Heritage—through visual storytelling and language.

CONCEPT PILLARS

- **DEPTH YOU CAN TASTE**
  Every bottle, every plate, every moment in Loudoun is layered—with story, with character, with care. The experiences here aren't just surface-level—they're full-bodied, built on generations of refinement, experimentation and pride in the process.

- **CRAFT OVER TRADITION**
  Loudoun isn't bound by convention—it's driven by craft. Winemakers, brewers, chefs and artists here take what works, leave what doesn't and build something better. This is mastery with an open mind—technique without ego.

- **MADE TO RESONATE**
  What's created in Loudoun isn't meant to be admired from afar—it's meant to be felt. Savored. Shared. From bold reds to sunset rides, these aren't just experiences—they're impressions that stay with you.

CAMPAIGN VOICE

The tone of "A Place Worth Pouring Over" is thoughtful, evocative and intentionally unhurried. It leans into richness without pretension—warm, wise and quietly poetic. This is a voice that values the beauty of process, the care in craft and the power of presence. It invites the audience to slow down, look closer and appreciate what's been made with time and love.

Less a pitch than a feeling, it's expressive without being flowery, refined without being fussy. It doesn't demand attention—it rewards it.

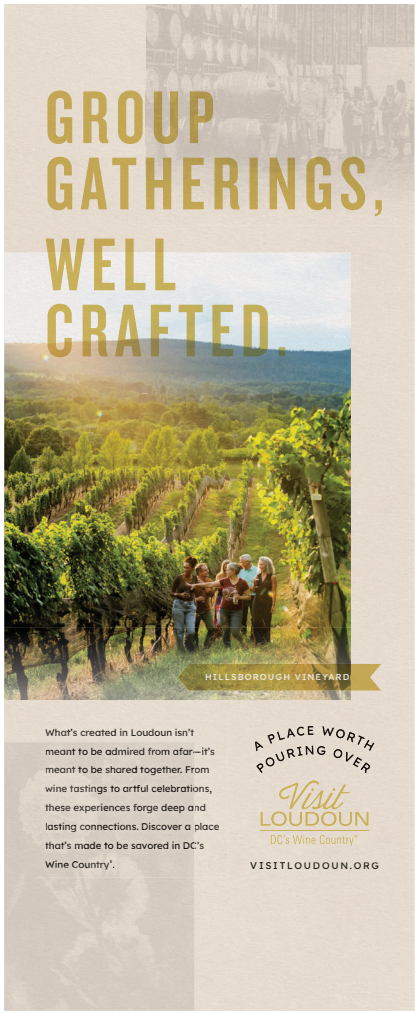


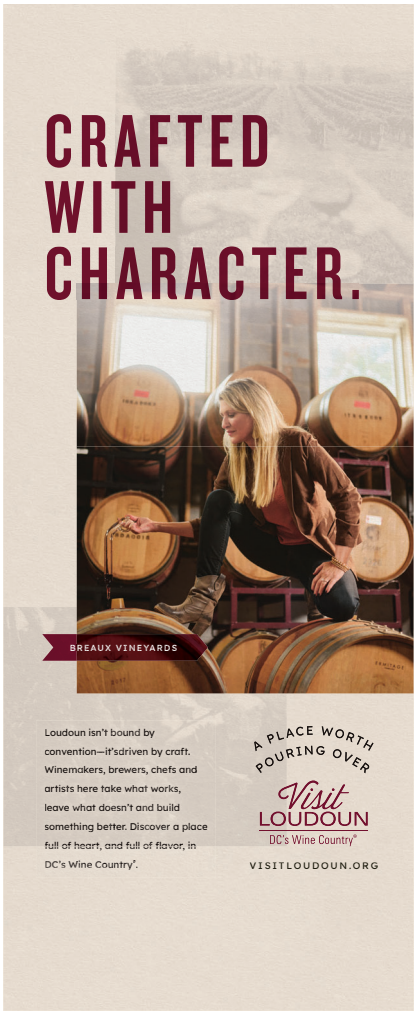
PRIMARY CAMPAIGN

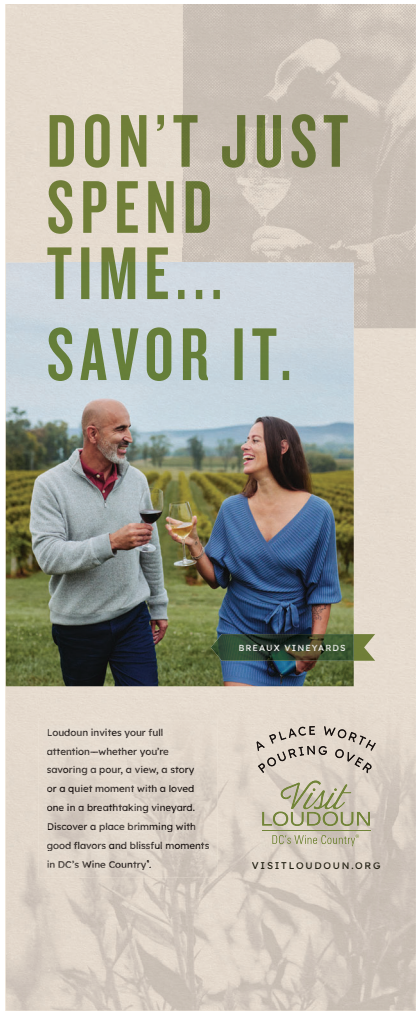
Campaign Overview: A Place Worth Pouring Over

CAMPAIGN CREATIVE: VISUAL EXAMPLES









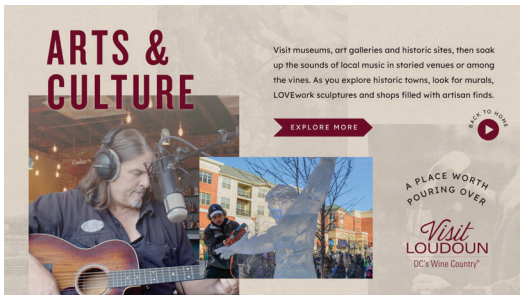


PRIMARY CAMPAIGN

Campaign Overview: A Place Worth Pouring Over











PRIMARY CAMPAIGN

Campaign Overview: A Place Worth Pouring Over







PRIMARY CAMPAIGN

Campaign Overview: A Place Worth Pouring Over







PRIMARY CAMPAIGN

Campaign Details & Timing: A Place Worth Pouring Over

CAMPAIGN CONTINUES – THROUGH 2027

Campaign Push
January–March, June–August

Market Segments
The "A Place Worth Pouring Over" campaign is a leisure-based campaign. Direction for the non-leisure audience segments is outlined on the following pages.

- **LEISURE/CONSUMER** – Primary focus
- **MEETINGS** – Secondary focus
- **WEDDINGS** – Secondary focus
- **GROUPS** – Secondary focus
- **SPORTS** – Secondary focus

PLANNING & EVOLUTION – ONGOING

Creative Development
The following are key areas of focus for additional creative development:

- **LEISURE/CONSUMER** – Development of creative to support additional core themes and pillars
- **MEETINGS** – Refinement of messaging and expansion of image assets
- **WEDDINGS** – Development of wedding-themed creative



PRIMARY CAMPAIGN

Meetings Market

GOAL

Raising awareness and consideration of Loudoun County as a viable meetings destination and ultimately driving bookings for overnight meetings.

OBJECTIVES

Promote in-person meetings in DC's Wine Country®, focusing on accessibility, convenience and the unique Loudoun experience.

Promote affordability and flexible spaces.

Ensure that campaign creative and campaign landing pages include people with a diversity of backgrounds.

Drive to the Meetings homepage or relevant landing page.

KEY MARKETS

Small meetings are the primary focus. Markets include:

Local – Loudoun and Virginia-based organizations

Regional – Organizations from surrounding states and cities, including Washington, DC, Baltimore, Richmond, Philadelphia and Pittsburgh

National – Key metro areas with nonstop flight options

AUDIENCE

The campaign will target meeting planning professionals for small groups with convenient access to Loudoun by air, rail or car.

Emerging markets include LGBTQ+ groups, Black meeting planner organizations and women-based conferences.

MESSAGING

For the meetings market, "A Place Worth Pouring Over" will emphasize the following ideas and themes: In DC's Wine Country®, rural beauty blends with the innovation and access of a major urban hub. Loudoun is brimming with unique venues and curated team-building experiences. Emphasize proximity to DC and easy connectivity via Metro.

TIMING

Campaign pushes are planned for February and August.

MEDIA

Areas of focus will include local/nearby DMO websites (including Washington, DC and Philadelphia) as well as meetings-specific channels such as CVENT, HelmsBriscoe and ePro. Refer to the Media Plan for more details.

PRIMARY CAMPAIGN

Weddings Market

GOAL

Raising awareness and consideration of Loudoun County as an ideal wedding destination and ultimately driving bookings.

OBJECTIVES

- Promote accessibility, affordability, beautiful venues in a range of styles, wide-open spaces and the unique Loudoun experience.
- Ensure that campaign creative and campaign landing pages include people with a diversity of backgrounds.
- Drive to the Weddings homepage or relevant landing page

KEY MARKETS

Key markets include:

Local – Loudoun and statewide

Regional – Surrounding states and cities, including Washington, DC, Baltimore, Richmond, Philadelphia, Pittsburgh and New York

AUDIENCE

The campaign will target wedding planners and couples in local and regional markets. Boosting the number of weddings for LGBTQ+ couples is also a focus.

MESSAGING

For the weddings market, "A Place Worth Pouring Over" will emphasize the following ideas and themes: In DC's Wine Country®, rural beauty blends with the modern amenities and easy access of a major urban hub. Loudoun is brimming with unique and scenic venues along with memorable curated experiences for guests. Emphasize proximity to DC and easy connectivity via Metro.

TIMING

Campaign pushes are planned for late summer and fall 2026 (promoting Weddings Showcase) as well as Jan/Feb/Mar 2027.

MEDIA

Refer to the Media Plan for details on the media strategy and specific advertising partners.

PRIMARY CAMPAIGN

Groups Market

GOAL

Raising awareness and consideration of Loudoun County as an ideal destination for group travel and ultimately driving bookings.

OBJECTIVES

- Promote accessibility, affordability, memorable tours, elevated food & drink, cultural experiences, outdoor adventures and the unique Loudoun experience.
- Ensure that any campaign creative and any campaign landing pages include people with a diversity of backgrounds.
- Drive to the Groups homepage or relevant landing page.

KEY MARKETS

Key markets include:

Local – Loudoun and statewide

Regional – Surrounding states and cities, including Washington, DC, Baltimore, Richmond, Philadelphia and Pittsburgh

AUDIENCE

The campaign will target tour operators in local and regional markets.

MESSAGING

For the group travel market, "A Place Worth Pouring Over" will emphasize the following ideas and themes: In DC's Wine Country®, rural beauty blends with the modern amenities and easy access of a major urban hub. Loudoun is brimming with curated group experiences, including winery/brewery visits, culinary tours, cultural attractions, equestrian experiences, outdoor adventures and shopping for artisan treasures in charming historic towns. Emphasize proximity to DC and the benefit of adding Loudoun to a Mid-Atlantic itinerary.

TIMING

TBD

MEDIA

Refer to the Media Plan for details on the media strategy and specific advertising partners.

PRIMARY CAMPAIGN

Sports Market

GOAL

Raising awareness and consideration of Loudoun County as an ideal destination for hosting a sports event and ultimately driving bookings.

OBJECTIVES

- Promote accessibility, safety, ideal location for a variety of sports, top-notch facilities, a wide range of dining and activities for teams, affordable accommodations and grant programs.
- Ensure that campaign creative and campaign landing pages include people with a diversity of backgrounds.
- Drive to the Sports homepage or relevant landing page.

KEY MARKETS

Key markets include:

Local – Loudoun and statewide

Regional – Surrounding states and cities, including Washington, DC, Baltimore, Richmond, Philadelphia and Pittsburgh

AUDIENCE

The campaign will target sports event organizers in local and regional markets.

MESSAGING

Generally, the sports market doesn't leverage the "A Place Worth Pouring Over" campaign messaging. Instead, the overarching message is "score big with sports events in Loudoun" or "playing here is always a win," emphasizing the following ideas and themes: Top-notch facilities, year-round events, unique group experiences (with a focus on family-friendly attractions and outdoor adventures) and proximity to DC. Accessibility, safety and affordability are key messages for this market.

TIMING

Campaign pushes are planned for Jan/Feb/Mar 2026 and 2027.

MEDIA

Refer to the Media Plan for details on the media strategy and specific advertising partners.

Products & Programs

Marketing efforts outlined in this section represent a focus on boosting the impact of strategic products and programs. These critical initiatives serve all markets, from leisure/consumer to group travel.



PRODUCTS & PROGRAMS

Website: Content & UX Enhancements

The website is a critical owned channel serving all of Visit Loudoun's target audiences. It is a destination point for campaign traffic, organic search traffic, social promotions, print promotions and non-leisure based marketing and PR efforts. The website should reflect the brand and advance the user journey, and doing this effectively requires ongoing attention. It's important to keep pace as the destination and user behavior change.

ONGOING CONTENT DEVELOPMENT

Ongoing content development will better serve user needs, drive organic traffic and boost site engagement. Content can be in the form of articles, itineraries, landing pages or videos. Key areas of focus include:

- **Dulles Airport** - High search volume makes this topic a key opportunity for boosting presence in organic search and AI overviews.
- **Towns & Places Landing Pages** - These 12 pages are being optimized (with consolidated existing content and new FAQ content) to increase presence in organic search and AI overviews.
- **Arts & Infrastructure** – Creating content around these topics supports two key objectives: promoting music & the arts and helping to facilitate frictionless travel, particularly around transportation and getting around.
- **Accommodations** – Rich, robust editorial content such as "Loudoun's Most Romantic Places to Stay," "Top Places to Stay for Families" or "Top Loudoun Inns for History Lovers" is ideal for boosting SEO and inspiring overnight stays.
- **Weddings** – Rich, robust editorial content covering venues and wedding experiences is ideal for boosting SEO and promoting Loudoun weddings.
- **Accessibility** – Promote accessible-friendly Loudoun experiences not only on dedicated hub pages but holistically throughout the website.
- **Sustainability** – Increase content addressing sustainability in the destination and eco-friendly travel.
- **Trails & Itineraries** – *See Page 35.*

PERSONALIZATION

Explore strategies and capabilities for applying personalized content to the homepage. One strategy could be to create a more personalized user journey for consumers accessing the Loudoun website through paid media.

LOCAL LOUDOUN LANDING PAGE

Create a new page dedicated to the friends & family travel market. Feature custom content and aggregate existing related content to boost awareness and engagement.

SEO AND AI

Ongoing reccomendations and content development to help Visit Loudoun evolve past traditional SEO into the era of AI-driven discovery. The focus is on optimizing tourism assets so local businesses and attractions remain visible not just on search engines, but across large language models and generative AI trip-planning platforms.

PRODUCTS & PROGRAMS

Print Guides & Maps

Each print product provides a mix of high-level inspiration and tactical information to guide travel. Content aims to support Visit Loudoun's strategic pillars, elevate the brand, differentiate the destination and ultimately inspire travel to Loudoun. Product highlights are captured below; for more details, refer to the Content Plan for each individual product.

Note: All print guides have a digital component available on VisitLoudoun.org.

OFFICIAL VISITORS GUIDE

The Visit Loudoun Official Visitors Guide highlights artisanal, cultural and epicurean experiences in DC's Wine Country®. With immersive photography and custom illustrations, the content explores towns and villages, public art, cultural attractions, outdoor adventures and more. A core objective is to reflect Loudoun's creativity and echo the handcrafted feel found in the destination's food, drink and art.

CONTENT APPROACH – The guide's curated storytelling approach focuses on the high-funnel and mid-funnel stages of travel planning. While the guide does include some tactical planning information, (including transportation and maps), partner listings are not included except for Accommodations. Instead, the focus is on magazine-style content, primarily theme-based and place-based features. Content sections include the following (subject to shift from year to year):

- Get to Know Loudoun – An overview including a map, travel tips, towns & villages feature and seasonal spotlight
- Culture, Arts & Entertainment – Covers culture, history, arts, music, events and more
- Food & Drink Guide – This section is a highly visual exploration of Loudoun's epicurean delights
- Outdoor Adventures & Attractions – Covers horse & hunt country, parks & trails, attractions, family fun and more

Web promos and QR codes throughout the guide point readers to Loudoun's website for more information.

FORMAT – The magazine-style format has approximately 72 pages and includes advertising.

TIMING – The guide is produced annually (recommended) or in 18-month intervals.

DISTRIBUTION & PROMOTION – The guide is available in print as well as digitally on the website. It is distributed via fulfillment and in person at the Visitor Information Center and other locations. Promotion includes website, social and email outreach (direct to consumers as well as to partners to help promote and disseminate).

WINE TRAIL GUIDE

The Visit Loudoun Wine Trail Guide highlights wine experiences and other culinary offerings in DC's Wine Country®. With robust content and listings, the guide is a compelling and comprehensive resource.

CONTENT APPROACH – The guide offers a blend of inspirational and informational content. Engaging features introduce travelers to the region (its terroir, major varietals and top accolades) and explore wine experiences, wineries with a view, seasonal events and more. Meanwhile, a color-coded map, travel resources section and a detailed listing for each winery provide helpful tactical information.

FORMAT – Saddle-stitched booklet/ brochure; includes advertising

TIMING – The guide is produced annually (recommended) or in 18-month intervals.

DISTRIBUTION & PROMOTION – The guide is available in print as well as digitally on the website. It is distributed via fulfillment and in person at the Visitor Information Center and other locations. Promotion includes website, social and email outreach (direct to consumers as well as to partners to help promote and disseminate).

LOCO ALE TRAIL DIGITAL PASSPORT

The LoCo Ale Trail Pocket Guide helps travelers navigate and experience Loudoun's craft beer scene.

CONTENT APPROACH – This product highlights core information in a highly visual and streamlined way. One side of the foldout brochure features a simplified map highlighting brewery locations while the other side highlights the Beer Passport program, a breakdown of breweries by geographic area, a list of breweries with a view and a list of breweries along the W&OD Trail.

FORMAT – Folded brochure; includes advertising

TIMING – The guide is produced annually (recommended) or in 18-month intervals.

DISTRIBUTION & PROMOTION – The guide is available in print as well as digitally on the website. It is distributed via fulfillment and in person at the Visitor Information Center and other locations. Promotion includes website, social and email outreach (direct to consumers as well as to partners to help promote and disseminate).

EQUESTRIAN GUIDE

Refer to page 18.

PRODUCTS & PROGRAMS

Themed Trails & Itineraries: Development & Promotion

Trails and itineraries help visitors connect the dots and make exploring easy. They support Visit Loudoun's strategic pillars by highlighting a variety of points of interest, grouping top destination drivers into thoughtful themed experiences, and helping to disperse visitors across the county. Taking a road trip to follow one or more Loudoun trails or itineraries is a fun and frictionless form of travel.

Key Definitions

TRAILS

All trails are pathways or routes that facilitate a journey. They can be traditional outdoor recreation trails or any variety of themed trails linking related points of interest. Consumers are generally familiar with both types of trails.

- **RECREATIONAL TRAILS** offer an active journey outdoors. Often singular entities, many are "trails" in the traditional sense – outdoor pathways connecting distinct natural habitats, scenic vistas, picnic sites and more.
- **THEMED TRAILS** offer a flexible travel journey unified by a theme or interest, such as beer or wine. They aggregate and link related points of interest in a comprehensive, complete way.
  - Trails evoke a sense of fun, freedom and adventure. Trails present options for exploration; visitors choose what to do and when to do it.
  - Passport Programs incentivize travelers to visit more trail locations; while this is ideal, it isn't required. A trail can serve its purpose without an incentive program.
  - Trails are more developed than itineraries and typically include robust mapping. Some trails can be branded, such as the LoCo Ale Trail, but this is not required. Trails can evolve and be further developed over time.
  - Themed trails are ideal for broad topics that are also major tourism drivers.

ITINERARIES

Itineraries offer a curated travel journey linking multiple attractions and experiences. Itineraries typically do not attempt to present all the options; they tend to be collections of hand-picked points of interest unified under a common theme or interest.

As underscored in RedSky research, itineraries help visitors "feel less overwhelmed by planning."

- While itineraries can be inspirational, they are most often thought of as helpful planning tools. They are more tactical in nature and offer guidance in terms of time frames and order of exploration.
- They tend to be more curated than comprehensive.
- Itineraries are ideal for more narrow topics or niche themes, but they can also cover broader topics.
- A single trail could have multiple itineraries associated with it:
  - A Delicious Day on the LoCo Ale Trail
  - A Weekend on the LoCo Ale Trail
  - A Pet-Friendly Weekend on the LoCo Ale Trail

EXTENDED STAYS

Extend the DC's Wine Country® brand to target high-value and extended-stay visitors. Develop campaigns that position Loudoun as not only "DC's Wine Country®" but also a destination for luxury, wellness and immersive cultural experiences. Target high-value traveler segments, such as culinary enthusiasts, wellness seekers and affluent leisure travelers, by offering an expanded array of bundled experiences (e.g., vineyard stays, spa retreats, experiential history-themed trails or chef-led dinners) and promotions that reward longer and mid-week bookings.

MICRO EXPERIENCES

Develop pilot projects for experience-building and micro-experiences. Create pilot programs that curate unique, revenue-generating micro-experiences to add to itineraries, such as farm-to-table dinners, artisan workshops or guided heritage tours. Partner with local businesses, farms and cultural organizations to design these offerings. Micro-experiences encourage visitors to extend stays, support local economies and deepen engagement with Loudoun's authenticity.

ENGAGE NICHE MARKETS

Engage niche markets with tailored offerings. Target high-value, yet underserved markets like African American heritage travelers, multigenerational families and equestrian enthusiasts by working with partners to develop and execute specialized itineraries, guided tours or travel packages.



Visit LOUDOUN

DC's Wine Country®

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