



Visit Loudoun launches new campaign to reignite tourism industry

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LEESBURG (Feb. 19, 2021)- Visit Loudoun will launch a new campaign that uses stunning blended imagery to bolster the local tourism industry, which has been significantly impacted by the COVID-19 pandemic.

Branch Out 2.0 will debut in drive markets across the Mid-Atlantic over the next month and invite potential visitors to Loudoun through a series of unique images that connect the county's bustling urban east corridor with the agritourism of the west.

"Photography is a powerful tool in influencing travel, so we wanted a campaign that captured the essence of Loudoun through imagery," Visit Loudoun President & CEO Beth Erickson said. "Tourism is a multi-billion-dollar industry in Loudoun and Branch Out 2.0 will help drive the recovery of this vital part of our economy."

Visit Loudoun worked with its marketing agency Miles Partnership to develop a campaign that aligns with the tourism agency's three-year strategic plan. The aspirational creative inspires people to branch out and is focused on five pillars that include: Loudoun's proximity to D.C.; unique dining and drinks; outdoor opportunities and shopping; family-friendly attractions and the meetings market. All campaign imagery blends concepts to reflect connection and community with the literal "reaching out" to embrace the variety of people, places and experiences found in Loudoun. The action of giving and receiving is- at its core- inviting, inclusive, welcoming and uplifting.

"The new campaign differentiates Loudoun in a way that's eye-catching and authentic," said Miles Vice President Lauren Bourgoing. "The creative represents the full destination experience and creates a strong sense of connection with the audience."

The campaign direction was also driven by current travel trends. According to the State of American Traveler Report, road trips are surging in popularity and small towns and rural attractions are among the top destinations for 2021. Of those surveyed, 56% are expecting to take at least one trip to a small town

or rural destination. Travelers are also seeking scenic beauty, outdoor recreation, history and food experiences, which positions Loudoun well on the road to recovery. Data also shows travelers are seeking happiness- something that is captured in the campaign ad copy.

“Data is key to creating effective marketing campaigns, so it was important to develop content that resonates with travelers today,” Visit Loudoun Marketing Director Jennifer Christie said. “We were excited to see that our campaign message of finding happiness here in Loudoun is perfectly aligned with the traveler sentiment research being reported nationally. This campaign is one of the largest we have launched and we look forward to welcoming people back to Loudoun.”

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun, 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 vineyards, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information.