

Visit Loudoun Partner Toolkit

DC's Wine Country		
DC's Wine Country® Brand Study	<p>A study of the “DC's Wine Country®” brand conducted by Visit Loudoun and SMARInsights showed the county’s reputation as a wine destination resonates with visitors and places Loudoun’s wine region on the map alongside other nationally known wine destinations. In fact, wineries are the top tourism draw to Loudoun.</p> <p>Take advantage of these positive results and continue to build the brand recognition by using the logos and messaging provided below on your website, social media and other marketing collateral.</p> <p>Brand Study Results</p> <p>Brand Study Webinar Recording</p>	Jennifer Christie christie@visitloudoun.org 703-669-2006
DC's Wine Country® Brand & Logos	<p>Visit Loudoun Logo with DC's Wine Country® Tagline</p> <p>The Visit Loudoun logo must be used as is and cannot be modified under any circumstances without permission.</p> <p>DC's Wine Country® Seal Logo</p> <p>There is only one DC's Wine Country. Quite simply, as the home of more than 50 wineries and vineyards, what makes us different is that our wine country is nestled amidst charming small towns and villages, rich history and beautiful backdrops.</p> <p>Designed to work with the main Visit Loudoun standard logo, the DC's Wine Country seal can also be used as a standalone graphic element on photos and solid colors.</p> <p>Tagline Usage</p> <p>In the logo, the registered trademark “®” must accompany “DC's Wine Country®” in all instances with no exceptions. In copy, the “®” should be included on first reference (whether in headline or body copy) within each individual piece of content or ad unit. The only exception is when ad specs impose a strict character count limit and including the trademark would exceed those limits.</p> <p>Maintaining the integrity of our logo is vital to keeping our brand consistent. The logo must always be used in the formats and proportions provided.</p> <p>Full Visit Loudoun Brand Guidelines</p>	Jennifer Christie christie@visitloudoun.org 703-669-2006
Ways to Use DC's Wine Country® Brand	<p>Use #DCsWineCountry in applicable social media posts.</p> <p>Use “DC's Wine Country®” on your website and on your social media channels. Example: “We are located in Loudoun, Virginia – DC's Wine Country®”</p> <p>Partner with local businesses to create DC's Wine Country packaged experiences. Example: Partner with a local bed & breakfast and offer a sip and stay package.</p>	Jennifer Christie christie@visitloudoun.org 703-669-2006

Website		
Advertising on Website	Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on www.VisitLoudoun.org for tourism-based businesses. For more information, click here .	Jennifer Christie christie@visitloudoun.org 703-669-2006
Events	Submit your event to the Visit Loudoun Calendar of Events here .	Nikki Johnson johnson@visitloudoun.org 703-669-2003
Extranet	The extranet allows you to update your business listing information and images, post special offers, submit events, access tourism information and (for members) receive tourism/meeting leads & service requests. An email and password are necessary to access the extranet. Contact Jennifer Bodamer for extranet access.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Listings	Update your listing on visitloudoun.org directly through the Extranet. If you do not have Extranet access, submit modifications directly to Jennifer Bodamer.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Images	Images that represent the unique characteristics of our county are one of the main tools we use to promote Loudoun. If you would like Visit Loudoun to use your images on its website or in other promotional opportunities (magazine ads, social media posts, media requests, etc.), use the link below to share your images directly with us. https://www.visitloudoun.org/media/photo-submission-form/	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Social Media/Media		
Facebook Public	https://www.facebook.com/VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Facebook Industry	Follow Loudoun Tourism to stay up-to-date on industry specific information. https://www.facebook.com/LoudounTourism	
Instagram	@VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Twitter	@VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
TikTok	@VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Pinterest	www.Pinterest.com/VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Youtube	www.youtube.com/VisitLoudounHD	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Vimeo	www.vimeo.com/visitloudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Media	To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal.	Jennifer Sigal sigal@visitloudoun.org 703-669-2002
Social Media Hashtags	When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post: #LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Programs		
Visit Loudoun Membership	Visit Loudoun dues-paying members support Visit Loudoun's programs, have a vote on Visit Loudoun's Board governance, and can potentially receive leads for group business.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Industry Newsletter	Sign up here to receive the Visit Loudoun Industry Newsletter.	Nikki Johnson johnson@visitloudoun.org 703-669-2003

Loudoun Deals	This program allows businesses to offer discounts on products or services specifically to meetings or sports groups visiting the county, allowing you to showcase your business and increase traffic during these events.	Dana Henry henry@visitloudoun.org 703-669-2007
Threshold 360	Visit Loudoun has partnered with Threshold 360 to capture 360° virtual tours of tourism businesses in the county. Virtual tours appear on Visit Loudoun's website, Google My Business listings, and are used in various sales activities. Participating partners are also able to use the virtual tours in their own marketing efforts. If you would like to participate in this complimentary program, please contact Jennifer Christie.	Jennifer Christie christie@visitloudoun.org 703-669-2006
Love Loudoun Wedding Showcase	The Love Loudoun Wedding Showcase puts a spotlight on Loudoun County's extraordinary community of wedding professionals and venues. The showcase brings together all that makes Loudoun County the "Go-To" destination for weddings. Join us for this high-touch event featuring a VIP Hour, Fashion Show, The Lounge and more.	Dana Henry henry@visitloudoun.org 703-669-2007
Loudoun County Certified Tourism Ambassador Program CERTIFICATION	The Loudoun CTA program is a certification program designed to increase the positive impact of tourism in the county and build a positive brand and destination image. Through this program, frontline employees, ambassadors, and volunteers will improve their knowledge of Loudoun County, share best practices, and develop a better understanding of their role in increasing tourism. Click here for more information, class schedules and to register.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Loudoun County Certified Tourism Ambassador Program SPONSORSHIP	Graduates of the Loudoun County Certified Tourism Ambassador Program will be exploring tourism businesses in Loudoun to familiarize themselves with our destination. Businesses are encouraged to offer CTA discounts and will be promoted through this program to the CTAs as an opportunity to get to know your establishment, as well as earn points for their annual certification renewal. Click here for more information.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Visit Loudoun Contacts		
Mission	Visit Loudoun Leadership, Community Contact, Government Liaison	Beth Erickson erickson@visitloudoun.org 703-771-4964
Administration	Financials, Annual Meeting, Tourism Awards, Marketing Leverage Program	Greg Harp harp@visitloudoun.org 703-669-2008
Sports	Sports Market	Torye Hurst hurst@visitloudoun.org 703-669-2005
Meetings	Groups and Meetings	Ann Hayes hayes@visitloudou.org 703-669-4432
Marketing	Visit Loudoun Marketing Plan	Jennifer Christie christie@visitloudoun.org 703-669-2006
Communications	Public Relations and Content Development	Jennifer Sigal sigal@visitloudoun.org 703-669-2002
Weddings	Weddings and Social Events	Dana Henry henry@visitloudoun.org 703-669-2007
Tour and Travel	Domestic and International Tour and Travel	Hannah Oliver oliver@visitloudoun.org 703-669-4434
Client Services	Group and Meeting Client Services	Megan Malo malo@visitloudoun.org 703-771-7525 Dana Henry henry@visitloudoun.org 703-669-2007
Visitor Services		
Tourism Information	The Visit Loudoun Visitor Center is located at: 112 South St. SE, Suite 100 Leesburg, VA 20175. Visit Loudoun produces a Visitor Guide, LoCo Ale Trail Guide, Wine Trail Guide, and Bed & Breakfast Guide. If you would like to display any of these guides in your business, please contact Hannah Oliver.	Hannah Oliver oliver@visitloudoun.org 703-669-4434