

A photograph of three people in a vineyard. A man in a blue button-down shirt is in the center, holding a glass of white wine and gesturing with his other hand. To his left, a woman in a green patterned dress holds a glass of white wine. To his right, another woman in a white shirt and black vest holds a glass of red wine. They are standing behind a wooden table that holds several wine bottles and glasses. The background is a lush vineyard with green leaves and wooden posts under a cloudy sky.

Visit
LOUDOUN

2018 Traveler Profile

Denise Miller

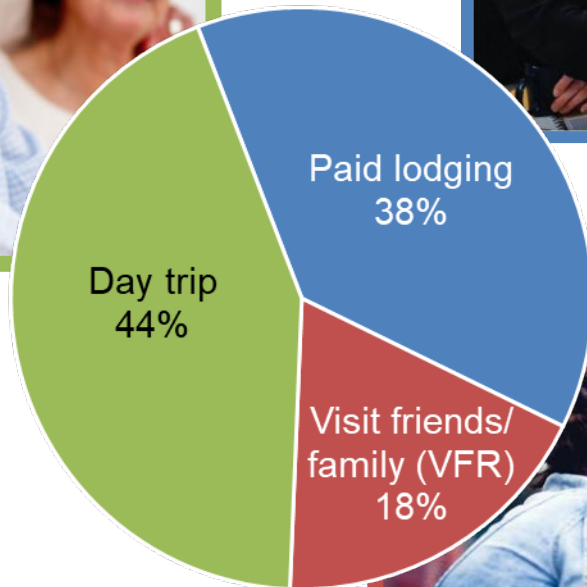
Strategic Marketing & Research Insights

VisitLoudoun.org

Research Objectives



Visitor Demographics



Visitors who stay in Paid Lodging

On average:



3.1 people in travel party



Stay 2.4 nights in Loudoun County

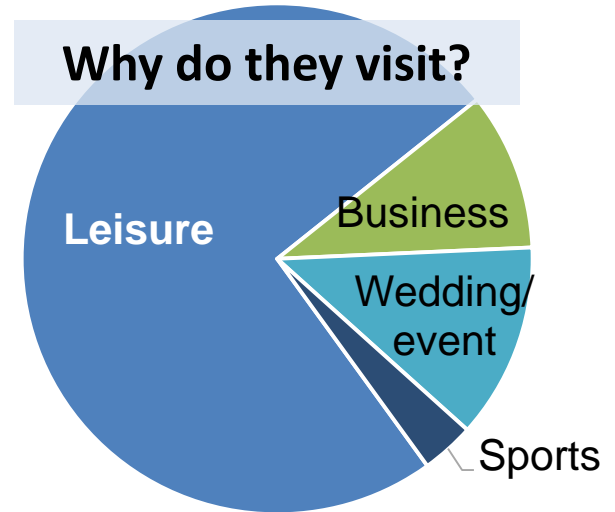


2.5 visits to Loudoun County in past few years



Half choose Loudoun County a month before visiting

Why do they visit?



How do they get here?



Visitors who stay in Paid Lodging

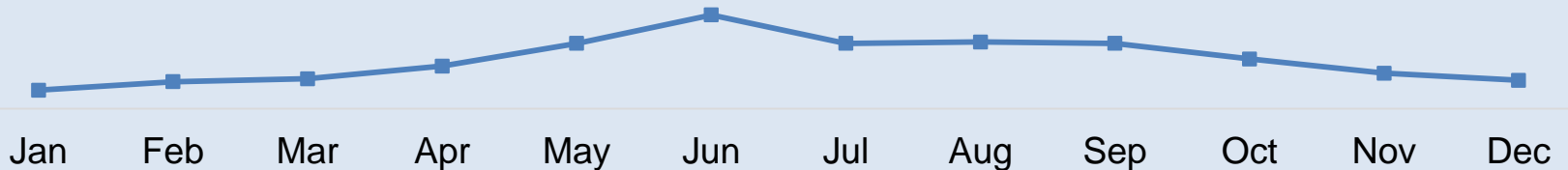
What do they do in Loudoun County?



How much do they spend in Loudoun County?

Lodging	\$327
Meals/food/groceries	\$176
Shopping	\$148
Wineries, vineyards + tours/products	\$87
Transportation within Loudoun County	\$55
Arts & culture	\$34
Breweries + related tours/products	\$30
Other	\$29
Total	\$885

When do they visit?



Visitors who stay with Friends/Family

On average:



2.8 people in travel party



Stay 2.7 nights in Loudoun County

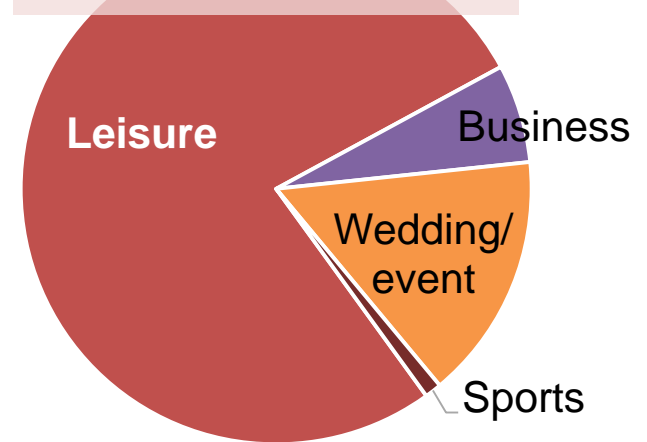


4.7 visits to Loudoun County in past few years

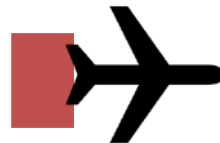


Half choose Loudoun County within 2 weeks of visiting

Why do they visit?



How do they get here?



Visitors who stay with Friends/Family

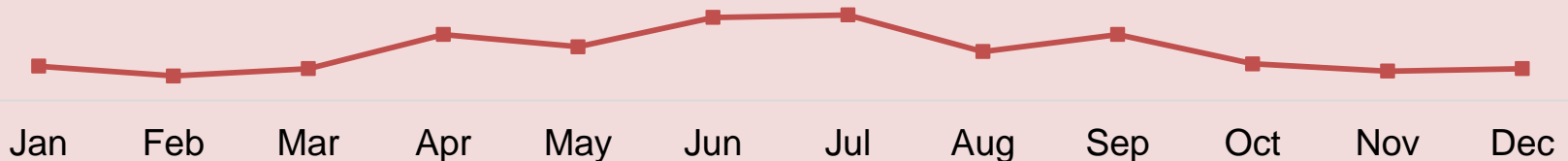
What do they do in Loudoun County?



How much do they spend in Loudoun County?

Meals/food/groceries	\$102
Shopping	\$83
Transportation within Loudoun County	\$36
Wineries, vineyards + tours/products	\$32
Arts & culture	\$10
Breweries + related tours/products	\$8
Other	\$15
Total	\$288

When do they visit?



Day Trip Visitors

On average:



2.7 people in travel party

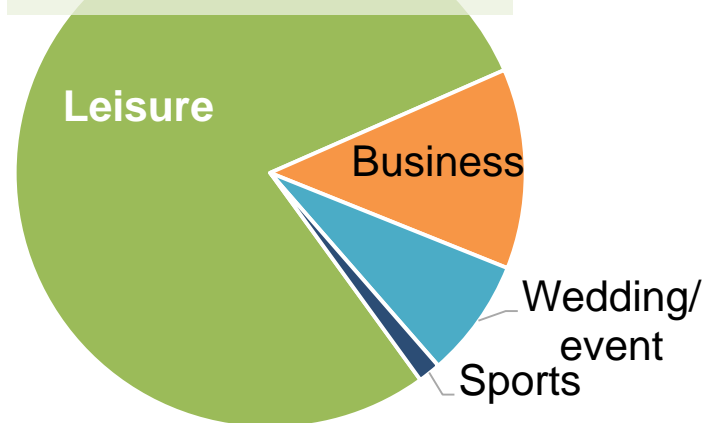


6.8 visits to Loudoun County in past few years



Over half choose Loudoun County within a week of visiting

Why do they visit?



How do they get here?



Day Trip Visitors

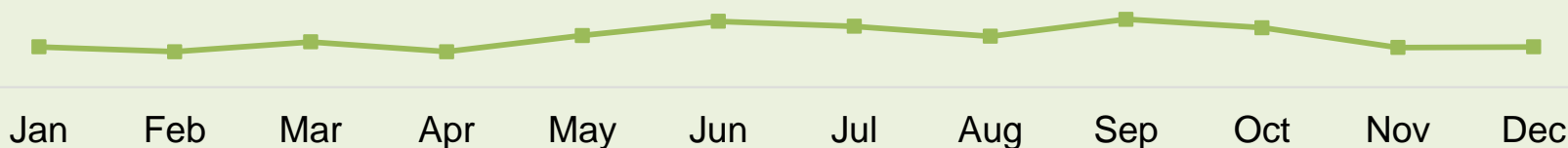
What do they do in Loudoun County?



How much do they spend in Loudoun County?

Shopping	\$60
Meals/food/groceries	\$45
Transportation within Loudoun County	\$21
Wineries, vineyards + tours/products	\$20
Breweries + related tours/products	\$4
Arts & culture	\$4
Other	\$8
Total	\$163

When do they visit?



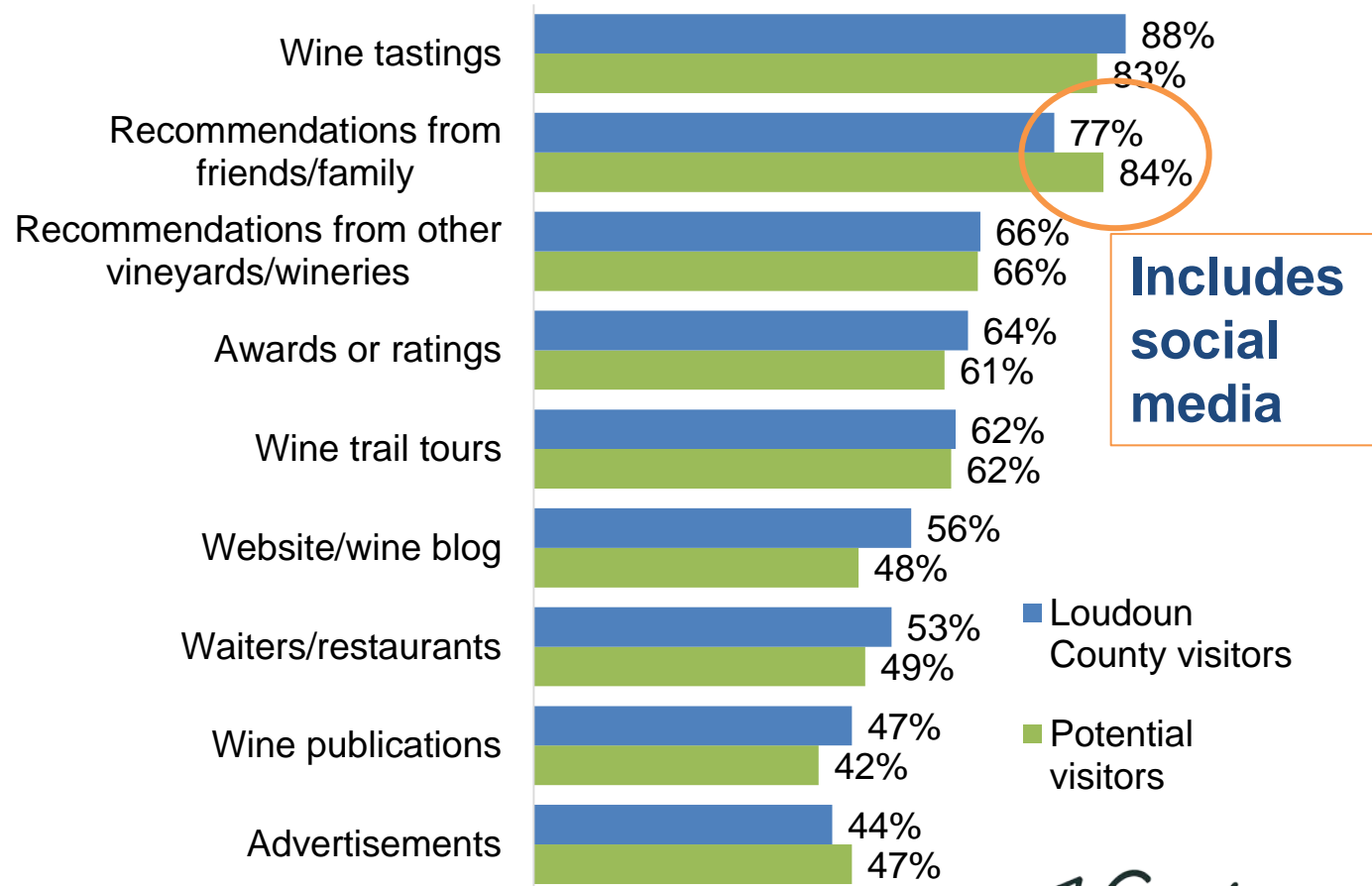
A group of four young adults (two men and two women) are walking and laughing on a red brick sidewalk. They are in front of a two-story stone building with white window frames and dark green shutters. A sign for 'Hunt Country Sotheby's' is visible on the left. The scene is set during the 'golden hour' of late afternoon, with warm lighting. The text 'Wine Travelers' is overlaid in the center in a large, white, sans-serif font.

Wine Travelers

VisitLoudoun.org

Visit
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Who or what influences which wineries/vineyards you choose?



Wine Visitors

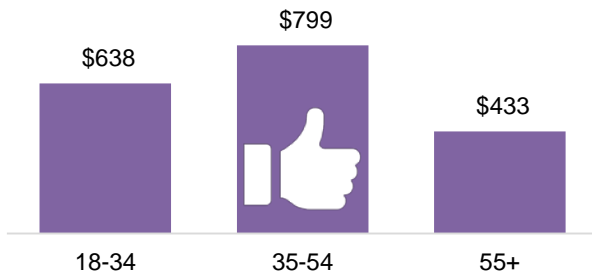


Nearly half stay in paid lodging



Wine visitors are more likely to stay in high-end hotels and B&B's

Trip spending by age group



How much do wine visitors spend in Loudoun County?

Lodging	\$188
Meals/food/groceries	\$130
Wineries, vineyards + tours/products	\$88
Breweries + related tours/products	\$25
Arts & culture	\$20
Shopping	\$121
Transportation within Loudoun County	\$47
Other	\$26
Total	\$646

What do you consider the best U.S. wine regions?



A group of six young adults (three women and three men) are posing with a yellow pickup truck in a vineyard. The truck is parked on a grassy field, and the group is standing around it, some leaning on the hood and others standing. The background shows rows of grapevines and a blue sky with light clouds. The text "Visit LOUDOUN" is overlaid on the top right of the image.

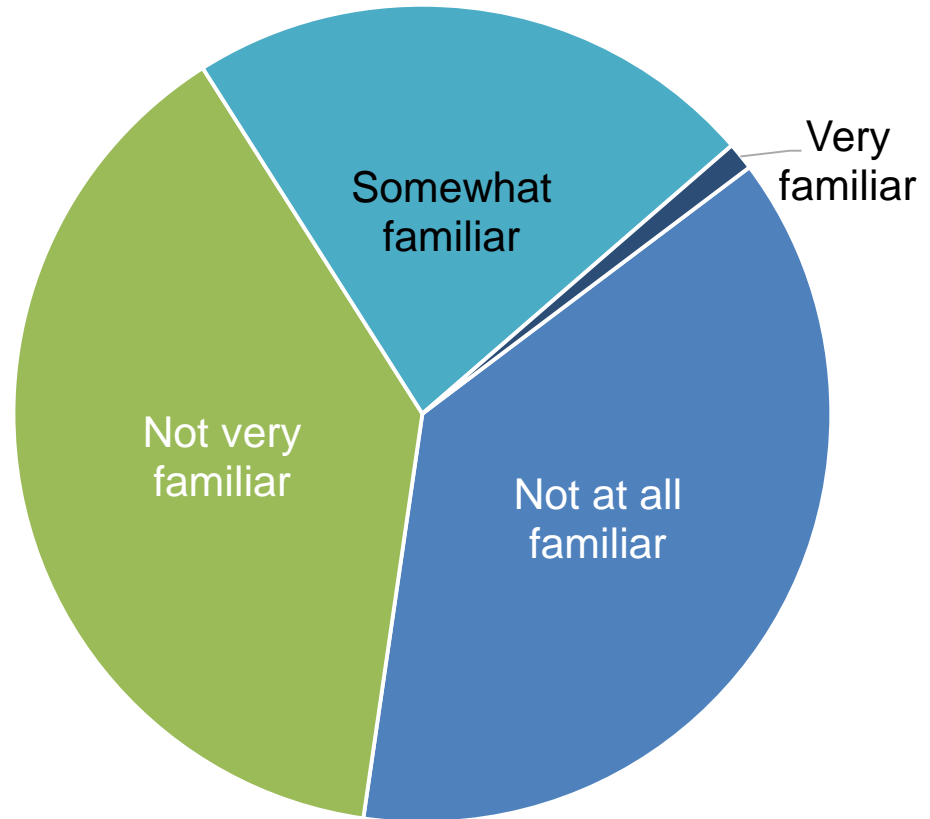
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Potential Visitors

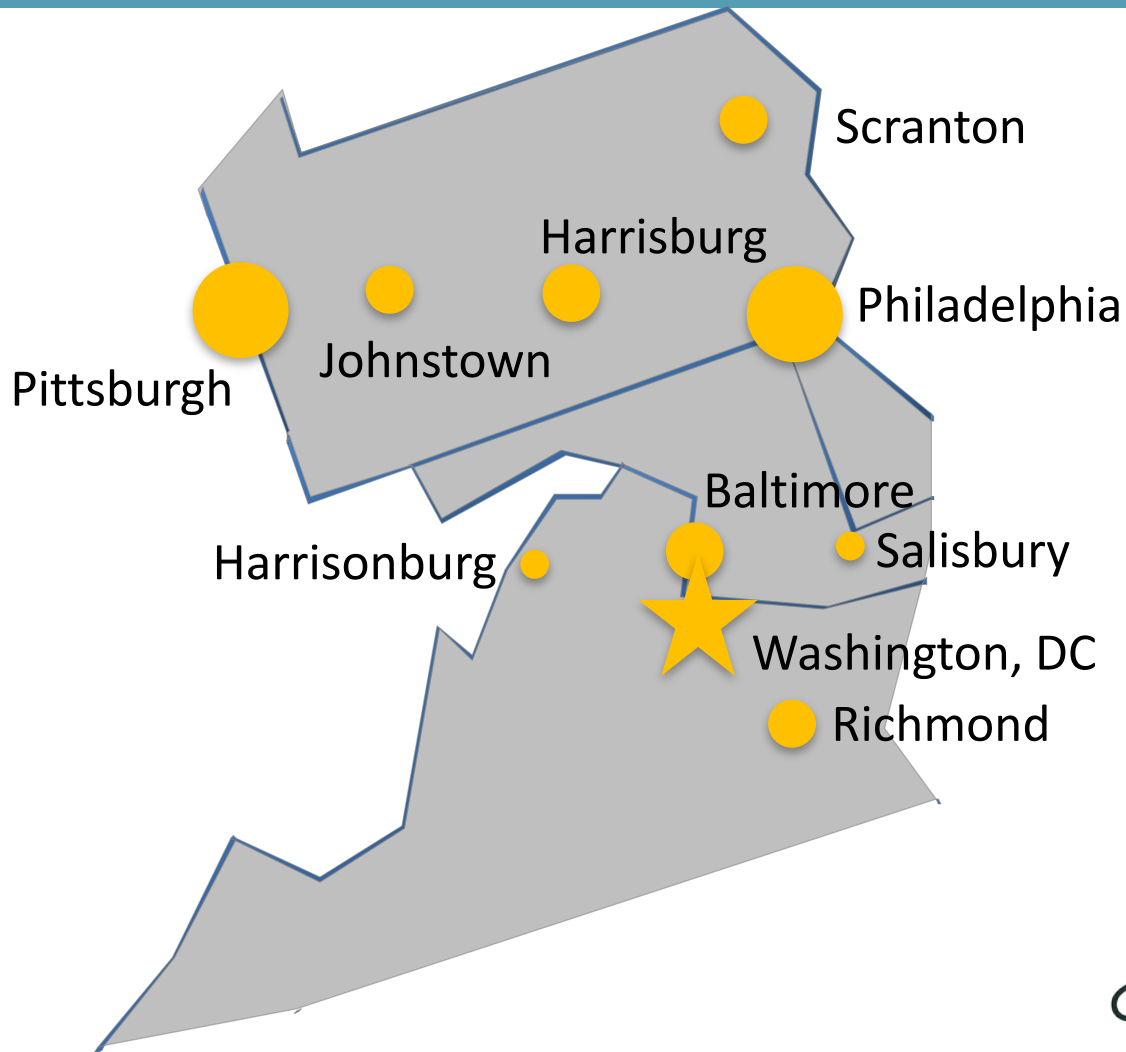
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Potential visitors are not familiar with Loudoun County

Lack of information
could be a chief
reason for non
visitation



Where to advertise to reach Potential Visitors



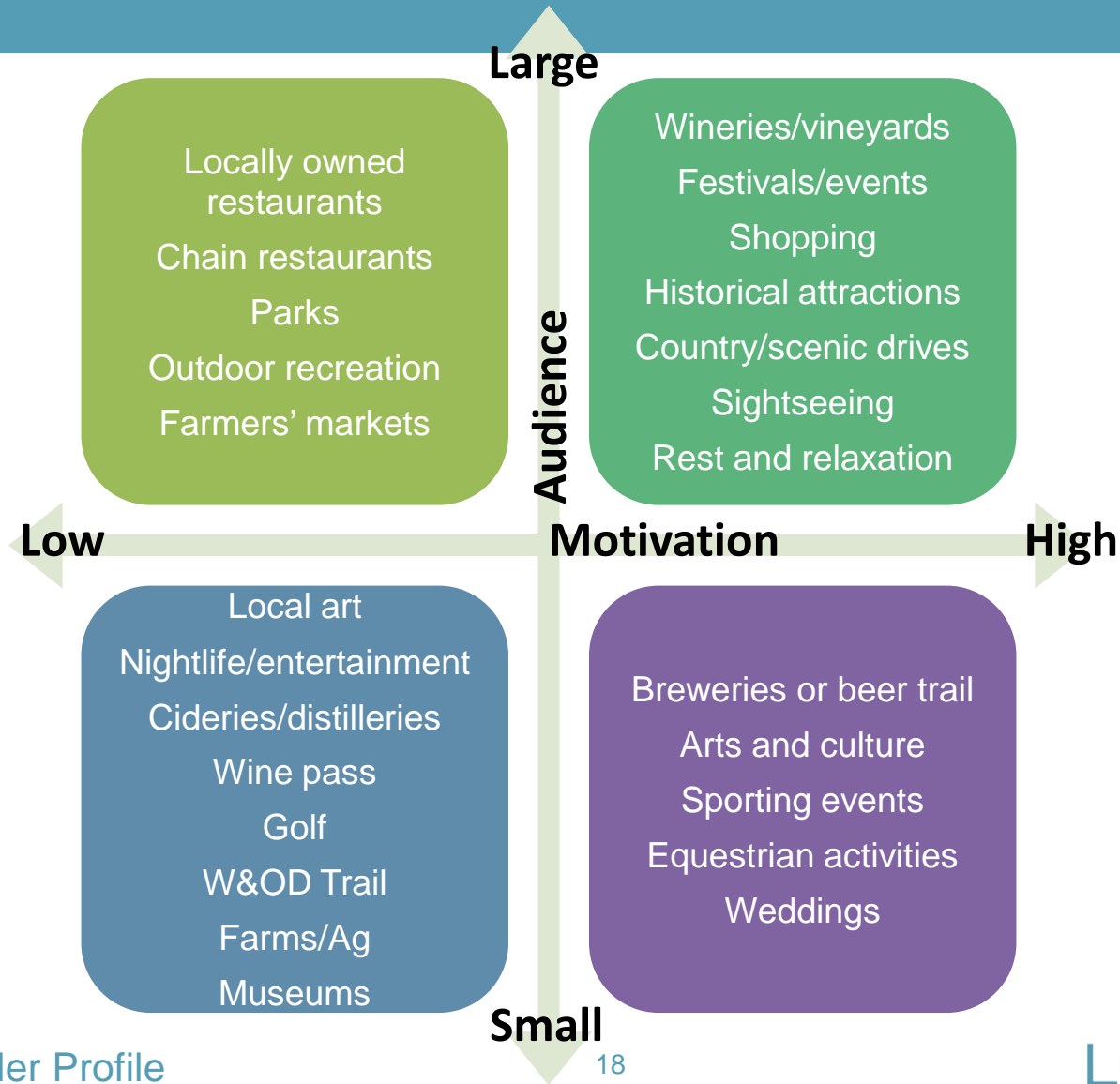


Insights & Recommendations

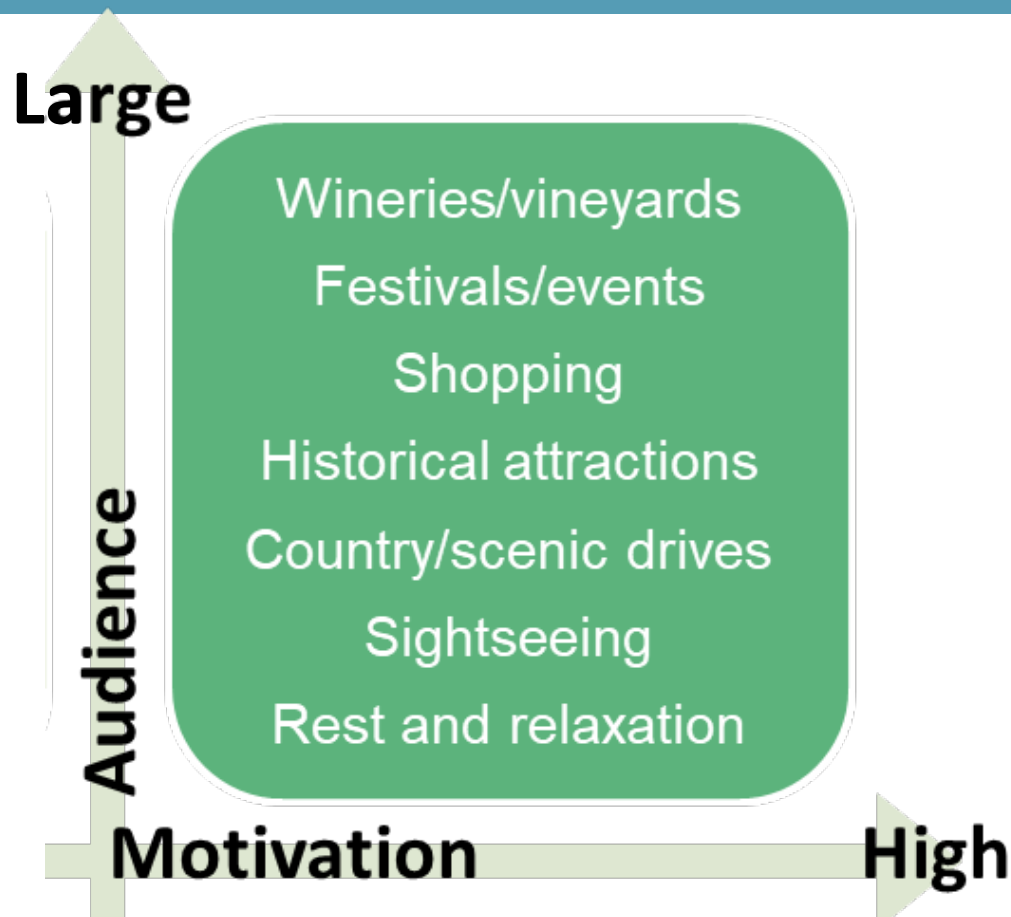
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Activities to Promote...



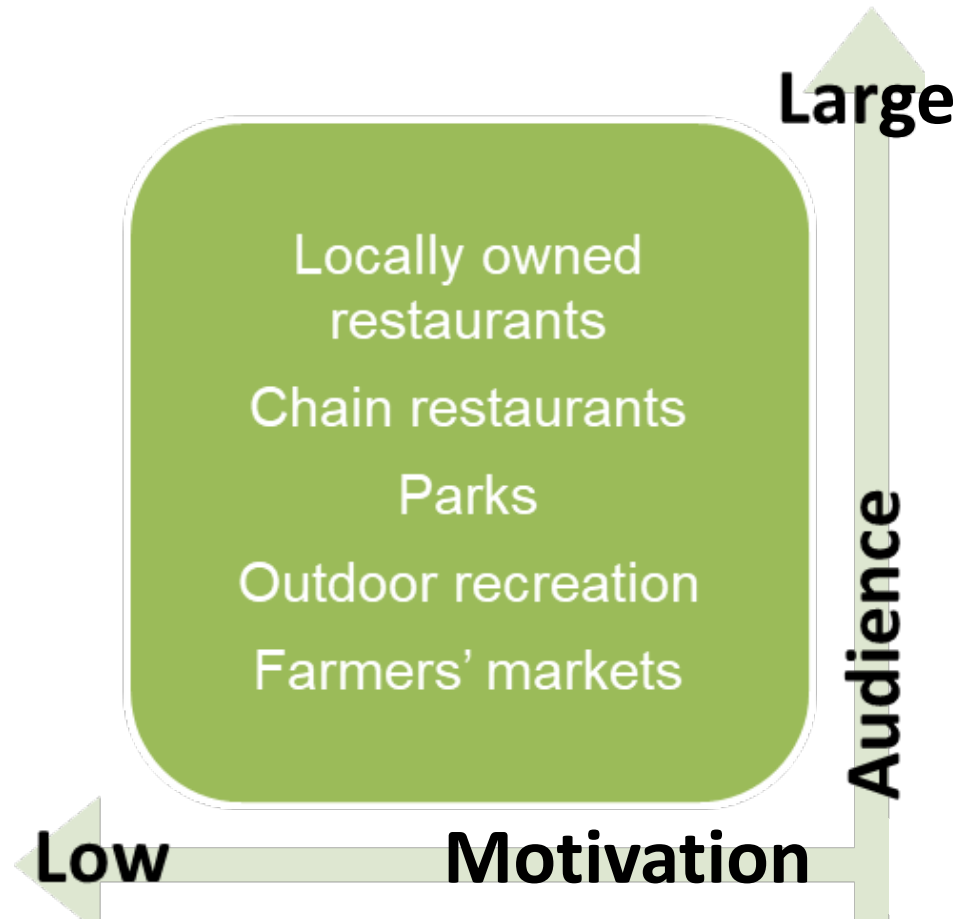
Activities to Promote in Paid Media



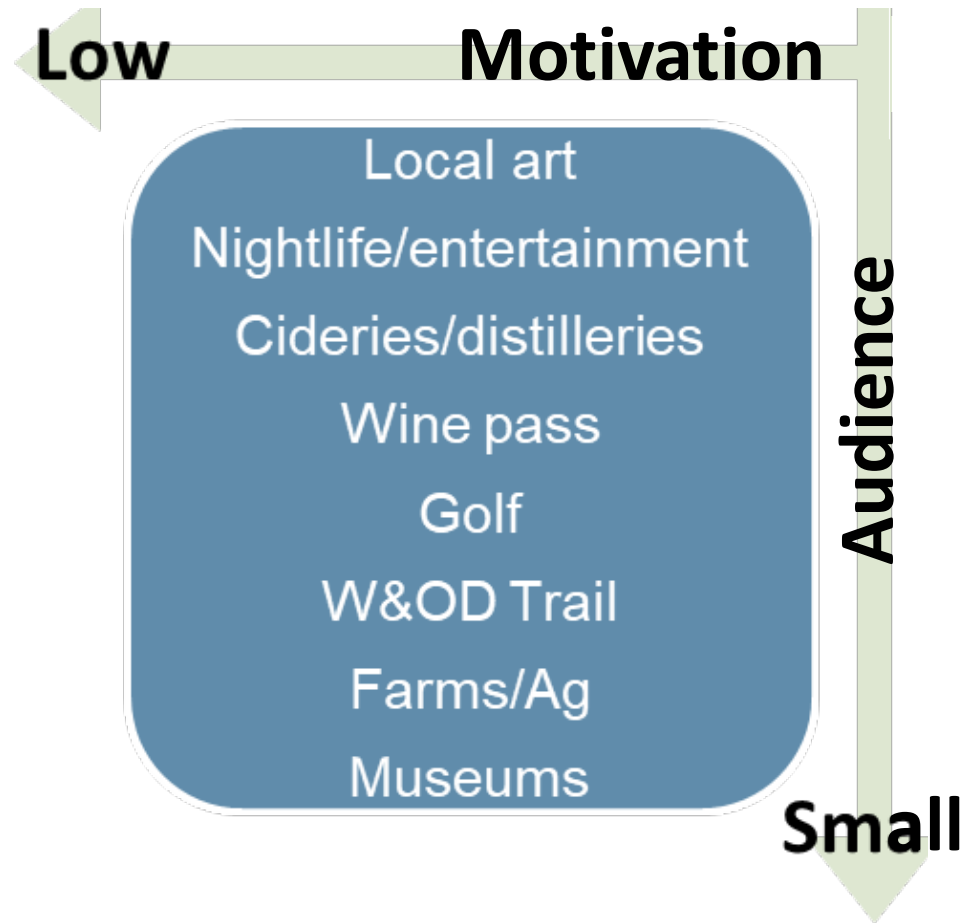
Activities to Promote through Partner Niche Marketing



Activities to Promote through In-Destination Marketing



Activities to Promote through In-Destination Niche Promotion



Insights & Recommendations

Identify ways to increase overnight visitation



Wine is a key element of the county's leisure experience and should be a main focus of marketing.

Word of
mouth is
critical

Incentivize people to recommend Loudoun County –
reward locals who bring in visitors to the wineries

#loveloudoun

Events are a niche that works and brings in visitors



Philadelphia and Pittsburgh are promising markets for expanded advertising