

2020-2022 STRATEGIC PLAN

OUR ANCHORS

OUR 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.

OUR 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.

OUR VALUES

 Accessibility	 Collaboration	 Creativity
 Transparency	 Accountability	 Empowerment

OUR CULTURE

We are an open, collaborative, and visionary organization in which team members are encouraged to think creatively, work hard, have fun and create industry-leading marketing programs that serve our stakeholders and community.

OUR BRAND INTENTION

Our collaborators—stakeholders and customers alike—trust Visit Loudoun because we bring passion, creativity, and leadership to our strategic initiatives.

OUR VALUE PROPOSITION

Visit Loudoun is the only organization solely dedicated to maximizing brand awareness and driving demand for the destination. We are the “go to” resource and expert for data as well as relevant information regarding tourism in Loudoun County.

2020—2022 Strategic Pillars

 Embrace Variety Spreading the word	 Involve the Community Spreading the word to everyone	 Support Music and the Arts Culture Shock	 Inform Infrastructure Building Up Loudoun	 Curate Themed Experiences Making it Happen
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2020 - 2022 Goals

Loudoun County will celebrate and inspire visitors and residents alike to enjoy the benefits and variety of Loudoun County	Loudoun County residents, business owners, and government supports and advocates for tourism	Loudoun County will leverage music and the arts as a key driver and enabler for growth in the destination	Loudoun County will strive to be an integrated destination, participating in the development of frictionless travel for visitors in Loudoun County	Loudoun County will offer curated experiences that will delight and inspire visitors and residents alike to continue to drive the growth of the destination
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2020-2022 Strategies

<ul style="list-style-type: none"> Foster a view of Loudoun with its variety of offerings as a cohesive entity Diversify Loudoun’s offerings even further by ramping up Loudoun’s sports-related activities Identify opportunities to market directly to a diverse set of travelers and markets x Ensure that all marketing efforts highlight the variety and diversity that Loudoun County has to offer in all respects 	<ul style="list-style-type: none"> Continue to inform local and municipal government stakeholders and residents on Visit Loudoun’s role, objectives, and metrics through educational forums Provide tangible resources for business owners to understand how their businesses fit into the larger landscape of Loudoun tourism Re-think the Visit Loudoun Visitor Center experience (digital and human touch) to continuously maintain and make information and assets relevant to visitors Foster connectivity across different tourism relevant groups and industries in Loudoun County, creating a more integrated tourism industry 	<ul style="list-style-type: none"> Facilitate and support Loudoun County as a destination for music and the arts Integrate music and arts into the greater tourism assets and existing events Foster and support the local arts scene 	<ul style="list-style-type: none"> Continue to work with local government to break down barriers and ensure infrastructure issues are on the priority list and points of view are captured in a full county plan. Build transportation options into the experience of Loudoun, creating packages and opportunities for visitors (see Curated Experience) Identify ways to reduce the need for motorized transportation where possible. Address the challenges for the workforce in Loudoun County. Challenges such as access to affordable housing, entry level labor /salaries and the cost of living in Loudoun County, increased traffic, etc. 	<ul style="list-style-type: none"> Reach the right traveler at the right time to tell the right stories based on Loudoun County’s messages, conveying information about the county, highlight enticing experiences and enabling an emotional connection between our target and Loudoun County Ensure a frictionless travel experience whenever possible Educate and train industry partners to be part of this effort Focus creating demand for both eastern and western Loudoun County
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