



## Visit Loudoun Releases Visitor Demographic Report

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LEESBURG (6/23/26)- Loudoun is welcoming a more diverse and younger audience, with visitors often returning for multiple trips, according to a new visitor profile study released by Visit Loudoun.

Conducted by Future Partners, the study used more than 4,000 data points, including surveys of previous Loudoun visitors as well as data tracking travel sentiment and behavior nationwide, to paint a picture of who is coming to the destination.

"Visitor profile research gives destinations the clarity to understand not just who is visiting, but how they're engaging — and what Loudoun's data reveals is genuinely distinctive," Erin Francis-Cummings, CEO of Future Partners said. "This isn't a destination that serves one type of traveler. Loudoun functions as both a convenient day-trip market and a compelling overnight destination, attracting experience-driven visitors. That kind of appeal is rare, and it speaks to the depth and range of what Loudoun has to offer."

Loudoun's average visitor is a loyal traveler who blends personal connection with leisure, according to the study. More than half of travelers come from the DC-metro drive market. These visitors often become repeat guests to Loudoun, with nine in 10 returning. Overnight visitors spend almost \$4,000 per party per trip with key activities being shopping, special events, outdoor recreation and wineries. The overall satisfaction of a visitor to Loudoun is almost 87 percent.

"The findings are especially encouraging because they demonstrate that visitors are not only discovering Loudoun for the first time, but they are returning for additional experiences—an important indicator of satisfaction and destination loyalty," Erickson said.

Often traveling as a couple or small family group, Loudoun visitors are searching for luxury and immersive experiences. Leesburg serves as a key anchor of visitor experience, while western Loudoun and agritourism continue to be strong attractors.

Visit Loudoun's last visitor profile was conducted in 2018, and while methodologies differ, directional indicators show that Loudoun's visitor base is becoming more diverse. The share of visitors identifying as white shifted from 80 percent in 2018 to 66 percent in 2026. Over the same period, Black or African American visitors grew from roughly 11 percent to 23 percent and Hispanic or Latino visitors increased from 4 percent to 8 percent. Visitors identifying as LGBTQ+ increased from approximately 7 percent in 2018 to 10 percent.

While the average visitor in Loudoun is a 45-year-old female, the generational makeup of Loudoun's visitors has shifted toward younger travelers. Millennials grew from approximately 35 percent of visitors in 2018 to 38 percent in 2026, while Baby Boomers declined from roughly 31 percent to 17 percent.

"Our destination is resonating with an increasingly diverse audience, reflecting the broad appeal of Loudoun's unique blend of attractions, experiences and hospitality," Visit Loudoun President and CEO Beth Erickson said. "This data-driven approach ensures we continue investing our resources effectively to attract new visitors while fostering lasting relationships with those who already know and love Loudoun."

Using the data collected, the 2026 study identifies five distinct traveler types that together shape Loudoun's tourism economy: The rural experience explorer, the active weekend recharger, the curious cultural weekender, the taste-driven escape seeker and the efficient business stopover. For more details on these personas and the study, [click here](#).