



Loudoun County's tourism industry continues to break records, experiencing its fifth consecutive year of growth

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LEESBURG (Sept. 10, 2019)- Visitor spending in Loudoun County increased for the fifth consecutive year in 2018, generating \$1.84 billion, according to data released by the US Travel Association this week.

Loudoun ranks third in visitor spending in Virginia, up 4.4 percent from 2017, according to the data. Tourism also supported 17,673 jobs and generated \$720 million in wages in Loudoun County.

"The continued increase in visitor spending is a testament to the value of tourism in Loudoun County," Visit Loudoun President and CEO Beth Erickson said. "Loudoun not only offers a diverse product that is appealing to visitors from across the world, but tourism is also embraced by elected officials and the community, which helps the industry thrive."

In addition to increased spending, tourism-related state tax receipts for Loudoun in 2018 were about \$48.6 million, up 2.9 percent, and local tax receipts were at \$28.6 million, up 2.3 percent. The Transient Occupancy Tax, which is collected from Loudoun's hotels and other lodging properties, has also seen steady growth. Since Fiscal 2016, it has increased 28 percent, standing at \$6.4 million in Fiscal 2019.

Visit Loudoun had several initiatives last year that helped elevate the destination. In 2018 the tourism organization launched the successful LoCo Ale Trail Passport program as well as hosted the national Beer Bloggers Conference. It also helped with the creation of the Loudoun County Artisan Trail and hosted various sports tournaments and meetings that help drive overnight stays.

"Visit Loudoun has made a concerted effort over the last few years to create engaging marketing campaigns and reach new markets with its sales and sports initiatives," Erickson said. "The steady growth in tourism revenue shows we are delivering on our promise to showcase all Loudoun County has to offer."

According to the US Travel Association, tourism in Virginia generated \$26 billion in travel spending. Tourism also supported 235,000 work opportunities for Virginia communities and contributed \$1.8 billion in state and local taxes.

"Virginia's tourism industry had a banner year in 2018, hitting new records and making important impacts on our communities across the Commonwealth," said Rita McClenny, president and CEO of Virginia Tourism Corporation. "As we celebrate the 50th anniversary of Virginia is for Lovers this year, we also celebrate the people who impact and influence our communities with their vision, passion, and love

for the tourism industry. Our industry is made up of creative, hard-working, and dedicated professionals, and they work every day to make our communities more vibrant and dynamic. They help to make Virginia the best place to live, work, and visit, and are our most powerful ambassadors for Virginia is for Lovers.”

The Virginia Tourism Corporation receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on www.vatc.org under Research.