

# #LoveLoudoun



## 2022 Visit Loudoun Media Sheet

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### Loudoun's Award-Winning Craft Beverage Scene

With more than 45 wineries on rolling hills and vine-covered slopes, Loudoun is known as [DC's Wine Country®](#) and a place where the views are as sumptuous as the vintages. It is a vibrant craft beer destination too, with the popular [LoCo Ale Trail](#) connecting some 30-plus breweries, from trendy urban tap rooms in the east, to mountain top beer gardens in the Blue Ridge out west. And if spirits are your thing, Loudoun is home to two artisanal distilleries producing award-winning rye, gin and even absinthe. Becky Harris of [Catoclin Creek Distilling Company](#) is arguably the leading female whiskey maker in America today. It's not only grapes and grain that Loudoun ferments: cideries are popping up and a "winery" is even fermenting honey for mead.

### The Great Outdoors

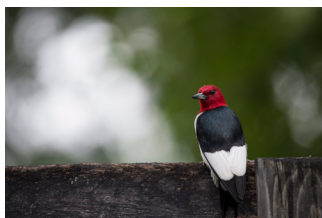
While eastern Loudoun is dynamically urban, the west is an outdoor paradise – a lush expanse of working farms, soaring mountains and tumbling river valleys – dirt roads, hiking trails and biking paths connecting them all. [From high-flying adventures on zip lines and aerial courses](#) to cycling the 45-mile W&OD Railroad Regional Park or hiking the "Rollercoaster" of the Appalachian Trail, there is something for every outdoor enthusiast. And if you need to cool down from it all, enjoy rafting on the Potomac River.

### Small Town Appeal

Experience authentic, small-town America and journey into the nation's past in Loudoun's [10 small towns and historic villages](#). [Downtown Leesburg](#) is lined with handsome 18th and 19th Century colonial and Federal red brick buildings, while picturesque [Middleburg](#) in horse and hunt country has dozens of buildings on the National Register of Historic Places. Off-the-beaten path villages [Waterford](#), Lincoln and Taylorstown have barely changed since Quakers settled them in the 1730s. Take self-guided tours, pop into chic boutiques and enjoy fine food and drink in hidden cafes and stylish bars.

### What's New for 2022

- 1 [The Marshall House](#) in historic Leesburg will celebrate 75 years since Secretary of State George Marshall publicly announced his vision for rebuilding post-World War II Europe. Throughout the year, attend events to honor this historic moment, including a film fest, a poster contest, a June 5 celebration at historic Dodona Manor in Leesburg and the first-ever Marshall Award for Ethical Leadership.
- 2 Collaboration reached new heights in February as eight Loudoun wineries blended their wines to create the bold red 2020 Valle Tranquilo. The release tells the story of northern Loudoun's rich viticulture scene and the bottle features art from Loudoun artist Jill Brabant.
- 3 America's Favorite Pastime...Re-Imagined. The Ballpark Loudoun will open come spring and combine integrated cutting-edge technologies, top-of-the-line skill development opportunities and a full-service restaurant and bar to create a custom experience for all skill levels. The Ballpark Loudoun will have four HitTrax™ Suites- interactive batting cages that combine eSports with our national pastime.
- 4 A NEW Tru by Hilton opened in Ashburn, welcoming guests with a wall mural featuring Loudoun's many local attractions. The property features 125 rooms, a coffee station and market, lounge, game room, pool, modern work spaces and more. This is the first new hotel in Loudoun since [Salamander Resort & Spa](#) opened in 2013.
- 5 Located minutes from Dulles International Airport, [King Spa](#) is a spectacular new Korean-style day spa set over three sprawling floors. Modeled on the traditional Jjim-Jil Bang spas of South Korea, a day-pass gets you access to steam rooms, saunas, thermal baths, mud rooms and a vast rooftop swimming pool complex replete with waterfalls, showers and hot tubs. Treatments – massages, scrubs and facials – are extra.







## Story Ideas

### Dirt Roads and Digital Highways

While western Loudoun has more miles of unpaved roads than any other Virginia county, [Sterling](#) and [Ashburn](#) in Loudoun's urban east are home to scores of sleek hi-tech data centers that power 70% of the world's Internet traffic. The area is known as Data Center Alley or the Silicon Valley of the East. NEW in 2022 the Gravel Grinder National Championship will make its Mid-Atlantic debut, bringing hundreds of riders to experience Loudoun's rural roads.

### Lights, Camera, Loudoun!

[The Middleburg Film Festival](#), taking place each October, has become a major stop on the Oscar trail. Founded in 2013 by billionaire black female entrepreneur and Middleburg resident Sheila Johnson, stars like Emma Stone and Meg Ryan have made appearances while films like "Spotlight" wowed crowds before taking Best Picture at the 2016 Oscars. In 2020, the Loudoun Arts Film Festival debuted, with a focus on upcoming independent filmmakers.

### The Resorts

Fancy a luxe resort? Sheila Johnson's [Salamander Resort & Spa](#) in Middleburg's rolling countryside is a swanky equine-themed property with sleek spa, exquisite dining and multiple sporting activities including archery and ziplining. The equally upscale [Goodstone Inn & Restaurant](#) on 265-acres nearby features 18 guestrooms across six historic cottages and a superb tasting menu in its Conservatory restaurant. [Lansdowne Resort & Spa](#) in Leesburg is a sprawling hotel, golf and lifestyle resort set on 500 scenic acres overlooking the Potomac River.

### Self Guided Tours

You don't need a guide to explore Loudoun. Get the Leesburg Walking Tour App from [Leesburgva.gov](#) for tours of the county seat; pick up a copy of Waterford's "Walk With Us..." pocket guide to learn about the historic Quaker town and follow the red bugle road signs of the Civil War Trails project, which highlights more than 30 sites in Loudoun.

### Agri-Innovators

Agritourism is big business in Loudoun, and with that has come outside-the-box agri-innovators. At [Wheatland Spring Farm + Brewery](#), beer is made using yeast captured from grain grown on property; at [Endless Summer Harvest](#) gourmet lettuce and salad greens are grown hydroponically in hi-tech greenhouses; and at [Sunset Hills Vineyard](#) the sun that nourishes the grapes also powers the solar panels that help make award-winning wines.

