



# Visit LOUDOUN

Annual Report  
FY 2018

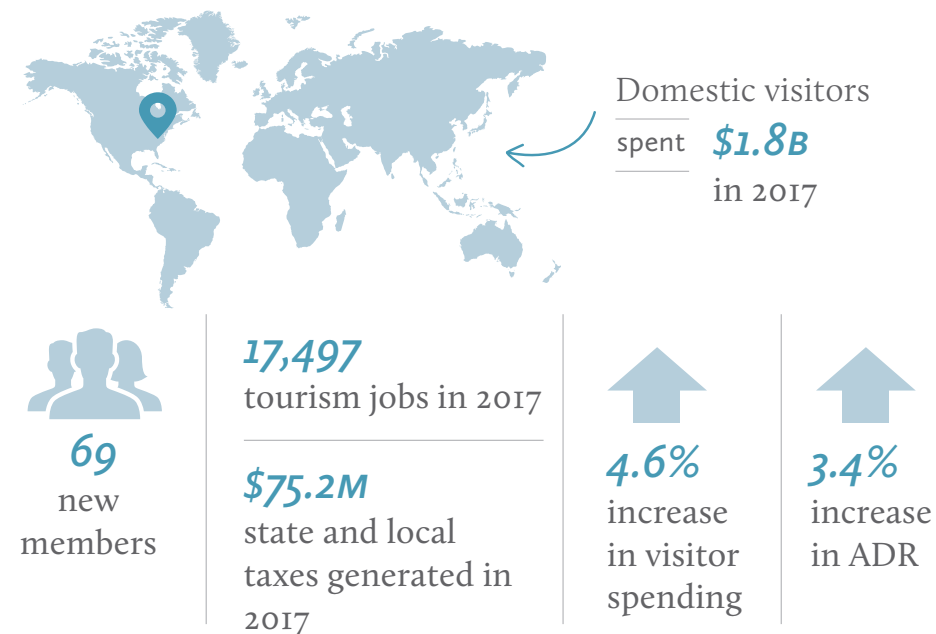


## Our Vision & Mission

Our vision is to be a “must visit” destination supported by a community that recognizes the economics 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 is 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.

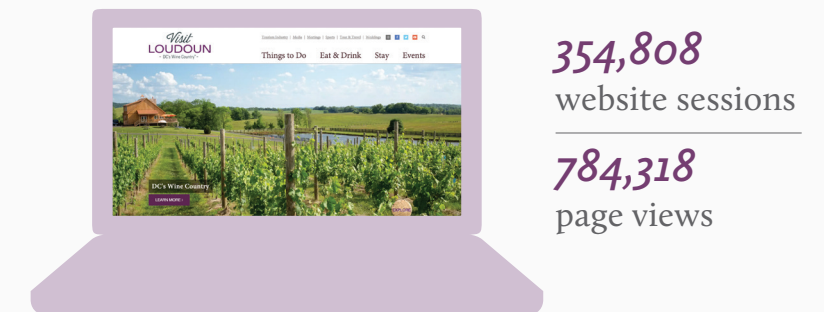
## Highlights



## Grant Funding



## Marketing



## Campaign Impressions



## Advertising Partners





## Media

Leesburg | Zip Trip: Modern living in historic Virginia



174  
media placements

4,141,238  
audience

143  
partners featured

42  
media visits

202,051,674 digital reach (UVM Exposure)

Publications include:

Growler Magazine USA Today Fox 5 DC Pittsburgh Post-Gazette  
Blackbook WTOP Martha Stewart Weddings Smart Meetings Magazine  
Money Inc Thrillist Fodor's Travel Washingtonian Coastal Virginia  
DC Refined Wine Enthusiast Richmond Magazine Imagine  
Northern Virginia Magazine Virginia Business Magazine Lonely Planet

## Accolades & Achievements



### Girlfriend Getaways

Silver Adrian Award  
Niche Marketing Campaign Category

## Contact Us

Visit  
LOUDOUN

Loudoun Visitors Center  
112-G South Street, SE, Leesburg, VA 20175  
703-771-2617 | 800-772-6118

visitloudoun.org | visitloudoun.org/blog  
@VisitLoudoun | #LoveLoudoun



## Sales



659  
leads sent

111,103  
room nights  
generated

8  
FAM tours



152  
client  
meetings  
& site  
visits

82  
client  
events &  
sales  
missions



31  
tradeshows



938  
services requested/provided



Weddings in Loudoun  
Open House featured

41 venues | 142 vendors  
with 300 tour participants



38 sports tournaments  
bringing 17,700+ visitors



Hosted 10 USSSA tournaments,  
generating 3,116 rooms nights  
and 12,200+ visitors



Economic Impact  
of Meetings  
\$19.3M

## Meeting Sales Partners

cvent

HB  
HELMSBRISCOE

POTOMAC  
CHAPTER  
MPI  
MEETING PROFESSIONALS INTERNATIONAL

NATCAP  
Society of Government  
Meeting Professionals

VSAE  
VIRGINIA SOCIETY of  
ASSOCIATION EXECUTIVES

RAMP  
Reston Herndon Meeting Planners