

2025 Visit Loudoun Media Sheet



Loudoun's Award-Winning Craft Beverage Scene

With more than 50 wineries on rolling hills and vine-covered slopes, Loudoun is known as DC's Wine Country®, the views 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 scenic beer gardens in the Blue Ridge Mountains

out west. And if spirits are your thing, Loudoun is home to three artisanal distilleries producing award-winning bourbon, rye, gin and even absinthe. Becky Harris of Catoctin Creek Distilling Company is arguably the leading female whiskey maker in America today. It's not only grapes and grain that Loudoun ferments: several cideries have popped up, turning fresh Virginia apples into liquid gold.



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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 over forest canopies on zip lines 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 kayaking or stand-up paddleboarding the Potomac River.



Small Town Appeal

Experience authentic, small-town America and journey into the nation's past in Loudoun's 12 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 such as Waterford, founded by Quakers in 1733, have barely changed in centuries. Take self-guided tours, public art walks, visit historic attractions, shop in rustic farm stores and chic boutiques, and enjoy fine food, wine and beer in cafes, bars, restaurants and tasting rooms that will make you feel at home.

Story Ideas

Dirt Roads & 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.

Hike the Appalachian Trail in its 100th Year

2025 marks the 100th Anniversary of the Appalachian Trail Conservancy, the non-profit that oversees maintenance and conservation of the world famous 2,200-mile trail that runs from Maine to Georgia. Loudoun is home to a spectacular 13-mile stretch of the AT known as The Rollercoaster, a swooping, rocky hike along the spine of the Blue Ridge in the west of the county. You can hike it year-round but a good time to visit is during the Loudoun Appalachian Trail Festival in Hillsboro which will be held on June 7 this year. The festival celebrates the A.T. Communities of Hillsboro, Round Hill and Bluemont.

Literary Loudoun

Loudoun is DC's Wine Country® but it's literary country too. A single street in tiny Waterford, (est. 1733; pop 2,467), has been home to three Pulitzer Prize-winning writers – Larry McMurtry (Lonesome Dove), Geraldine Brooks (March) and journalist Tony Horowitz, author of Confederates in the Attic – as well as award-winning playwright John Guare, author of Six Degrees of Separation. Pulitzer winning humorist Russell Baker (Growing Up), grew up in the even smaller Morrisonville a few miles away.

The 246 Years Project

While Loudoun prepares to celebrate the nation's 250th Anniversary in 2026, historic Morven Park, the home-turned-museum and public park of early 20th Century Virginia Governor Westmoreland Davis, is creating the "246 Years Project", the first-ever genealogical searchable database of enslaved individuals in America. The project uses digitized copies of historic records to document and honor millions of enslaved peoples in a free, online, custom-built database. On a visit to Morven Park, descendants will be able to locate information about their ancestors and trace their families' recorded experiences.

The Middleburg Film Festival

Taking place each October, The Middleburg Film Festival has become a major stop on the Oscar trail. Established in 2013 by billionaire black female entrepreneur Sheila Johnson, owner of Middleburg's Salamander Resort & Spa, the likes of Emma Stone and Kenneth Branagh have made appearances while films like Conclave wowed crowds in 2024 getting several nominations at this year's Academy Awards.

What's New for 2025?



Thirty-nine suite **Hotel Burg** will open on trendy King Street in Leesburg's historic downtown this summer. The intimate boutique hotel will have a conference room, fitness center, private speakeasy and 70-seat restaurant, The Hunton, overseen by the team behind The Wine Kitchen up the street. The rooftop space will feature firepits, seating and stunning views of the surrounding downtown.



Padel Up, a state-of-the-art four-court facility for the fast-growing global sport of Padel, just opened in Loudoun, the first facility of its kind in the DMV. The complex is open to the public for drop-in games but also offers a membership program, lessons, and a local league. Head Pro Daniel Fernandez is a member of Team USA and on top of the four courts, the facility has a craft coffee and smoothie bar.



300-acre **Reservoir Park** is the newest must-visit public park in Loudoun. The greenspace contains a welcome center, boat rental facility, picnic pavilions, scenic hiking trails, waterfront boardwalks, a bridge and educational exhibits. The park will preserve, protect and educate about the county's source water while also opening it up to the public for recreation.



In preparation for the 2028 Los Angeles Olympics, **Morven Park's International Equestrian Center** in Leesburg hosts the US Equestrian Open of Eventing from October 10-12. Competing riders earn points to qualify for the Games and the event is televised on ESPN. Morven also hosts their annual Polo in the Park series on Saturdays through June and July – perfect for champagne picnics in the summer sun.



In 2025 Loudoun will cement a partnership with the **Canelones wine growing region of Uruguay** based around the Tannat grape. The national grape of Uruguay, Tannat is grown with such great success in Loudoun today that the county has partnered with Canelones on an exchange program where a delegation of winemakers and interns from each region will visit the other destination in the spirit of mutual learning and cultural immersion.