



Visit Loudoun Names new CEO

For more information:

Visit Loudoun Media Relations Manager Jennifer Buske

Sigal@visitloudoun.org; 989-430-9003

Leesburg VA-(June 18, 2014) Visit Loudoun announced Wednesday that Acting President & CEO Beth Erickson will become the permanent leader of the county's destination marketing organization.

Erickson has been serving as the interim leader since January when President & CEO Patrick Kaler left for a position with Visit Buffalo Niagara- representing Erie County, New York.

"A longtime resident of Loudoun County, Beth brings not only her expertise but her passion and commitment to the vision of Visit Loudoun," Visit Loudoun Board of Directors Chair Jackie Gosses said. "The Board of Directors unanimously approved her appointment after an extensive vetting process. We are thrilled that Beth will be joining our team."

A resident of Loudoun County since 1986, Erickson has an extensive background in marketing, strategic planning and partnership development as well as working in the nonprofit sector. Prior to joining Visit Loudoun, Erickson served as Vice President of The Journey Through Hallowed Ground Partnership, leading tourism efforts for the multi-state national heritage area. In July 2009, Erickson also was elected to join Visit Loudoun's Board of Directors, serving as its chairman last year.

"It has been my pleasure to work with the incredible staff at Visit Loudoun, its board of directors and stakeholders over the past five months," Erickson said. "I'm honored to serve as President and CEO for Visit Loudoun as we continue to develop and implement programs that will increase revenue and taxes for the county as well as support the 16,000 tourism-related jobs that depend on our combined efforts."

Visit Loudoun hired the executive recruitment agency SearchWide to conduct a comprehensive, nationwide search for the organization's next president & CEO. A search committee comprised of seven members of Visit Loudoun's Board of Directors, with representation of all Loudoun's market segments was also established to conduct interviews and review candidates.

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun County, Va., known as DC's Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia's culinary and heritage assets, including award-winning wineries, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information.