

Visit LOUDOUN

FY 2017 Annual Report



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.

FY 2017 Highlights



Domestic & International visitors spent **\$1.6B** in 2016



54 new members

17,225 tourism jobs

\$45.7M state and local taxes generated



2.6% increase in occupancy

Grant Funding



18 marketing leverage fund grants totaling **\$50,000**

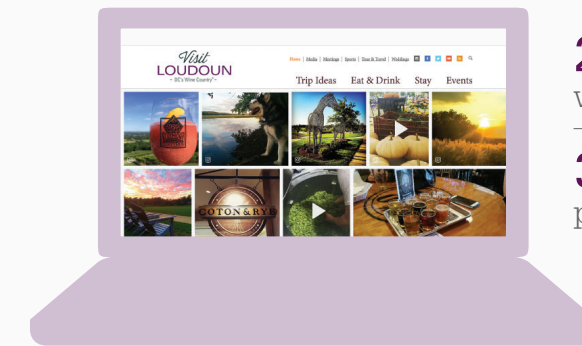
leveraged to **\$675,295**



11 sports tournament grants totaling

\$54,780

Marketing



284,009 website sessions

35,414 partner referrals

42,218 likes

34,680 followers

9,325 followers

Advertising Partners



Campaign Impressions



XXXXXXX LoCo Ale Trail Campaigns

524,300+ Engagement & Wedding Campaign



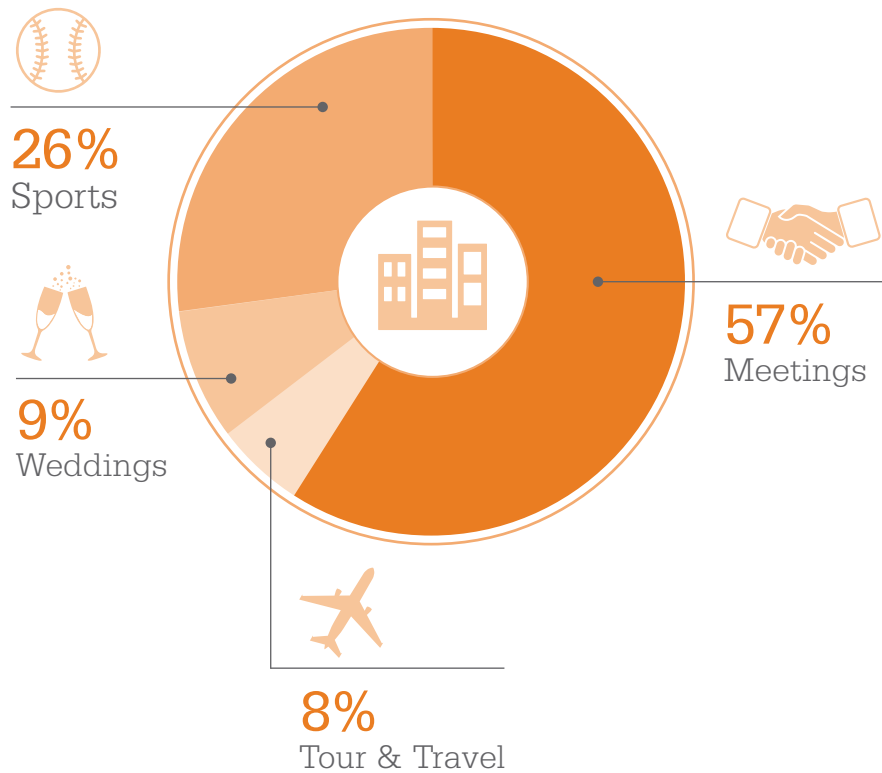
343,700+ #LoveLoudoun

Sales



124,798 room nights generated which equaled a **30%** increase in room nights

Room Nights by Industry



Weddings in Loudoun Open House featured **100 partners** with **450+ guests participating**

548 services provided

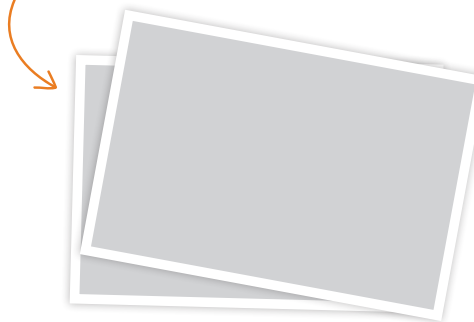
Top 3 service leads

- 1** Photography
- 2** Transportation
- 3** Florist

8 FAM tours



4 sales missions



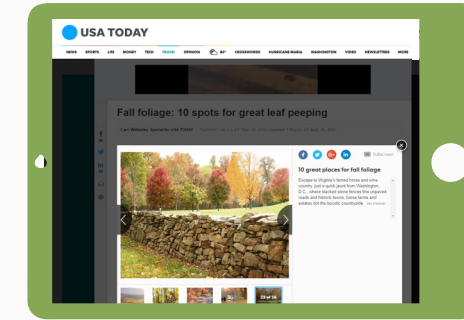
17 tradeshow



32 site visits

568 leads

Media



137 media placements

6,069,589 circulation



\$6,753,759 estimated ad value



28 media visits

Accolades & Achievements



#LoveLoudoun and #FindYourVine
Silver Adrian Award, Social Media Campaign Category



Visit Loudoun Visitors Center
Leesburg Business Awards, Ambassador Award, Honorable Mention



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