



Fairfax County, Virginia  
Connect with America

## PRESS RELEASE

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## DESTINATION MARKETING ORGANIZATION HELPS TAKE LOCAL STAKEHOLDERS MOBILE

### Visit Fairfax Launches New iPhone App with Cooperative Opportunities for Hospitality Partners

Fairfax County, VA - August 4, 2010 - Visit Fairfax ([www.fxva.com](http://www.fxva.com)), in collaboration with the Virginia Tourism Corporation (VTC), is excited to announce the launch of its first mobile application for iPhone. Available at no charge through the iTunes App Store, the "Visit Fairfax: Official Visitors Guide to Fairfax County and Northern Virginia" application is designed to provide both visitors and local residents of the National Capital Region with a highly-personalized and detailed travel guide through Fairfax County and the greater Washington, DC, region, including information about thousands of attractions, events, accommodations, restaurants and special offers.

The Visit Fairfax iPhone application is part of the larger Destination Virginia program, a unique cooperative marketing opportunity, which places the organization's hospitality industry partners at the leading edge of mobile marketing via WAP, APP, and text messaging technology.

"Our mission is to work with the local hospitality community to showcase Fairfax County as a premier destination for business and recreational travelers," says Barry Biggar, President and CEO of Visit Fairfax. "This new mobile application and text messaging program opens up a whole new way for us to develop and promote tourism, conventions, sporting events and other visitor opportunities in the region."

"Through the Destination Virginia program, Fairfax County hotels, restaurants, and attractions who are interested in venturing into the rapidly growing area of mobile will now be able to enhance their marketing efforts with a turnkey solution to leverage the thousands of local and visiting consumers who are using text messaging and smart phones on a daily basis," says Dave Neudeck, Electronic Marketing Director at VTC. "In addition, the Destination Virginia program gives participating stakeholders detailed reporting tools so they can easily track their return on investment."

The Destination Virginia program is a statewide initiative being offered by VTC ([virginia.org](http://virginia.org)) in cooperation with eBrains, Inc. and Sim Partners.

Herndon-based ad agency, White+Partners, contributed to the design of the application to tie in with Visit Fairfax's "Connect with America" branding.

To download the free application, visit the iTunes App Store online at <http://bit.ly/VisitFairfax>.

**Visit Fairfax** is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. For more information, please visit [www.fxva.com](http://www.fxva.com).

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