

## **Silver Line Brings New Stops, Reaching 16 Hotels in Fairfax County**

*For Visit Fairfax and Fairfax County, the Silver Line means accessible destinations and increased visitation to Northern Virginia.*

While the Silver Line appeals to Fairfax County residents as a traffic-free means to travel east into Washington, D.C., tourists and visitors to the National Capital Region will also benefit greatly from the new rail line. Group and individual travelers now have direct Metro access from 16 Fairfax County hotels in the Tysons and Reston areas to many of the popular attractions in the nation's capital.

These newly accessible hotels with highly affordable rates compared to their D.C. counterparts, give both meeting planners and leisure travelers the opportunity to take advantage of event-friendly conference hotels as well as many of the area's most notable attractions. The 16 Fairfax County hotels are working together to take full advantage of this opportunity by offering travelers what they want — convenience. A number of the hotels are located within walking distance of the new stops, and each offers shuttle transportation to and from Metro. Guest feedback has been overwhelmingly positive.

"While Fairfax County hotel shuttles have already been transporting guests along the Orange and Blue Lines for quite some time now, the Silver Line opens extraordinary opportunities," said Barry Biggar, President and CEO of Visit Fairfax. "The value proposition these newly accessible hotels offer event planners and visitors is just exceptional, and we are thrilled to welcome the many new visitors who will come to discover and experience Fairfax County."

Tysons Corner hotels managers are equally excited. Trish Drews, General Manager of Crowne Plaza Tysons Corner, says it has been remarkable to watch Tysons grow during her 25 years in the area. "I have seen numerous changes to the development of Tysons and none have been as important or major as the opening of the Silver Line," she said. "High expectations for this area are being realized and we all look forward to the continued growth."

Her colleagues seem to agree. "We couldn't be happier to have a Metrorail stop right outside our door," said Mike Chouri, General Manager of the Sheraton Tysons Hotel. "Not only are we just two stops from Tysons Corner Center, the region's premiere shopping and dining complex, but the Metrorail gives our guests easy and direct access to key tourist and business points in Washington, D.C. This is such a major milestone in the growth of the Tysons area."

The Silver Line has increased Fairfax County's allure — quite literally, overnight — and with the newly provided accessibility to lodging, event venues and tourist attractions, the future of Fairfax County is endlessly prosperous.

### **About the Metrorail Silver Line**

The Washington Metropolitan Area Transit Authority's newest rail line has been highly anticipated since construction began in March 2009. Phase I of WMATA's two-phase Silver Line project opened to the public on July 26<sup>th</sup> and boasts five new stations: McLean, Tysons Corner, Greensboro, Spring Hill and Wiehle-Reston East, adding Metro accessibility to Fairfax County hotels. Phase II of the Silver Line is scheduled for completion in 2018, when it will extend service to Washington Dulles International Airport.

### **About Visit Fairfax**

Visit Fairfax is the official destination marketing organization for Fairfax County. Charged with tourism marketing and 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). Find them on Facebook at <https://www.facebook.com/visitfairfaxva> or on Twitter at @VisitFairfax.