

## FAIRFAX COUNTY OFFICIALS ANNOUNCE NEW TOURISM BRAND FOR SOUTH COUNTY

New brand, visitor savings pass to cross-promote and drive visitation to historically rich area of region

**Fairfax County, VA – May 18, 2022** – A new tourism branding initiative for the southeastern portion of Fairfax County was announced today by local leaders and elected officials during a press conference at George Washington’s Mount Vernon. The new brand, [Potomac Banks: Explore Fairfax South](#), creates a cohesive synergy between the vast collection of historic attractions, museums, parks, arts and cultural venues, local wine and beer makers, and agritourism businesses located in this historically significant section of Fairfax County.

The branding, which plays off of the area’s location on the banks of the Potomac River, was a result of a multi-year destination development assessment by the Mount Vernon Tourism Task Force (TTF), a group spearheaded by Mount Vernon District Supervisor Dan Storck, in collaboration with Fairfax County’s official tourism organization, Visit Fairfax. The brand creative, developed by digital marketing agency Streetsense, illustrates the diverse culture and experiences found in Fairfax South through design elements that include art, nature, water, and silhouettes of the people who shaped the area into what it is today.

“As a lover of history, nature, arts and recreation, I have been focused for decades on helping others around the world to come see what we have, while helping us grow more jobs, opportunities and experiences. Attracting more visitors to our community helps our attractions stay open, our eating choices be broader, our experiences be richer and further develops the music, drama and arts opportunities for residents and visitors, alike,” Supervisor Storck said. “In 2019, I started the Mount Vernon Tourism Task Force to connect our tourist destinations to grow collaborations, partnerships and visitation to the Potomac Banks. This new Fairfax South branding increases awareness of our area’s rich natural, cultural and historical resources, creating greater pride and desirability for our communities, helps finance community infrastructure and drives economic opportunities.”

Potomac Banks, the first joint destination-focused tourism branding strategy in Fairfax County, aims to help grow opportunities for new tourism infrastructure – such as creating a Tourism Improvement District (TID) for the area that will generate income to sustain and grow the tourism economy – as well as enhance the visitor experience to the area and enrich the quality of life for residents.

“Tourism is one of the top drivers of Fairfax South’s economy, which is a major contributor to Fairfax County’s overall tourism impact of more than \$3 billion [2019], so the development of an exclusive brand was a natural next step, especially now, as the industry continues to recover from the devastating effects of the global pandemic,” said Barry Biggar, President & CEO of Visit Fairfax. “The future of Potomac Banks is bright with the opportunity to create a Tourism Improvement District, which will immensely grow tourism infrastructure and visitation to this vibrant area of Fairfax County.”

Potomac Banks partners will utilize collaborative marketing tools meant to complement each business’s own promotion strategy to tout the region’s highly eclectic visitor experiences. The group will work together to showcase the brand on owned media, at community events, and through other packaging opportunities that resonate across common theme lines and help tell the unique and diverse stories of America’s roots.

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“I have lived my whole life in South County and have always appreciated the significance of our corner of Fairfax County. The history of the newly named Potomac Banks is the story of the United States itself. From Native American history to Washington’s Mount Vernon to Mason’s Gunston Hall to the homes of the enslaved, the American experience from all perspectives started here. The stunning natural beauty of the Potomac River and our parks and trails are second to none,” said Jeffrey C. McKay, Chairman of the Fairfax County Board of Supervisors. “We welcome visitors from around the county, state, nation and the world to explore the estates, monuments, museums, gardens, parks and much more that make up Potomac Banks and the complex and fascinating history of our region and America.”

In addition to the new branding, officials also announced the launch of the **Potomac Banks Savings Pass**, one of the first collaborative efforts of this new collective. The Savings Pass offers visitors discounted admission to Potomac Banks partner sites, including George Washington’s Mount Vernon, George Mason’s Gunston Hall, Woodlawn & Pope-Leighey House, as well as deals on tours, gifts, and activities at sites like the National Museum of the United States Army, the Workhouse Arts Center, G34.3 Brewing Co., Woodlawn Press Winery, and Historic Huntley. The Potomac Banks Savings Pass can be purchased at [FXVA.com/PotomacBanks](https://www.FXVA.com/PotomacBanks).

For more information about **Potomac Banks: Explore Fairfax South** and its partners, visit [www.FXVA.com/PotomacBanks](https://www.FXVA.com/PotomacBanks). Share the brand on social media using #PotomacBanks.

**Press images & logos can be downloaded here:** <https://bit.ly/potomac-banks>

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#### **About Visit Fairfax**

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. Find travel inspiration at [www.FXVA.com](https://www.FXVA.com) or join the conversation on social at Facebook, Twitter and Instagram (@VisitFairfax). Hashtag: #FXVA #PotomacBanks

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