

NORTHERN VIRGINIA DESTINATION GIFTS ICONIC VIRGINIA IS FOR LOVERS SCULPTURE TO PHILADELPHIA FOR FIRST TIME, MARKING LAUNCH OF SUMMER TRAVEL CAMPAIGN

Philadelphia, PA – June 28, 2023 – Today at Fashion District Philadelphia, during a ribbon-cutting event, Visit Fairfax – the official tourism marketing organization for Fairfax County, Virginia – unveiled a gift of “LOVE” to Philadelphia – an iconic Virginia LOVEwork sculpture signifying the relationship between the City of Brotherly Love and Virginia is for Lovers. While there are more than 300 LOVEwork sculptures throughout Virginia, this is the first time one has ever been permanently gifted outside of the Commonwealth.

The event marked the launch of a quarter of a million-dollar integrated summer marketing campaign promoting Fairfax County, Virginia as an easy and accessible travel destination for Philadelphians, as Northern Virginia is located less than 140 miles south.

Research has shown that Philadelphia has consistently been a major feeder market to Fairfax County year after year, accounting for a major percentage of visitation, visitor spend, and website traffic. Marketing efforts by Visit Fairfax have targeted the Philadelphia DMA over the years, but this is the first time it has been approached in such a multi-faceted, comprehensive and integrated way, due to a distribution of funds from the American Rescue Plan Act (ARPA) and through a partnership with Virginia Tourism Corporation.

“On behalf of Fairfax County, we are so excited to welcome Philadelphians to our vibrant destination, and we hope this new campaign will inspire them to explore the many historical, cultural, natural and whimsical treasures found here,” said Barry Biggar, President and CEO of Visit Fairfax. “Whether it’s a quick weekend getaway or a lengthier family vacation to the National Capital Region, this campaign indeed highlights how easy it is to get to Northern Virginia and just how much this region has to offer.”

Campaign elements showcase the unique parallels between Fairfax County and Philadelphia and include digital display at Fashion District Philadelphia, traditional out of home, streaming audio and video, social media, and other in-market activations throughout the summer months. The campaign creative features iconic Fairfax County attractions that share a synergy with beloved Philly symbols, such as George Washington’s Mount Vernon paired with Independence Hall; Mason Neck Wildlife Refuge as the first to protect bald eagles paired with Philadelphia’s favorite football team; and Macerich-owned Tysons Corner Center, paired with its sister property, Fashion District Philadelphia; among others.

“We are definitely feeling the ‘love’ here at Fashion District Philadelphia with the arrival of this remarkable Virginia LOVEwork sculpture gifted by Visit Fairfax,” said Ryan Williams, Property Manager, Fashion District Philadelphia. “Northern Virginia is a wonderful visitor destination with so much to offer Philadelphians – the good feelings between our two East Coast regions are certainly mutual!”

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The newly installed Virginia LOVEwork sculpture also complements Philadelphia’s own famous LOVE sign. The new sculpture at Fashion District will be on display throughout the summer as an anchor to the overall campaign.

“We are thrilled to be sharing the LOVEwork with Visit Fairfax and Fashion District Philadelphia for this collaboration,” said Andrew Cothem, Director of Communications for Virginia Tourism Corporation. “These signs are very popular with travelers coming to Virginia and are often the backdrop of visitor’s engagement photos, weddings, or other special occasions. We hope residents of Philadelphia will see the LOVEwork in Fashion District and be inspired to plan a vacation in Virginia.”

For more information on Fairfax County and to find travel inspiration, go to www.fxva.com.

Press images from the ribbon-cutting can be downloaded here: <https://platform.crowdriff.com/m/s-xB6ub88q8egULxrK>

***Pictured in photos:** Barry Biggar, President & CEO, Visit Fairfax; Ryan Williams, Property Manager, Fashion District Philadelphia; Kendra James, Marketing Manager, Fashion District Philadelphia*

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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 or join the conversation on social at Facebook, Twitter and Instagram (@VisitFairfax). #FXVA

About Virginia Tourism Corporation

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and visit. Learn more at virginia.org.