



## PRESS RELEASE

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### **VISIT FAIRFAX PRESIDENT BARRY BIGGAR NAMED ONE OF NORTHERN VIRGINIA'S TOP 10 MOST INFLUENTIAL LEADERS**

**Fairfax County, VA – September 17, 2025** – Visit Fairfax President & CEO Barry H. Biggar has been named one of the **Top 10 Most Influential People in Northern Virginia** by *Northern Virginia Magazine*, a recognition that honors individuals who shape the region's economy, culture, community, and future.

This marks the second consecutive year that Biggar has been included on the magazine's annual list of the 50 Most Influential People in Northern Virginia. In 2025, his elevation into the Top 10 spotlights not only his leadership within Fairfax County's tourism industry, but also his role in advancing the region's overall economy, and inspiring future generations of hospitality leaders.

"Tourism is about more than just visitors—it creates jobs, supports and fuels businesses, and indeed enhances the quality of life for the people who call this amazing community home," said Biggar. "I am deeply honored and humbled by this recognition and grateful to work alongside so many incredible partners who share in the vision of making Northern Virginia a world-class destination."

Since joining Visit Fairfax in 2008, Biggar has helped double Fairfax County's tourism economy, which, per recently released 2024 data from Virginia Tourism Corporation, now brings in nearly \$4 billion annually in direct visitor spending and generates more than \$300 million in state and local tax revenue that supports residents.

Biggar's impact extends well beyond Fairfax County. A recognized global advocate for tourism, he has participated in international economic development missions to expand air service through Washington Dulles International Airport and attract new markets to the region, working directly with leaders in countries such as India and across Europe. He has also held prominent leadership roles with Skål International—the world's largest organization of travel and tourism professionals—as former President of the Washington, DC chapter and in his current position on the US Executive Team.

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His peers in the tourism and hospitality industry have consistently recognized his leadership. In 2024, Biggar was bestowed the prestigious Tower of Dulles Award from the Committee for Dulles for his contributions to the airport and Dulles Economic Corridor.

Prior to that, he was named one of the “Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization” by the Hospitality Sales & Marketing Association International (HSMAI).

Additionally, he was a founding member of Fairfax County’s Sports Tourism Task Force, has held leadership positions with the Virginia Restaurant Lodging and Travel Association (VRLTA), Destinations International (DI), the Northern Virginia Chamber of Commerce, and the Virginia Association of Destination Marketing Organizations (VADMO). He currently sits on the Board of ArtsFairfax, the Northern Virginia Tourism Partnership, and is Chair of the Fairfax County Valor Awards Committee. He remains committed to mentoring the next generation of hospitality leaders through partnerships with Northern Virginia Community College, George Mason University, and Virginia Tech.

For *Northern Virginia Magazine*, the annual Influential People list highlights leaders across business and development, education, government, healthcare, sports, entertainment, nonprofit, and cultural sectors whose decisions and vision shape the future of the region and who made an impact on where Northern Virginians spend their time.

The full list of Northern Virginia’s 50 Most Influential People of 2025 can be found at <https://northernvirginiamag.com/news/2025/09/17/the-50-most-influential-people-in-northern-virginia>.

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**Visit Fairfax** ([www.fxva.com](http://www.fxva.com)) 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](http://www.FXVA.com) or join the conversation on social media at Facebook and Instagram (@VisitFairfax.) Hashtag: #FXVA