



Fairfax County, Virginia

Connect with America



ATTRACTING VISITORS  
AND MAKING AN IMPACT.





MEASURABLE RESULTS,  
**SIGNIFICANT ROI.**  
★★★

## PROMOTING FAIRFAX COUNTY, EVERY DAY.

The Fairfax County Convention and Visitors Corporation (Visit Fairfax) is a non-profit marketing and promotional organization working to bring visitors to our great community.

Our mission is to enhance economic and social growth in Fairfax County and Northern Virginia by marketing, promoting, developing and coordinating tourism, conventions, sports and hospitality opportunities in the area.

Visit Fairfax touches the lives of virtually every resident in our area, in one way or another. We bring visitors to Northern Virginia—visitors bring money to the businesses in Fairfax County and contribute to the revenue of the County through the taxes their visit generates.

In addition to the prime responsibility and mandate of marketing, Visit Fairfax also fulfills the roles of Economic Driver, Industry Coordinator, Public Representative for our area and Builder of Community Pride.



## **PASSIONATE STAFF MAKE THE DIFFERENCE.**

Visit Fairfax employs a staff of talented tourism professionals, each dedicated in their own specific way to promoting tourism for our community. Based on principles of partnership, cooperation and mutually beneficial alliances, our program of work is managed by objectives and is accountable for tangible, measurable results ensuring a significant Return on Investment.

Sales calls, trade and travel shows, and one-on-one appointments with both international and national customer groups increase leisure travel to Fairfax County, as does focusing on individual and family markets through targeted advertising.

Working closely and proactively with meeting planners and event coordinators to bring groups and organizations to Fairfax County, while ensuring these groups have the resources necessary for a successful event, helps to establish the County as a preferred destination for meetings.

Maximizing the usage of local sports facilities by actively pursuing youth and adult sporting events and activities through trade shows and strategic alliances greatly increases the economic impact of tourism from this important segment in our community.



FAIRFAX COUNTY IS  
THE #1 CONTRIBUTOR  
OF EXPENDITURES  
TO VIRGINIA'S TOURISM  
INDUSTRY



**MILLIONS OF VISITORS.  
BILLIONS IN IMPACT.**

Visitors from around the world travel to Fairfax County spending, on average, over \$2.7 billion in our area annually. While the majority (90%) of visitors travel by car from within a 500 mile radius, Fairfax County hosts travelers from across the globe.

Total tourism spending in Fairfax County for 2013 reached over \$2.7 billion.

An additional \$168 million in state and local taxes were generated by direct travel spending in our area.

**SUPPORTING LOCAL EMPLOYMENT.**

Visitors to Fairfax County directly support almost 30,000 local jobs with earnings of \$579.2 million. While the majority of these jobs were in the leisure and hospitality industries—accommodations, food service, arts, recreation and entertainment—tourism impacts a multitude of businesses and crosses numerous industries.



## RETURN ON INVESTMENT.

Visit Fairfax, in partnership with our County and many area businesses, generated an estimated economic impact to our community of over \$71.6 million representing a 28.6 to 1 return on investment.

## OFFERING GREAT PLACES TO STAY.

Hotels in Fairfax County had an average occupancy rate of 68.2% in 2014. With over 20,000 rooms in over 100 hotels, Fairfax County sold over 4.8 million room nights throughout the year.

## ONE OF A KIND ATTRACTIONS.

Fairfax County is one of Virginia's top destinations. We are home to George Washington's Mount Vernon and the Smithsonian's National Air and Space Museum Steven F. Udvar-Hazy Center—two of our nation's most visited attractions. Fairfax County offers the best shopping south of Fifth Avenue in Tysons Corner with over 500 shops featuring everything from high fashion boutiques to discount stores. Fairfax County is home to Wolf Trap, the nation's only National Park for the Performing Arts. Fairfax County boasts three of the top 25 most visited attractions in the nation's Capital Region.



VISITORS TO FAIRFAX  
COUNTY DIRECTLY  
SUPPORT ALMOST  
30,000 LOCAL JOBS



## PLAYING A PART ON THE STATE & NATIONAL LEVEL.

Tourism has a huge economic impact in the state of Virginia. In 2013, millions of visitors traveled to and within Virginia, resulting in \$21.5 billion in spending. 213,000 jobs were supported directly by travel spending, with earnings of \$4.9 billion in payroll and salaries.

Nationwide, the U.S. travel industry directly employs 7.9 million people, generates payroll of \$209.5 billion and tax revenues of about \$133.9 billion.

Travel expenditures within the United States totaled \$887.9 billion in 2013, and visitors to the U.S. spent more here than U.S. residents traveling abroad, creating a positive balance of trade for the national economy of \$62 billion.



Each U.S. household in 2013 would have paid \$1,093 more in taxes without the tax revenue generated by travel and tourism.

The numbers and statistics used within this document can be found at:  
The U.S. Travel Association website at [www.ustravel.org](http://www.ustravel.org) and  
The Virginia Tourism website at [www.vatc.org](http://www.vatc.org)

## **OUR WORK IS WORKING.**

From promoting Fairfax County's numerous destinations and attractions to supporting the economy and local employment, Visit Fairfax is dedicated to showing the world what an incredible place the county is to work, play and visit.

We're proud to see our efforts succeed in attracting visitors, jobs and businesses—as well as creating opportunities for economic growth in Fairfax County and Northern Virginia—and we look forward to continued success.



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