

# Visit LOUDOUN

## FY 2016 Annual Report

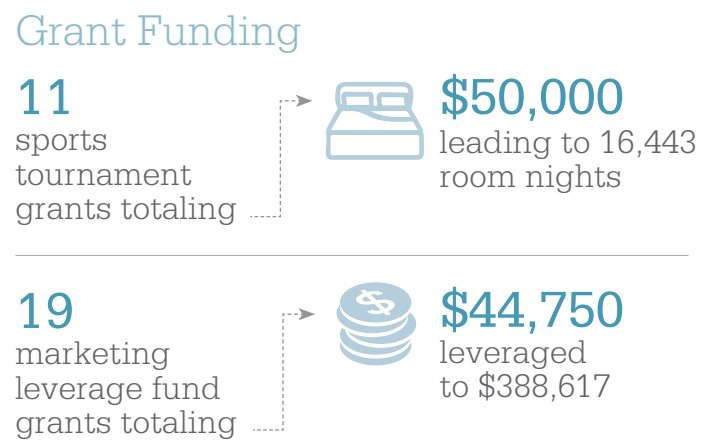
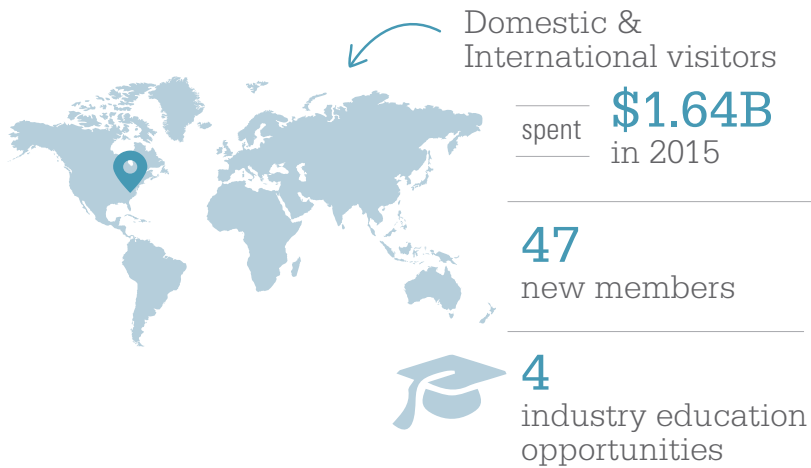
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### Our Vision & Mission

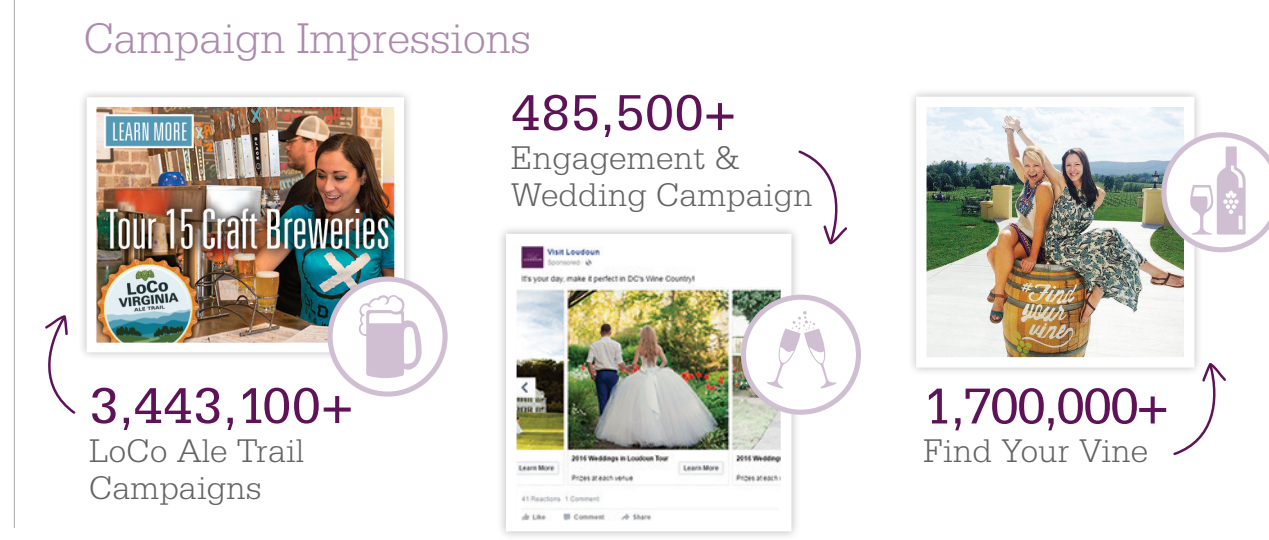
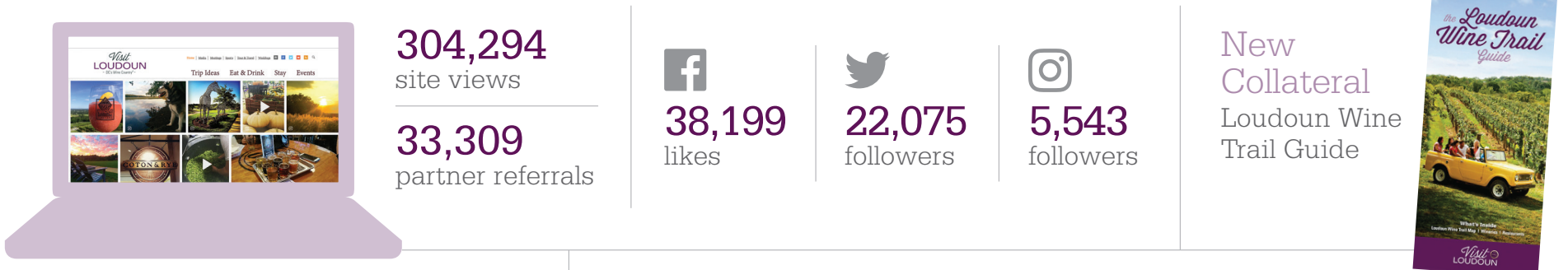
Our vision is to be a "must visit" destination supported by a community that recognizes the economic and quality of life benefits that come from sharing our home with visitors. Loudoun County will be the preferred East Coast destination for lovers of artisanal, epicurean, and culturally rich experiences.

Our mission is to stimulate the sustainability and enhancement of Loudoun County's economy and quality of life by advocating for smart destination development and marketing an exceptional experience to travel consumers worldwide.

### FY 2016 Highlights



### Marketing



# Sales



**96,128**  
room nights generated

which equaled a

**252%**  
increase in room nights

**7**  
sales missions



**30**  
site visits

**489**  
leads

**15**  
tradeshows



**5**  
FAM tours

**680**  
services provided:

**Top 3**  
service leads:

**35,000+**  
marketing materials  
distributed



**1**  
Transportation



**2**  
Rehearsal Dinner



**3**  
Florist



## Weddings & Services

**29%**  
increase in  
room nights

Weddings in Loudoun  
Tour featured

**64 partners** with  
**225 tour  
participants**



## Meetings

**760%**  
increase in  
room nights



**29**  
clients hosted  
for site visits  
in Loudoun



## Sports

**59.9%**  
increase in  
room nights

**26.3%**  
increase in sporting  
events hosted



**3,300+**  
players arrived in  
Loudoun for 2015  
softball tournaments:

- **PONY**
- **ASA Eastern  
National**

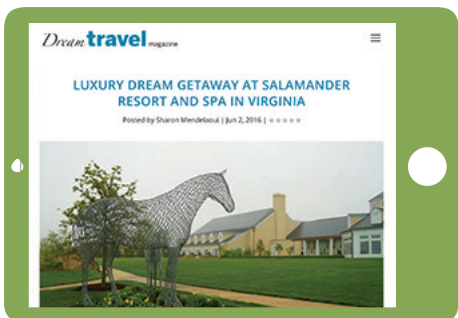


## Tour and Travel

Met with  
**171**  
operators from  
**22**  
countries



# Media



**138**  
media placements

**7,468,683**  
impressions

**\$4,454,199**  
ad value

**25**  
journalists  
hosted

**3**  
international  
press trip visits

# Accolades & Achievements



Maintained Destination  
Marketing Organization  
accreditation

One of 180 accredited  
Destination Marketing  
organizations



Silver Adrian Award,  
Public Relations Category

Epicurience Virginia 2014

Sesquicentennial  
Leadership Award  
presented to the  
Loudoun County Civil  
War Sesquicentennial  
Committee

