

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.

Fly 2016 Highlights



Domestic & International visitors

spent

\$1.64B in 2015

47

new members

1

industry education opportunities



6.7% increase in occupancy

16,840 tourism jobs

\$43.6M state and local taxes generated

Grant Funding

11 sports tournament grants totaling



\$50,000 leading to 16,443 room nights

19 marketing leverage fund grants totaling



\$44,750 leveraged to \$388,617

Marketing



304,294 site views

33 300

33,309 partner referrals

38,199 likes

22,075 followers

5,543 followers

New Collateral Loudoun Wine Trail Guide



Advertising Partners













Campaign Impressions



3,443,100+ LoCo Ale Trail Campaigns

485,500+







1,700,000+ Find Your Vine





96,128

room nights generated

which equaled a

252%

increase in room nights

sales missions



30 site visits

489 leads 15 tradeshows



FAM tours

680 services provided:

Top 3

service leads:

35,000+ marketing materials distributed





(2) Rehearsal Dinner



Florist



Weddings & Services



29%

increase in room nights

Weddings in Loudoun Tour featured

64 partners with 225 tour





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



3,300+

events hosted

players arrived in Loudoun for 2015 softball tournaments:

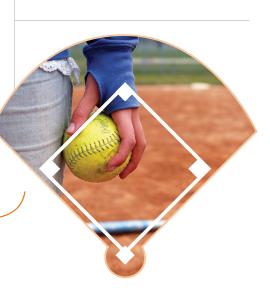


 ASA Eastern **National**



Tour and Travel

Met with 171 operators ---- -> from 22 countries



Media



media placements

7,468,683 impressions

\$4,454,199



journalists hosted



international press trip visits

CAccolades & CAchievements



Maintained Destination HSMAI 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





