



Visit Loudoun and the Visit Loudoun Foundation receive Virginia Tourism Corporation grants

For more information:

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Loudoun County, VA (Jan. 3, 2014) - Visit Loudoun and the Visit Loudoun Foundation are the recipients of more than \$75,000 from the Virginia Tourism Corporation's marketing leverage grant fund program Gov. Bob McDonnell announced this week.

The program, which McDonnell boosted funding for as part of his administration's efforts to increase economic development through tourism, awarded more than \$750,000 in matching grant funds for 42 tourism marketing projects across the state.

Visit Loudoun received \$50,000 for Epicurience Virginia- a signature, multi-day culinary festival that launched last year and positions Loudoun as a premier wine travel destination along the East Coast.

The Visit Loudoun Foundation- a charitable affiliate to Visit Loudoun that supports scholarships, educational programs and research opportunities- received almost \$26,000 to support Visit Loudoun's upcoming research program. The additional funding from the state will help support several research projects including a study on the Virginia Beer Traveler.

"We are thrilled that VTC recognizes our local tourism initiatives and is supporting Visit Loudoun and the foundation's efforts to bring visitors to DC's Wine Country," Visit Loudoun VP of Marketing Jackie Saunders said. "The grants will not only help us market Epicurience Virginia to a broader audience but also allow us to enhance our research on specific target markets including weddings, sports tourism, wine, beer and culinary travelers."

The VTC Marketing Leverage Program is designed to stimulate new tourism marketing through partnerships by leveraging limited marketing dollars. A minimum of three entities must partner financially to apply for the grants. Visit Loudoun partnered with Loudoun County government and Salamander Resort to secure the grant for Epicurience Virginia while the Visit Loudoun Foundation partnered with Loudoun County Economic Development and Nelson County.

“Grants such as these enable our localities to more effectively market themselves to potential visitors,” Governor McDonnell said. “When more visitors come to Virginia, the localities and the Commonwealth realize increased tax revenue, businesses prosper, and new jobs are created.”

In 2012, tourism in Virginia generates \$21.2 billion in revenue, supported more than 210,000 jobs and provided \$1.36 billion in state and local taxes.

“These grants enable local tourism partners to undertake projects that might otherwise be beyond their fiscal reach,” VTC President and CEO Rita McClenny, said. “The Marketing Leverage Grants program supports initiatives by our partners that make Virginia the best place to live, work, and play. VTC is proud to have a real impact on the ideas and programs that organizations around the state have to support the tourism industry and economy as a whole.”

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun County, Va., known as DC’s Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia’s culinary and heritage assets, including award-winning wineries, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information