



Visit Loudoun launches new website during National Travel and Tourism Week

For more information:

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Loudoun County, VA (May 5, 2014) - Visit Loudoun debuted a new Pinterest-style website on Wednesday that uses dynamic images to engage visitors and offers enhanced features making it even easier to plan a trip to DC's Wine Country.

The website, www.Visitloudoun.org, was designed by MMGY Global and unveiled to more than 200 tourism partners at Visit Loudoun's 18th Annual Meeting & Awards event, which takes place yearly during National Travel & Tourism Week.

"This website better showcases our many wineries, restaurants, historic attractions and other assets that make Loudoun County a great tourist destination," Visit Loudoun Acting President & CEO Beth Erickson said. "It relies on rich images and features that allow visitors to connect directly with us while planning a trip to Loudoun."

Designed to be a one-stop shop for visitors, the new website uses photos, itineraries, videos and events to inspire action. The feature pods highlight different aspects of Loudoun and can be updated continuously, allowing Visit Loudoun to always provide fresh, new content to users.

New features include:

- Themed itineraries that cover everything from exploring Loudoun's history and outdoors to girlfriend getaway ideas and unique ways to experience wine country.
- Social integration: Social sharing features allow users to share website content through Google+, Facebook and Twitter. A global social feed also pulls in Instagram images and provides access to all of Loudoun's social channels.
- Custom Sections: The Civil War and Wine Country sections are set up to give visitors a more in depth look into Virginia's culinary and heritage assets.
- Expanded Business Listings: Business pages are more robust with larger images and a sharing function for users to share their favorite places.
- Enhanced media room, which includes an image library

"We are excited to launch this website; it really focuses on a content first approach with desirable features users want to see on websites," MMGY Global Senior Interactive Project Manager Jessica Lampson said. "Loudoun County offers so much as a destination and they were interested in providing the "Loudoun Experience" from the moment the user arrived to the website. We saw this approach being very beneficial for them".

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun, 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 vineyards, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information.