

**BOARD OF SUPERVISORS  
FINANCE/GOVERNMENT OPERATIONS AND  
ECONOMIC DEVELOPMENT COMMITTEE  
INFORMATION ITEM**

- SUBJECT:** Visit Loudoun Update
- ELECTION DISTRICT:** Countywide
- STAFF CONTACT:** Julie Grandfield, Assistant County Administrator
- VISIT LOUDOUN CONTACTS:** Beth Erickson, President and CEO, Visit Loudoun  
Jackie Saunders, Vice-President of Marketing  
Greg Harp, Director of Finance and Administration

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**PURPOSE:** This item will provide an overview of Visit Loudoun’s current Strategic Plan, their recent initiatives and their upcoming large-scale events.

**BACKGROUND:** The Memorandum of Understanding between the County and Visit Loudoun requires that Visit Loudoun provide semi-annual updates to either the full Board of Supervisors or one of the Board’s Standing Committees. At the April 12, 2016 Finance/Government Operations and Economic Development Committee meeting, Jackie Saunders, Vice-President of Marketing and Greg Harp, Director of Finance and Administration for Visit Loudoun will provide a brief presentation to the Committee and will address any questions the Committee may have. Beth Erickson, President and CEO of Visit Loudoun will be out of town on April 12, 2016.

The Loudoun Convention & Visitors Association (Visit Loudoun) is the official and accredited destination marketing organization for Loudoun County and its incorporated towns. As the primary programmatic arm for Loudoun’s travel and tourism promotion, it leads the Loudoun tourism industry to work together to generate visitor spending by developing and implementing comprehensive destination management programs. It is a self-governing private not-for-profit corporation with a Board of Directors elected by dues paying members.

Visit Loudoun was established in 1995 as the Loudoun Tourism Council to support the preservation, utilization, and enhancement of Loudoun's unique historic, cultural, and natural tourism assets to ensure community well-being and sustainable economic returns including tax revenues, employment, business profitability, and return on investment. Today, Visit Loudoun has a signed Memorandum of Understanding with Loudoun County to perform core tourism services and to work with the industry to implement a county-wide Tourism Destination Strategy.

Visit Loudoun is primarily funded by Restricted Transient Occupancy Tax, a dedicated room tax collected by county accommodations that is required by state code to be reinvested in tourism promotion. It also receives funding from membership dues, participation fees for activities and by the towns of Middleburg and Leesburg. Visit Loudoun also receives cash and in-kind services from tourism businesses to host programs for the tourism industry and to host group travel decision makers. The public/private partnership for funding tourism promotion enables tourism to thrive in Loudoun County and its jurisdictions.

Visit Loudoun provides professional services to:

**Visitors** - As a marketing and sales organization, Visit Loudoun works to attract all types of visitors, increase the duration of their stay, maximize the economic impact from their spending, improve their overall experience, and impact their intent to return.

**The Tourism Industry** - As the industry leader, Visit Loudoun supports all tourism businesses from large hotels to small retail businesses and service providers with sales, marketing, and service opportunities. It keeps the industry abreast of industry trends, market research, and local and regional issues and opportunities.

**The Community** - As a community steward, Visit Loudoun works to generate tax revenues and enhance the quality of life for the entire community. It attracts visitors who spend their time and money here but do not require schools and other public services.

**Policy Makers** - As the industry advocate, Visit Loudoun offers policy makers tourism industry expertise and perspective, and communicates the industry's needs in terms of tourism development and sustainability.

Beth Erickson will be out of town on April 12<sup>th</sup>. Jackie Saunders, Vice-President of Marketing and Greg Harp, Director of Finance and Administration with Visit Loudoun will be providing the Committee with an overview of statistics and Visit Loudoun's current initiatives at the Committee meeting. A copy of their PowerPoint presentation is attached.

**ATTACHMENT 1:** Visit Loudoun PowerPoint Presentation



# Finance/Government Operations and Economic Development Committee

*April 12, 2016*

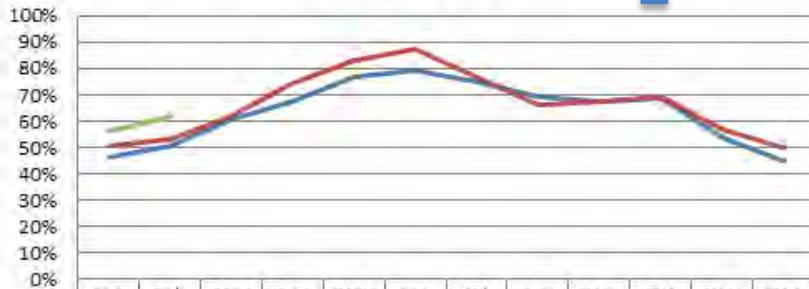
VisitLoudoun.org

**Attachment 1**

# YTD Snapshot

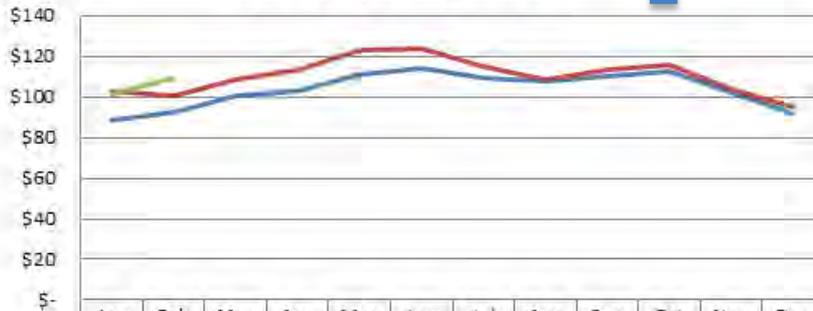
## Occupancy

↑ 13.1%



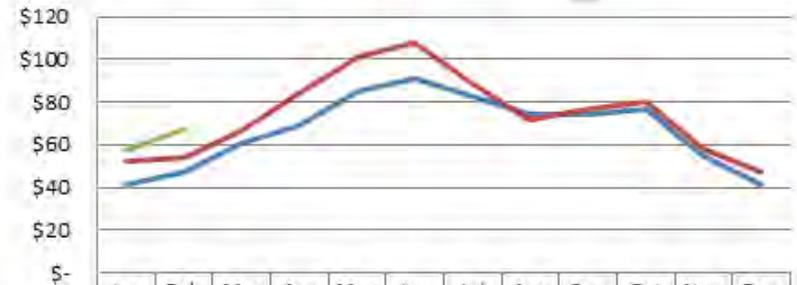
## Average Daily Rate

↑ 3.7%



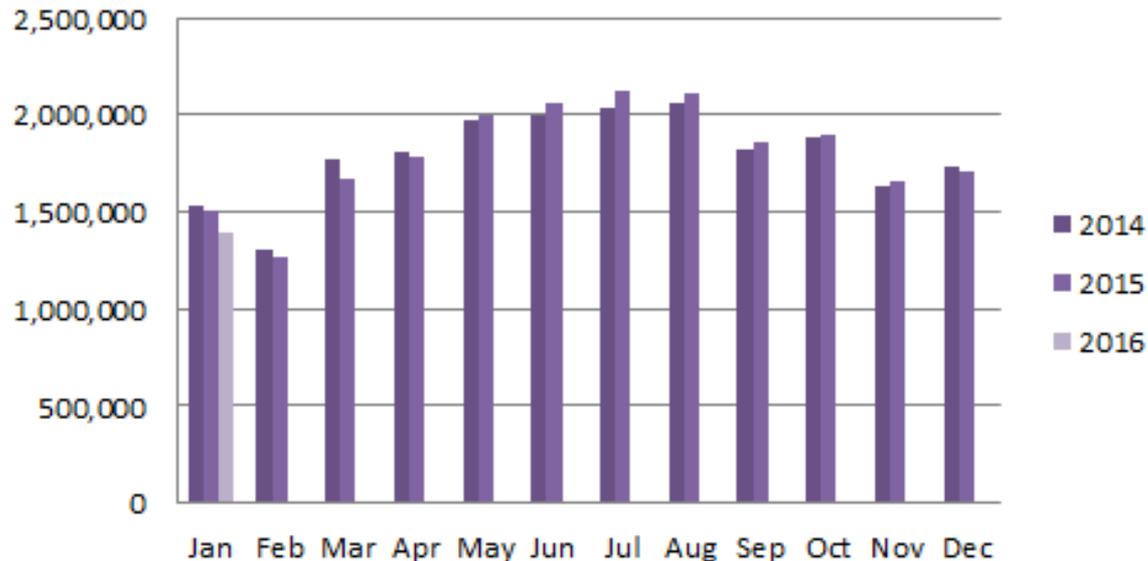
## RevPar

↑ 17.2%



# Dulles Airport Passenger Traffic

## IAD Passenger Traffic



1,397,269 passengers passed through the gates of Dulles in January 2016, a decrease of 7% from January 2015. This decrease could be due to Winter Storm Jonas that caused flight cancellation and delays to and from Dulles Airport from January 21-23.

# New Visitor Center



# Economic Development Update

- Bechtel: 5/18/15
  - 1,251 room nights
  - 3 hotels
  - \$89,936 in revenue
  - \$4,500 in TOT
  - Engagement throughout the county
- Bechtel: 4/12/16
  - 11,882 room nights
  - 20 hotels
  - \$854,197 in revenue
  - \$42,710 in TOT
  - Engagement throughout the county

# Strategic Plan Update

- Visit Loudoun engaged DMOProz to update 3-year strategic plan.
- Through direct interviews, focus groups and surveys, more than 300 partners involved.
- Plan adoption in June; implementation FY17-FY19

# Key Take-a-ways

1. Advocate for Destination Enhancing Development
2. Enhance the Destination Experience
3. Enhance Organizational Excellence

Next step: After Visit Loudoun board adoption, present complete plan to the Board of Supervisors.



*Visit*  
LOUDOUN

# Core Initiative Updates

[VisitLoudoun.org](http://VisitLoudoun.org)



*Visit*  
LOUDOUN

Weddings in Loudoun Tour Results  
*March 13, 2016*

VisitLoudoun.org

# Loudoun Spring 2016 Wedding Tour Campaign

## Tour Participants:

- 37 Partner Venues
- 25 Partner Vendors
- 15 New Partners
- 103 Attendee Registrations
- 226 Guests Touring

# Marketing – Social and Digital

 Visit Loudoun  
Sponsored · 🌐

It's your day, make it perfect in DC's Wine Country!



2016 Weddings in Loudoun Tour

Prizes at each venue

[Learn More](#)

 Visit Loudoun  
Sponsored · 🌐

Roses are red, violets are blue. Let us plan, a wedding for you!



ings in Loudoun Tour

Prizes at each venue

[Learn More](#)

## Facebook Ad Results:

3,000+ CT's to the VL website

68,000+ reach

125,000+ impressions

Visit  
LOUDOUN

# Marketing – Social and Digital



*Visit*  
**LOUDOUN**  
- DC's Wine Country -

Discover the venues and wedding professionals that make Loudoun a perfect wedding destination during the Weddings in Loudoun Tour.

Sunday March 13, 2016



# Social Media



**Fox Chase Farm, Middleburg, VA** ✓

March 12 at 6:47pm · 🌐

We are set for our Visit Loudoun Wedding Tour tomorrow!! Visitors are welcome from 12 noon to 6pm. Vendors include: Artistic Concepts Group, Daisy Saulls Photography, Popcorn Monkey, Diamond Events, Rochelle Myers Catering, Harmon's Hayrides and Carriages, Wandas Cake Decorating! [#LoveLoudoun](#)



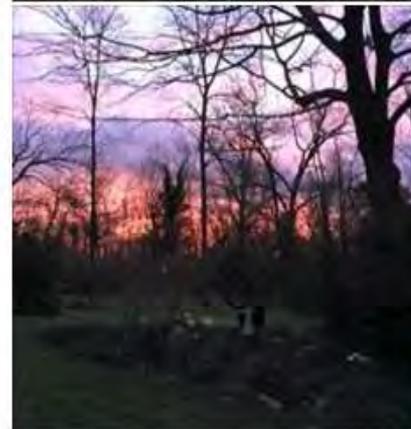
7 Likes



**Fieldstone Farm Bed and Breakfast** added 3 new photos.

March 12 at 3:17am · 🌐

Preparations are under way at our Inn for Sunday's Loudoun wedding and special venue tour [#loveloudoun](#)



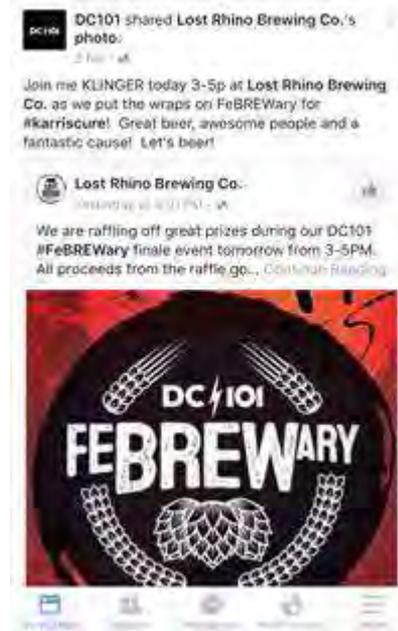
16 Likes · 2 Comments

# Attendee Survey Results

- Visited 4 venues on average (range between 2-7 venues)
- 45% already had a venue secured prior to the tour
  - 53% were planning on securing a venue as a result of the tour

# FeBREWary Promotion

- Visit Loudoun was a presenting partner for DC 101 radio station's FeBREWary promotion
- *campaign reached over 450,000 adults between 18-49 at least 2 times each*
- *over 300,000 impressions on DC101.com and social media sites*
- *Ran over 635 (:15), (:30) and name mentions over the 5 week campaign*



# Upcoming Events

*Visit*  
LOUDOUN



Annual Meeting  
May 3, 2016



# July: “The Month of Softball”

- Softball Tournaments:
  - 11,200 room nights
  - 23 hotels
  - Est. \$1,220,800 in revenue
  - Est. \$61,040 in TOT
  - Engagement throughout the county



# Strategic Partnerships



Your Journey Begins With Us.





# Finance/Government Operations and Economic Development Committee

*April 12, 2016*

VisitLoudoun.org