

2020 SESSION

ENROLLED

HOUSE JOINT RESOLUTION NO. 288

Commending Visit Loudoun.

Agreed to by the House of Delegates, February 24, 2020
Agreed to by the Senate, February 27, 2020

WHEREAS, for 25 years, Visit Loudoun has supported the Loudoun County community by promoting the county's unparalleled opportunities for both business and leisure travelers; and

WHEREAS, originally known as the Loudoun Tourism Council, Visit Loudoun was established in 1995 to stimulate and enhance Loudoun County's economy by promoting unique local businesses like shops and restaurants, as well as venues for sporting events, conferences, weddings, and other gatherings; and

WHEREAS, Visit Loudoun branded Loudoun County as "DC's Wine Country" in 2011, a moniker that brought state, national, and international attention to the county's more than 50 wineries; and

WHEREAS, in 2017, Visit Loudoun launched the LoCo Ale Trail, making Loudoun County's nearly 40 craft breweries popular destinations for beer aficionados; and

WHEREAS, Visit Loudoun's campaign to promote agritourism helped maintain Loudoun County's rural roots and attracted more than 1.2 million people who generated more than \$400 million in revenue in 2018 alone; and

WHEREAS, in 2018, thanks in part to the hard work of the members of Visit Loudoun, Loudoun County ranked third out of 133 Virginia localities in total tourism spending, with more than five million visitors spending \$1.84 billion and supporting jobs for 17,673 people; and

WHEREAS, the success of Visit Loudoun and the Loudoun County tourism industry spurred growth in the hospitality industry as well, with 30 new hotels opening in the county over the past 25 years; the Salamander Resort and Spa was one of only two resorts in 2019 to earn the prestigious Five-Star rating from *Forbes Travel Guide*; and

WHEREAS, throughout the organization's history, the members of Visit Loudoun have consistently demonstrated creativity, passion, and a strong commitment to community leadership; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly hereby commend Visit Loudoun on the occasion of its 25th anniversary; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to Visit Loudoun as an expression of the General Assembly's admiration for its work to promote Loudoun County and the Commonwealth as a world-class tourism destination.

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