

VISIT FAIRFAX



NVAR

September 13, 2018

Barry H. Biggar

President/CEO

Visit Fairfax



Fairfax County, Virginia
Connect with America



The Power of Travel

How Travel Dollars Support America



tourism as an economic driver

HOW TOURISM DOLLARS ARE SPENT



TOURISM INDUSTRY NATIONAL (2017)

Travel Expenditures	\$1,043 Trillion
Travel Generated Payroll	\$258.8 Billion
Travel Generated Employment	15.6 Million Jobs
Travel Generated Tax Revenue	\$164.7 Billion

Source: USTA



TOURISM INDUSTRY VIRGINIA (2017)

Travel Expenditures	\$ 25 Billion
Travel Generated Payroll	\$ 5.9 Billion
Travel Generated Employment	232,000 Jobs
Travel Generated Tax Revenue	\$ 3.4 Billion



TOURISM INDUSTRY FAIRFAX COUNTY (2017)

Travel Expenditures	\$3.328 Billion
Travel Generated Payroll	\$ 737 Million
Travel Generated Employment	33,030 Jobs
Travel Generated Tax Revenue	
State	\$167.4 Million
Local	\$ 63.6 Million

TOURISM INDUSTRY NOVA (2017)

Travel Expenditures

Fairfax County

\$3.328 Billion

Arlington

\$3.259 Billion

Loudoun County

\$1.764 Billion

Alexandria

\$ 826 Million

Prince William

\$ 592 Million

NoVa Total:

\$9,769 Billion

Source: VTC



\$3.3 Billion

in tourism
expenditures

GOOD NEWS



Fairfax County, Virginia
Connect with America

a **\$3.3 Billion** Industry
(+4.3%)

generated over
\$63 Million
in local taxes
(+5.5%)

supports over
33,000 jobs

GOOD NEWS



Marketing

- \$381M – Gross Revenue all channels
- \$167M – Net revenue



Direct Sales

- \$43M – Definite Bookings
- \$71M – Future Business

GOOD NEWS



Leisure visitors:
\$167,410,359



Group Sales:
\$42,616,854



Incremental
Return:
\$210,027,213

returned
\$76 to **1** on investment

GOOD NEWS



Image Lift Across 10 Destination Marketing Campaigns

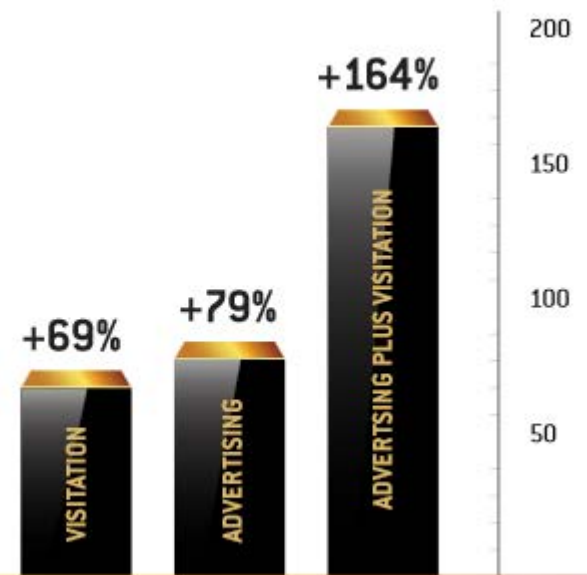
Source: Longwoods International

A PERFECT COMBINATION



“A GOOD PLACE TO RETIRE”

An estimated 10,000 people retire each day in the United States and their decision on where to make their retirement home can have strong impact on economic development.



Source: Longwoods International

Image Lift Across 10 Destination Marketing Campaigns

A PERFECT COMBINATION



“A GOOD PLACE TO PURCHASE A VACATION HOME”

In some cases, destinations that advertise themselves and then convince people to come visit have a high rate of return when it comes to the desire to purchase a second home in that chosen destination.



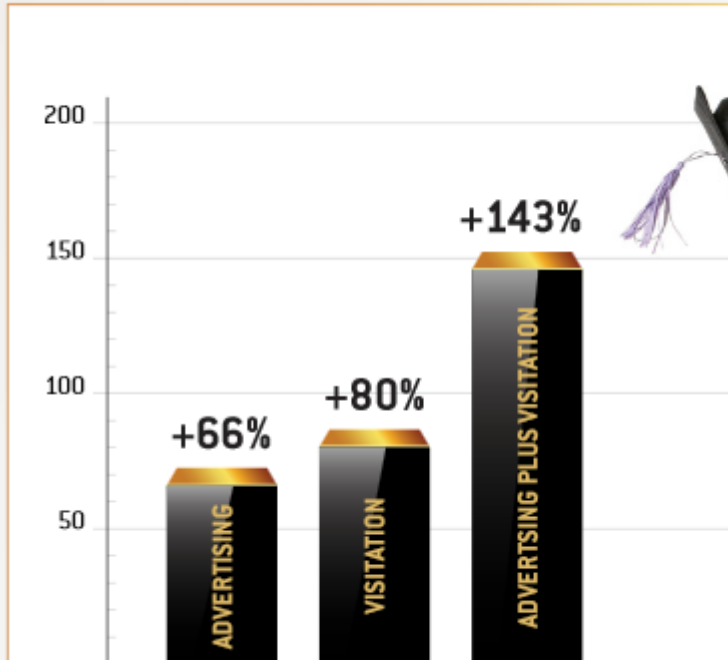
Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

A PERFECT COMBINATION



Fairfax County, Virginia
Connect with America



“A GOOD PLACE TO ATTEND COLLEGE”

Colleges and universities are now seen as catalysts for economic impact. Destination advertising and visitation can make cities a more attractive choice for students.

Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

A PERFECT COMBINATION



Fairfax County, Virginia
Connect with America



Image Lift Across 10 Destination Marketing Campaigns

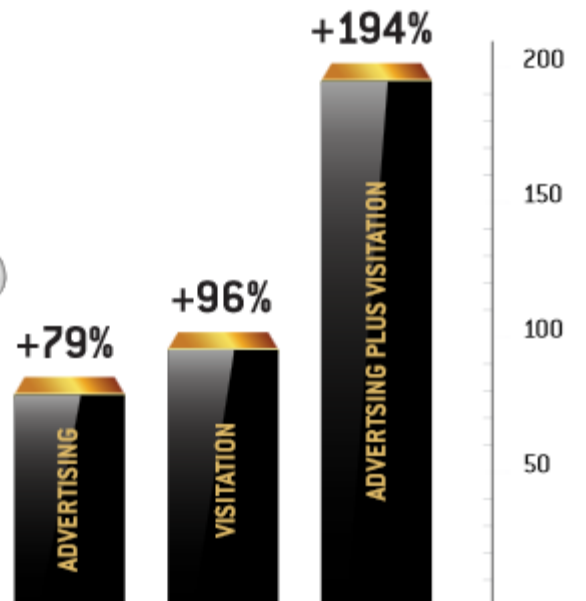
Source: Longwoods International

A PERFECT COMBINATION



“A GOOD PLACE TO START A BUSINESS”

Destinations have many economic development goals, including the launch of new businesses. When executives are exposed to advertising and visits, those destinations are more likely to be viewed as desirable locations.



Source: Longwoods International

Image Lift Across 10 Destination Marketing Campaigns

A PERFECT COMBINATION

fxva.com

Put our workhorse to work for you!



the storytellers

passionate people explaining life in Fairfax County



visitor app

A FREE amenity for your clients

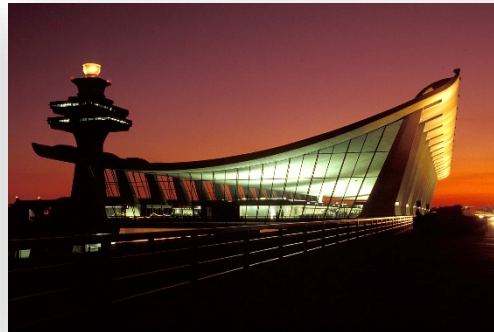




Fairfax County, Virginia
Connect with America

BUSINESS MEETINGS

Maximizing our Strengths



INVESTING IN THE FUTURE



Fairfax County, Virginia
Connect with America

SPORTS EVENTS

Leveraging Opportunities



INVESTING IN THE FUTURE



MARKETING

Moving the Needle



NICHE
MARKETS



RESEARCH



DIGITAL
MARKETING

INVESTING IN THE FUTURE



Fairfax County, Virginia
Connect with America

*A rising tide lifts
all boats.*





Fairfax County, Virginia
Connect with America

THANK YOU