

growing **tourism**, diversifying the **economy**, and contributing to the **quality of life** for our **citizens**

An important moment.
An opportunity to move
the tourism industry
forward.



the task

The **Board** directed Visit Fairfax to develop **recommendations** in the County's **Budget Guidance for FY2027**:



Explore more effective and efficient government operations



Diversify the County's tax revenues and benefit the tourism industry



Engage with hospitality industry representatives

the task

FY2026 increased the Transient Occupancy Tax by 2%. Of that increase, statutorily 1% must be:

- 1 designated solely for **tourism promotion and marketing**
- 2 and developed **in consultation** with the local tourism industry

This revenue is estimated at \$6,500,000 for FY2027



visit fairfax board of directors

Leaders in the Tourism Industry

Officers

Don Anderson, Chairman, **Hilton Washington Dulles Hotel**

Sarah White, Vice Chairman, **YHR Holdings**

Stephanie Snapkoski, Treasurer, **BF Saul Hospitality Group**

Christopher Shand, Secretary, **Silver Diner**

Cherylyn LeBon, Immediate Past Chair, **Dunlap, Bennett, & Ludwig**

Ex Officio

Barry Biggar, **Visit Fairfax**

Bryan Hill, **Fairfax County**

Connie Royal, **Fairfax Co. Economic
Development Authority**



Directors

Julie Almacy, **George Washington's Mount Vernon**

*Appointed by Supervisor Storck

Eric Barrett, **Bunnyman Brewing Co.**

Wes Bausserman, **JR's Good Times**

*Appointed by Supervisor Herrity

George Delta, **Board Member**

*Appointed by Supervisor Jimenez

Joel Goldhammer, **JSG Advisory Partners**

*Appointed by Supervisor Lusk

Rob Hahne, **Northern Virginia Travel Baseball League**

Danielle Havey, **Hilton McLean Tysons Corner**

Carol Huebner, **L'Auberge Chez Francois**

Traci Kendall, **George Mason University**

*Appointed by Supervisor Walkinshaw

Directors

Jo LaBrecque-French, **Wolf Trap**

*Appointed by Supervisor Bierman

Olivier Lau, **The Ritz-Carlton, Tysons Corner**

Marion Myers, **Myers Public Relations**

*Appointed by Supervisor Alcorn

Dr. Min Park, **George Mason University**

Holly Williamson, **Smithsonian Steven F. Udvar-Hazy Center**

*Appointed by Chairman Smith

Patricia Wirth, **Turning Point Suffragist Memorial**

*Appointed by Chairman McKay

Emeritus

James Wordsworth, **JR's Goodtimes, Inc.**

Mark Carrier, **BF Saul Hospitality Group**

what tourism means to Fairfax County

visitors contributed over

\$3.9 billion

to Fairfax County's economy in 2024

the tourism industry produced

\$305 million

in state & local taxes in 2024

the tourism industry produced

\$189 million

in local taxes for Fairfax County in 2024

the process

Visit Fairfax held over 200+ engagements with **over 1,500** tourism industry stakeholders:



Presented the plan to industry representatives through our dedicated industry newsletter



Reviewed the plan with the 21-member Visit Fairfax Board of Directors representing tourism businesses



Consulted Fairfax County Tourism Stakeholders through industry round tables and one-on-one meetings

Collaborated with County staff in the Department of Management and Budget, Office of the County Executive, and Department of Economic Initiatives.

investing in tourism

Visit Fairfax and County staff offer these **recommendations** for the use of new anticipated transient occupancy tax revenue of \$6.5M annually.

These will best **support** the tourism industry, **grow** the tourism economy, and **contribute** to the quality of life of our residents.



\$1.5M Infrastructure Fund

long-term support for
tourism development



\$1.0M Grant Program

expand marketing
initiatives through grant
assistance



\$4M Direct Marketing & Promotion and Events

enhance awareness &
visitation through tourism
marketing



\$1,500,000 tourism infrastructure fund

Investment in Tourism
Infrastructure &
Development



recommendation

Fairfax County establish a Tourism Capital Improvement Fund, with an annual appropriation of \$1,500,000.

- Capital sinking fund to be used to support development or renovation of facilities and infrastructure that directly supports tourism industry
- Mechanism to proactively plan and invest in tourism assets (can be leveraged to attract investments from partners)
- Examples of capital investments; field and facility upgrades to attract sports tourism events or development of a large meeting and conference facility

\$1,000,000 supporting hospitality stakeholders

Promotional Matching
Grant Program



recommendation

Visit Fairfax establish an annual \$1,000,000 promotional grant program for tourism-related businesses, such as hotels, restaurants, and attractions.

- Grant program to provide matching funds to hospitality industry businesses to develop and extend the reach of promotions
- Visit Fairfax would develop, establish guidelines, and administer the grant program
- Program enhances support from Visit Fairfax to tourism businesses and alignment of Visit Fairfax promotional materials

\$4,000,000 **tourism sales** **and marketing**

Events, Direct Sales &
Marketing, Sports
Tournament Bid Fees



recommendation

Invest \$4,000,000 in new funding to Visit Fairfax for expanded and efficient marketing and community and national event support.

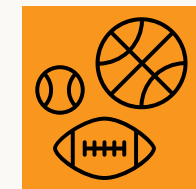
- Integrate Celebrate Fairfax into Visit Fairfax; adding skills from Celebrate Fairfax to support event management, promotion and engagement with communities and regional visitors
- Increase staff resources to support direct sales, marketing, and data analytics to ensure return on investment while adapting to new technology tools
- Establish funding within Visit Fairfax to create and compete for local, regional, and national events to grow the County's tourism industry

moving the needle for the tourism industry



Expanding Direct Sales

- Additional Tradeshow Representation
- Additional Marketplaces & Missions
- Additional Sponsored Events
- Additional Tools for Success



Attract and Host Tourism Events

- Fund Event Bid Fees to attract Sports Tournaments
- Support and market community events



Elevating our Marketing & Messaging

- Feeder & Drive Market Saturation
- High Volume Markets (NYC, Philadelphia)
- High Yield Markets (Richmond & Norfolk)
- New Fly Markets (FL, CA, TX, IL)
- New Research to calibrate the plan



Additional Boots on the Ground

Potential new team members:

- A.I. Specialist
- Marketing/Communications Manager
- Director of Sales with Market Responsibilities
- Sales Manager – Leisure
- Administrative Support

Proposed Next Steps

- Collaborate with industry stakeholders and Celebrate Fairfax to develop implementation plans for proposed recommendations
- Return to Board of Supervisors for funding for implementation (FY2026 Third Quarter Review, FY2027 Budget)

thank you

Q & A



**fairfax
county
virginia**

connect with america