



SUMMER of LOVE

Visit LOUDOUN
- DC's Wine Country -

50
VIRGINIA IS FOR LOWERS

June 1 -
August 17
2019



LINDSAY
EST. 1963
You'll Love It At Lindsay

CELEBRATING
50
TARARA
WINERY

VANISH



Dominion Tea



iHeart
RADIO



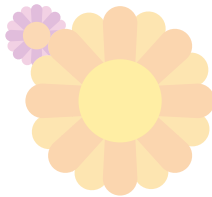
PLANET
RADIO

Media



29 stories garnered an audience of **55.5 m**

Major outlets include
USA Today, Thrillist, MSN Travel
Northern Virginia Magazine



TV outlets:
3
NBC
ABC
FOX 5

Press release was picked up **181** times with a potential audience of **80 m**



Community Engagement



19 tour stops

28 total events with **39,879** attendees

Distributed **8,012** branded collectables & **4,205** stickers

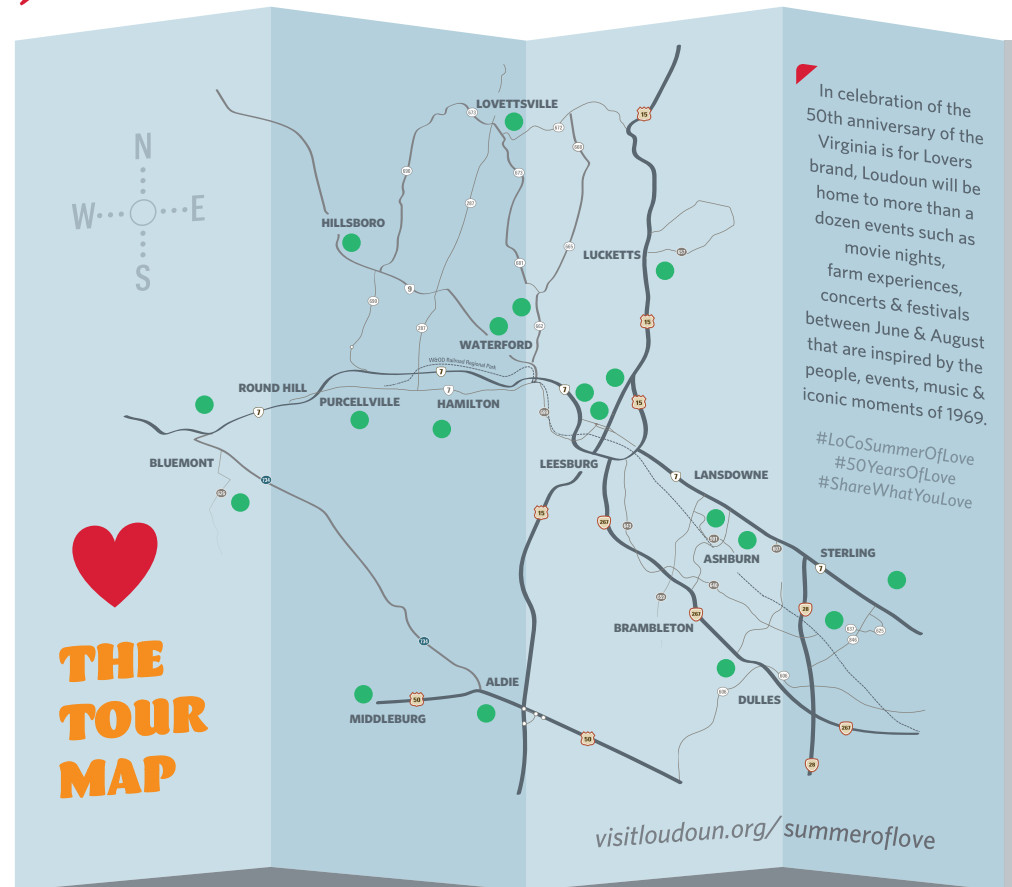
Involved **35** partners and **9** Towns and Villages

Including **921** beach balls + **1,216** sunglasses

1000 miles driven and over

177,000 impressions on the road


Summer of Love Music Festival generated **\$2,500** for Loudoun Hunger Relief



Paid Advertising




Digital ads generated
6.6 m and **44,000**
impressions clicks



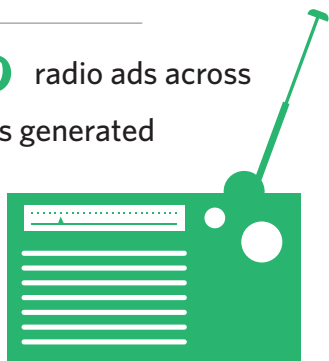
CPM (cost per million impressions) of
\$.42 vs global avg. of **\$7.09**
for impression-optimized ads

CTR (click-thru-rate) of **2.55%** vs **1.41%** global avg.
and a CPC (cost per click) of
\$.30 vs global avg. of **\$.50**
for click-optimized ads



Over **1,100** radio ads across
6 radio stations generated
116,000
impressions

Print ads in
4 outlets with total circulation of
768,000



Social

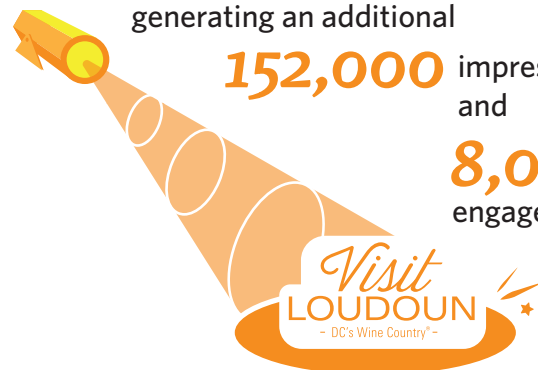


181 posts across **3**
social media platforms
generated
564,000
organic impressions
and over
20,000
engagements





Virginia Tourism Corporation featured
Visit Loudoun on its social channels
generating an additional

152,000 impressions
and
8,000
engagements



Website



47,000  
page views on Summer of Love
webpages, which had an avg.
time on page of

2:04



Generated nearly
3,000
referrals to partners'
Summer of Love events

17
blog posts featured the campaign

Contributed to a **+ 26%** YoY increase
in website sessions
and a **+ 27%**
YoY increase in new users

