

Office of Tourism Places Summer Ad Campaign to Invite Visitors to Return to Prince William County's Open Spaces and Friendly Faces

Friday, 25 Jun 2021

Office of Executive Management / Communication



This June, the Office of Tourism placed a multi-channel advertising campaign intended to reach Washington, D.C., Maryland and Virginia residents, encouraging them to visit Prince William County. The recovery-based marketing strategy is part of the County's plan to stimulate its \$643M (pre-COVID) tourism and hospitality economy now that pandemic based travel restrictions and safety guidelines in Virginia are lifted.

The campaign will continue through the summer to encourage hotel stays, restaurant spending and visits to the County's many highly visited attractions, such as Potomac Mills, the National Museum of the Marine Corps, the Neabsco Creek Boardwalk, Manassas National Battlefield Park, Jiffy Lube Live, Historic Occoquan and many others. To learn of the many things to see and do in Prince William

County, please visit www.VisitPWC.com. Be sure to check out Tourism's Welcome Back to a Summer in Prince William, Virginia, 30-second [video](#)!