

## Combining ideal meeting spaces and memorable off-site excursions

A major change has taken place in selecting a meeting location. The decision regarding “where to meet” is now based far more on increasing attendance, encouraging attendee interaction, and promoting experiential learning and far less on the traditional factors of rates, dates, and space.

The days of shepherding attendees into a hotel ballroom to listen to a speaker read through a PowerPoint presentation have been replaced by “hands on” experiences outside the hotel, such as visits to local attractions and one-of-a-kind experiences that can’t be enjoyed online.

Let us introduce you to Fairfax County, Virginia, an ideal location for your group to engage in unique experiential learning, tours, museum visits, and one-on-one exchanges with experts in countless fields. Plentiful hotel inventory provides the basics that planners need, while the county itself offers so much more. “Yes, we still have great meeting hotels that offer recently renovated rooms and meeting space, attractive rates, and easy access,” says Dean Miller of Visit Fairfax. “But offering groups great experiences is what we’re all about.”

Working with Visit Fairfax, groups are provided with options for off-site excursions, such as the ability to wine

and dine their attendees at unique local restaurants and wineries, find locally-based speakers and entertainment, or check out the attractions of the National Capital area, thanks to the Metrorail Silver Line, which connects the Tysons Corner and Reston areas of the county to the rest of the region.

As an example of the type of unique experiences that groups can look forward to, Miller mentioned the American Wine Society, which held its national conference in Fairfax County recently. Visit Fairfax assisted the group in arranging an opening night reception featuring Virginia wines exclusively (from 20 wineries around the Commonwealth), as well as the services of Thomas Jefferson, the “Father of Virginia wine,” who greeted and chatted with guests about 18th century viticulture at the reception.

“Almost every group we work with sees their attendance increase when they meet here,” notes Miller. “And everyone we talk with afterwards is glad that they decided to get together here. If you’re looking to add a new dimension to your program, just give us a call ... we’ll come up with some great ideas to help you make your gathering special.”

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# RAISING A TOAST TO YOUR SUCCESS

No matter how your group measures success — delighted attendees, increased attendance, or one-of-a-kind experiences — Fairfax County has the perfect mix of easy access, outstanding facilities, and world-class food and beverage offerings to ensure that your gathering receives rave reviews.

Go to [FXVA.com](http://FXVA.com) to learn how we can add flavor to your next meeting or event. Cheers!

