

ACVA PRESENTATION

TO ALEXANDRIA CITY COUNCIL

March 27, 2013

Alexandria
CONVENTION & VISITORS ASSOCIATION



BOARD OF GOVERNORS

Jody Manor
Chairman of the Board
Bittersweet Catering,
Café, Bakery

Victor Parra
Treasurer
United Motorcoach
Association

Henry Hart
Officer At-Large
Society for Human
Resource Management

Tobias Arff
Vice Chair
Morrison House

Patricia Washington
Secretary
ACVA

Mike Barber
Officer At-Large
Washington Suites Alexandria

Paul Smedberg
Mayor's Designee
Alexandria City Council

Willem Polak
At-Large Member
Potomac Riverboat Company

Eric Nelson
Retail Owner/Manager
Artfully Chocolate

Stephen Marks
Attraction Representative
Bike and Roll Alexandria

Mark Jinks
City Manager's Designee
City of Alexandria

Christopher Jones
Historic Preservation
Christopher H. Jones
Antiques

Amy Rutherford
Retail Owner/Manager
Red Barn Mercantile

Charles Banta
AHA President
Hilton Alexandria Mark Center

Kyong Yi
Restaurant Owner/Manager
Fontaine Caffe & Creperie

Rob Kaufman
At-Large Member
PMA Properties

ACVA COMMITTEES

MARKETING

- **Jody Manor**
Bittersweet
- **Charlotte Hall**
Potomac Riverboat Company
- **Maurisa Potts**
Spotted MP
- **Tobias Arff**
Morrison House
- **Jeff Swedarsky**
DC Metro Food Tours
- **Eric Nelson**
Artfully Chocolate
- **Stephen Marks**
Bike and Roll Alexandria
- **Tony Castrilli**
City of Alexandria Communications Office
- **Stephanie Landrum**
Alexandria Economic
Development Partnership

PUBLIC AFFAIRS

- **Victor Parra**
United Motorcoach Assoc
- **Jody Manor**
Bittersweet
- **Ann Dorman**
First Night Alexandria
- **Eric Nelson**
Artfully Chocolate
- **Charlotte Hall**
Potomac Riverboat Company

RETAIL

- **Amy Rutherford**
Red Barn Mercantile
- **Jody Manor**
Bittersweet
- **Eric Nelson**
Artfully Chocolate
- **Fay Carter**
Christmas Attic
- **Elizabeth Todd**
Shoe Hive and co-founder
of the Boutique District
- **Danielle Romanetti**
fibre space
- **Stuart Nordin**
Stuart Nordin Home & Design
- **Susan Gerock**
Zoe Boutique
- **Kelly Ferenc**
Bishop Boutique
- **Ellen Klein**
Hooray for Books
- **Alyssa & Kim Theodore**
Sugar Cube
- **Virginia Vergason**
The Hour Vintage
Cocktail Collection
- **Darby Rush & Cornelia Hall**
Kiskadee
- **Mellenie Runion**
Truly-Life Eco Gifts/
president of DRBA
- **Nancy Brahm**
Brahm Opticians
- **Saba Alene**
St. George Gallery
- **Victor Parra**
United Motorcoach Assoc

ACVA COMMITTEES

HISTORY COLLABORATIVE

- **Gretchen Bulova**
Gadsby's Tavern Museum
and Stabler-Leadbeater Apothecary
Museum
- **Liz Williams**
Gadsby's Tavern Museum
and Stabler-Leadbeater Apothecary
Museum
- **Cynthia Dinkins**
Freedom House/Northern VA Urban
League
- **Lance Mallamo**
Office of Historic Alexandria
- **Sarah Coster**
Carlyle House
- **Chris Jones**
Historic Alexandria
Resources Commission
- **Erin Adams**
Lee-Fendall House
Museum & Garden

ARTS ALLIANCE

- **Eric Wallner**
Torpedo Factory Art Center
- **Suzanne Bethel**
The Art League
- **Catherine Aselford**
The Athenaeum
- **Michele Ward**
Principle Gallery
- **Carol Supplee**
Imagine Artwear/OTBPA/Handcrafted
Alexandria
- **Diane Ruggiero**
City of Alexandria Office
of the Arts
- **Elizabeth Todd**
Old Town Boutique District
- **Allyson Teevan**
DASH/Trolley
- **Jeff Swedarsky**
DC Metro Food Tours
- **Yvonne Callahan**
Old Town Civic Association
- **Jessica Wisser**
Alexandria Symphony Orchestra

+ 350 ACVA MEMBERS

STRONG COLLABORATION



- **City of Alexandria**
- Office of the Arts
- Torpedo Factory Art Center
- Handcrafted Alexandria
- The Art League
- Imagine Artwear
- Old Town Business and Professionals Association
- The Athenaeum
- Principle Gallery
- Office of Historic Alexandria
- Gadsby's Tavern Museum and Stabler-Leadbeater Apothecary Museum
- Freedom House/Northern Virginia Urban League
- Carlyle House
- Lee-Fendall House Museum and Garden
- RedPeg Marketing
- Virginia Tourism Corporation
- Northern Virginia Visitors Consortium (CVBs of NVA)
- Destination DC
- Gaylord National Resort & Convention Center
- National Harbor
- Georgetown BID
- Mount Vernon
- ACT for Alexandria
- Alexandria Chamber of Commerce
- Alexandria Small Business Development Center
- Alexandria Economic Development Partnership
- Alexandria Hotel Association
- Alexandria Arts Forum
- DC Metro Food Tours
- Potomac Riverboat Company
- Old Town Boutique District
- Old Town Business Assoc.
- Del Ray Business Assoc.
- West End Business Assoc.
- Carlyle Community
- United Motorcoach Association
- Kimpton Hotels
- Eat Good Food Group
- First Night Alexandria
- Alexandria Symphony
- Bike and Roll
- George Washington Birthday Celebration Committee
- Garden Club of Alexandria

Alexandria

CONVENTION & VISITORS ASSOCIATION

ORGANIZATIONAL GOALS

Promote Alexandria as a premier destination

Grow a healthy, dynamic economy

Generate gains in visitation and overall spending

TOURISM ECONOMIC IMPACT

3.3
MILLION

ANNUAL VISITORS
TO ALEXANDRIA

\$23.1
MILLION

CITY TAX
REVENUE

6,067

ALEXANDRIA
JOBS

\$711 **MILLION**

VISITOR SPENDING GENERATED

CITY REVENUE FROM VISITORS EQUALS

7 CENTS

OF REAL PROPERTY TAX

OUR STRONG MOMENTUM

BREAKTHROUGHS IN 2012

ADVERTISING

100 MILLION ▶ Households Reached

PUBLIC RELATIONS

600 ▶ Media Placements

16.1 MILLION ▶ Media Circulation

\$425,000 ▶ Value of Earned Placement

WEBSITE/VISITALEXANDRIAVA.COM

1 MILLION ▶ Unique Visitors

CONFERENCES & MEETINGS

276 ▶ Meetings/Group Bookings

\$6 MILLION ▶ Value of Bookings

VISITOR SERVICES

400,000 ▶ Visitors Guide

300,000 ▶ Official Maps

80,000 ▶ Ramsay House Visits

OUR STRONG MOMENTUM

TALK OF THE MEDIA



Independent Retailers
Reign in Old Town (3/1/11)



Finding the New in Old
Town (8/1/12)



Off the Runway and on to
King Street (9/10/12)



Alexandria Enjoys Boost
in Tourism (9/28/12)



Colonial Charm: Old Town
Alexandria (1/18/13)



Tourism Pays Big Dividends
for City (10/4/12)



Visitor Spending Up 8.1
Percent (10/4/12)



A Colonial Celebration: Each
year, Alexandria, VA
transforms itself into the
Christmas village of its
founding fathers (12/1/12)

OUR STRONG MOMENTUM

ACCOLADES AND MORE ACCOLADES

Alexandria

America's Top
ArtPlaces 2013

"Top 10 Downtowns"

Livability.com

2011 Distinctive
Destination

*National Trust for Historic
Preservation*

Best Places to Live
in America

Money Magazine

King Street: 10 "Great
Streets" of 2011

*by American Planning
Association*

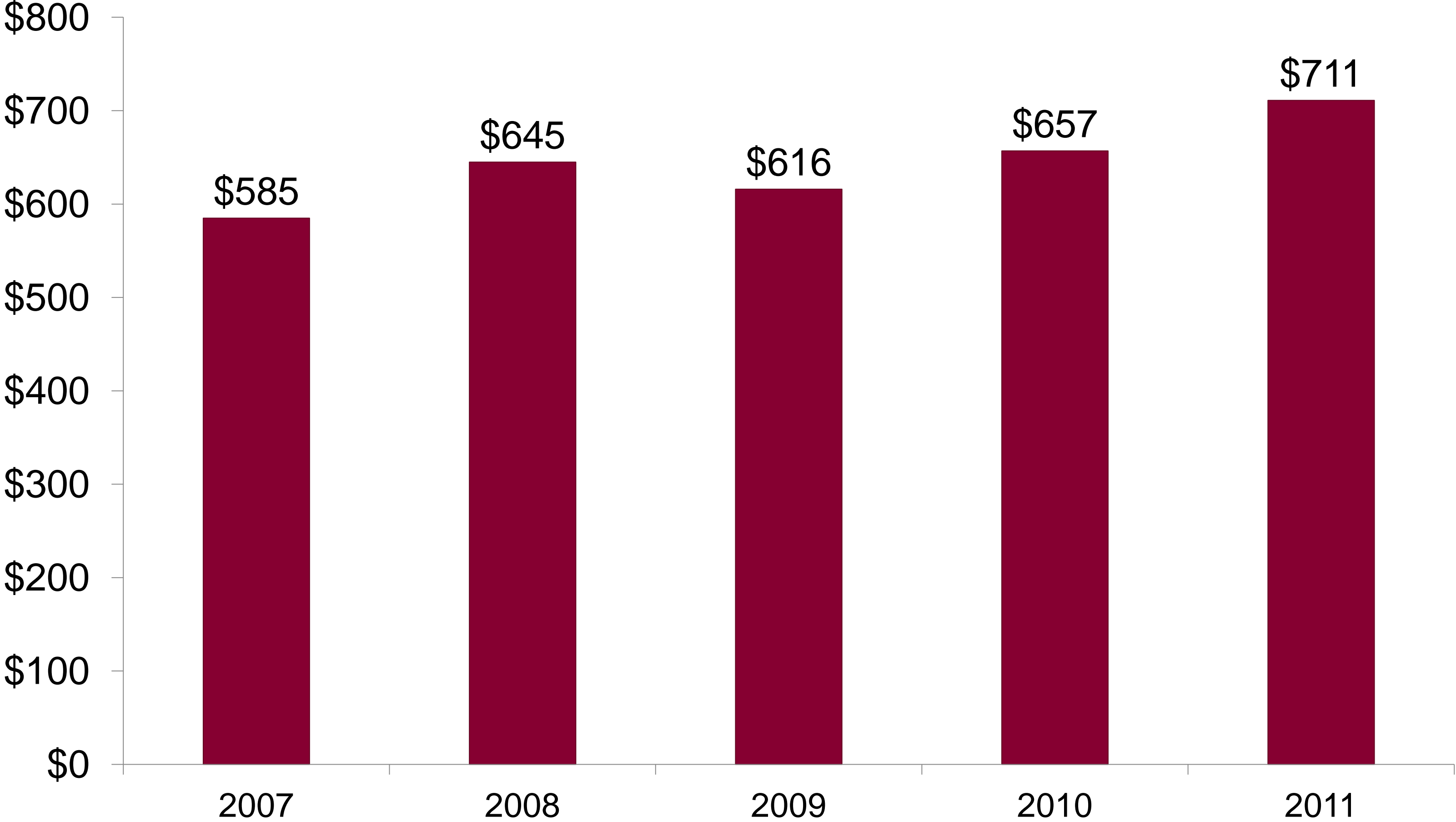
A Walk Friendly
Community

*Pedestrian and Bicycle
Information Center*

TOURISM ECONOMIC IMPACT

ALEXANDRIA VISITOR SPENDING (in millions)

Visitor spending in Alexandria increased 22% over five years to \$711 million.

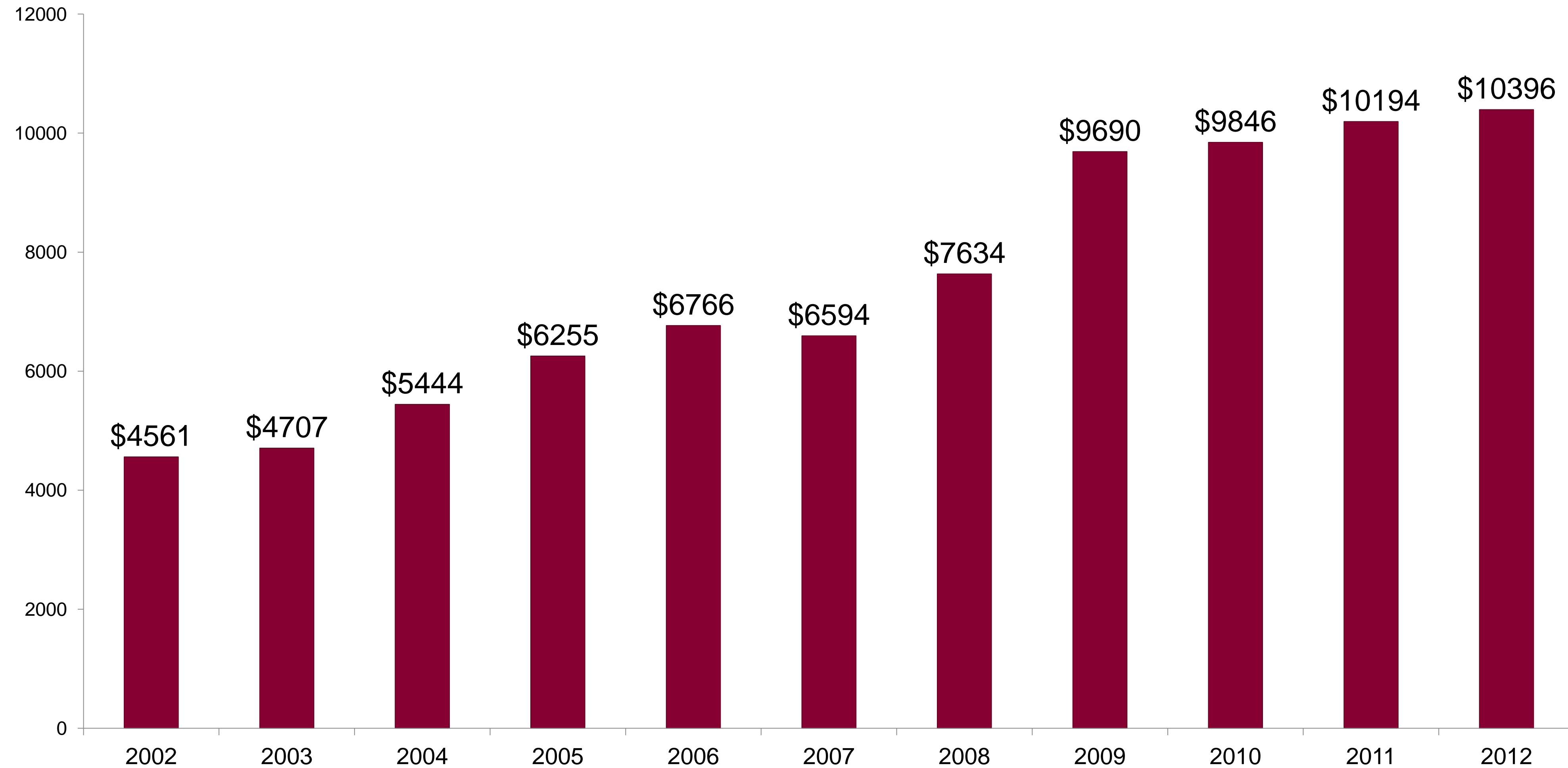


(Source: Virginia Tourism Corporation)

TOURISM ECONOMIC IMPACT

ALEXANDRIA TRANSIENT LODGING TAX

(in millions)

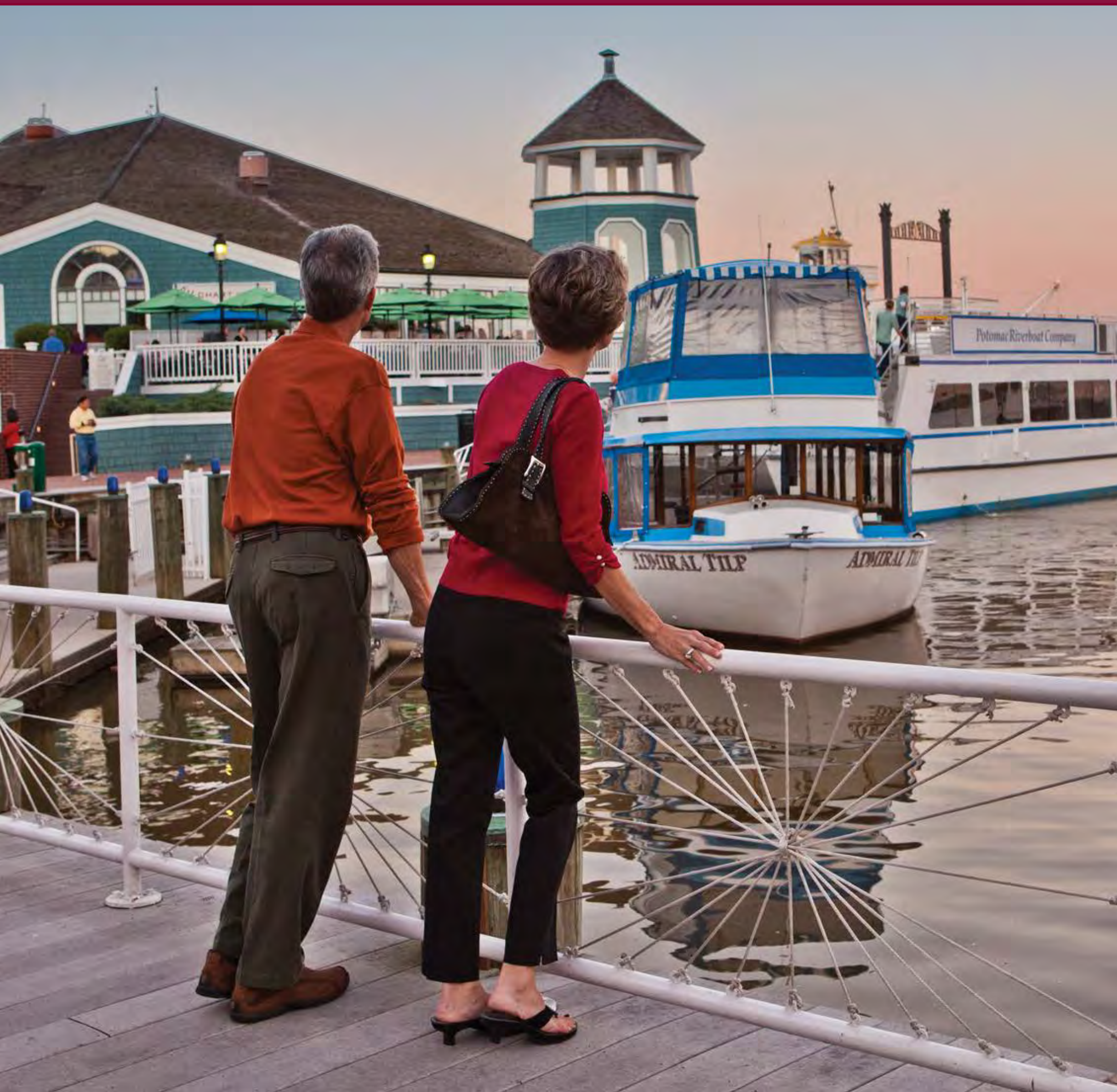


Source: City of Alexandria

4:1 RETURN ON INVESTMENT

AN INDEPENDENT STUDY FOUND THAT EVERY \$1 SPENT ON TOURISM ADVERTISING GENERATED \$133 IN VISITOR SPENDING AND \$4 IN ADDITIONAL TAX REVENUE.

UNPRECEDENTED OPPORTUNITIES



REGIONAL GROWTH

- Northern VA **\$9 billion**; **44% of VA total** in 2011
- D.C. welcomed a record **17.9 million** visitors in 2011
- D.C. expects **18.6 million** visitors in 2013
- Regional **Waterfront** Developments

TARGETED AUDIENCES



**Upscale,
Cosmopolitan &
Discerning**

**Young Urban
Professionals**

Couples of All Ages

Families

**History Buffs &
Culture Vultures**

TARGETED AUDIENCES



Business Travelers/ Meeting Planners

80,000

Contacts

850

Group Leads

\$31 mil

Potential Revenue

\$3.8 mil

**Actualized
Revenue**

TARGETED AUDIENCES



NEW: International Visitors

- **2.2 million** visitors to Capital Region
- **\$1.7 billion** in spending
- **10%** of all visitors to D.C.
26% of total visitor spending in D.C.
- **2 weeks** per visit average in VA
- ACVA / NVVC / VTC / CRUSA /
BRAND USA collaboration

(Source: CRUSA / U.S. Travel Association)



BRANDING/MARKETING STRATEGY

MARKETING TACTICS

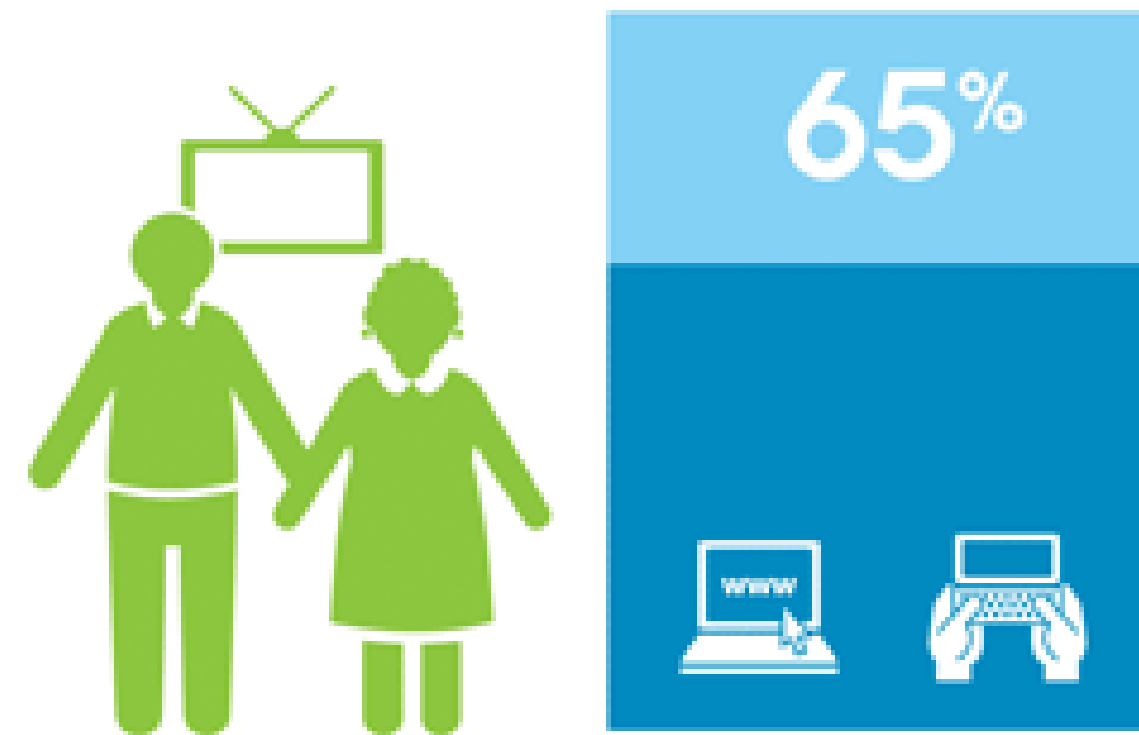
UPDATE MEDIA STRATEGY



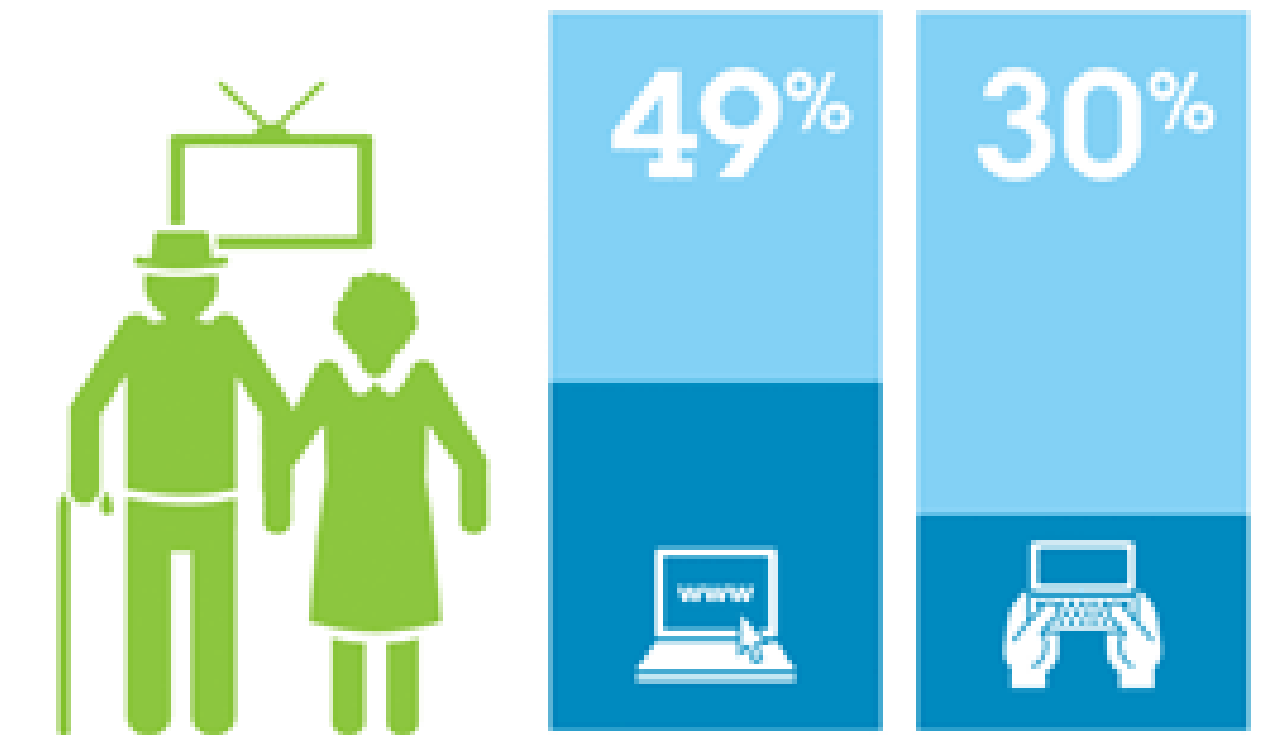
MARKETING TACTICS

UPDATE MEDIA STRATEGY

A snapshot of today's "connected consumer"



65 percent of respondents aged **55 to 64** watch TV while they surf the Web and text with friends



Of the consumers **over 65** who watch TV, 49 percent surf the Web and 30 percent text



82 percent of surveyed global consumers aged **18 to 64** are embracing connected digital devices

MARKETING TACTICS

US travelers are using the most complex range of media and the widest sources of travel information in history.

- **90%** of publishers producing mobile content, digital publishing is now status quo⁺
- **38%** of leisure travelers and **57%** of business travelers use a mobile device to access internet for travel information⁺⁺
- **89%** of leisure travelers and **93%** of business travelers watch online video⁺⁺
- **62%** of leisure travelers and **54%** of business travelers use search to plan trips⁺⁺
- **52%** of travelers “Like” Facebook pages specific to an upcoming vacation⁺⁺⁺

*(Source: ⁺ Alliance for Audited Media Releases Fourth Annual Survey Results,
⁺⁺ The Traveler's Road to Decision, Google and Ipsos MediaCT, July 2012,
⁺⁺⁺ Lab42, March 2012)*

MARKETING TACTICS

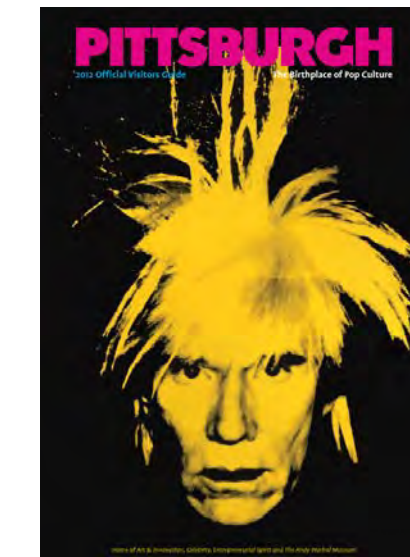
CONDUCT ONGOING RESEARCH

- Best Practice Studies
- Market Conditions
- Visitor Profile
- ROI Study
- Advertising Analytics 2.0

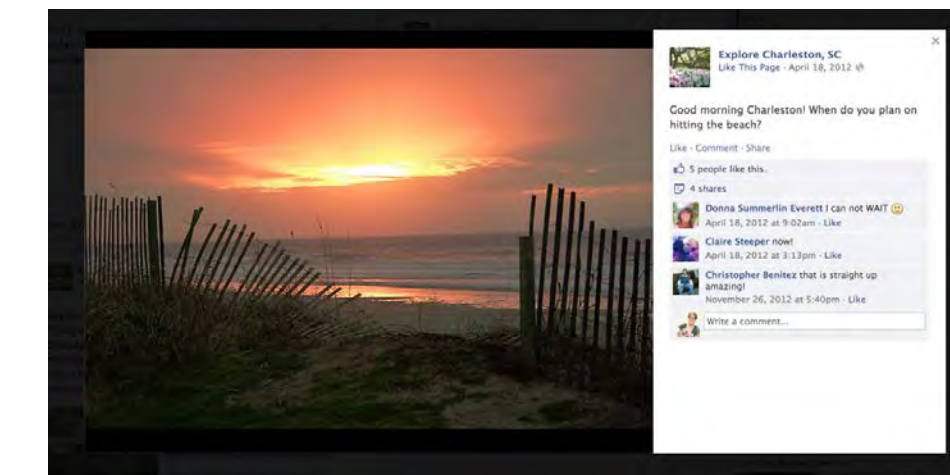
GEORGETOWN



PITTSBURGH



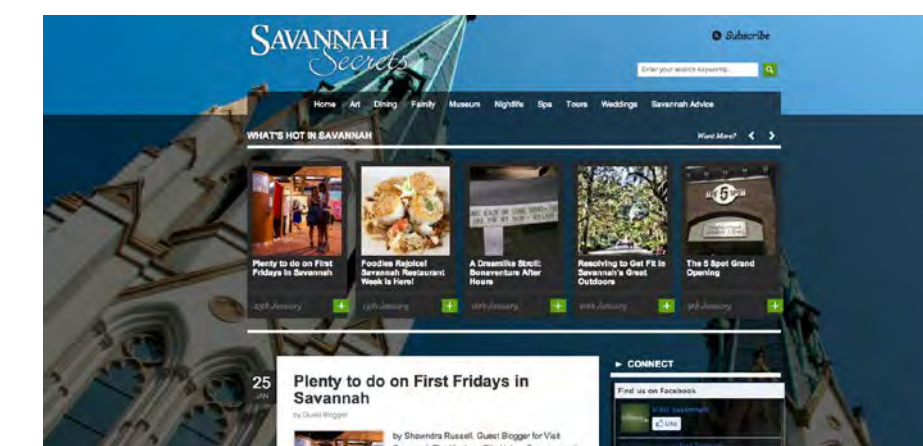
CHARLESTON



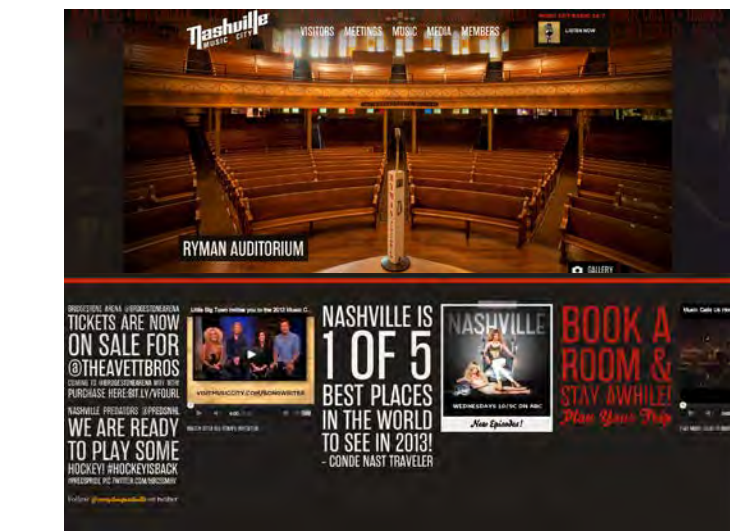
AUSTIN



SAVANNAH



NASHVILLE



MARKETING TACTICS

STRATEGIC PARTNERSHIPS

- Virginia Tourism Corporation
- Northern VA Visitors Consortium
- CRUSA / Brand USA
- Presidents Passport Program
- National Harbor / Gaylord
- Destination DC



MARKETING TACTICS

TEAM UP WITH TOP AGENCIES



HARMELIN MEDIA

EXPANDED BUDGET OF \$200K

25K

**Convention
& Meeting Sales**

50K

**International
Market**

125K

**Destination
Marketing**

The ACVA has already shown itself to be capable of achieving great things on behalf of Alexandria.

We look forward to building on our
historic success alongside you.

BUILDING ON OUR

HISTORIC SUCCESS

Alexandria

CONVENTION & VISITORS ASSOCIATION

