

EXTRAORDINARY

Alexandria

Mercy Street Campaign
Early Results



From PBS

- More than 5.7 million viewers watched the January 17 premiere
- Series has been streamed 2 million times
- Trended nationally on Twitter during the premiere and during the third and sixth episodes



From PBS

- #2 most social broadcast drama on TV during premiere episode
- More than 600,000 unique visitors on Mercy Street website on PBS.org
- Hundreds of high profile national press hits



Highlights

- 142 press hits so far about Alexandria's Mercy Street-inspired experiences
- Over 57,000 visits to Visit Alexandria Mercy Street content on our site through February
- 22% increase in visits to our overall website from outside the region
- 1 million Twitter impressions during 6 days of live tweeting; engagement up 60% on these days



Highlights

- 27% increase in physical Visitor Center visits in February 2016
- Key to the City Museum Pass sales at Visitor Center +375% in February over previous year
- 266% increase in visitor guide requests during show's run



Highlights

- In February, Carlyle House attendance was up 158% over last year. 75-80% of people say that Mercy Street influenced decision to visit
- Athenaeum hosted Mercy Street related events, had best February ever in attendance
- Majority of visitors to Black History Museum in February and about half at Lyceum were influenced to visit by Mercy Street



Highlights

- One-third of visitors to Gadsby's Tavern Museum and one-quarter of Stabler-Leadbeater Apothecary visitors were influenced by Mercy Street to visit Alexandria
- Tours at Apothecary in Jan/Feb 2016 up 115% and tours at Gadsby's Tavern Museum up 14% over previous available year of 2014 (each were closed part of this period in 2015)



Sarah L. Lawton We were already planning a DC trip this year. Alexandria being less than a half hour away, we added it to our itinerary!

Like · Reply · Message · February 23 at 8:43pm



Donna Farnan Love Alexandria and love this show!!! Will definitely do this tour!

Like · Reply · Message · February 24 at 9:48pm



Jeannie Apgar As another strong female, I am thoroughly enjoying those roles on Mercy Street. The series is enthralling !!! The Civil war era of our history is my favorite. I love all things from that time period and am drawn to return to Williamsburg over and over. I will have to add Alexandria to my next trip south !!!



Miss_Bellatrix
@Miss_Bellatrix



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That would be amazing!! **#MercyStreetPBS**



Visit Alexandria VA @AlexandriaVA

You've seen the show, now it's time to explore the city where #MercyStreetPBS was set! bit.ly/1TuHEmW