

EXTRAORDINARY



Alexandria Tourism Update

Seizing Opportunity in a Competitive Environment

Patricia Washington, President & CEO

Alexandria City Council

March 6, 2018

Mission

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets



What We Do



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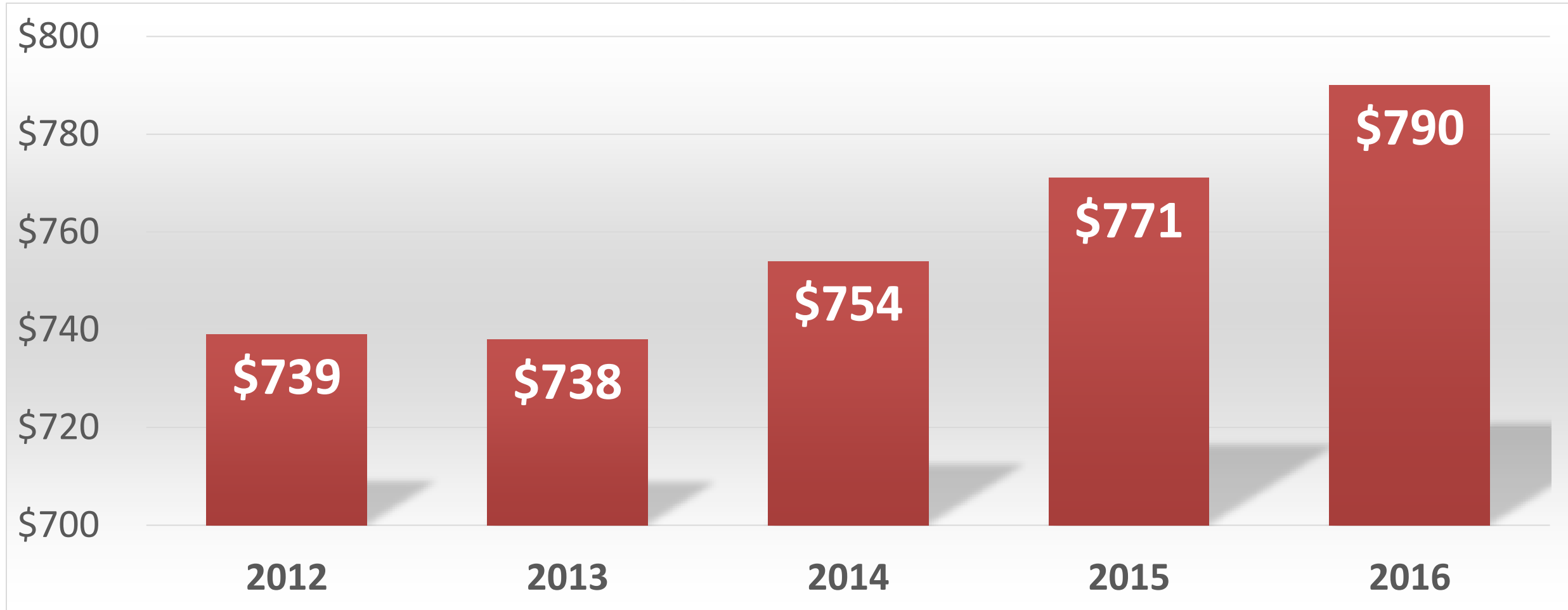
Alexandria

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Alexandria

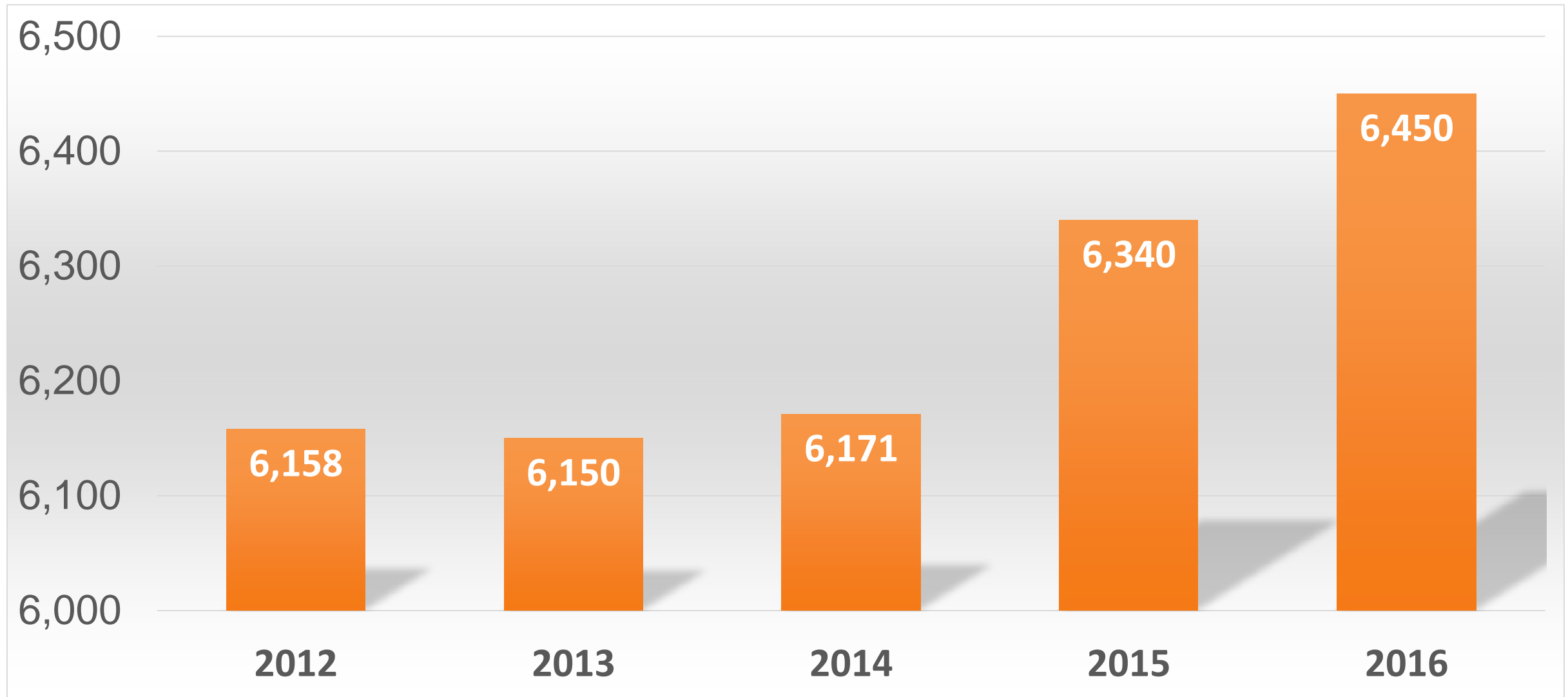
Economic Impact

Visitor Spending in Alexandria (millions)



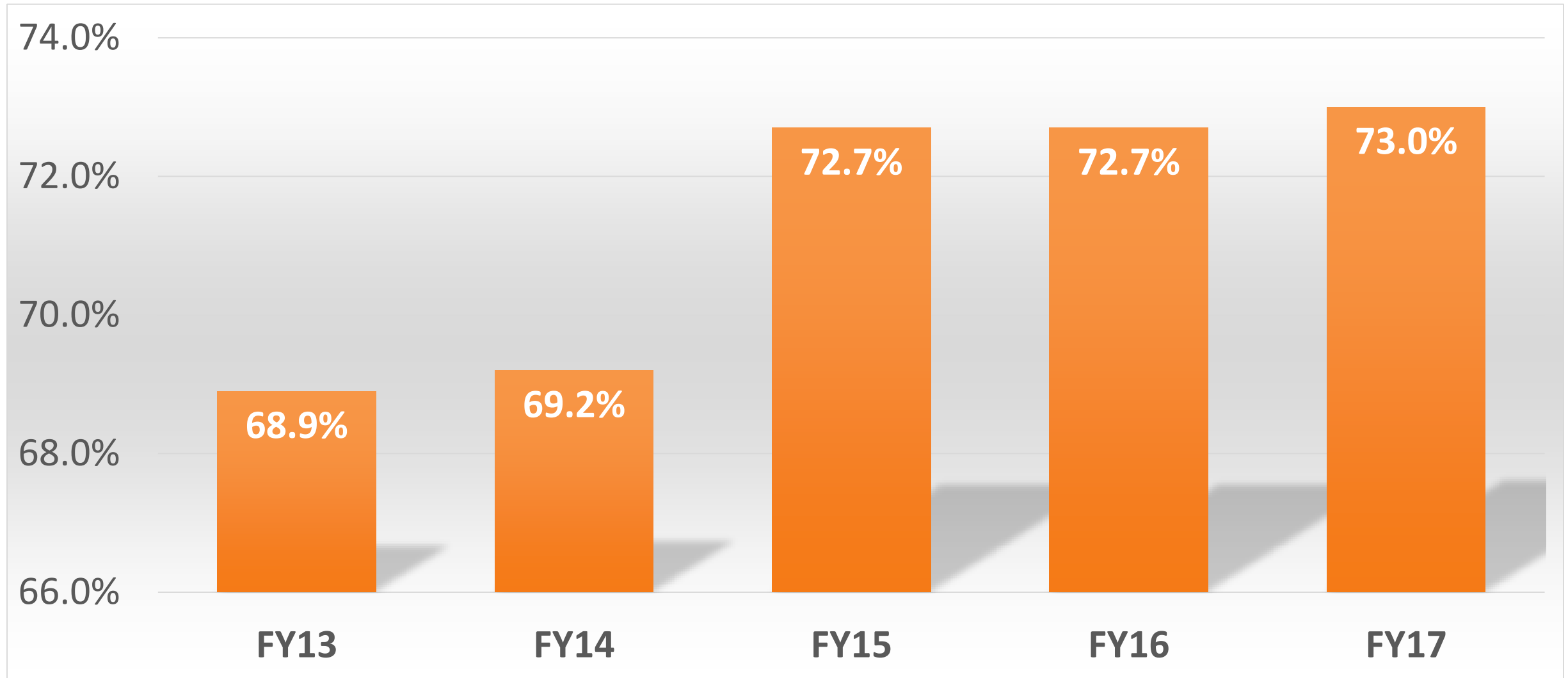
Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia
Tourism Corporation

Jobs



Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia
Tourism Corporation

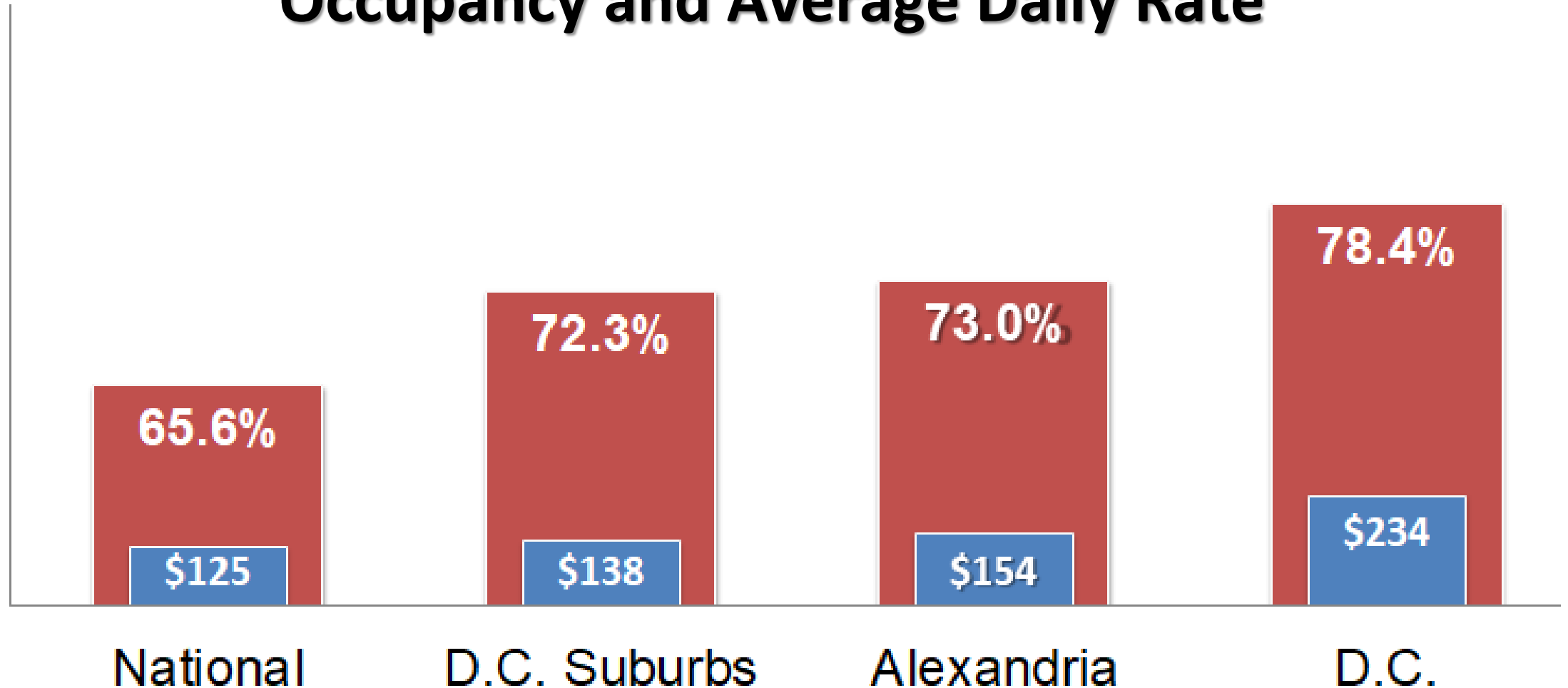
Occupancy



Source: Smith Travel Research

How Does Alexandria Compare?

Occupancy and Average Daily Rate



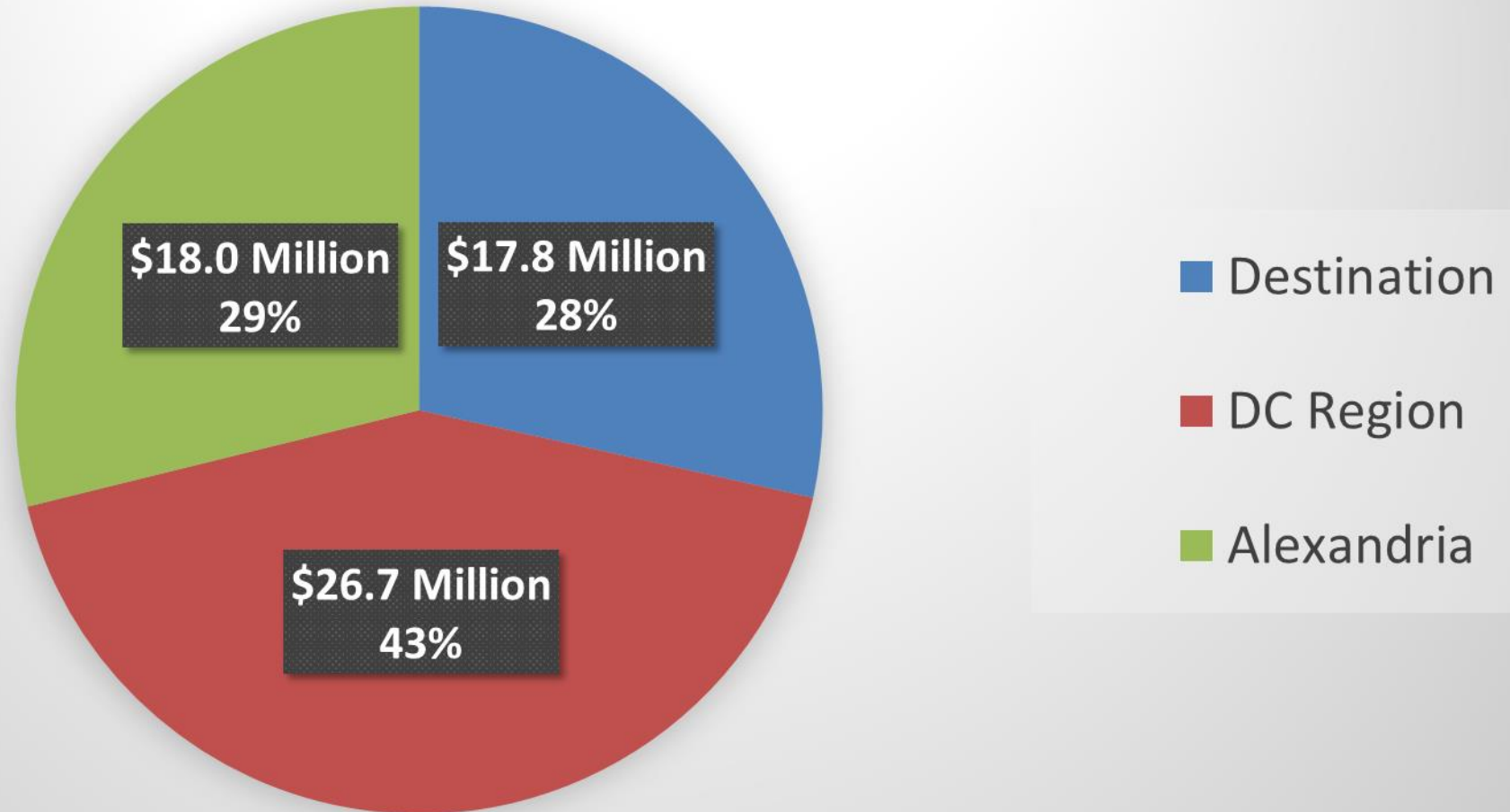
Source: Smith Travel Research; D.C. Suburbs includes Arlington County, Fairfax County, and Prince George's County (MD). July 2016-June 2017.

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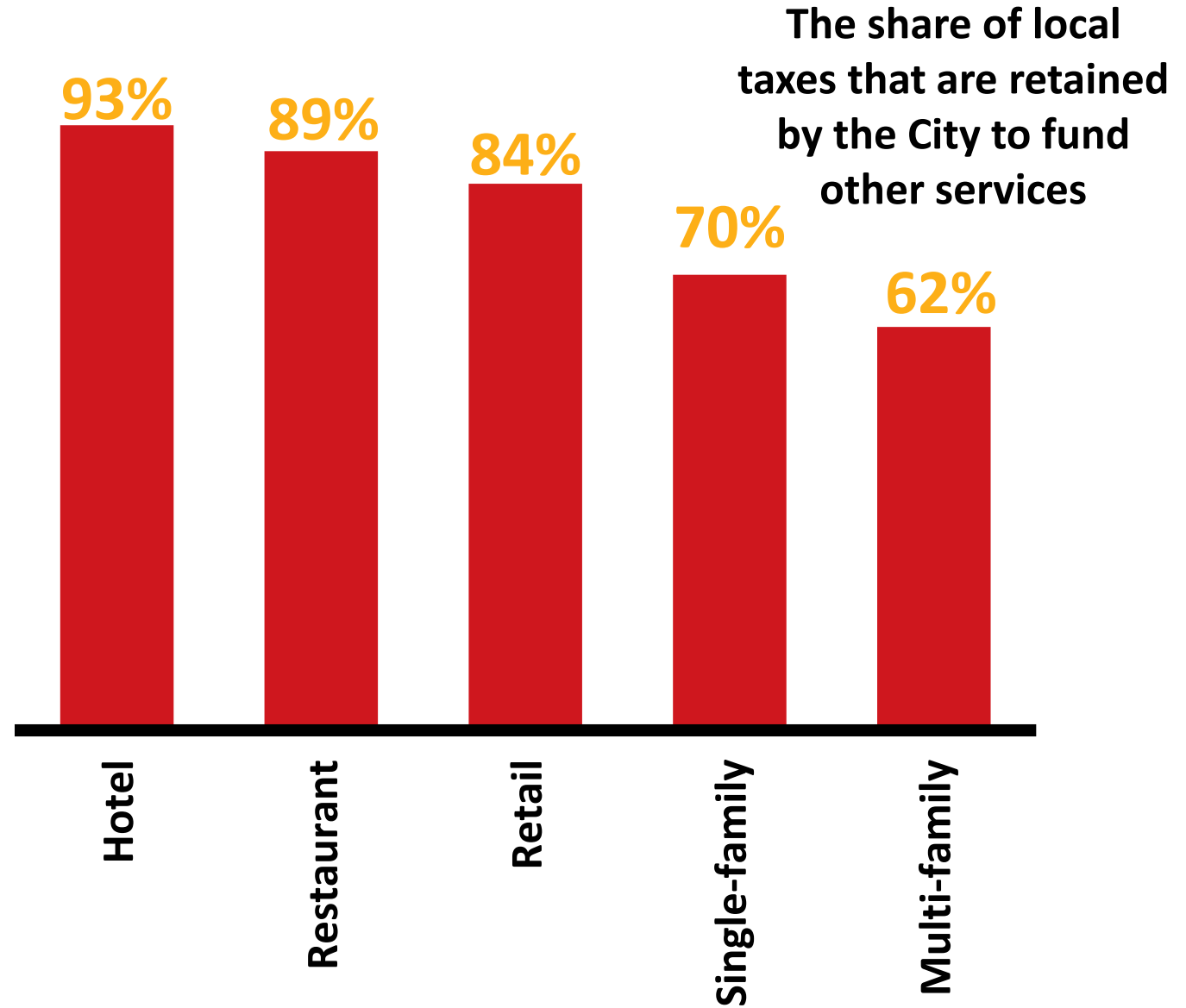
Community Impact

Visitors Pay 71% of Consumption Taxes



Source: Estimate based on extrapolation of actual 2016 Visa Credit Card Transaction Data, VisaVue

**VISITORS CONTRIBUTE
TO OUR TAX BASE**
but consume few city services.



Source: City of Alexandria, TischlerBise Report, 2017

LIKELIHOOD TO VIEW A CITY AS A "GOOD PLACE TO START A BUSINESS"

HALO EFFECT

After seeing
tourism advertising



After visiting city



After seeing advertising & visiting city there is a
194% LIFT IN PERCEPTION

Visitors support all Alexandrians.

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Alexandria

Key Performance Indicators

Key Performance Indicators

1.94 MILLION WEB VISITS ↑ 4%

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MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

DISCOVER
D.C.'S ORIGINAL
OLD TOWN.

OLD TOWN ALEXANDRIA
Explore our nationally designated historic district.

Minutes from DC yet
A WORLD AWAY

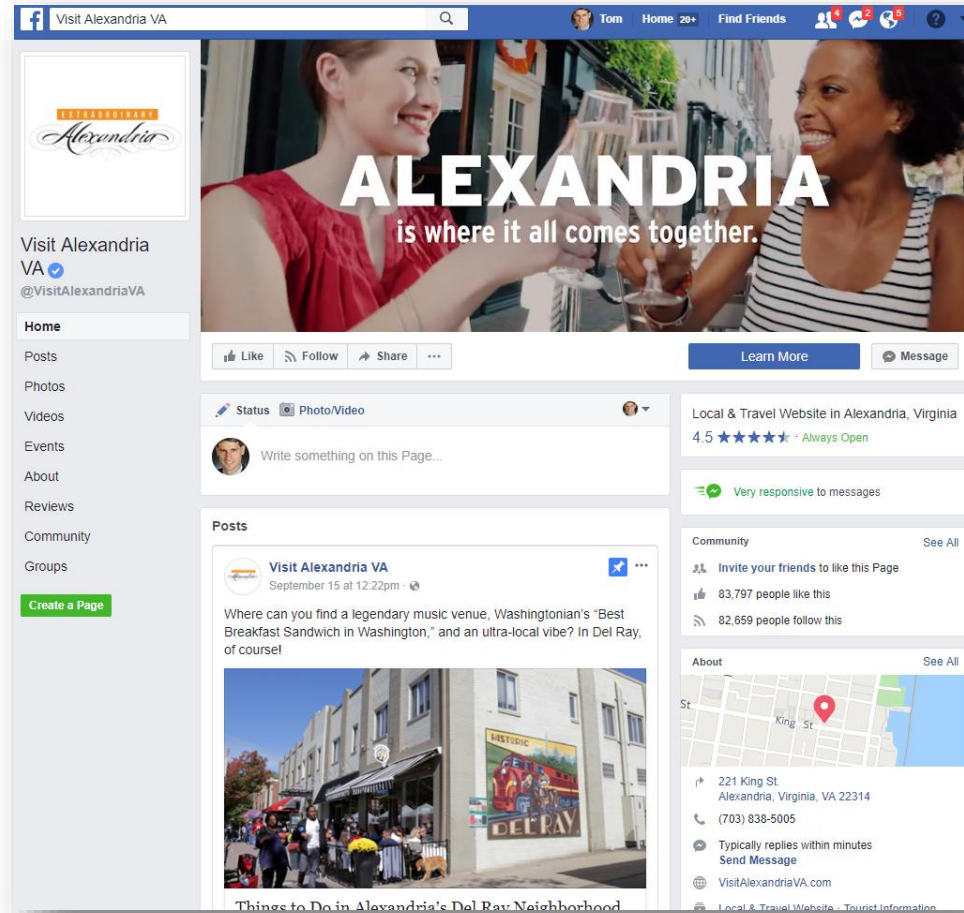
On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Alexandria is the relaxed and refined home base for your DC vacation and an unforgettable getaway of its own.

ALEXANDRIA

Where It All Comes Together

Key Performance Indicators

110,000 SOCIAL MEDIA FOLLOWERS ↑ 29%



Key Performance Indicators

\$40 MILLION MEETING LEADS **↑ 4%**



Key Performance Indicators

76,000 VISITOR CENTER GUESTS ↑ 24%



Key Performance Indicators

1,023 PRESS HITS - A NEW RECORD ↑ 11%

AD
ARCHITECTURAL DIGEST

bravo

CountryLiving

CTV
NEWS
OTTAWA

Epicure & Culture
FOOD, WINE & CULTURE FOR THE ETHICAL TRAVELER

ESTADÃO.

Fodor's Travel

GARDEN & GUN

HouseBeautiful

HUFFPOST

the knot

leSoleil

lonely planet

MEN'S JOURNAL

msn

Parade

Rachael Ray
every day

redbook

Southern Living

TÉLÉ
MATIN

THRILLIST

CONDÉ NAST
Traveler

travelocity

UPTOWN

USNews
& WORLD REPORT

The Washington Post

YAHOO!
NEWS

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Current Year Highlights

Advertising

The advertisement is split into two vertical panels. The left panel, labeled 'ALEX', shows a family of four (mother, father, and two children) sitting on a stone ledge, eating ice cream and looking at a smartphone. The background is a modern brick building with a large American flag. The right panel, labeled 'ANDRIA', shows the same family posing for a selfie in front of a historic stone building. A man in a Revolutionary War-era uniform stands behind them. Below the panels, the word 'ALEXANDRIA' is written in a large, elegant script font, with 'EXTRAORDINARY' in a smaller, sans-serif font above it. Below the name, the tagline 'Let's get together.' is centered. A paragraph of text describes the location as a relaxed home base for a DC family vacation, mentioning the National Mall, monuments, Mount Vernon, and a free trolley. At the bottom, it says 'Just minutes from D.C. | VisitAlexandriaVA.com | #ExtraordinaryALX'.

ALEX
likes to live in the moment.

ANDRIA
likes to visit the past.

EXTRAORDINARY
Alexandria

Let's get together.

Looking for a relaxed home base for your DC family vacation? Think Old Town Alexandria. After all, we're just a quick ride to the National Mall, the monuments, and Mount Vernon. Yet we feel a world away with an authentic charm all our own. You can hop on and off a free trolley to yummy restaurants, eclectic shops, historic landmarks and a scenic waterfront. So after each day of getting your D.C. fill, you can come back here to chill.

Just minutes from D.C. | VisitAlexandriaVA.com | #ExtraordinaryALX

- Continued Alex & Andria campaign
- Showcases many sides of city
- 4 different concepts
- Multiple channels:
 - Digital banners
 - Video spots on web and streaming TV platforms
 - Print

Meetings Marketing



YOU DON'T HAVE TO BE
THE BIG DOG
TO HAVE THE
PERFECT D.C. MEETING.

Looking for the perfect spot for your next small to mid-size meeting? Sniff around Alexandria, Virginia. We have a range of unique meeting options – from boutique hotels to state-of-the-art facilities – that can comfortably accommodate groups up to 800. And after the meeting? Well you're smack dab in the middle of all the shopping, dining and fun Alexandria is famous for. (Oh, and we're just a quick trip to D.C. if there's time.)

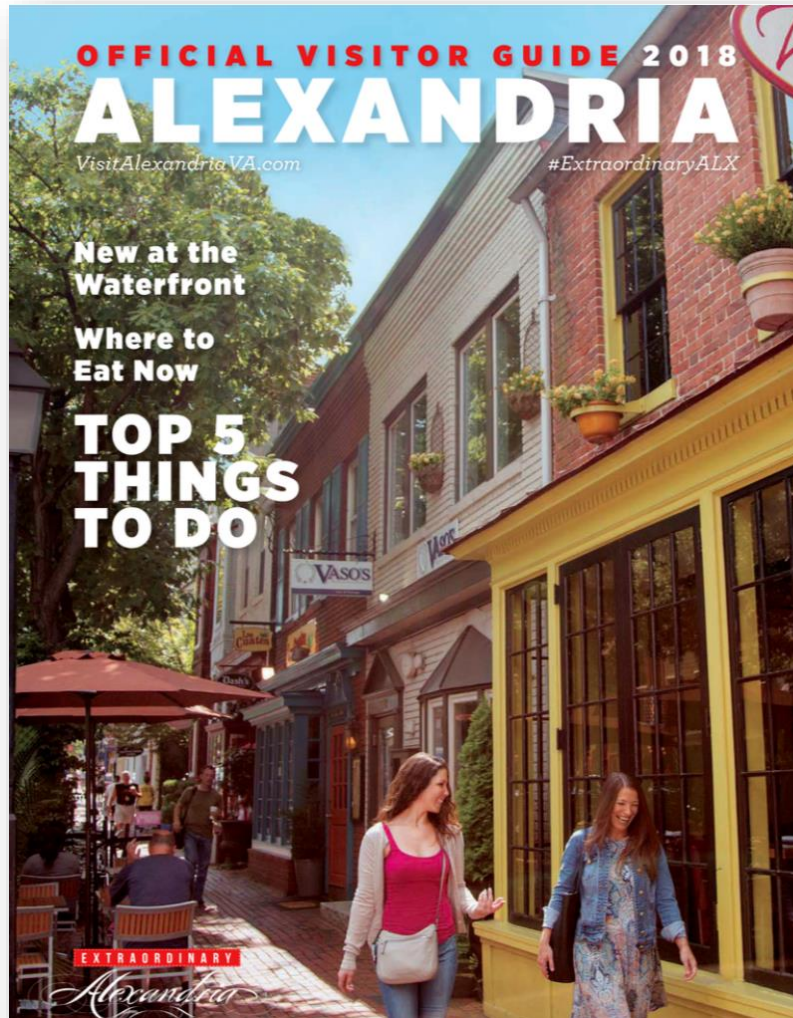
Contact our team of destination experts to make your next meeting extraordinary.

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MeetAlexandriaVA.com | (703) 652-5369
5 miles to Washington, D.C./1 mile to the Ronald Reagan National Airport / 4 Metro stations

- Message: Ideal for small to midsize meetings
- Redesigned meetings site
- Meetings blog launched
- Webinar series

Print Collateral

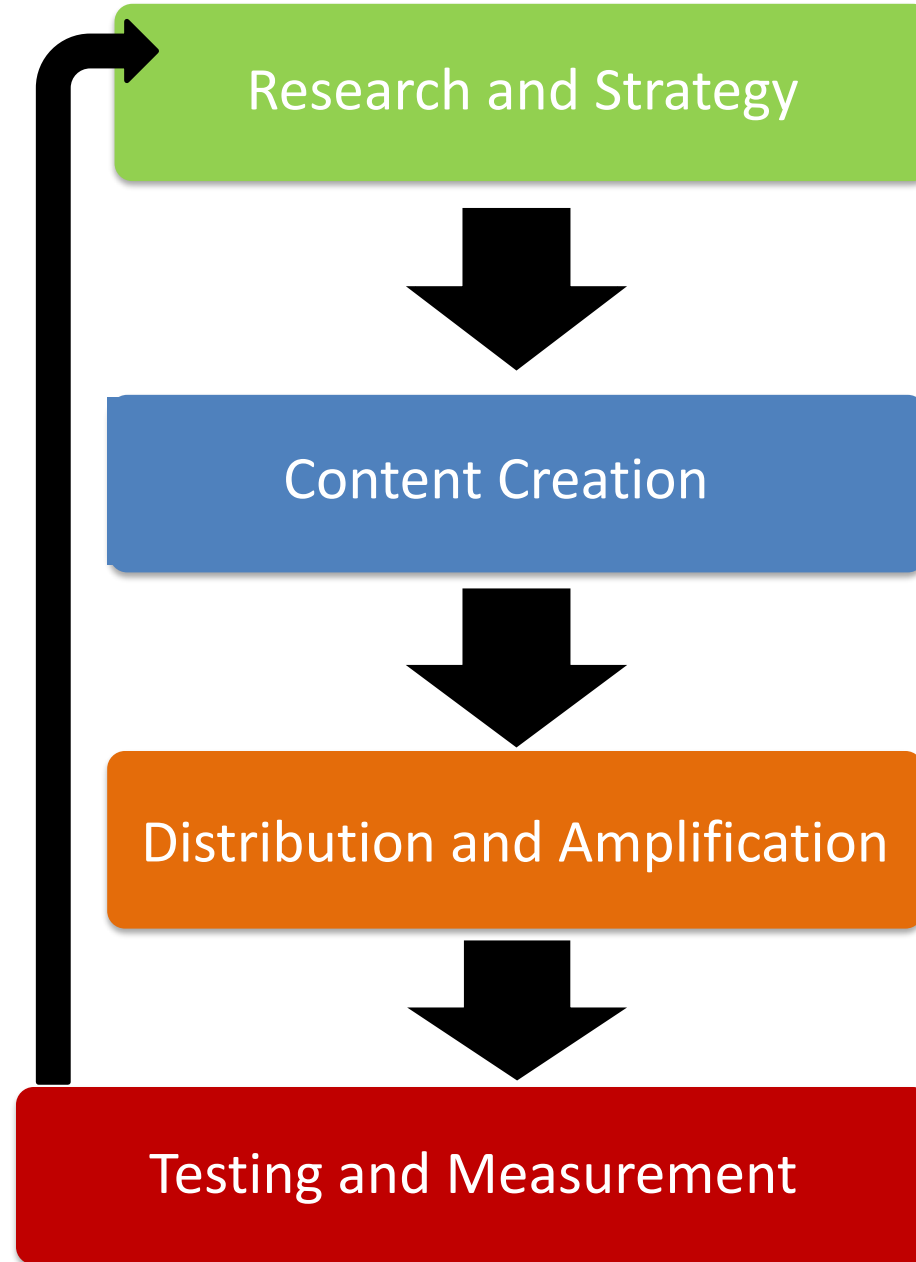


360 Degree Virtual Experience

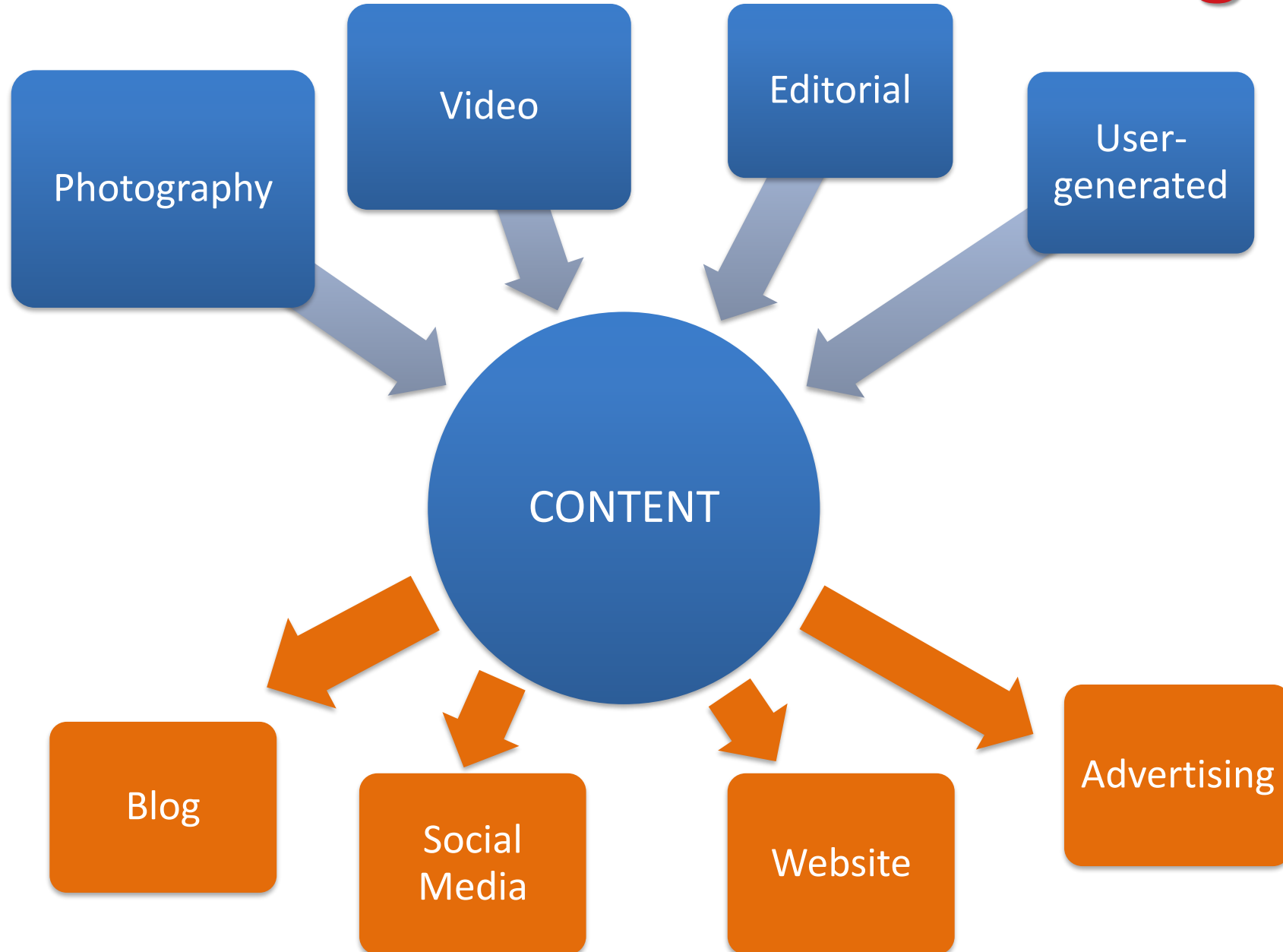


- 360° video and stills
- Over 20 sites to visit
- Viewable on:
 - Desktop/Laptop
 - Mobile device
 - VR Headset
- Google 360° integration for over 40 member businesses

Enhanced Content Marketing



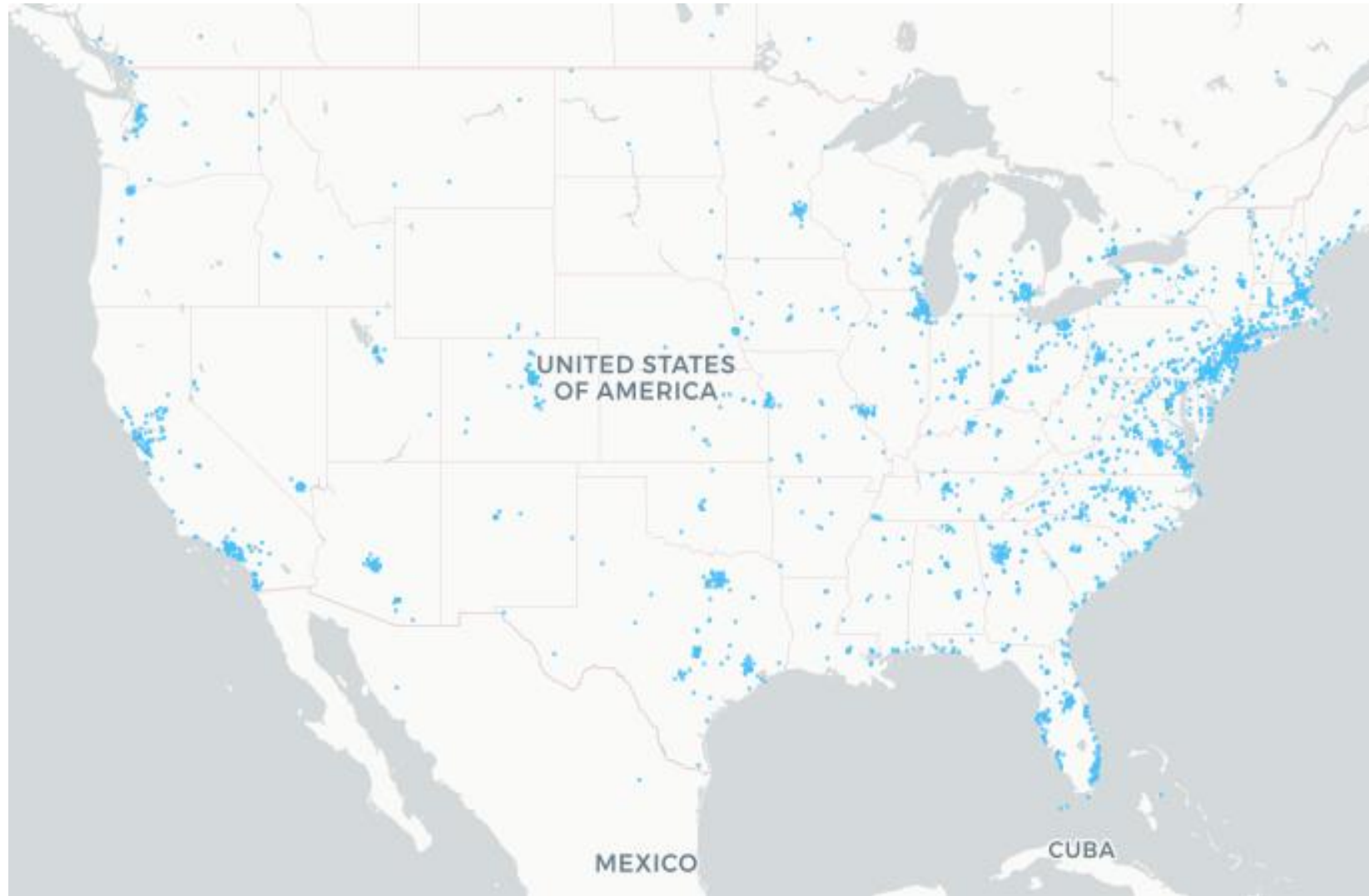
Enhanced Content Marketing





<https://www.youtube.com/watch?v=BSJEMBJFs74>

Arrivalist Research Tool



Research that
maximizes
advertising ROI
by tracking
actual arrival
behaviors

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Other FY 2018 Initiatives

Itineraries



NSF Opening



MGM Marketing



Wedding Showcase



LGBT Initiative



Marketing Partnerships



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FY 2019 Opportunities

King Street Park at the Waterfront



Regional Waterfront Partnership



Tall Ship Providence



Specialty Tours



Race Packaging



Destination Events



Thank You!

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VisitAlexandriaVA.com

