



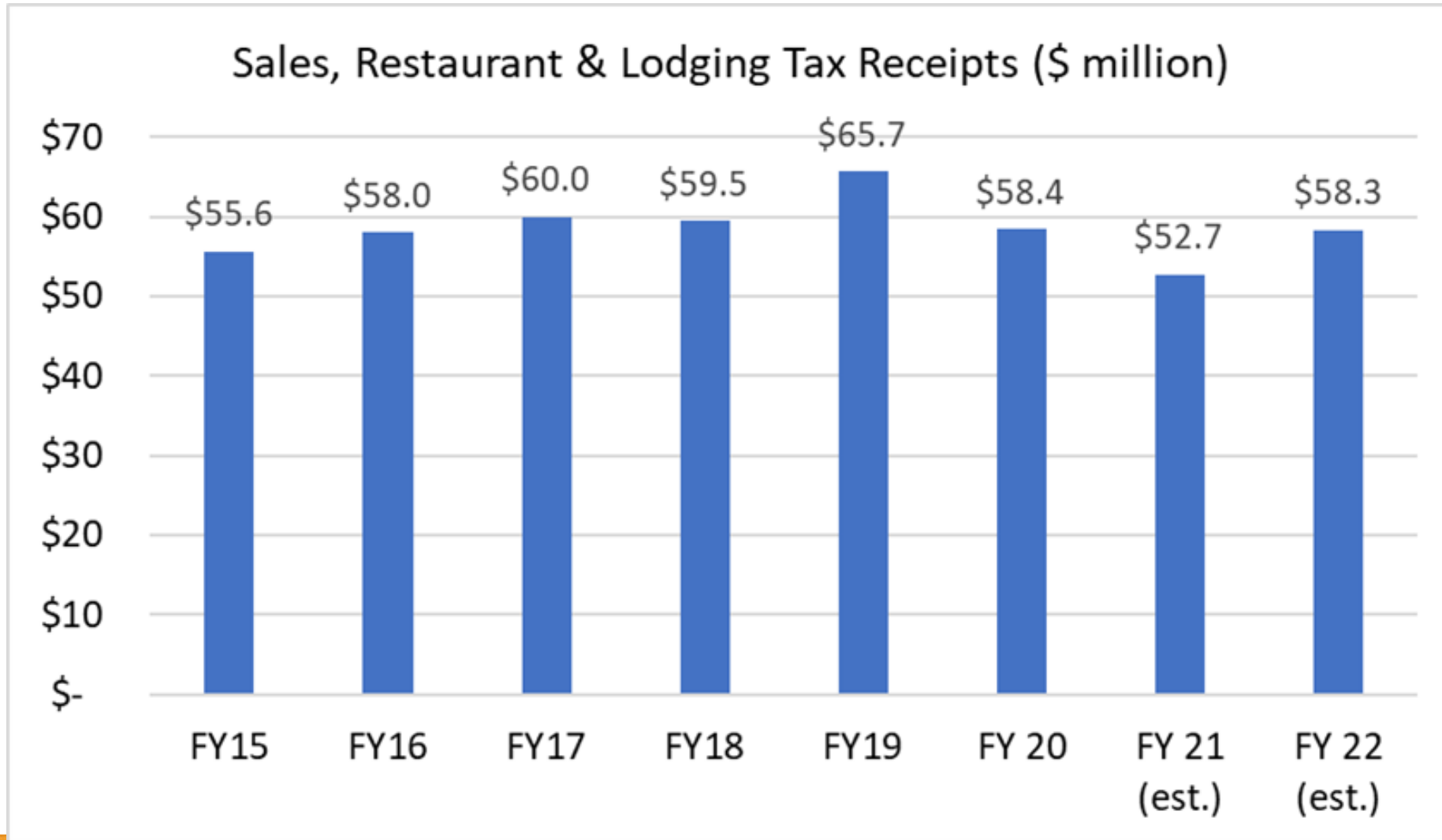
# **Visit Alexandria's COVID-19 Response and Recovery Plan**

**Presentation to City Council**

**February 23, 2021**

**Patricia Washington, President & CEO**

# What's at Stake?



Sources: FY 15-20 Actual, City of Alexandria Revenue Dept.  
FY 21-22 Estimates, City Manager's Proposed FY 22 Budget



# **Initial Coronavirus Response**



# March 16: ALX at Home Launches

# ALX AT HOME

*Stay connected  
to what you love*

*Explore now*

*Alexandria*  
EST. 1749



## Retail Offerings

From virtual shopping to DIY projects to take home, see what Alexandria's independent boutiques are offering.

[Learn More >](#)



## Restaurant Offerings

From curbside pickup to ready-to-make dinners to take home, enjoy your favorite Alexandria restaurants at home.

[Learn More >](#)



## Attractions Offerings

Take a virtual tour of Mount Vernon, get some fresh air on an unlimited "Ride it Out" bike ride and more.

[Learn More >](#)



## Wellness Offerings

From free home workout plans to free live virtual Barre classes, stay fit from home.

[Learn More >](#)



## Arts Offerings

Enjoy the arts from home with virtual exhibits, at-home activities, special offers and more.

[Learn More >](#)



# ALX at Home



Weekly Virtual Experiences

[View Schedule >](#)



Old Town Books' Virtual Storytime


[April 21 >](#)



Mind the Mat's Wellness Exercises

[April 28 >](#)


- 4.9 million paid marketing impressions
- 117 press hits
- 247,000 pageviews on ALX at Home landing pages
- 116,000 pageviews on member offer listings



**6 At-Home Date Night Ideas**

From taking a virtual ghost tour together by candlelight to setting up a speakeasy in your living room, there are plenty of creative ways to keep the romance alive.


[Get Inspired >](#)



**Upgrade Your At-Home Wardrobe**

From milestone celebrations to date night, find looks for every occasion from Alexandria's boutiques.

[Shop Local >](#)



**Travel the World with Takeout**

Enjoy a transcontinental culinary adventure without leaving home with takeout from these 20+ Alexandria restaurants.

[Bon Appétit! >](#)





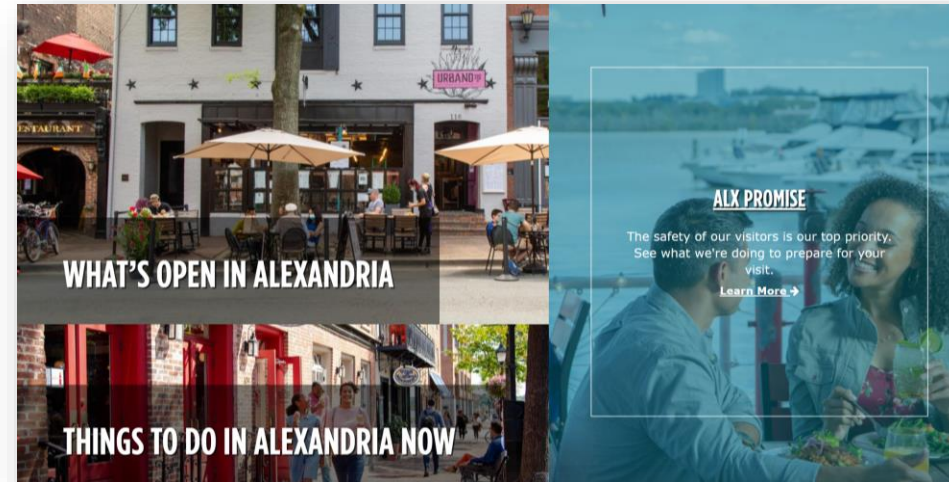
- In partnership with the Alexandria Health Department
- Commitment to going above and beyond
- 330 businesses participating





# Marketing Responsibly

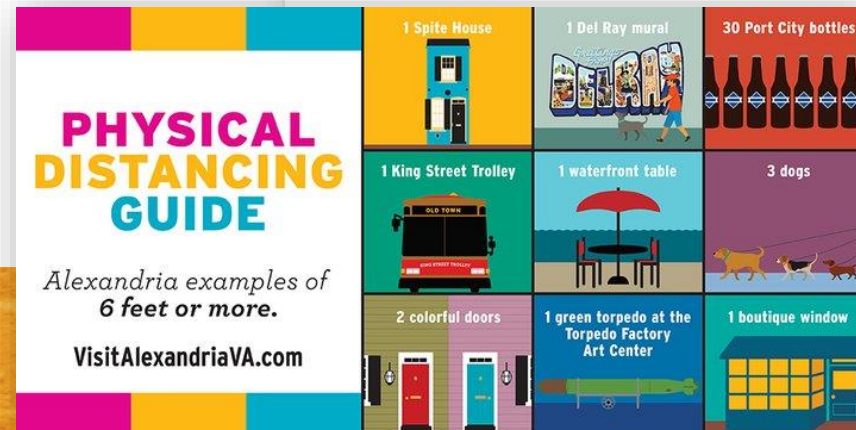
- Promoting mask usage and physical distancing
- Keeping potential visitors up to date on what's open
- Giving visitors ideas of what can be done responsibly right now



## 6 Tips for Styling Your Face Mask

We've gathered face mask fashion pointers, from finding the right fit to picking the perfect pattern, from some of our favorite local trendsetters and business owners. Plus, watch our ultimate face mask styling video.

[Start Styling >](#)



# Supporting Small Business



- Business & Public Space Reopening Team
- Sector convenings—Restaurant, Retail, Hotel, Attractions
- Business Impact Survey
- Consumer Research Briefings
- Leadership Recovery Webinar

## IMPACT ON TRAVEL PLANS

### First Trip Travelers Will Take in 2021





# **Marketing During COVID-19**

# COURAGEOUS JOURNEY DRIVING TOUR



1. Barrett Branch Library, Site of 1939 Alexandria Sit-In  
717 Queen St.

In 1939, [Barrett Branch Library](#) hosted one of the nation's earliest recorded civil rights [sit-ins](#), organized by then 26-year-old lawyer Samuel W. Tucker. Five young African American men separately entered the library and requested a card. When denied, they each quietly sat and began to read. Once Tucker's teenage lookout informed him that the police were en route, Tucker ensured that local press outlets were in place to photograph the young men leaving, unforced. The sit-in catalyzed the creation of the segregated Robert Robinson Library, which Tucker refused in principle to patronize, now the site of [Alexandria's Black History Museum](#). Robinson Library remained in use until desegregation in the 1960's. Look for the interpretive panels near the entrance to learn more.



New tour from Manumission Tour Co.

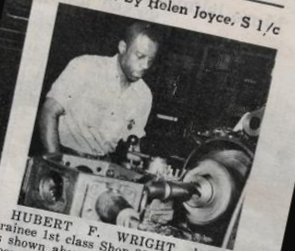


## African American Heritage Trail

North Waterfront Route from the Foot of King Street

at the Alexandria Torpedo Station,  
and Wicklef Jackson, who moved to  
the Production Department.

Page Three  
Photos by Helen Joyce, S 1/c



HUBERT F. WRIGHT, helper trainee 1st class Shop 32, Automatics, is shown above performing a drilling operation on a turret lathe. Hubert is from Moultrie, Georgia. Before coming to work at this plant, April 1st, 1942, he was a construction worker and farmer. Having five children, he says, does not afford him time for hobbies, as all of his time is occupied with his family.

82 BITS O' NEWS (SHOP 14)  
By J. P. Leary  
Who is the guy who likes to wear

"Introducing—People You Ought to Know," in The Torp, employee newsletter of the

New in Late 2020



visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



# 24 Black-Owned Businesses in Alexandria to Support Right Now

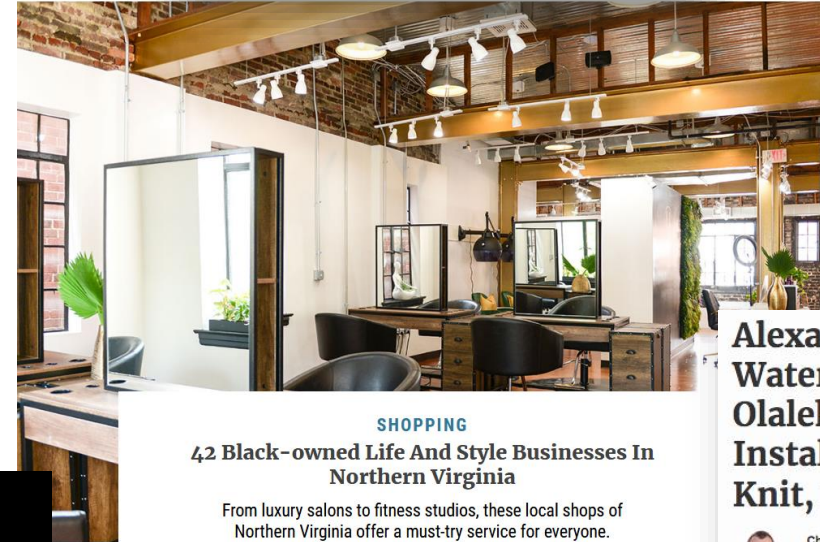


BY CAROLINE SECREST

JUNE 15, 2020

56443 VIEWS

## Northern Virginia



### SHOPPING

#### 42 Black-owned Life And Style Businesses In Northern Virginia

From luxury salons to fitness studios, these local shops of Northern Virginia offer a must-try service for everyone.

Forbes

### Alexandria, Virginia's Waterfront Park Adds Olalekan Jeyifous Installation 'Wrought, Knit, Labors, Legacies'



Chadd Scott Contributor

Arts

I cover the intersection of art and travel.



'Wrought, Knit, Labors, Legacies' by Olalekan Jeyifous at the Alexandria, VA waterfront. @ LAURA HATCHER PHOTOGRAPHY LLC

How can art bridge America's racial divide? How can it empower underrepresented black voices? How can it encourage productive conversations leading to greater understanding and equality?

Conde Nast  
Traveler

THE INTEL

## 7 Black History Museums Across the U.S. Worth Visiting

*These museums are dedicated to local heroes and legends.*

BY SHERYL NANCE-NASH

July 23, 2020



# Regional Marketing





Some things you can find

## ONLY IN ALX

SEE THE LIST

*Alexandria*  
EST. 1749



## GREAT WALKS IN ALEXANDRIA



Self-Guided  
Architecture Stroll

[Get Inspired >](#)



Old Town Art Photo  
Walk

[Start Snapping >](#)



Waterfront Walk

[Feel Refreshed >](#)



Duke Street Black  
History Trail

[Dive Deeper >](#)



Del Ray Mural Stroll

[Start Strolling >](#)



Green Getaways

[Get Outside >](#)

## Alexandria Restaurants Open for Outdoor Dining Right Now

Please remember that face coverings are required anytime you are unable to maintain six feet of physical distancing and must be worn indoors when not seated at your table.

### Del Ray and Arlandria Outdoor Dining



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# Promotions

ALEXANDRIA

## RESTAURANT WEEK TO-GO

EXTENDED THROUGH **SEPT. 7!**

Bring Alexandria Restaurant Week home this year and enjoy special menus from 50+ restaurants.

**\$49**  
takeout dinners for two



INTRODUCING THE  
**FLEX GETAWAY**  
STARTING AT  
**\$69/NIGHT**  
FULLY REFUNDABLE + FREE PARKING

*Alexandria*  
EST. 1749

**BOOK YOUR STAY**



11TH ANNUAL *Alexandria*  
**SIDEWALK SALE**  
SATURDAY & SUNDAY  
**AUGUST 15-16** | OLD TOWN & DEL RAY

VISIT  
*Alexandria*



# Holiday Retail



## Shop Online at These Alexandria Boutiques

Stay safe and shop online while showing your love for the independently owned stores who need your support more than ever.

[Add to Cart >](#)



## 8 Ways to Support Alexandria's Small Businesses this Season

Explore unique local gifts, seasonal delights and more at Alexandria's independent businesses.

[Take a Look >](#)



# SHOW LOVE. SHOP LOCAL.

When you shop local to find that one-of-a-kind gift this holiday season, you'll be supporting Alexandria's small businesses when they need it most.

*Alexandria*  
EST. 1749

Learn more at  
[VisitAlexandriaVA.com/ShopSmall](http://VisitAlexandriaVA.com/ShopSmall)



ALEXANDRIA SHOP SMALL WEEK NOV 27 - DEC 6			
NOV 27	NOV 28	NOV 29	NOV 30
<b>PLAID FRIDAY</b> Alexandria's Small Business Black Friday	<b>SMALL BUSINESS SATURDAY</b> Free parking, prizes & discounts	<b>MUSEUM STORE SUNDAY</b> Save 20% at participating museum stores	<b>CYBER MONDAY</b> Online offers & free shipping from participating stores
DEC 1	DEC 4-6	NOV 9-DEC 20	
<b>GIVING TUESDAY</b> A percentage of your purchases will be donated	<b>INSTAGRAM GIFT CARD GIVEAWAYS</b> Follow @VisitAlexVA for a chance to win	<b>ALEXANDRIA SANTA-GRAM GIVEAWAY</b> Win a personalized video greeting from the region's most beloved Santa.	

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# Post-Holiday Initiatives

- Wonder Woman 1984
- Winter Restaurant Week To-Go
- Winter dining content
- Hotel-Police inauguration preparation
- What's New 2021



Here's What's New in Alexandria in 2021



25+ New Restaurants in Alexandria to Try

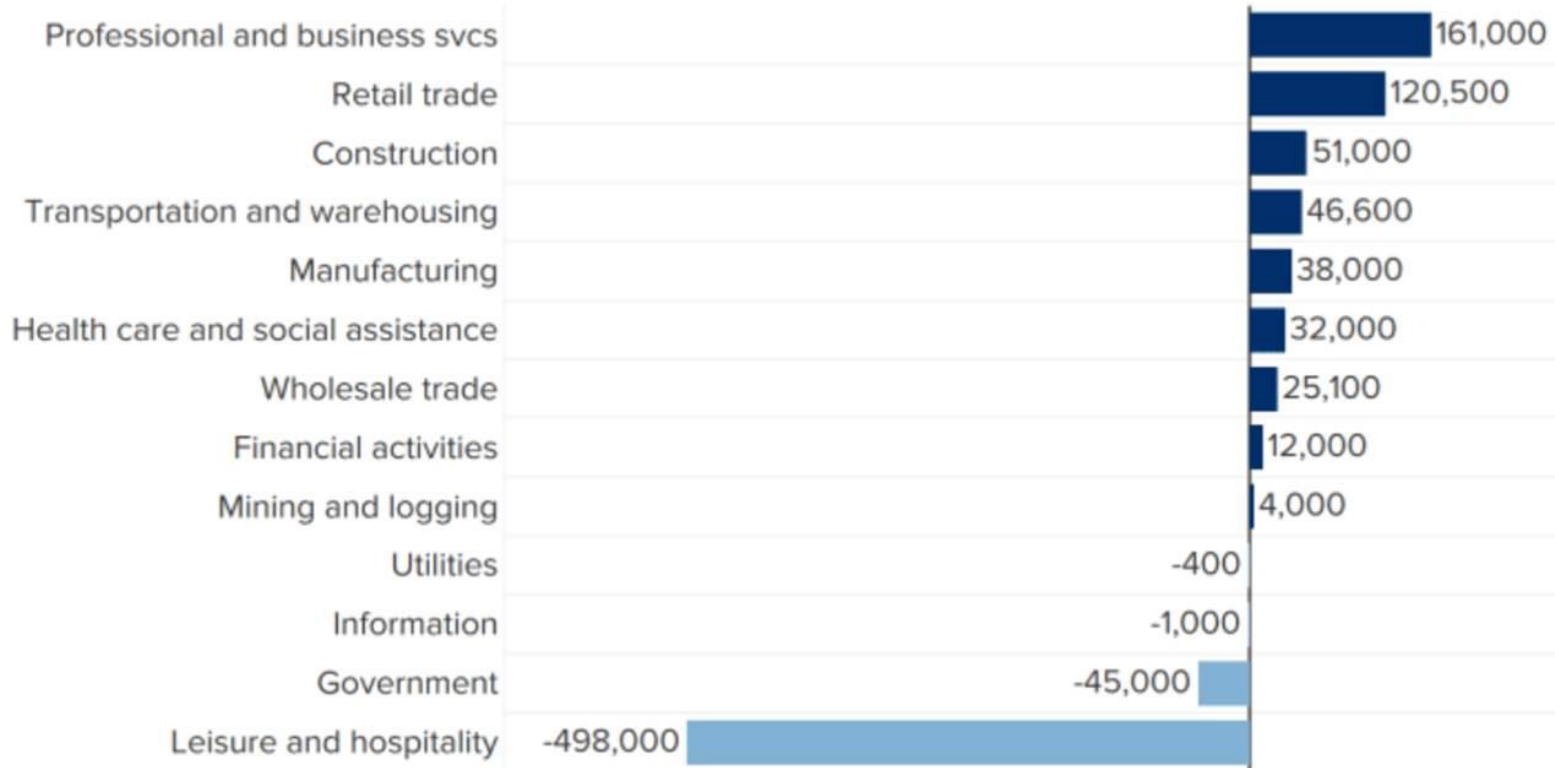
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**Where Are We  
Now?**



# Jobs Impact

## December jobs one-month net change

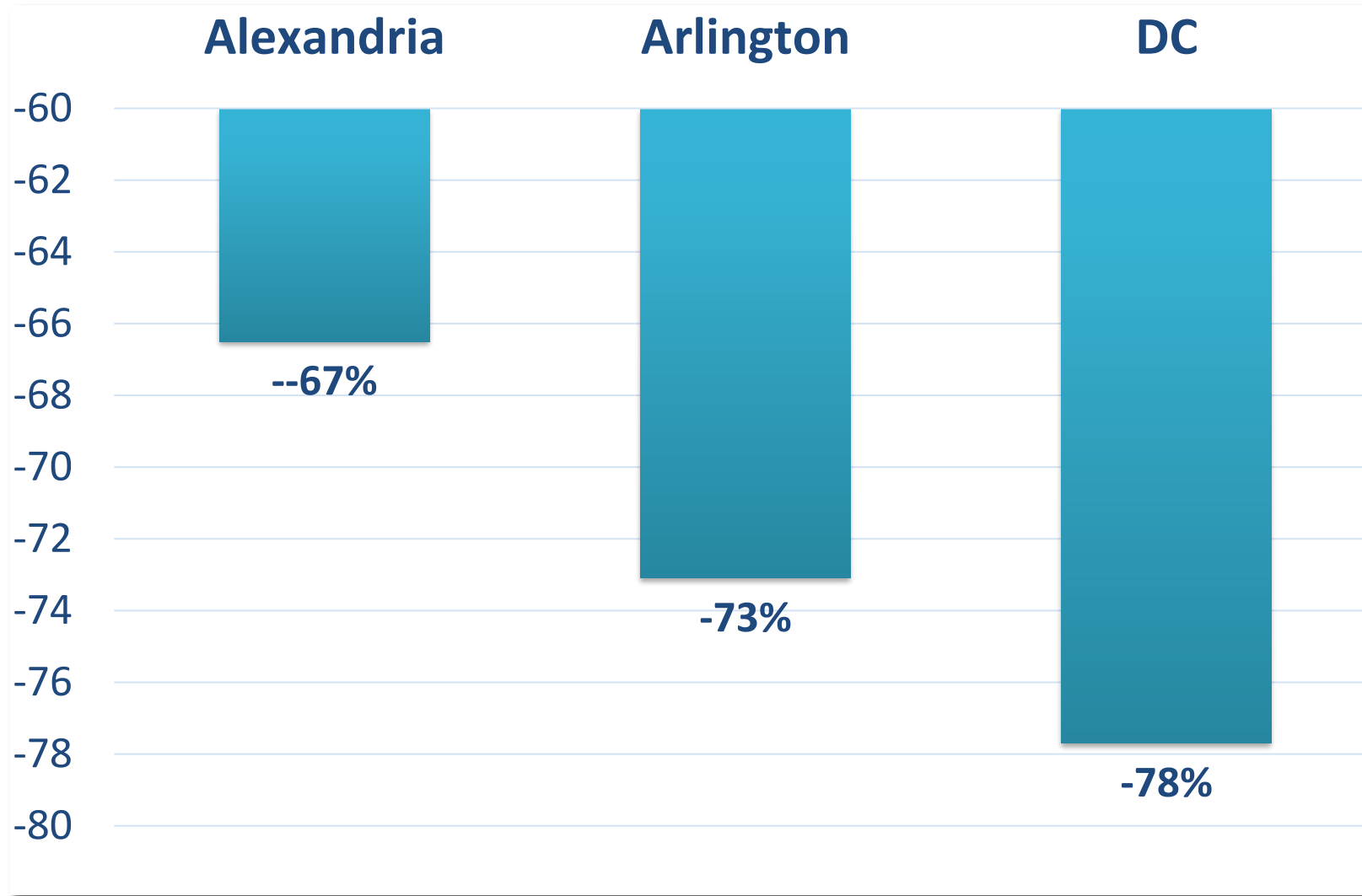


SOURCE: Bureau of Labor Statistics





# YoY Hotel RevPAR Change, July 2020 - January 2021



Source: STR





# **Additional Performance Indicators FY21 YTD**

**1.01 million web visits  
(-17%)**

**501 press stories  
(-20%)**

**386 members  
(+5%)**



Condé Nast  
**Traveler**

Best Small Cities



Can't go to Europe?  
You can still get your Old World fix



Best weekend escapes from Washington, D.C.

**ESSENCE**

The best girlfriend getaways around the world

**TRAVEL+**  
**LEISURE**

Why Alexandria, Virginia is a safe, smart choice  
for a roadtrip right now

**Forbes**





#PeterAlexander #KristenWelker #TodayShow

Peter And Kristen Share How They're Spending The Summer During The Pandemic | TODAY

Celebrate the Christmas charm of Alexandria, Virginia

*Southern Living*

The Most Magical Christmas Towns Across the World

THE OPRAH  
MAGAZINE

How 'Wonder Woman 1984' Took Over an Empty Mall  
to Create a Rad 80's Experience

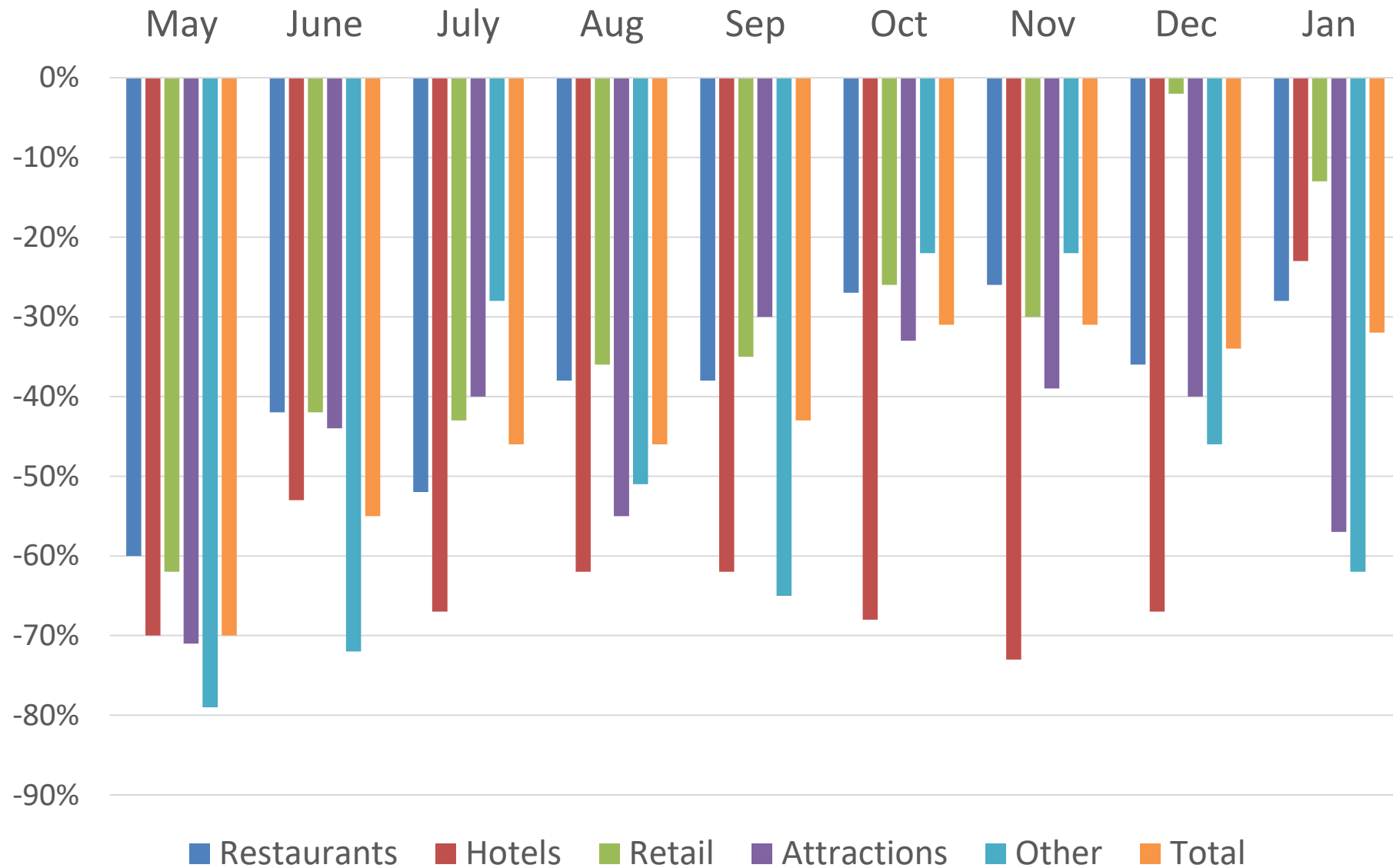


Why Alexandria, Virginia Should Be Your  
Next Winter Road Trip

TRAVEL+  
LEISURE

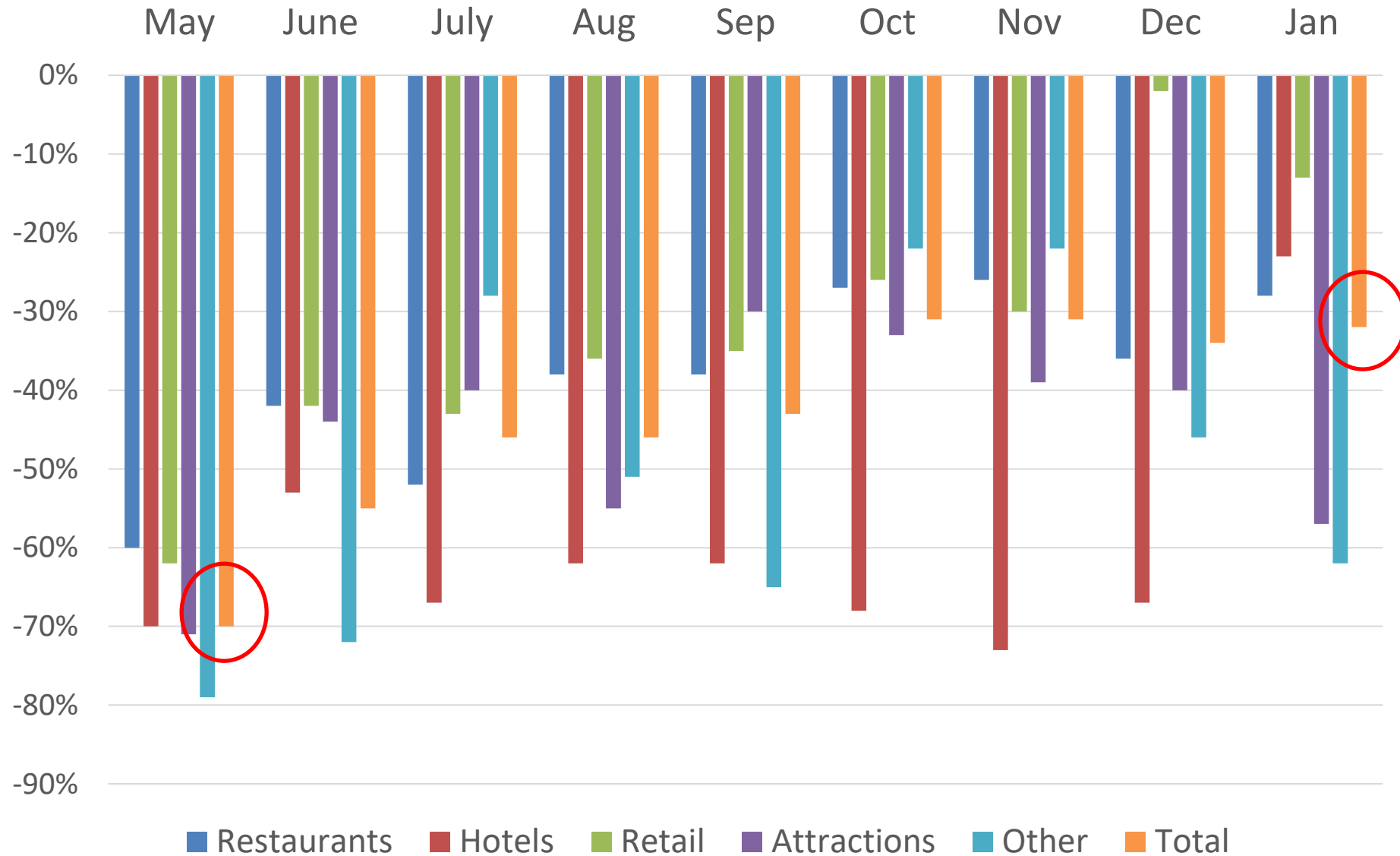


# Alexandria Business Impact Survey

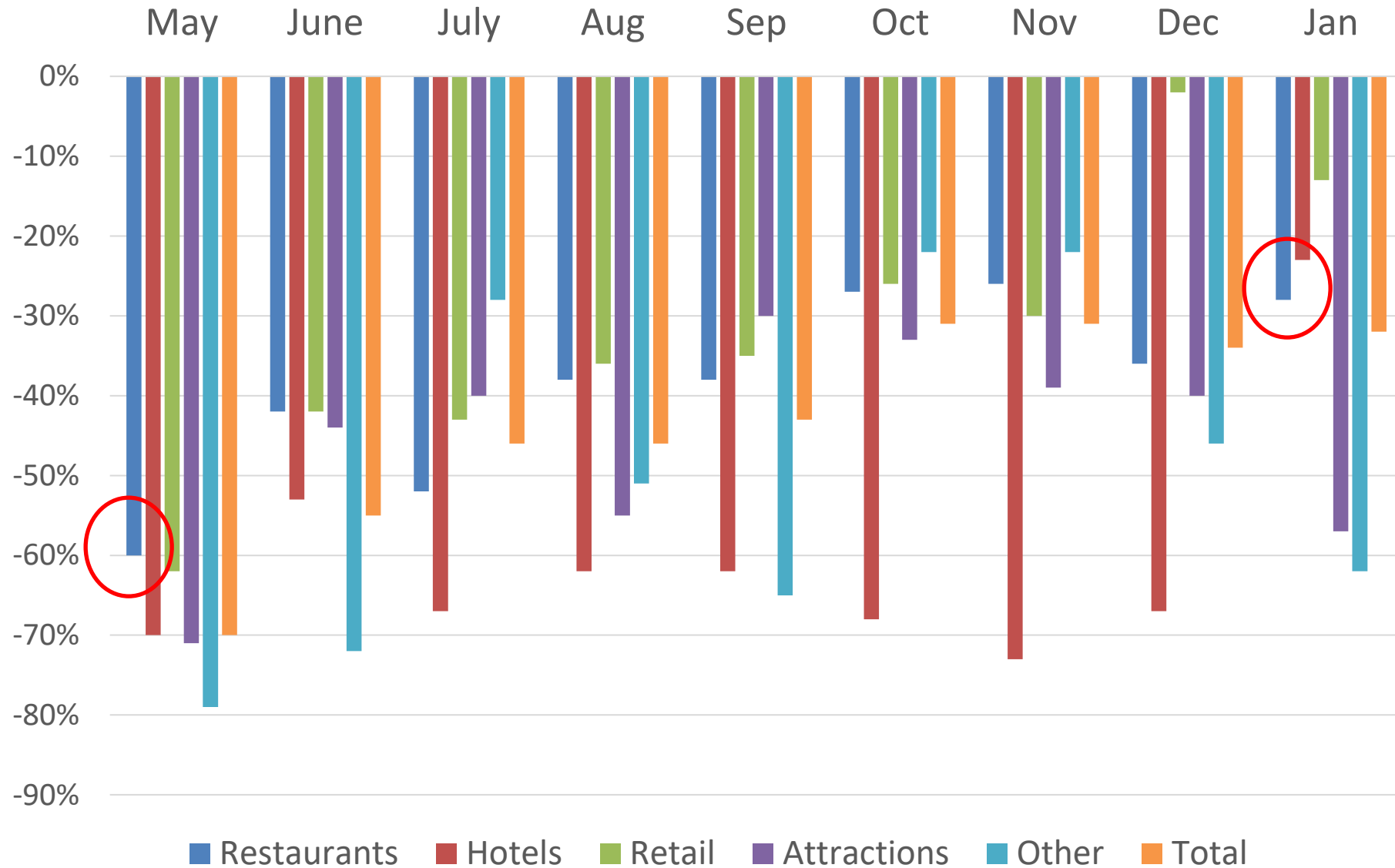




# Alexandria Business Impact Survey

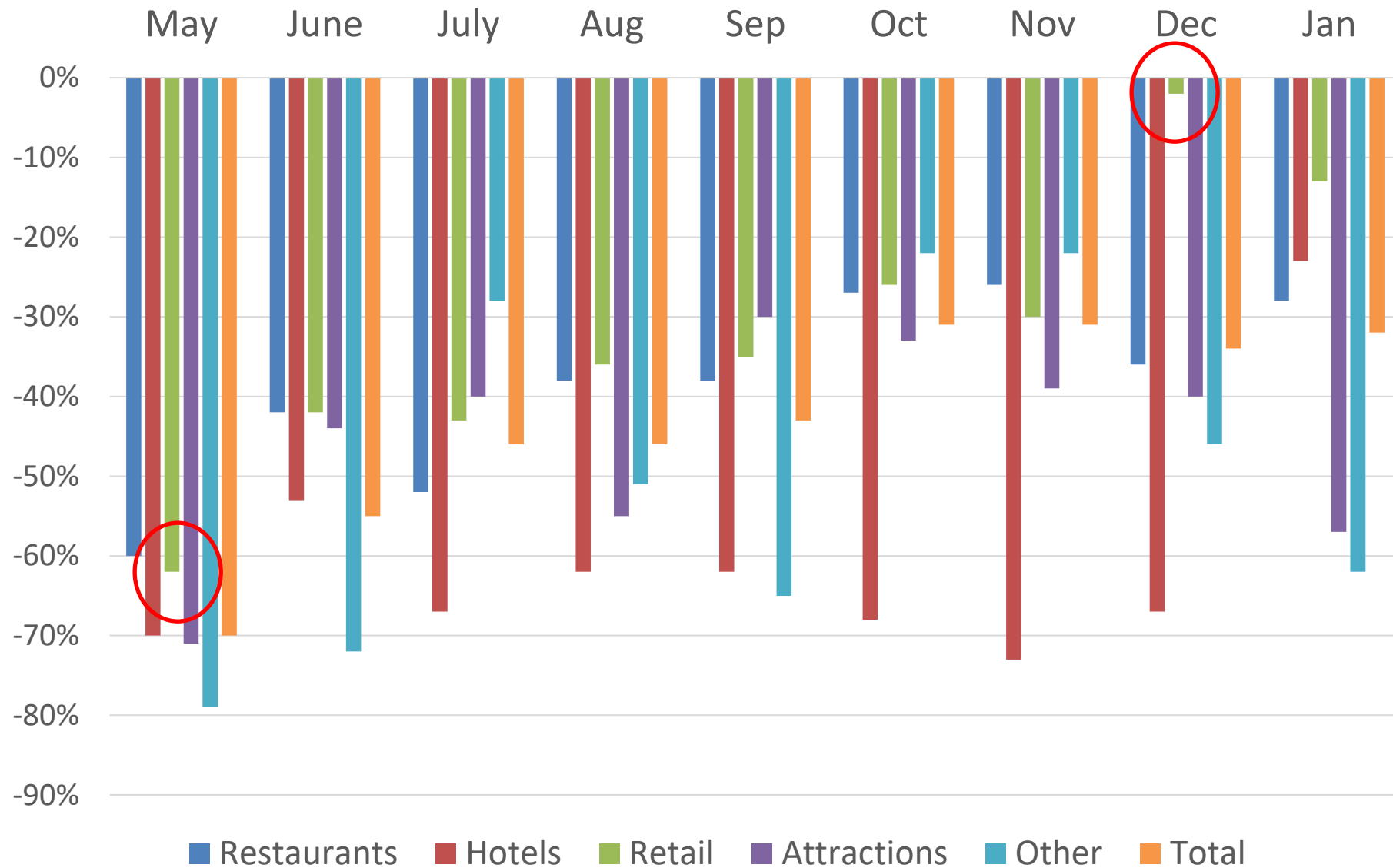


# Alexandria Business Impact Survey

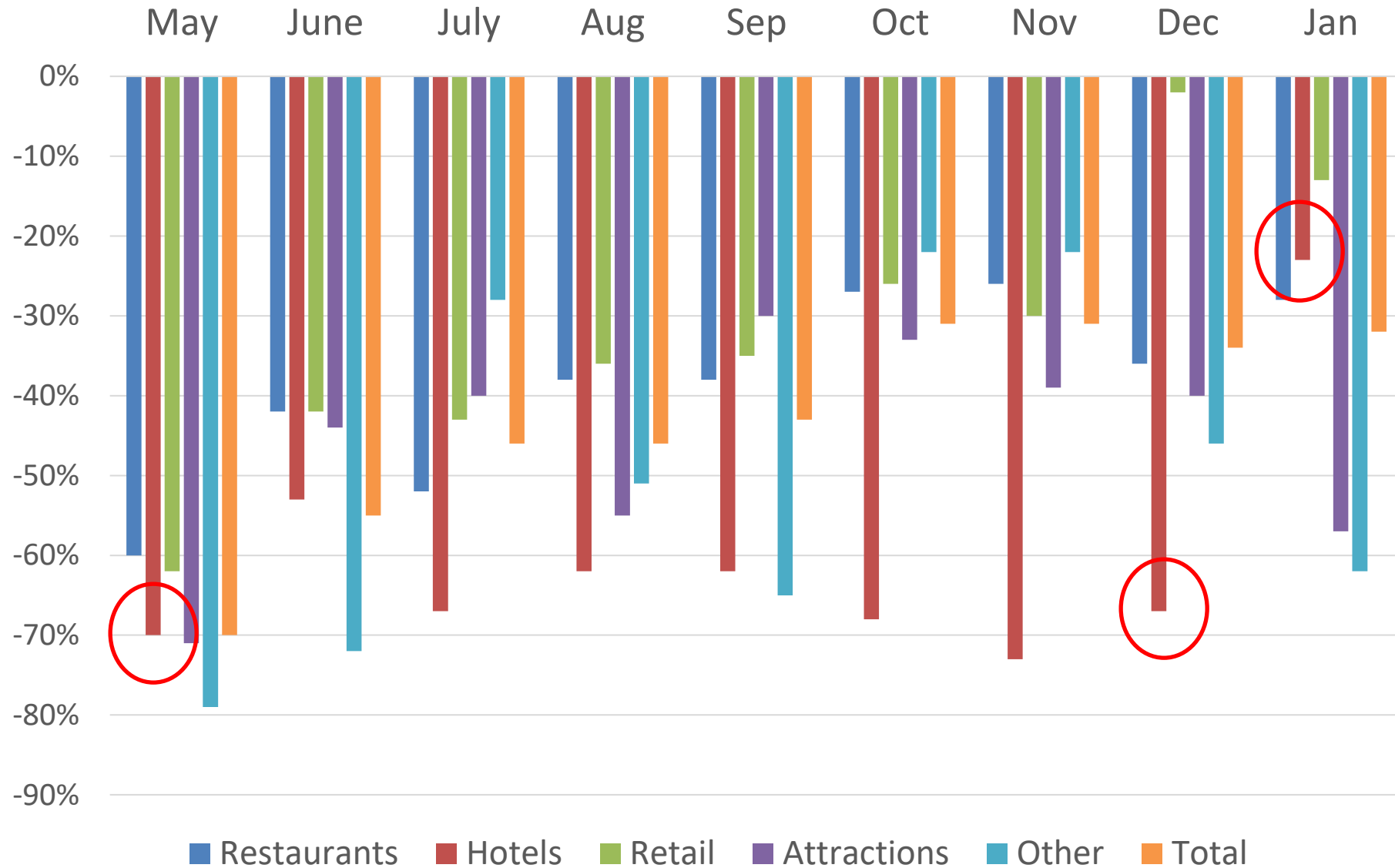




# Alexandria Business Impact Survey

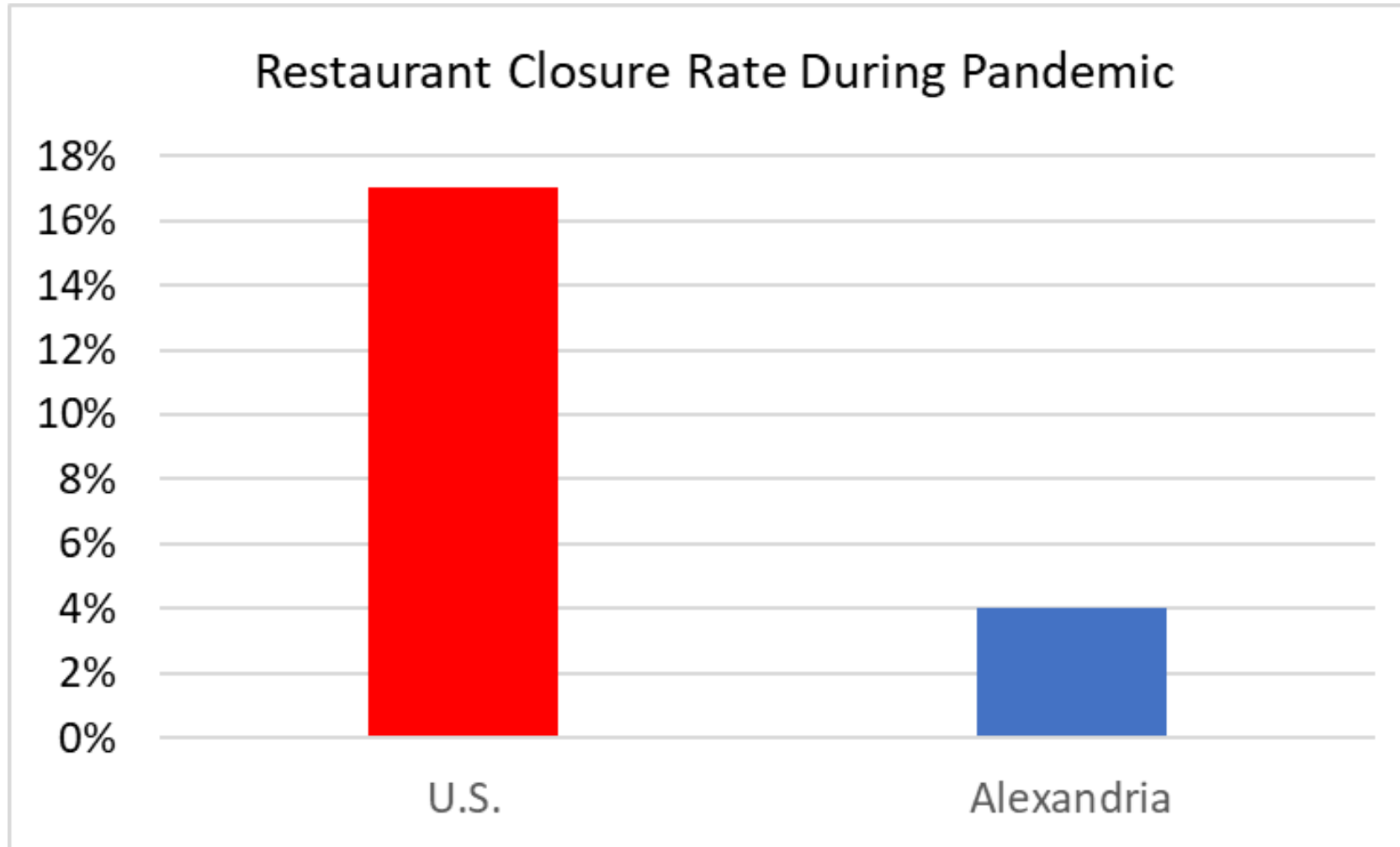


# Alexandria Business Impact Survey





# Keeping Small Business in Business



Sources: National Restaurant Association, Alexandria Revenue Department

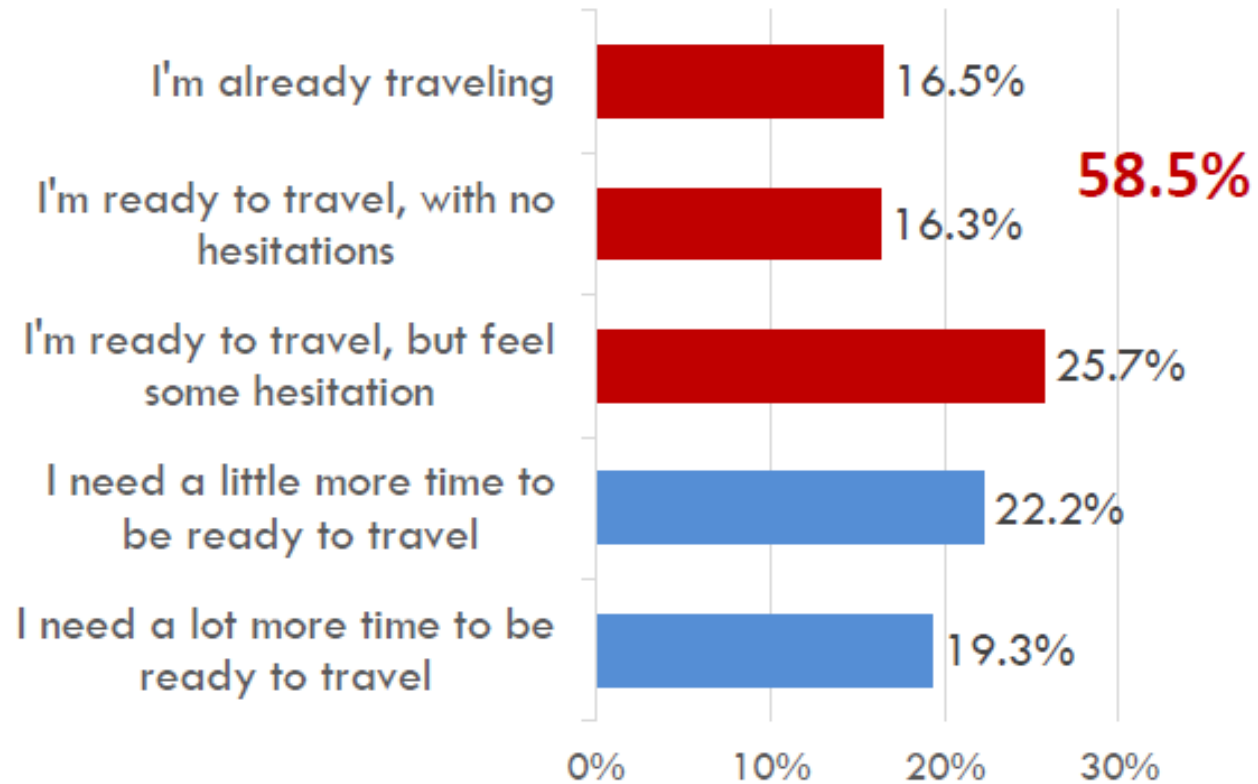




# **Looking Ahead: Travel Outlook**

# Travel Readiness

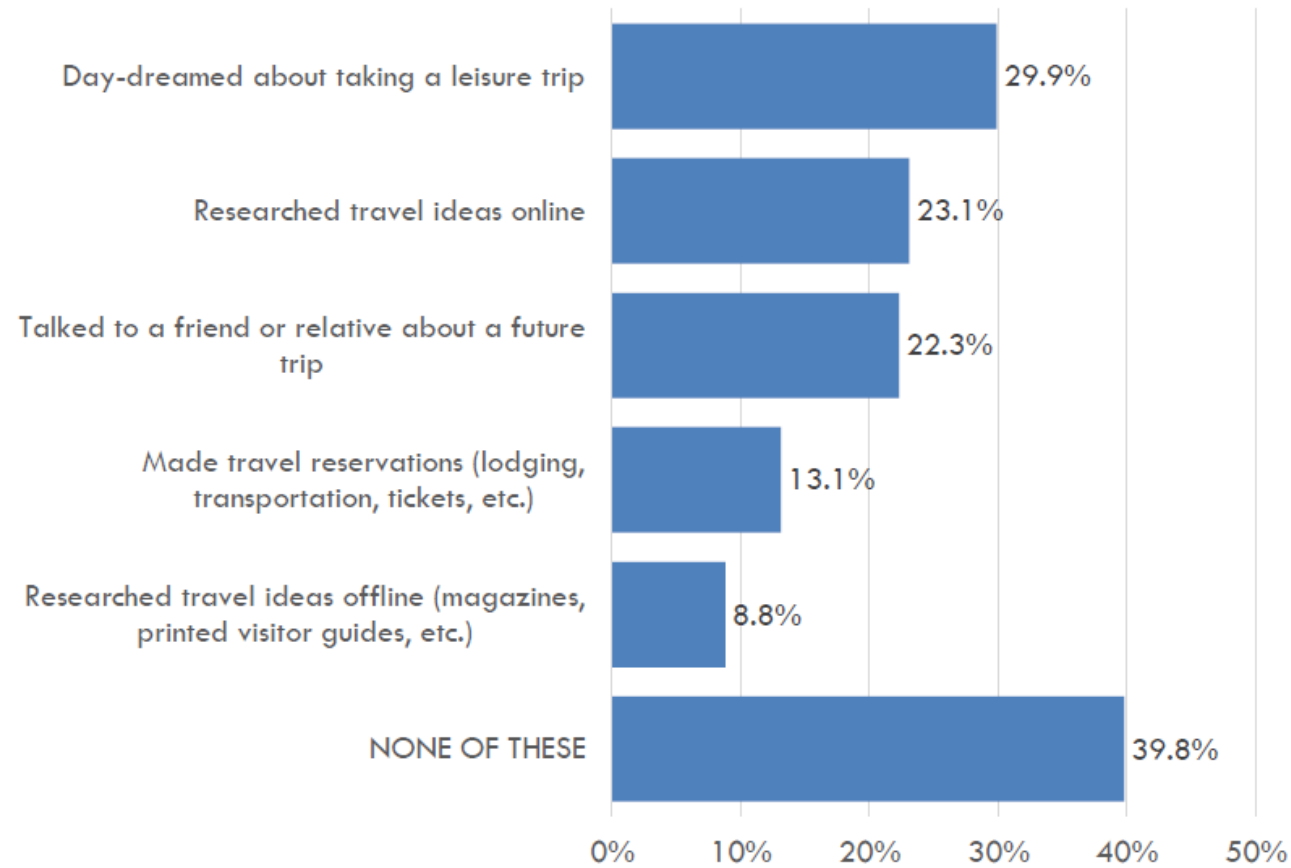
**Question:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)





# Planning Now

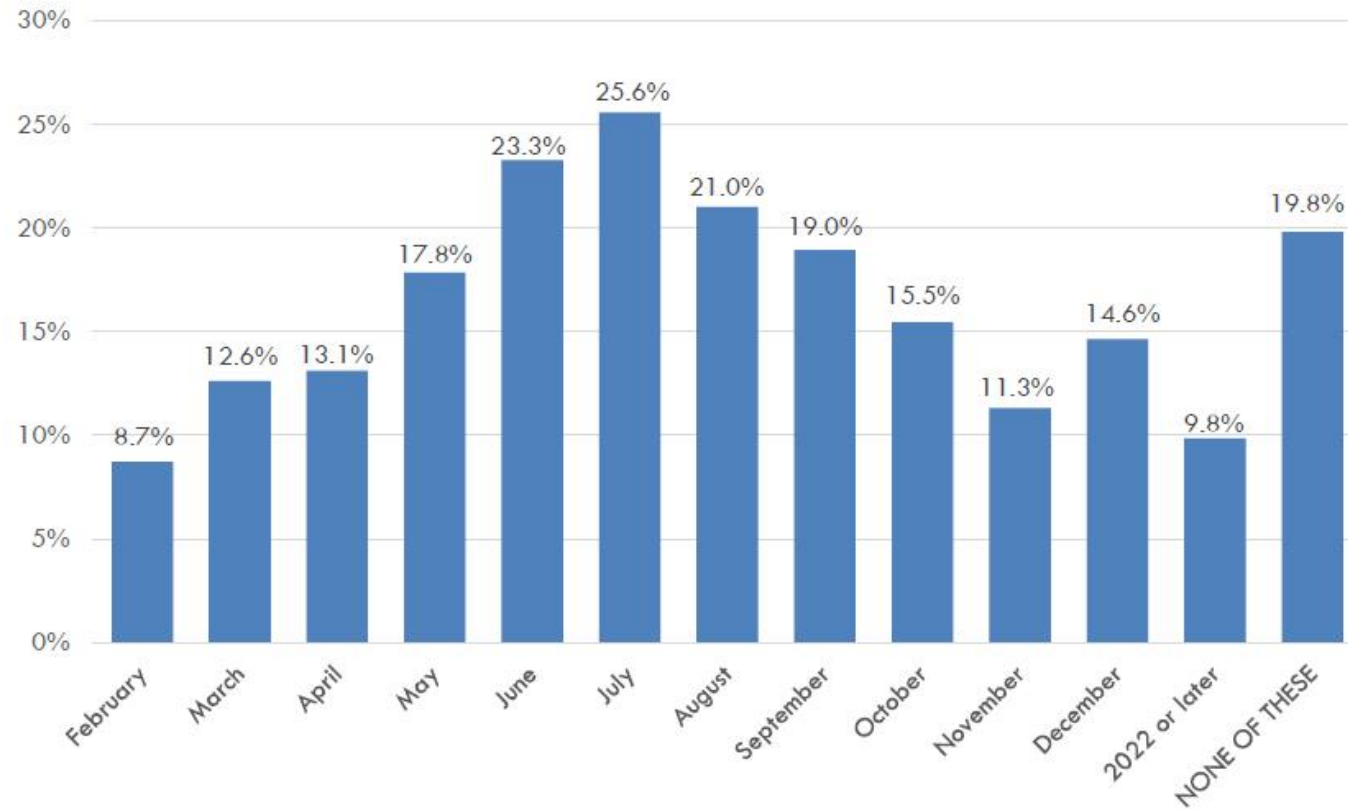
Question: In the PAST WEEK, which of the following have you done?



Source: Destination Analysts, Feb. 12-14, 2021

# Expected Travel Timing in 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips (Select all that apply)



Source: Destination Analysts, Feb. 12-14, 2021



# Upcoming Initiatives

# Return to Drive Market Advertising

- 3-hour radius  
(Virginia, Maryland, Washington, DC, Delaware, and Pennsylvania)
- Expand outward as conditions improve
- Ad spend begins in March with digital banners and paid social, and ramps up with video later in spring

## Message:

Top 5 Best Small City in U.S.  
Close, distinctive getaway  
Historic character  
Value  
Safety  
Flexibility



# FY 22 Content Emphasis

- Outdoor experience
  - Dining
  - Tours
  - Meeting spaces
- Waterfront photo/video shoot
- Old Town North
- Promotional & neighborhood partnerships





# Diversity and Inclusion in Marketing



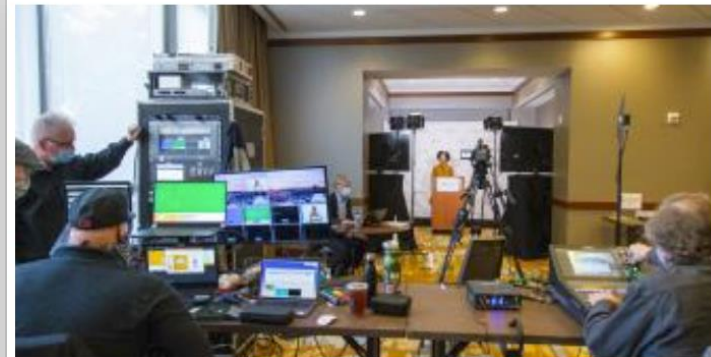
- New Black traveler campaign
  - Dedicated ad shoot
  - New video and photo assets of Black-owned businesses and Black history sites
  - New Black History & Culture web hub
- Capturing new assets featuring other communities of color and indigenous people





# Meetings—Primary Targets

- Small meetings
- Hybrid meetings
- Regional/DMV precedent
- 2022 bookings (1-year+ lead time)



## Hybrid Meeting Resources

Planning a flawless event is easy. Connect with local vendors and meeting facilities for top-notch streaming and audiovisual resources and seamless hybrid events.

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*Alexandria*



# Meetings—Primary Tactics

- Virtual tours and events
- Promote destination safety and COVID-19 resources for planners
- Direct sales
- Leveraging The Leadership Collection™



## Step Into a Historic Crisis Scenario

Step into the ultimate leadership role and “Be Washington” in a historic crisis scenario from Washington’s time as Commander-in-Chief of the Continental Army or as the first President of the United States. Faced with the same choices as Washington, you must make your own decisions on how to lead.



*King Street Tour*



*Hotel Property Tours*



# 2021-22 Official Visitor Guide

Official Visitor Guide & Map 2021-22

# ALEXANDRIA

VisitAlexandriaVA.com

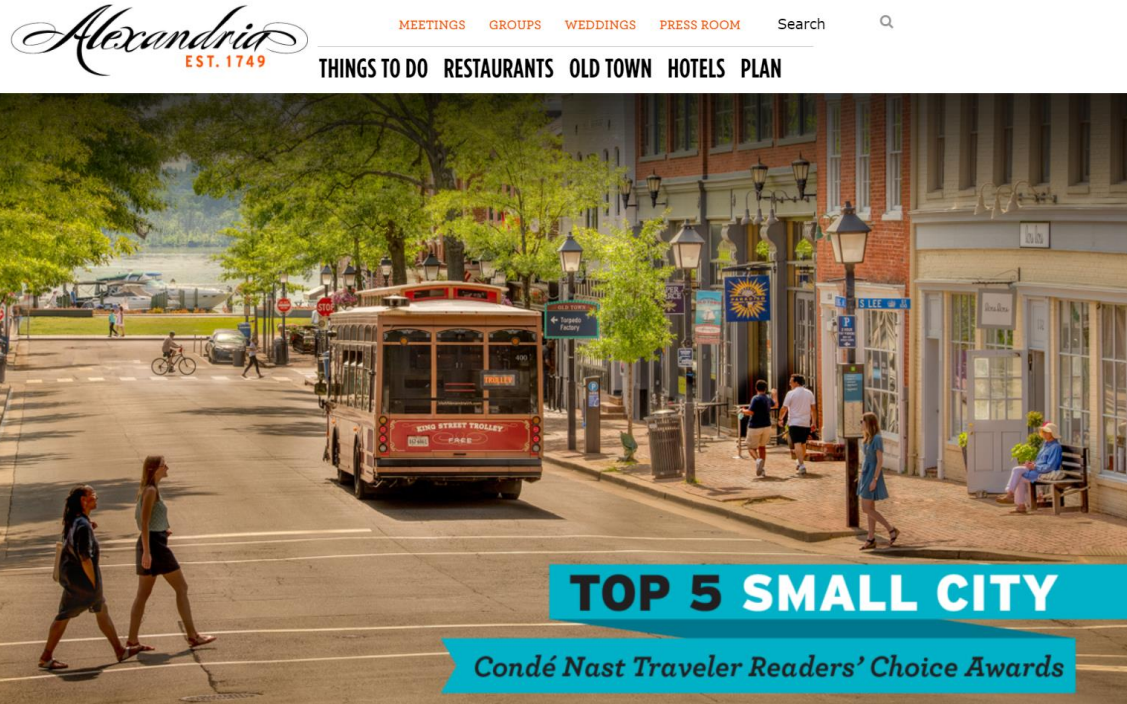
Alexandria  
EST. 1998



- New publisher, Madden Media
- Releasing late March
- 250,000 copies
- 95 locations from NYC to DC to VA Beach

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# VisitAlexandriaVA.com Website Redesign



- RFP process
- Over 2 million visits and 5 million pageviews per year
- Goals: Inspirational visuals, quality user experience, speed, device responsiveness



An aerial photograph of the Alexandria waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, numerous boats are docked at a long pier. Behind the pier, several large, modern buildings with glass facades and brick structures line the waterfront. The city skyline is visible in the background under the twilight sky.

# VISIT *Alexandria*

**VisitAlexandriaVA.com | #visitALX**

**Thank you.**