



# **Holiday Marketing Results**

**January 13, 2020**

**Vito Fiore, Director of Marketing & Research**



# Holiday PR

## 19 Most Magical Christmas Towns and Villages Across the World

Book a ticket to these villages that exude holiday cheer.



By Nadine Jolie Courtney Nov 5, 2019

## These Are the Most Romantic US Destinations to Spend the Holiday Season



Barbara Noe Kennedy | December 2, 2019

START



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Ranking top airlines

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## These are some of the most festive Christmas cities in the USA

17 PHOTOS

2:45 p.m. EST Dec. 12, 2019

EXPLORE Southern Living

HOME > TRAVEL > VIRGINIA

## We've Found the Perfect Southern Town for a Hallmark Christmas Movie

By Valerie Fraser Luesse



1 of 10

### 'Tis the Season

With a population of 159,000, Alexandria, Virginia, is hardly rural, yet its Old Town nationally designated historic district lives like a small town—and a gorgeous one at that. Founded in 1749, Old Town Alexandria has an overflow of charm, character, and beautifully preserved architecture, including rowhouses dating back to the 18th century.



PHOTO: K. SUMMERER FOR VISIT ALEXANDRIA

VISIT  
*Alexandria*

# Holiday PR

## Best December in at least a decade

- 146 stories (+26% YOY)

## New Accolades

- The Most Magical Christmas Towns Across the World (Alexandria #7)—[Oprah Magazine](#)
- Most Festive Christmas Cities in the U.S.—[USA Today](#)
- The Perfect Southern Town for a Hallmark Christmas Movie—[Southern Living](#)
- Most Romantic U.S. Destinations to Spend the Holiday Season (Alexandria #4)—[Fodor's Travel](#)
- 25 Cities That Go All Out for the Holiday Season (Alexandria #3)—[Redbook](#)
- The Most Festive Christmas Cities in the U.S.—[24/7 Wall St.](#)
- The 20 Best Places to Spend Christmas in the U.S. (Alexandria #18)—[Green Global Travel](#)

## Other Media Coverage

Alexandria, Virginia Gives Revelers A Colonial Spin On The Holidays—[Forbes](#)

Plan the ultimate holiday getaway to this historic Virginia town—[Birmingham Magazine](#)

The Grinch and Santa duke it out on the Potomac—[Yahoo UK](#) (video)

Hosted Southern Living writer and photographer for December 2021 print story





# New Content



HOLIDAYS ▾

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## ALEXANDRIA'S BIGGEST HOLIDAY WEEKEND

December 6-8, 2019  
Plan Your Magical Holiday Getaway to Old Town Alexandria

Experience holiday magic on historic streets in [Old Town Alexandria](#), located just minutes from Washington, D.C. Recognized by Oprah Magazine as one of the [Most Charming Christmas Towns Across the World](#) in 2019 and by Southern Living as the [Perfect Southern Town for a Hallmark Christmas Movie](#) in 2019, Alexandria's biggest holiday weekend December 6-8, 2019 is the perfect time to enjoy a winter weekend getaway. Bask in the warmth of time-honored festivities like the Campagna Center's [49th Annual Scottish Christmas Walk Weekend](#), featuring a parade of Scottish clans and Scottie dogs, as well as the [20th Annual Alexandria Holiday Boat Parade of Lights](#) on the Potomac River. Step back in time and enjoy a colonial Christmas at [George Washington's Mount Vernon](#). Enjoy several [other festive happenings](#), from holiday concerts to winter wonderlands.

Come take a break from the hustle and bustle of the holiday season as you stroll under a canopy of twinkling lights that shine above brick-lined streets. Discover why Condé Nast Traveler Readers' named Alexandria a [Top 3 Best Small City in the U.S. 2019](#). Enjoy warm drinks in cozy cafes and pubs and unforgettable meals in independent restaurants. Stroll instead of scroll as you wander historic streets and step inside dozens of locally owned boutiques that welcome you with greenery at their doorsteps.



### Southern Living Holiday Pick

See why Southern Living named Alexandria the perfect southern town for a Hallmark Christmas movie.

[Learn More >](#)



## Alexandria's Epic Holiday Weekend: Pups in Plaid, a Dazzling Boat Parade and More

BY CAROLINE SECREST DECEMBER 2, 2019 20248 VIEWS

SHARE [FACEBOOK](#) [TWITTER](#)



## Your Instagram Guide to Alexandria's Holiday Hotspots

BY CAROLINE SECREST NOVEMBER 21, 2019 24484 VIEWS

SHARE [FACEBOOK](#) [TWITTER](#)

VISIT  
*Alexandria*



# Web Performance

Holiday content (blog + website)

- **200k pageviews (+63%)**

Top Things to Do This Holiday

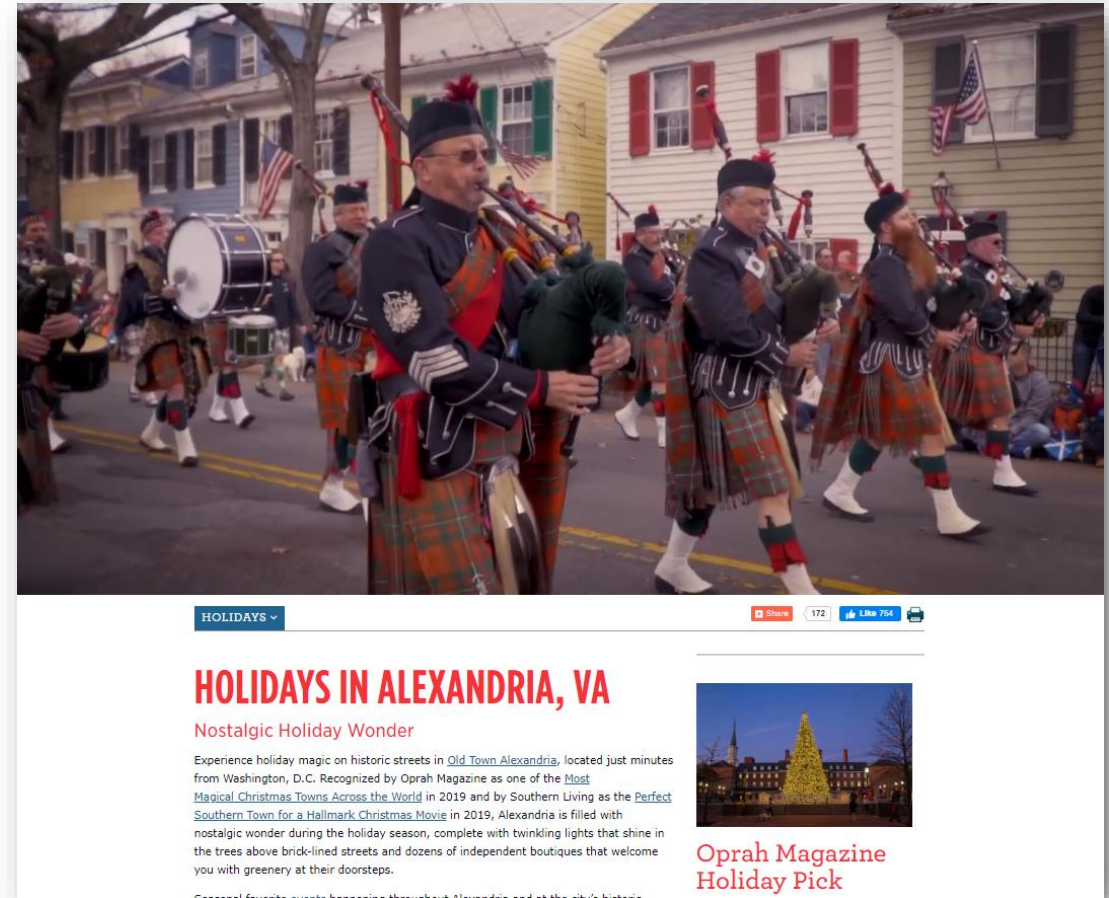
- 33k pageviews (**biggest of fiscal year**)

Biggest Holiday Weekend

- 18k pageviews (blog)
- 9k pageviews (landing page)

Instagram Holiday Hotspots

- 16k pageviews





# Holiday Retail Survey

## Survey Results on:

- Black Friday
- Small Business Saturday
- Overall holiday season
- Stay tuned!
- 40+ participants in promotion
- Web traffic:
  - Shop Small +19%
  - Small Biz Sat. +37%
  - Black Friday +1%





# Holiday Boat Parade of Lights

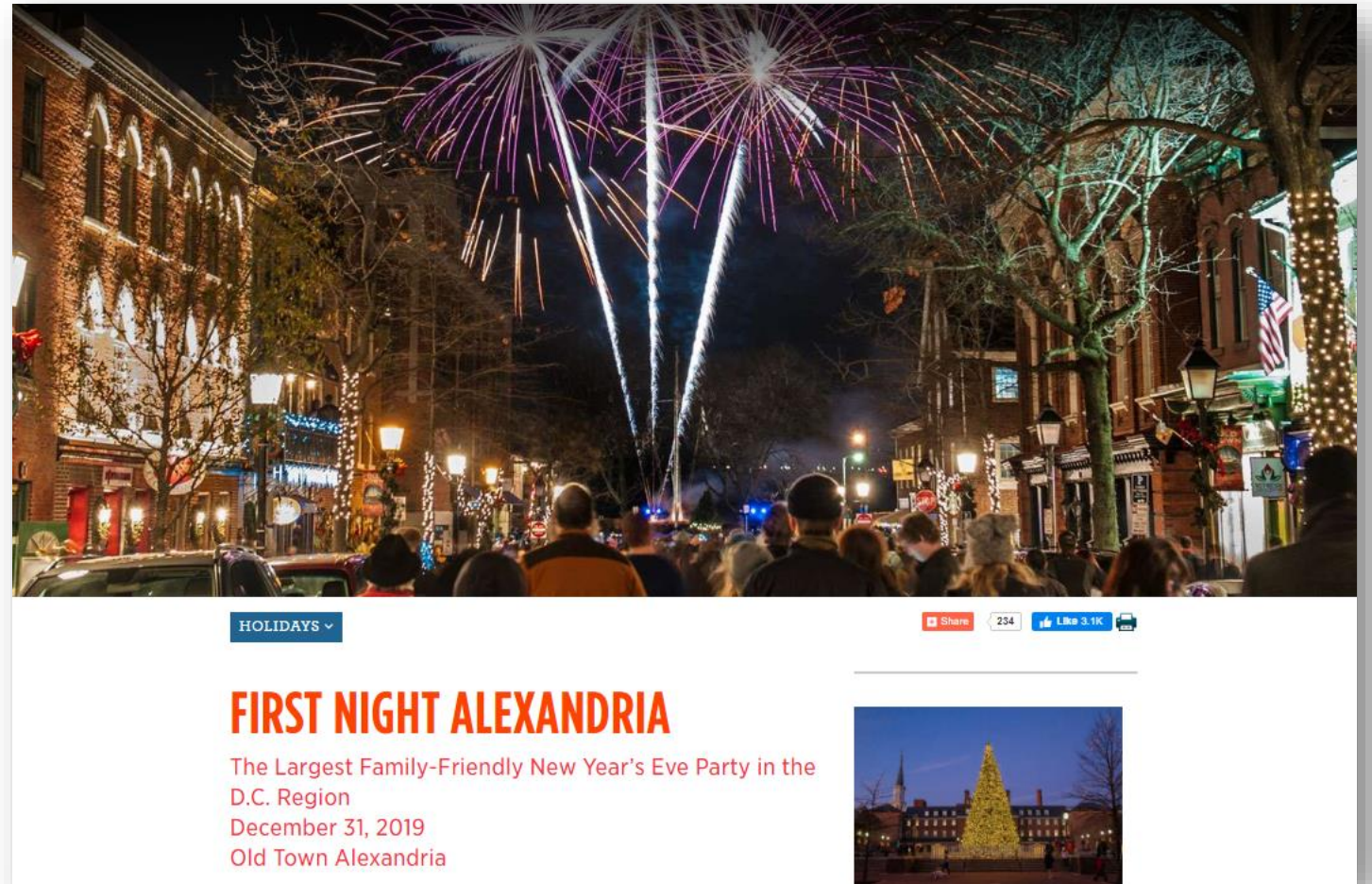
- Managed by Visit Alexandria
- Record 60 participants
- 27k pageviews (+26%)
- Dockside festivities
- Utilizing new park
- New signage





# First Night Alexandria

- Promoted but not managed by Visit Alexandria
- 44k pageviews (+56%)
- **3<sup>rd</sup> busiest day ever** on VisitAlexandriaVA.com
- Over \$23,000 in First Night admissions sold at Visitor Center alone (new record)





# Hotel Performance

- “Biggest Holiday Weekend” RevPAR
  - **Friday: +43.2%**
  - **Saturday: +40.1%**
- First Night (Tuesday): 81.5% Occupancy
  - Better than 2018 (Monday) or 2017 (Sunday)
- **Best 3 non-SW or FN Saturdays in recent history**

12/31/2016	86.4	New Year's Eve
<b>12/14/2019</b>	<b>77</b>	
<b>12/7/2019</b>	<b>75.3</b>	Scottish Walk
12/3/2016	70.9	Scottish Walk
12/5/2015	69.5	Scottish Walk
<b>12/28/2019</b>	<b>69.3</b>	
12/1/2018	63.7	Scottish Walk
<b>12/21/2019</b>	<b>63.1</b>	
12/29/2018	61.7	
12/10/2016	61.4	
12/8/2018	61.3	
12/15/2018	60.5	
12/2/2017	60.1	Scottish Walk
12/9/2017	58.6	
12/16/2017	56.7	
12/12/2015	56.2	
12/22/2018	52.6	
12/17/2016	51.4	
12/30/2017	50.2	
12/26/2015	49	
12/19/2015	47.3	
12/23/2017	46.5	
12/24/2016	36.6	Christmas Eve