



EXTRAORDINARY

Alexandria

With the support of our corporate partner: **Burke & Herbert Bank**
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Alexandria 101

May 4, 2016

Presented by Alexandria Small Business Development Center
and Visit Alexandria

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Delivering an *Extraordinary* Alexandria Experience

Improving the visitor experience is the best way to ensure good word of mouth and a high rate of returning guests

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Economic Impact of Tourism

- \$754 million in visitor spending (2014)
- 3.5 million visitors per year, from all 50 states, DC, and numerous countries
- \$24 million in tax revenue generated
- \$300 tax savings per household
- 6000+ jobs supported



*Source: Virginia Tourism Corporation,
2014 Economic Impact of Domestic Travel*

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Tourism: A Growth Industry

Alexandria FY 2015 Lodging Results

Occupancy 72.4%

Average Daily Rate \$149

Revenue Per Available Room \$108 (+14.7%, #1 in DC region)

Source: Smith Travel Research



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The Value of Tourism

- Generating visitor spending
- Increasing local tax revenue
- Creating jobs
- Enhancing quality of life
- Strengthening local businesses
- Building Alexandria's image and community pride

Top Reasons People Come to Alexandria

Question: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA?

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%

*Source: Destination Analysts,
Alexandria 2014 Advertising
Effectiveness and ROI Study*

Top Activities in Alexandria

Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip?

	Total
Dine in restaurants	59.8%
Shopping	42.4%
Stroll King Street ("Old Town")	41.8%
Visit the Waterfront	36.6%
Visit local friends/family	26.5%
Visit Alexandria's historic sites	21.0%
Torpedo factory Art Center	19.4%
Visit art gallery or antique / design store	17.8%
Visit Mount Vernon	16.2%
Take a history tour	10.9%

*Source: Destination Analysts,
Alexandria 2014 Advertising
Effectiveness and ROI Study*

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Where Should We Eat?
Dining in Alexandria

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Visit AlexandriaVA.com/Dine

Sign In x Alexandria Restaurants | R x

www.visitalexandriava.com/restaurants/

ALEXANDRIA RESTAURANTS

Bite into a booming culinary scene praised by *Food & Wine*, *Bon Appetit* and *The New York Times*. Minutes from Washington, DC, our culinary oasis has served US presidents and Washington elite, as well as couples and families seeking a dining experience away from the norm. The city is known for its chef-driven and independently owned eateries, serving the freshest catch at seafood restaurants while others boast creations with an international flair. Discover locally owned restaurants and artisan-owner specialty shops. Craft your own culinary itinerary or let a food tour lead the way. [Check the blog](#) for the latest foodie news.



BILBO BAGGINS

Global Wine Cafe and Restaurant. Make reservations on [OpenTable.com](#) - Diners' Choice Award Winner 2011 [More...](#)



Alexandria Menu Book

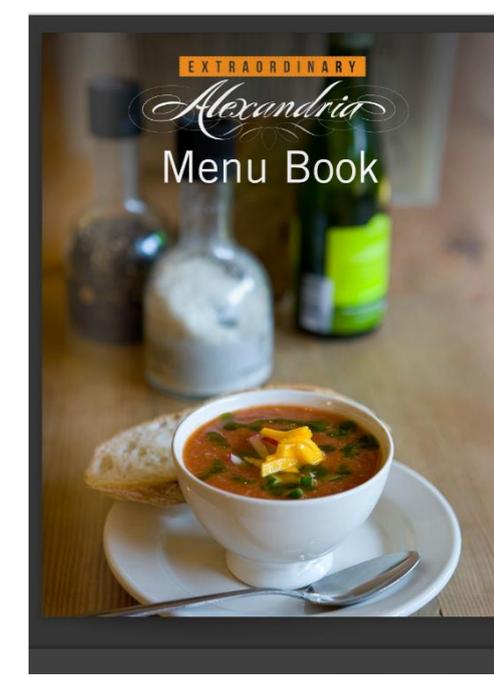
Browse through dozens of menus from Alexandria's beloved restaurants



Old Town Restaurants

Home to some of the "100 Very Best Restaurants 2013" by Washingtonian magazine, Old Town Alexandria's dining district dishes up flavorful eats every...

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Old Town Restaurants

- Historic and walkable setting
- Outdoor cafes
- Fewer crowds than DC
- Personal service
- Locally operated
- Something for everyone
- Local specialties



Society Fair

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What's New: Restaurants

2015

- Blackwall Hitch
- Carluccio's
- City Kitchen
- Lena's Wood Fired Pizza & Tap
- Magnolia's on King
- Port City--# 1 Small Brewery in America
- Sonoma Cellar
- Stomping Ground
- Sugar Shack/Captain Gregory's



**STOMPING
GROUND**
ALEXANDRIA, VIRGINIA



Sugar Shack Donuts

Carluccio's

SONOMA *Cellar*

A Taste of California

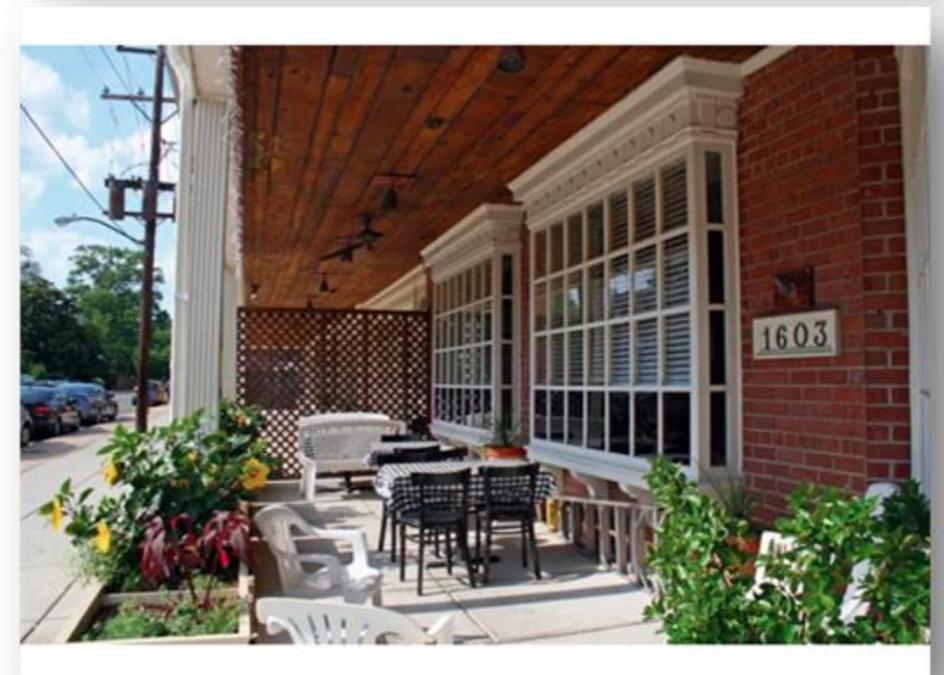
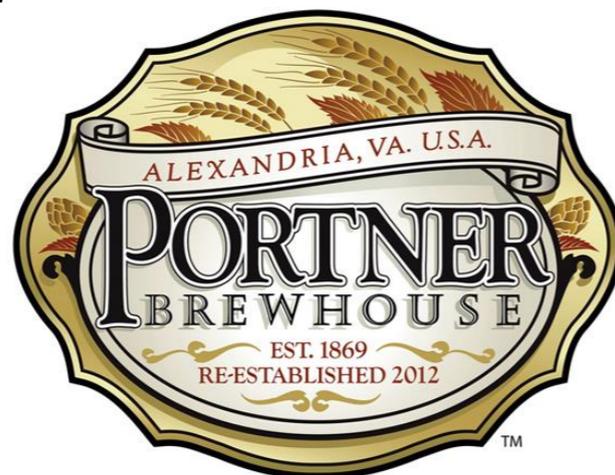
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What's New: Restaurants

2016

- Buzz Bakeshop
- Chickpea Mediterranean Grill
- Hank's Pasta Bar
- Junction Bakery & Bistro
- Live Oak (former Monroe's)
- Portner Brewhouse
- Swing's Coffee 100th Anniversary
- Vola's Dockside Grill
- Whiskey & Oyster



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Family Restaurants

- Lost Dog Café
- Dairy Godmother
- District Taco
- Buggy's Pizza
- Foster's Grille
- Rocklands Barbecue
- Royal Restaurant
- T.J. Stone's
- Del Ray Café
- Chadwicks
- La Madeleine
- Casa Rosada
- Your Favorite? _____



The Dairy Godmother

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Weekend Brunch

- Union Street Public House
- Columbia Firehouse
- Bastille
- Bilbo Baggins
- Chadwicks
- Bittersweet
- Del Ray Café
- Jackson 20
- Fontaine Caffe and Creperie
- Virtue, Feed and Grain
- Your Favorite? _____



*Fontaine Caffe and
Creperie*

“Culinary” :30 ad

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

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What is there to do?

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Tours

- *Scenic Rides*
 - Boat cruises
 - Water taxi to National Mall
 - Mount Vernon by Bike, Boat or Bus
- *Guided Walking Tours*
 - Old Town food tours
 - History tours
 - Ghost tours
 - Military tours



VisitAlexandriaVA.com/things-to-do/tours

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Tours

- *2 Dozen “Mercy Street” Inspired Experiences*

- Exhibits
- Events
- Tours

VisitAlexandriaVA.com/MercyStreet

- *Self-Guided Walking Tours*

- Brew tour
- African American History tour
- George Washington Tour



Mercy Street Cast Visit



VisitAlexandriaVA.com/things-to-do/tours

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Shopping on King St.

- Over 160 independent retailers and over 100 restaurants in Old Town
- 17 blocks from the Metro to the Waterfront:
 - *Upper King*: Home décor, apparel, kids' stores
 - *Middle King*: National brands, doggy delights
 - *Lower King*: Art galleries, jewelry, specialty shops
 - *Torpedo Factory Art Center*



King Street shopping

VisitAlexandriaVA.com/shopping

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OldTownBoutiqueDistrict.com



Welcome!

Tucked into the cozy brick-lined streets of Old Town Alexandria, the Old Town Boutique District features over 30 unique shops showcasing one-of-a-kind items and hard-to-find brands. From home décor, fashion, jewelry, beauty, children's apparel, home, food, wine and gifts, you'll find everything that you desire here. [Shop the Boutique District.](#)

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FIRST NAME	LAST NAME		
EMAIL			
BIRTHDAY	MONTH	DAY	YEAR
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Would you like paper mail, too?

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Torpedo Factory Art Center

How to explore?

160 Artists in 82 Studios



Archaeology Museum



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The Waterfront

- Boat tours/water taxi
- Mount Vernon Trail/Bike & Roll
- Torpedo Factory
- Restaurants
- Parks
 - Founders Park
 - Waterfront Park
 - Oronoco Bay Park
- Summer events



Potomac River Waterfront in Alexandria

VisitAlexandriaVA.com/parks

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Historic Sites: The Market Square Museums



Gadsby's Tavern



Stabler-Leadbeater Apothecary



Christ Church



Carlyle House

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Other Museums and Historic Sites



The Lyceum



Black History Museum



Friendship Firehouse



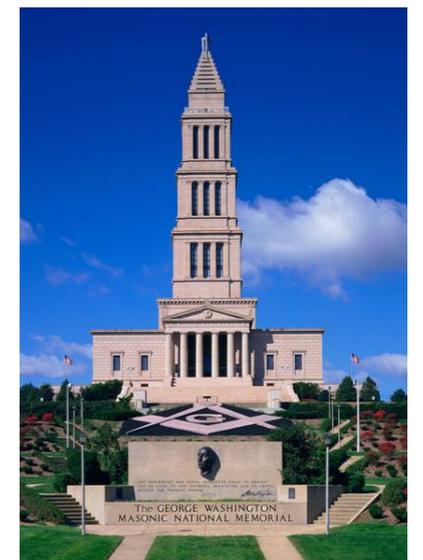
Athenaeum



Mount Vernon



Fort Ward



*George Washington
Masonic Memorial*

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Key to the City Museum Pass

UNLOCK ALEXANDRIA'S HISTORY WITH THE
KEY TO THE CITY

Attractions Include:

- Alexandria Archaeology Museum
- Alexandria Black History Museum
- Carlyle House Historic Park
- Fort Ward Museum & Historic Site
- Gadsby's Tavern Museum
- Lee-Fendall House Museum & Garden
- The Lyceum, Alexandria's History Museum
- Friendship Firehouse Museum
- Stabler-Leadbeater Apothecary Museum



Museum pass includes
9 Alexandria Historic Sites!

\$26 Value for \$10

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- Admission to 9 Alexandria historic sites
- \$26 value for only \$10
- Available at Alexandria Visitor Center or online at VisitAlexandriaVA.com/KTC

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Mount Vernon and the Mount Vernon Trail

- Most visited historic home in America (Over 1 million visitors annually)
- Accessible via car, boat, bus, Mount Vernon Trail
- 8 miles south of Old Town
- \$17 for admission (in advance), \$20 (at door)
- The experience



Mount Vernon



Mount Vernon Trail

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Scenic Walks

- Captain's Row
- King Street
 - Lower King
 - Middle King
- Old Town side streets
- Mount Vernon Avenue (Del Ray)
- Mount Vernon Trail
- Waterfront parks



King Street

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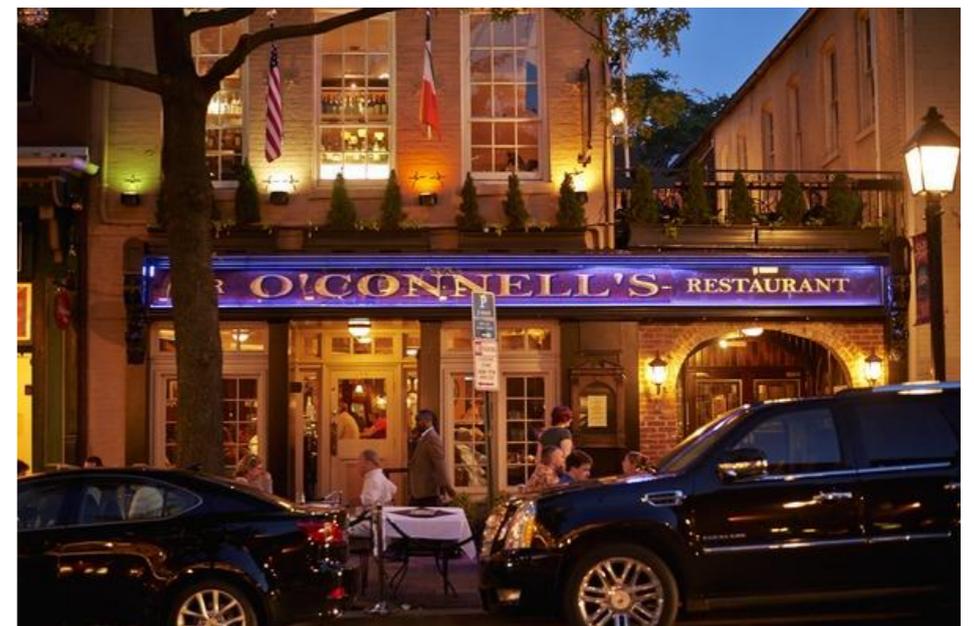
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Live Music and Nightlife

- Legendary Birchmere—50th Birthday
- Murphy's Grand Irish Pub
- Daniel O'Connell's
- John Strongbow's Tavern
- Light Horse
- Fish Market
- Nick's Night Club
- Carlyle Club
- Two Nineteen
- Bilbo Baggins
- Virtue, Feed and Grain
- Blackwall Hitch
- Your Favorite? _____



The Birchmere



O'Connell's

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Dog Friendly

- Over 2,000 dog-friendly hotel rooms
- Canine Cruise
- Doggy Happy Hour
- Dog boutiques
- Treat stops
- Dog-friendly parks
- Outdoor dining



[VisitAlexandriaVA.com/pets](https://www.visitalexandriava.com/pets)

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Top Seasons to Visit

- 1) Spring
 - Cherry Blossom
- 2) Fall
 - Arts Season
 - King Street Arts Festival
- 3) Summer
 - Outdoor Dining
 - Festivals
 - Alexandria Birthday Celebration
- 4) Xmas/Holidays
 - Black Friday
 - Shop Small
 - First Night



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Top Festivals/Events

- George Washington Birthday Celebration (Feb)
- King Street Art Festival (Sept)
- Alexandria Birthday Celebration (July)
- Scottish Christmas Walk (Dec)
- First Night (Dec 31)
- Farmers' Markets on Saturday mornings year round
 - Old Town
 - Del Ray



VisitAlexandriaVA.com/events

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Where do we stay?

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Hotels

- Over 4,000 hotel rooms
- Corridors:
 - King Street
 - North Old Town
 - Eisenhower Ave.
 - Carlyle
 - West End
- Ranging from budget to upscale



VisitAlexandriaVA.com/hotels

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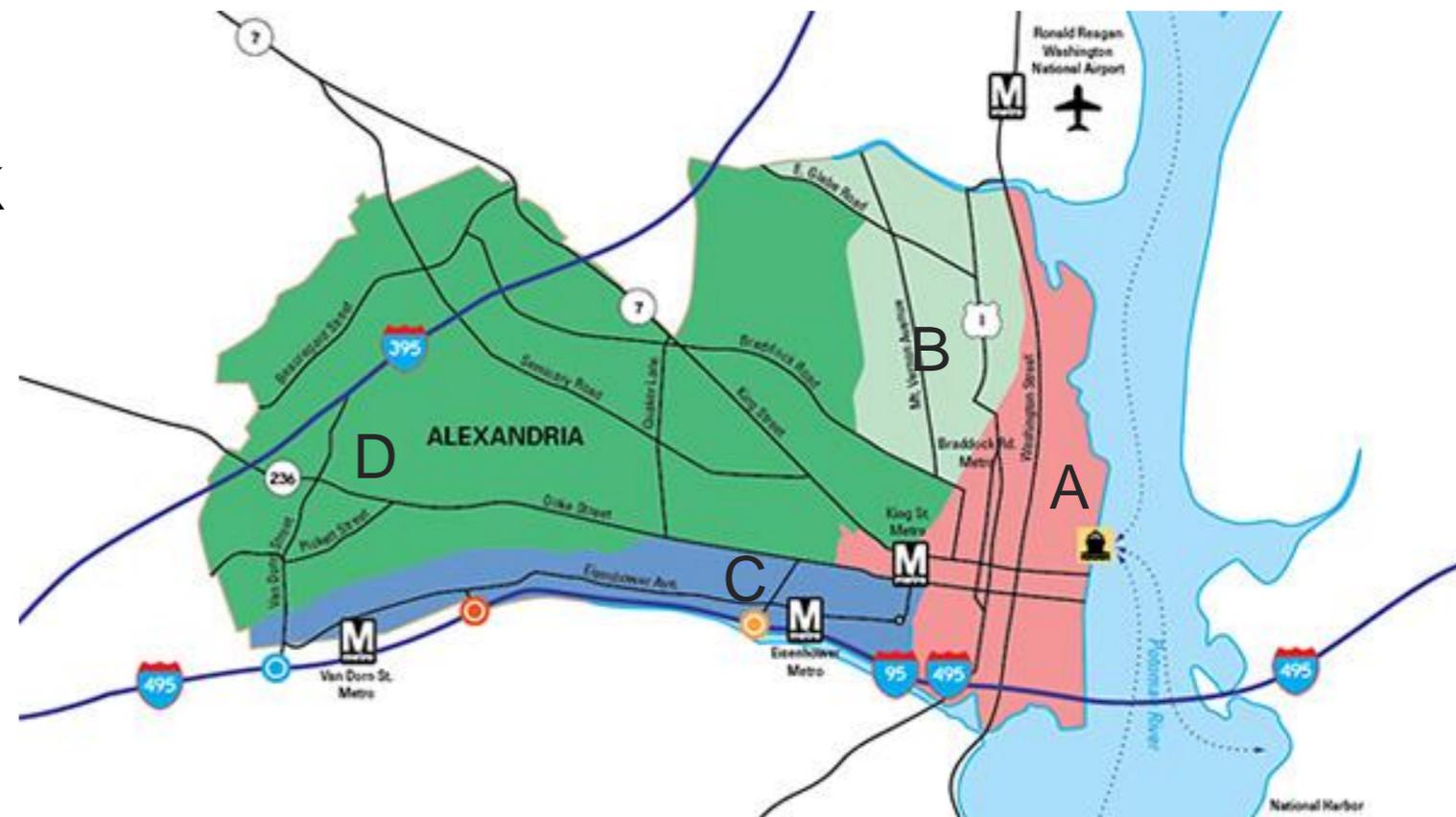
How do I get around?

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Alexandria: City of Neighborhoods

- Old Town (A)
 - Parker-Gray/Braddock
- Del Ray (B)
- Carlyle/Eisenhower (C)
- West End (D)



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Getting Here

- Amtrak station on King St.
- Reagan National Airport
 - By 5 minute Metrorail or car ride
- 20 Minutes from DC on Metrorail
- Highways
 - I-95
 - 495 Beltway
 - 395
 - GW Parkway (Washington St.)



King St. Metro Station

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Transportation Options

- King Street Trolley (every 10-15 mins)
Sunday - Wednesday: 10:00 a.m. - 10:15 p.m.
Thursday - Saturday: 10:00 a.m. - Midnight
- MetroRail
 - King St.-Old Town
 - Braddock Road
 - Eisenhower Ave.
 - Van Dorn
- Water Taxi
 - National Mall
 - National Harbor (MD)
 - Georgetown
 - Mount Vernon



King Street Trolley

VisitAlexandriaVA.com/Plan

Parking

- City-owned garages in Old Town
 - Market Square Garage* | 108 North Fairfax Street
 - Courthouse Square Garage* | 111 South Pitt Street
 - Thompson's Alley Garage* | 10 Thompson's Alley
 - N Union Street Garage* | 220 North Union Street
 - South Henry Street Lot* | 112 South Henry Street
 - Cameron / St. Asaph Street Lot* | 210 North St. Asaph Street
- Metered parking
 - Free on Sundays, or after 9 PM
 - 2 or 3 hour limit
 - Pango app
 - Check a block or two off King
- Valet parking at some restaurants/hotels
- Del Ray parking is free



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Motorcoach Parking

- In historic Old Town, motorcoach parking **requires permit from City of Alexandria**
- **To apply:**
apps.alexandriava.gov/MotorcoachReservations
- Reserved overnight parking available for \$40 per day at GW Masonic Memorial
- Loading and unloading in designated areas **ONLY**
- No idling when parked
- For more info, see our site below.



[Visit AlexandriaVA.com/motorcoach](https://www.alexandriava.com/motorcoach)

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More Transportation Options

- Bikes
 - Capital Bikeshare
 - Nationally Recognized Bicycle-Friendly Community
- Taxi/Uber
- Limo/Charter Service
- Walk!



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Alexandria Visitor Center

- 221 King St. (corner of King and N. Fairfax)
- 703-746-3301
- Open daily 10 AM – 5 PM or later (as late as 8 PM on spring and summer weekends)
- Tickets—tours, events, attractions
- Brochures
- Alexandria gifts
- Answers to your questions



VisitAlexandriaVA.com/VC

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Groups & Meetings

- “Meetings Made Extraordinary” Team
- Personalized planning
- Unique Venues
- Group Dining
- Interactive Event Planner
- Promotional Tools
- Meet Alexandria App



VisitAlexandriaVA.com/meeting

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Understanding the Brand

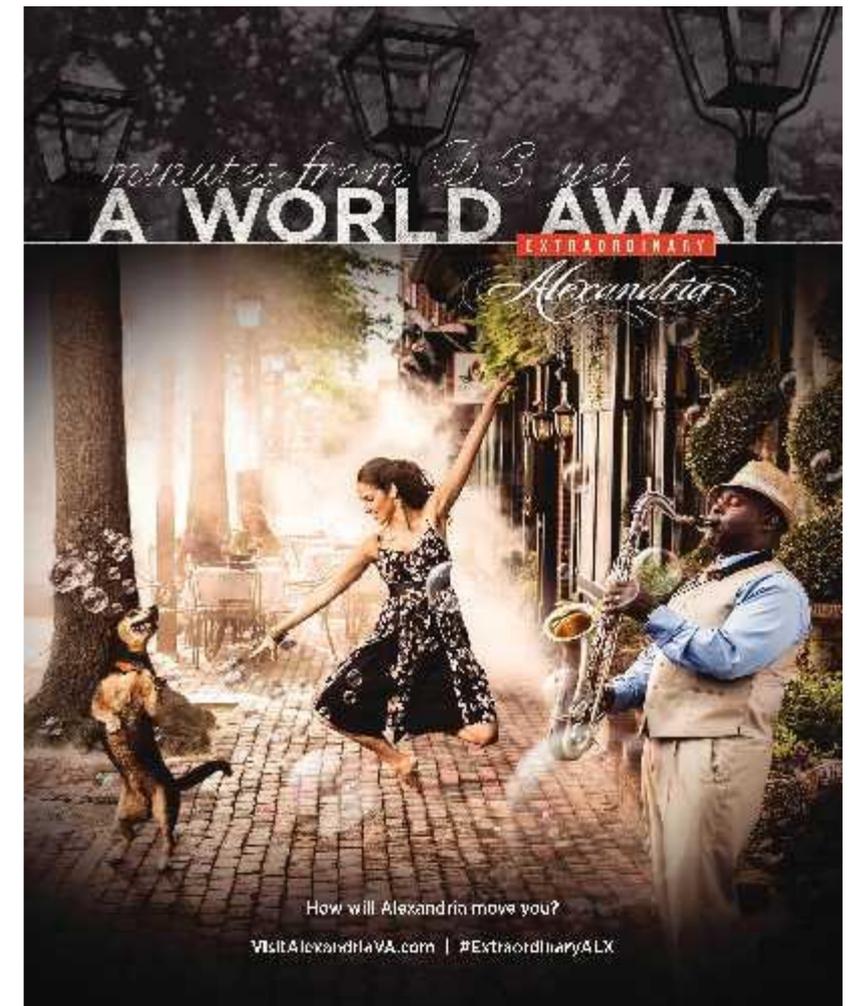
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How We Position & Market *Extraordinary Alexandria*

BRAND PILLARS

- Authentic Architecture & Heritage
- Thriving Arts & Culture
- Redefined Luxury: Simple but Perfectly Done
- Romantic Escape
- Independent and Boutique Shopping
- Picturesque Waterfront
- Epicurean Delights
- **“Minutes from DC, yet a World Away”**



“King Street” :60 ad

https://www.youtube.com/watch?v=hFBSlq_EeJI

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Connect With Us!

- 1) Sign up for our monthly Alexandria Insider e-newsletter**
- 2) Stop by our Visitors Center (Corner of King and N. Fairfax)**

3) Follow us on social media:

Twitter [**@AlexandriaVA**](#)

Facebook [**/VisitAlexandriaVA**](#)

Instagram [**@VisitAlexVA**](#)

4) Check out our web content

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Thank you!

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