



VISIT
Alexandria

2021
ANNUAL MEETING

Meeting the Challenge - Embracing Change

Sheraton Suites Old Town Alexandria

October 14, 2021



VISIT
Alexandria

2021
ANNUAL MEETING

KATE ELLIS

Board Chair
Visit Alexandria

*Meeting the Challenge -
Embracing Change*

VISIT
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SHERATON

EST. 1937

BARINDER SINGH

General Manager

Sheraton Suites Old Town Alexandria



Burke & Herbert Bank

At Your Service Since 1852®

WALTER CLARKE

Principal Vice President, Head of Small Business
Burke & Herbert Bank



HON. JUSTIN WILSON

Mayor
City of Alexandria



MARK JINKS
City Manager of Alexandria



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2021
ANNUAL MEETING

PATRICIA WASHINGTON

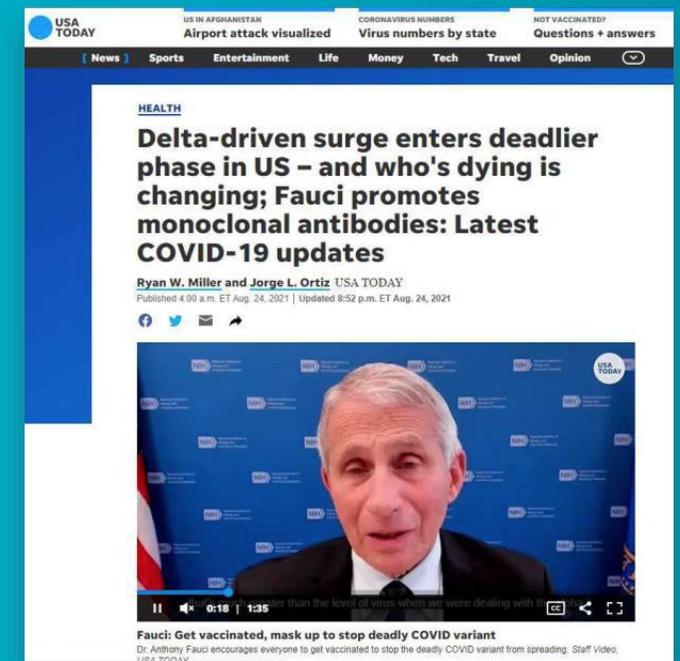
President & CEO
Visit Alexandria

THE COVID CHALLENGE...

Jul. 2020

Dec. 2020

Aug. 2021



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Standing Up to the Challenge

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

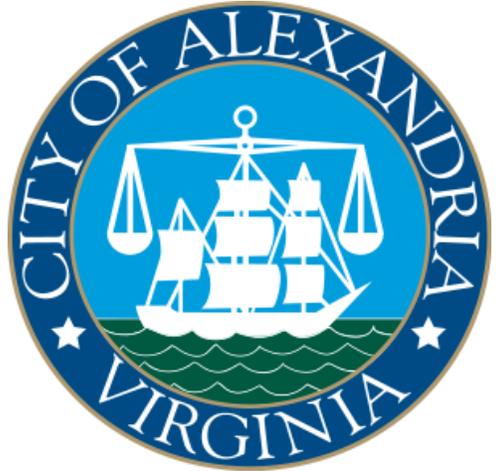
Adaptive Zoning & Economic Recovery



Community Survey (n=2,776)

- 92% of residents favor 100 block of King Street closure
- 91% more likely to go to restaurant with outdoor dining
- 100% of businesses said outdoor programs economically advantageous

Back-to-Business & Recovery Grants



**Alexandria
Economic
Development
Partnership**



Celebrating Alexandria's Frontline Tourism & Hospitality Staff



Watch the 2-minute “Frontline Staff” tribute video [here](#).

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Meeting Sales

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Alexandria

Client Events

- ✓ 1,000+ direct client engagements
- ✓ 30+ opportunities showcasing members:
 - Corporate Social Responsibility event
 - Hybrid event
 - In-person events
 - Virtual events



WINE & WISDOM
WEDNESDAYS: UNCORKED



Visit Alexandria and CVB Reps host food drive for hospitality workers affected by the pandemic



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Alexandria

Client Cultivation



- ✓ Breakfast & Blossom Virtual
- ✓ 4 Webinars
- ✓ 12 Sales Missions
- ✓ 21 Meeting Blog Posts



3 Success Stories:
Meetings Evolve to
Meet the Moment in
Alexandria

VISIT
Alexandria

Promotions

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Alexandria

Promotions: Hotel Packages

**LOVE
YOUR
SUMMER**

HOTEL PACKAGE

**WITH UP TO
\$200
IN ADDED VALUE**



BOOK NOW

Alexandria
EST. 1749

Alexandria EST. 1749
MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

LOVE YOUR SUMMER HOTEL PACKAGE

Just minutes away from Washington, D.C. and named a *Top 5 Best Small City in the U.S.* 2020 by the Condé Nast Traveler Readers' Choice Awards, Alexandria is the perfect destination for a summer road trip or weekend getaway. Stroll the King Street mile in *Old Town*, shop at one-of-a-kind *boutiques*, toast the weekend at independent *restaurants* and enjoy *waterfront experiences* across dining, arts, history and outdoor space.

From May 21 to October 31, 2021, enjoy *hotel rates* starting as low as \$83 per night with the Love Your Summer hotel package, inclusive of up to \$200 in added value.

The Love Your Summer Hotel Package Includes:

- Unlimited ride two-day *City Cruises* anchored by *Hornblower*; adult passes for two, valid on the *Monuments Cruise* and the *Water Taxi* (\$80 value)
- Free overnight hotel parking (up to \$60 value for two nights)
- Free *Key to the City* museum passes for two, which can be used for admission at 9 area museums and historic sites plus 40% off at George Washington's Mount Vernon and tall ship Providence (up to \$80 in combined value). (Note that some attractions remain closed or are operating at limited capacity. See [what's open](#) in Alexandria now.)

*Valid on reservations made for May 21 to October 31, 2021. Two-night minimum. May be restricted at some hotels to rates on Friday, Saturday or Sunday. Availability is limited. Vouchers will be provided at check-in which can be redeemed at the Alexandria Visitor Center (221 King St.) for Key to the City passes and at City Cruises ticket booths for water taxi passes.

Those not yet fully vaccinated are required to wear a face mask in shared indoor and outdoor public settings. All visitors must wear masks when required inside certain businesses.

Summer in Alexandria

From new waterfront happenings to bike rides down historic streets, there are endless ways to enjoy summertime in Alexandria.

[Explore More >](#)

Participating Hotels

 The Alexandria Old Town Alexandria As low as \$139 per night >	 Courtyard Alexandria Old Town Southwest As low as \$114 per night >	 Embassy Suites Alexandria As low as \$129 per night >
 Hampton Inn & Suites Alexandria Old Town South As low as \$99 per night >	 Hilton Alexandria Old Town As low as \$139 per night >	 Hilton Garden Inn As low as \$129 per night >
 Hilton Alexandria Mark Center As low as \$83 per night >	 Holiday Inn Hotel & Suites - Old Town As low as \$99 per night >	 Hotel Indigo Old Town As low as \$144 per night >
 Morrison House, Autograph Collection As low as \$139 per night >	 Residence Inn Old Town / Duke Street As low as \$132 per night >	 Sheraton Suites Old Town As low as \$125 per night >
 Springhill Suites Old Town Southwest As low as \$119 per night >	 Westin Alexandria Old Town As low as \$129 per night >	

• 19,000+ referrals to participating hotels

• 260,000+ page views

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Promotions: Retail



**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



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



**ALEXANDRIA
SHOP
SMALL
WEEK**
NOV 27 - DEC 6

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

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Promotions: Restaurant Weeks

ALEXANDRIA
RESTAURANT
WEEK **TO-GO**

TWO WEEKS JAN 22 - FEB 07

Bring Alexandria Restaurant Week home and enjoy special menus from **60+ restaurants.**

#ALXRestaurantWeek

\$49
takeout dinners for two

Plus, \$25 takeout dinners for one.



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Content Themes

Outdoor



The Best of Outdoor Dining in Alexandria

visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING

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



The Ultimate Guide to Micro-Wedding Venues in Alexandria

BY REBECCA DOBER DECEMBER 15, 2020 5933 VIEWS

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



Visit Alexandria VA

Sponsored

Take a road trip to Alexandria, then explore the city on foot with our top 6 self-guided strolls.



VISITALEXANDRIAVA.COM
Great Walks in Alexandria
Architecture, art, history & more

[Learn More](#)



2021 WATERFRONT PUBLIC ART: GROUNDSWELL

Temporary Public Art Installation by Mark Reigelman
Late March to November 2021
Waterfront Park, 1 King Street

Groundswell, the 2021 temporary public art installation from Brooklyn-based artist Mark Reigelman, will be on display at Waterfront Park in [Old Town Alexandria](#) in from March to November 2021 as the third installation in the City of Alexandria's "Site See: New Views in Old Town" annual public art series. [Groundswell](#) brings an element of play to Alexandria's changing shoreline with a ground mural depicting the floor of the Potomac River and more than 100 wood pilings topped with etched blue mirrors that shimmer like water. The installation was inspired by Alexandria's history going back to the 18th century when drastic measures began to manipulate the city's shoreline. Thousands of wood pilings were driven further into the Potomac River over time, thereby shifting the city's waterfront over decades. This allowed Alexandria to develop and grow its sprawling dock into a major commercial port.

Get to Know Groundswell



Each piling is 14 inches in diameter and topped with a cobalt blue, mirrored surface etched with tree growth rings that suggest the passing of time. They glisten in the light like the nearby water, reflecting the sky and the faces of passersby.



More than 100 timber pilings range in heights from 12 to 42 inches, in accordance with the river floor topography.

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Only in ALX



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THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



Some things you can find

ONLY IN
ALX

SEE THE LIST

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THINGS TO DO

ONLY IN ALX

Longing for fresh scenery filled with picturesque streetscapes? Named a [Top 5 Best Small City in the U.S. 2020](#) by the Condé Traveler Readers' Choice Awards, Alexandria will spirit you away with its cobblestone streets and flickering gas lamps. From paths within eyesight of D.C. to thought-provoking art installations to architectural delights, our city is filled with unique sights and memorable encounters. From dining [al fresco](#) on the water to ducking into one-of-a-kind [boutiques](#), grab your face covering and explore experiences available Only in ALX.

Face coverings are required in all public indoor spaces except when drinking, eating or exercising, as well as outdoors when 6 feet of physical distancing cannot be maintained.



How to Style Your Face Mask

Explore face mask fashion pointers from some of our favorite local trendsetters and business owners, from finding the right fit to picking the perfect pattern and more.

Learn More >

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Think Small Campaign



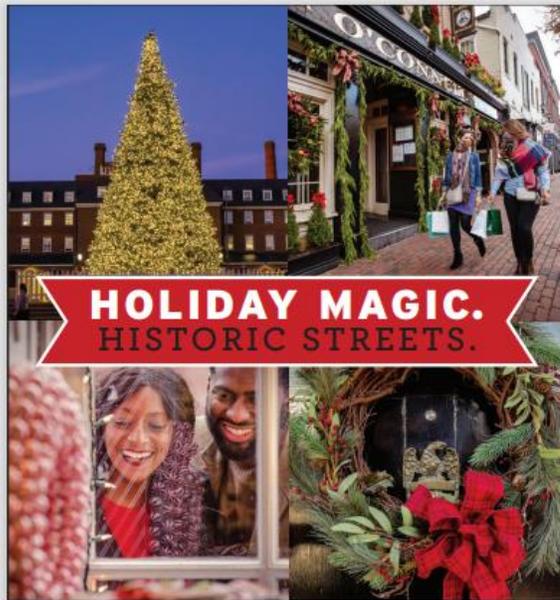
TOP 5 BEST SMALL CITY
— Condé Nast Traveler Readers' Choice Awards

Alexandria
EST. 1749

START PLANNING

Watch the 30-second “Think Small” video ad [here](#).

Holidays



**HOLIDAY MAGIC.
HISTORIC STREETS.**

Make Old Town part of your holiday tradition.

Browse things to do and ways to celebrate at
VisitAlexandriaVA.com/Holidays

OLD TOWN
Alexandria

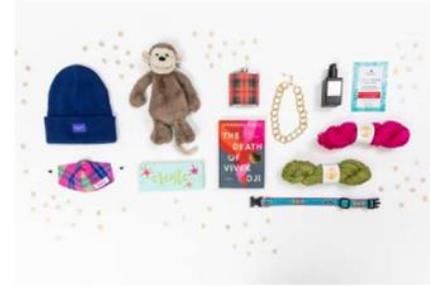
ONE OF THE WORLD'S MOST
MAGICAL CHRISTMAS TOWNS
- OPRAH MAGAZINE, 2020



Alexandria Shop Small Week

From November 27 to December 6, experience Alexandria's biggest shopping week of the year, the first-ever Alexandria Shop Small Week.

[Start Shopping!](#)



Guide to Alexandria Holiday Shopping

Peruse the new digital guide for unique local gift ideas, one-of-a-kind stocking stuffers and more at Alexandria's independent businesses.

[Take a Look](#)



Alexandria Santa-gram Giveaway

From Nov. 9 to Dec. 20, submit a receipt from any shop in the Guide to Alexandria Holiday Shopping for a chance to win a Santa-gram!

[Enter to Win!](#)



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](#)

visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



Top Things to Do in Alexandria This Holiday Season

BY CAROLINE SECREST NOVEMBER 5, 2020 10296 VIEWS

visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



Black-Owned Alexandria Businesses to Buy from This Holiday Season

BY CAROLINE SECREST NOVEMBER 4, 2020 196 VIEWS

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Waterfront



OLD TOWN WATERFRONT

A busy seaport for centuries, Alexandria's waterfront juxtaposes historic authenticity and new happenings among a growing scene of [D.C.-area waterfront destinations](#).

Alexandria's waterfront is the best place to take in picturesque views of the Potomac River and Washington, D.C. Enjoy al fresco drinks and dining with street performers and music, take a riverside run or set sail with water taxis and river cruises by [City Cruises anchored by Hornblower](#), offering scenic commutes between Alexandria and the National Mall, The Wharf, Georgetown, Nationals Park, George Washington's Mount Vernon and National Harbor.

Based on the latest CDC health guidance, it is recommended that everyone wear a mask in public indoor spaces in Alexandria, regardless of vaccination status.



GHOST & GRAVEYARD

As seen on the History Channel, Ghost & Graveyard offers ghost stories, legends, and mysteries! Reserve your...



VISITALEXANDRIA.VA.COM/WATERFRONT

New at the Waterfront
Alexandria, VA Waterfront

[Learn More](#)



New at the Waterfront

See what's new at the waterfront plus more summer fun in Alexandria.

[Discover the Latest >](#)

Visit Alexandria VA  

From new restaurants to tall ship tours, there's now more to do on the Old Town waterfront.



See what's new

There's more to do on the Old Town waterfront.

LET'S GO

Alexandria
EST. 1749



with a river view.

There's more to do on the Old Town waterfront.

LET'S GO

Alexandria
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Waterfront

:15 Video Ad



Watch the 15-second “Waterfront” video ad [here](#).

Public Relations

VISIT
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Media Coverage: 1,000+ Stories

Condé Nast
Traveler

ESSENCE



Southern Living

**TRAVEL+
LEISURE**

woman's day

**O THE OPRAH
MAGAZINE**

Fodor's Travel

The Washington Post

Roadtrippers



Forbes

Pathfinders
The Travel Magazine for People of Color

**BUSINESS INSIDER
INDIA**

VISIT
Alexandria

Media Coverage: 1,000+ Stories



PJ and Weller Thomas,
Pathfinders Travel Magazine



Katie Chang
Forbes, Travel + Leisure and more



Malcolm Jones,
The Daily Beast

Press Visits & Deskside Meetings

Forbes

Why Alexandria, Virginia, Is A Safe, Smart Choice For A Roadtrip Right Now

prevue
meetings + incentives

Alexandria Evolves its Offering for Meeting Planners

TRAVEL+ LEISURE

Fodor's Travel

the knot

Why Alexandria, Virginia Should Be Your Next Winter Road Trip

Quaint and charming, Alexandria needs to be on your bucket list.

How Juneteenth Is Being Celebrated in Small Towns Across America



Sheryl Nance-Nash | June 16, 2021

A Guest's Guide to Every Kind of Wedding Dress Code

10 Whimsical Garden Wedding Ideas 'Bridgerton' Fans Will Love



“Given its close proximity to Washington, D.C., Alexandria offers the best of **both worlds**: small-town charm and urban access.”

Southern Living

“There’s never been a better time for travelers to explore **hidden gems right within their own backyard**, as many want to get away but are still concerned with the safety of traveling via plane, train or other modes of public transportation. You’re sure to love your time in this **charming riverside city**.”

ESSENCE

“I was enchanted by the **King Street shops** and **bustling waterfront restaurants** in cobblestoned **Old Town**—and by the **progressive Del Ray neighborhood**. I recall thinking, ‘**I could live here.**’”

Roadtrippers

Southern Living

Celebrate the Christmas Charm of Alexandria, Virginia



The Most Magical Christmas Towns Across the World

THE OPRAH MAGAZINE

30 Best Places to Spend Christmas: The World's Most Festive Cities

Condé Nast Traveler

The Quaintest Christmas Villages Across the U.S.

Fodor's Travel

The 33 Best Christmas Towns That Will Instantly Transport You to the North Pole

woman's day

30 Best Christmas Towns Across the Country Full of Holiday Cheer

The Pioneer Woman
Plowing through life in the country...one calf nut at a time.

Media Coverage: 1,000+ Stories

100 broadcast clips in FY 21, a 58% YOY increase



ALEXANDRIA RESTAURANT WEEK
4:25 73°
WOODBRIDGE TOMORROW
4 NBC



ALEXANDRIA CELEBRATES JUNETEENTH
8:35 | 75°
LOCAL DAY AT PAX RIVER MUSEUM
abc 7 NEWS ON YOUR SIDE
WJLA.COM



WONDER WOMAN DISPLAY
ALEXANDRIA, VA
NEW AT 4
4:52 | 46°
TOP STORIES
NET TO REMOVE PRES. TRUMP FROM OFFICE
TRANSPORTATI
WJLA.COM



12TH ANNUAL ALEXANDRIA SUMMER SIDEWALK SALE
7:49 75°
WUSA 9



SHOPS OFFERING DEALS TO GET CUSTOMERS TO BUY LOCAL
6:06 51°
GAITHERSBURG
4 NBC

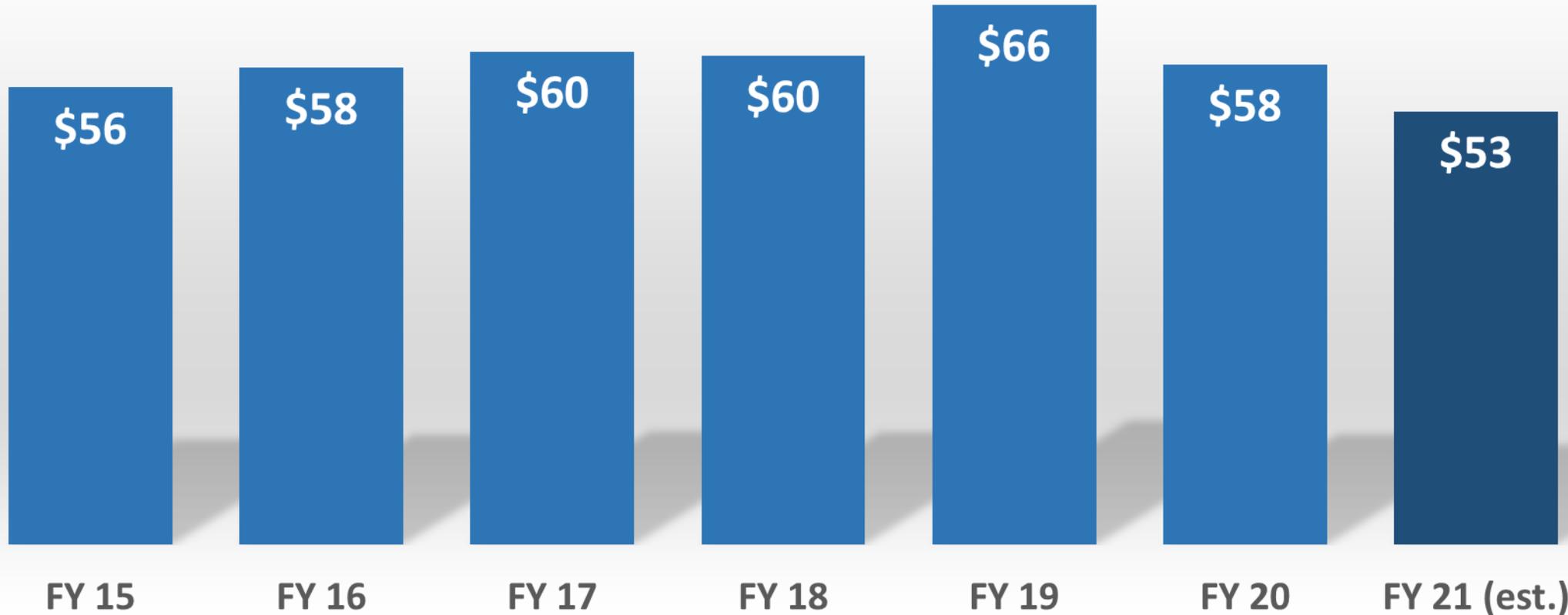


Alexandria's virtual Black History Month events
by LET'S TALK DC | Thursday, February 18th 2021

Performance Indicators

What's at Stake?

Sales, Restaurant & Lodging Tax Receipts (\$ million)

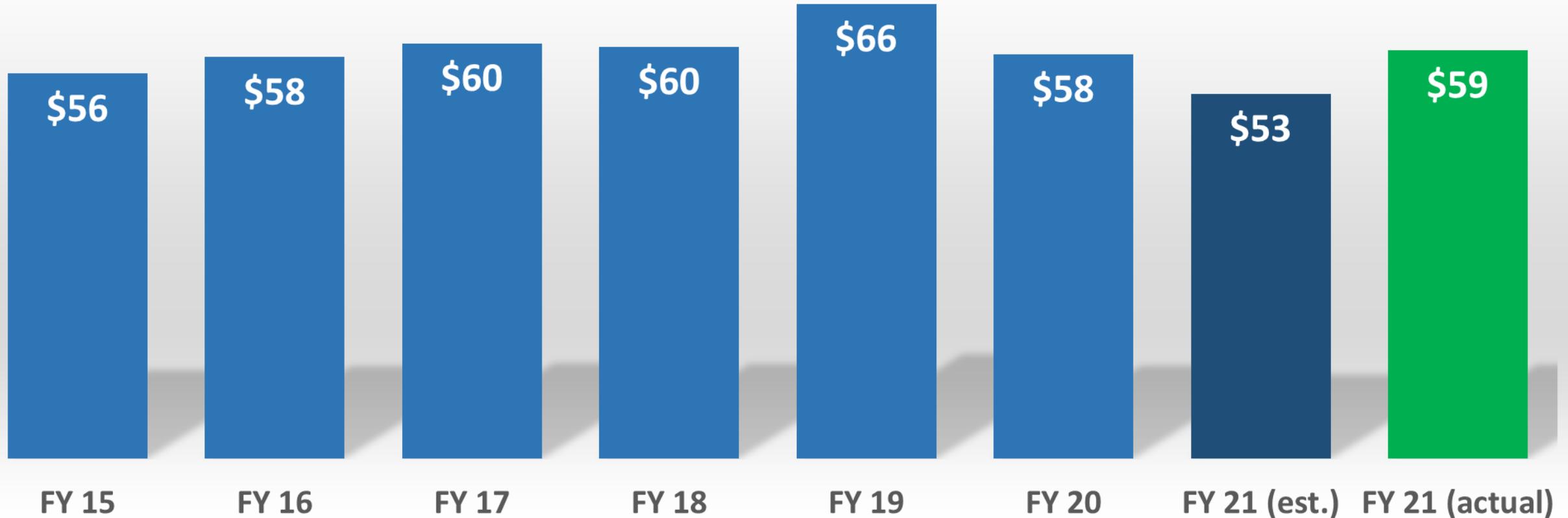


Sources: FY 15-21 Actual, City of Alexandria Revenue Dept.
FY 21 Estimate, City of Alexandria Approved FY 22 Budget



What's at Stake?

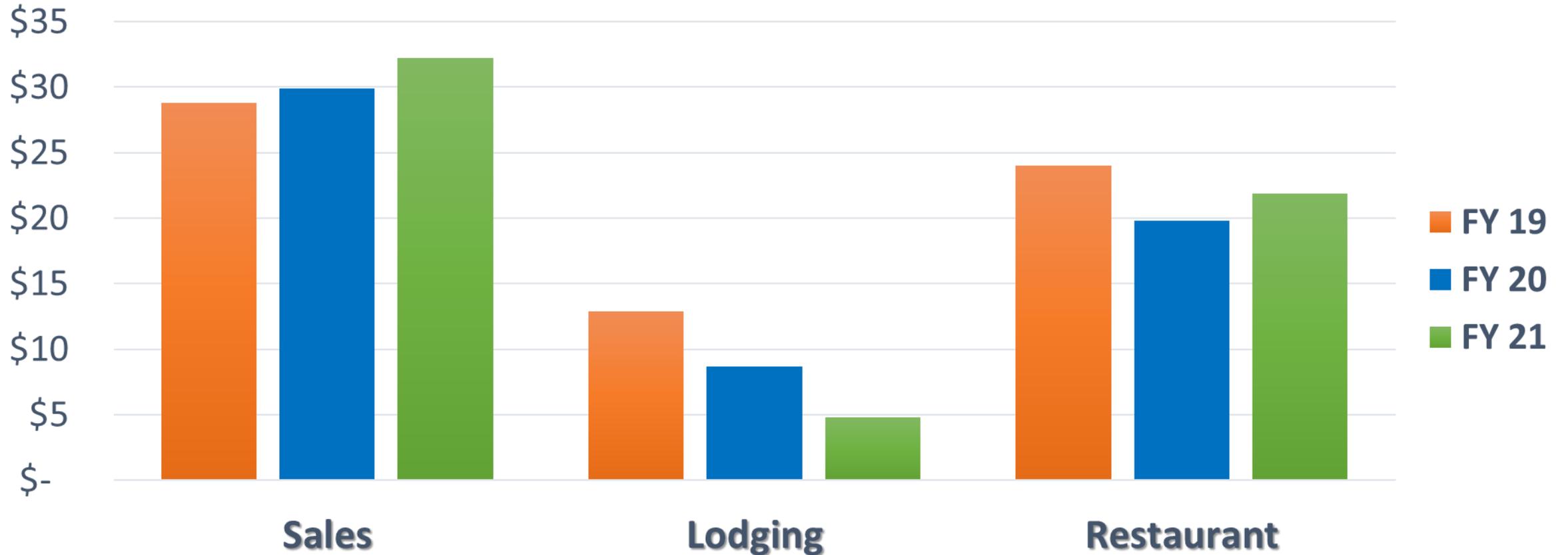
Sales, Restaurant & Lodging Tax Receipts (\$ million)



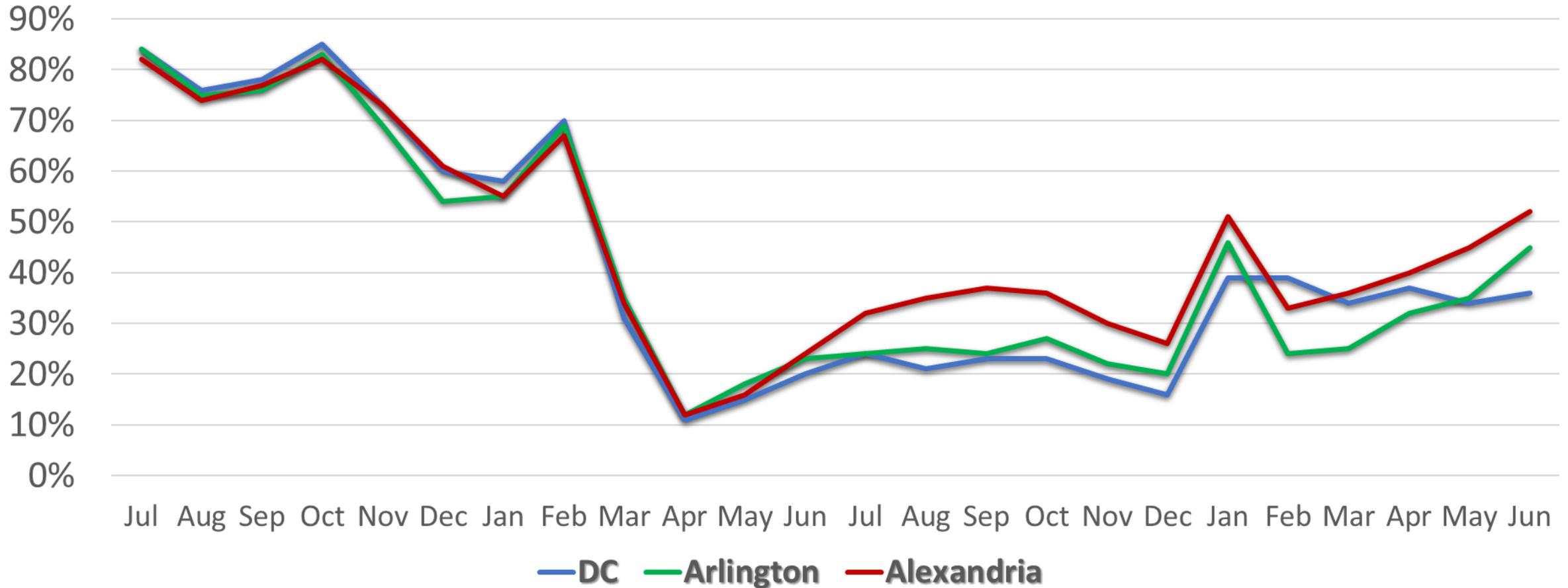
Sources: FY 15-21 Actual, City of Alexandria Revenue Dept.
FY 21 Estimate, City of Alexandria Approved FY 22 Budget



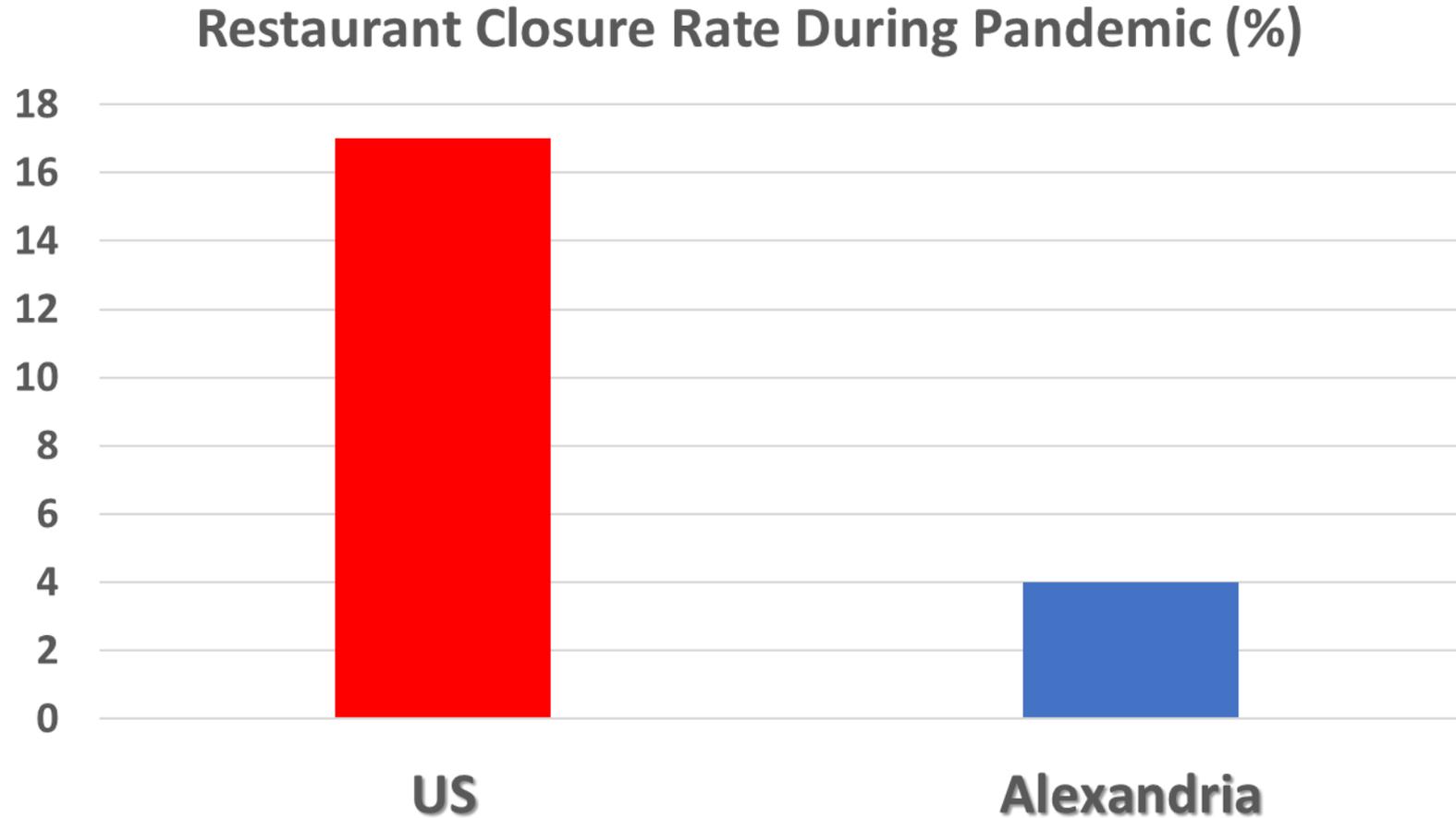
Alexandria Consumption Tax Receipts (\$ million)



Hotel Occupancy FY 20-21



Keeping Small Business in Business

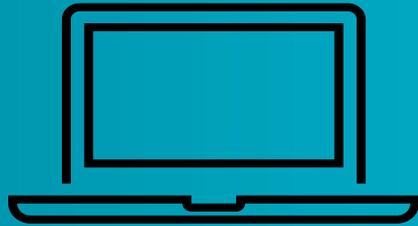


Sources: National Restaurant Association, Alexandria Revenue Department

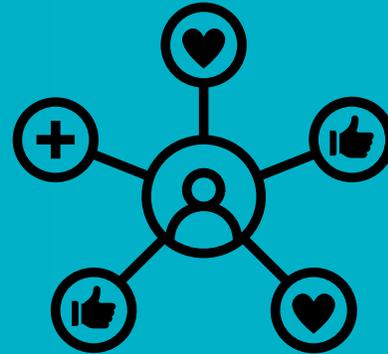


Fiscal Year 2021 Performance

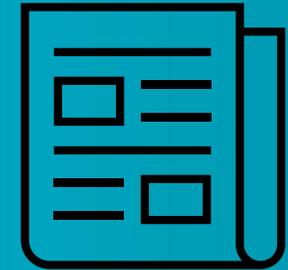
July 2020 - June 2021



Web Visits
2.3 million
+ 8%



Social Media Followers
165,000
+ 8%

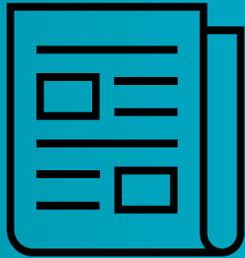


Press Hits
1,000+
(5 straight years)



Fiscal Year 2021 Performance

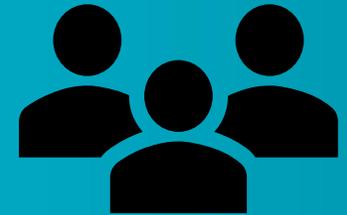
July 2020 - June 2021



Blog Pageviews
785,000
+ 31%



Digital Marketing
Impressions
125 million
+ 110%

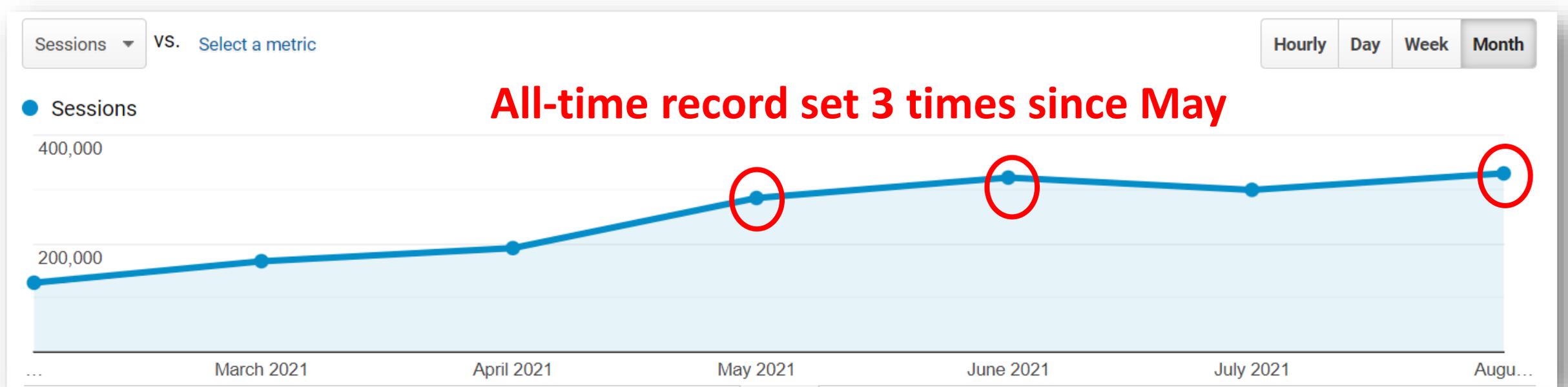


405 Members
+ 5%

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Capturing Pent-Up Demand

Record Web Traffic in Recent Months

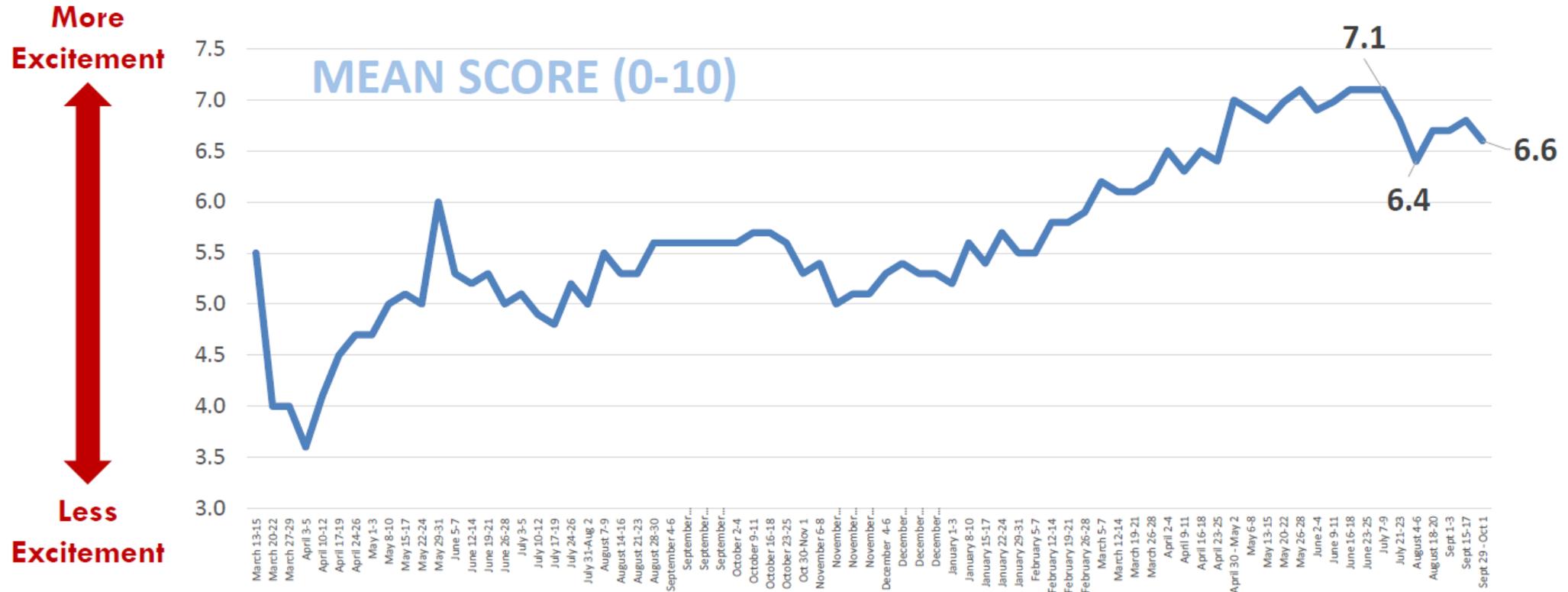


Consumer Sentiment

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EXCITEMENT TO TRAVEL NOW

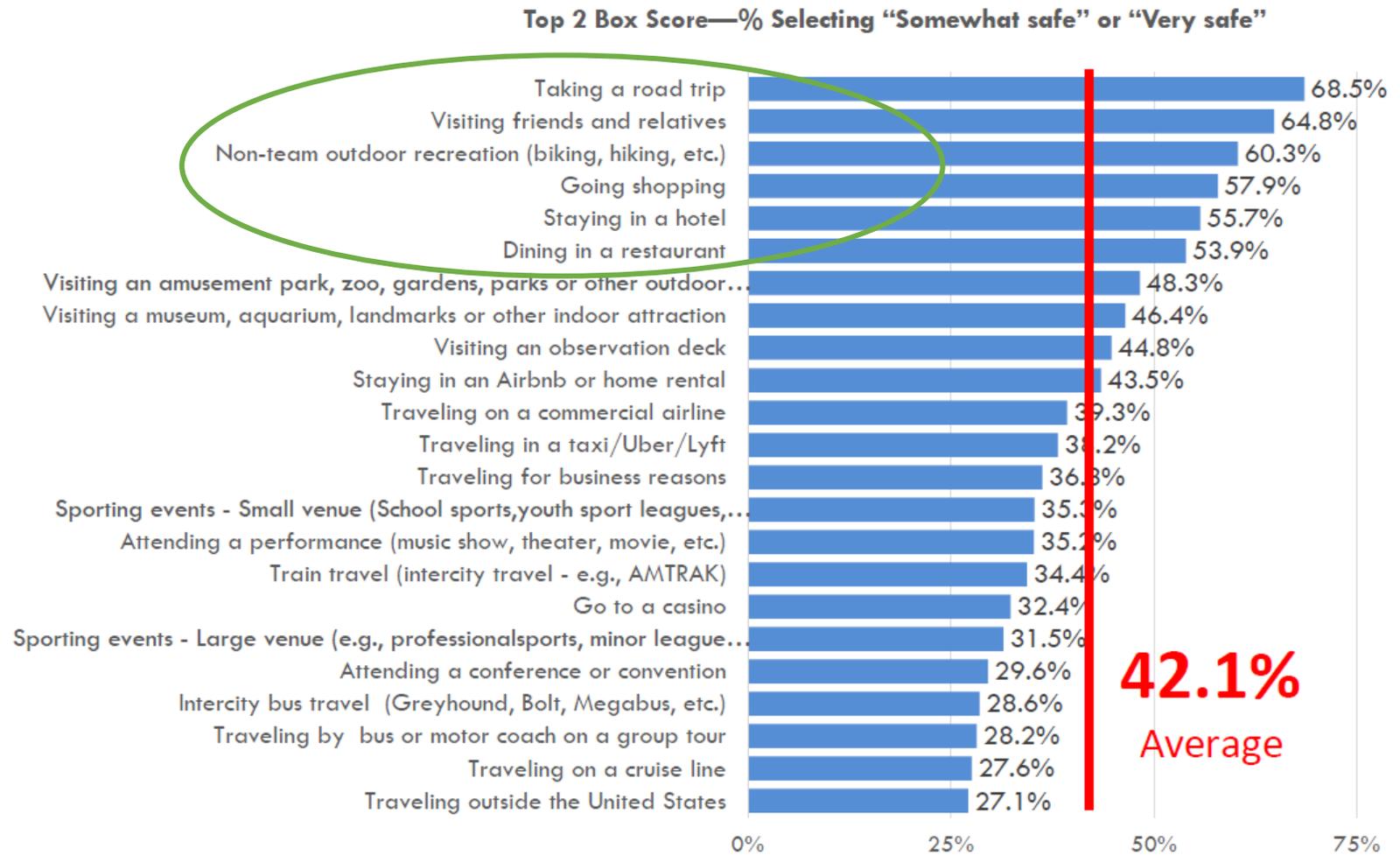
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

Question: At this moment, how safe would you feel doing each type of travel activity?

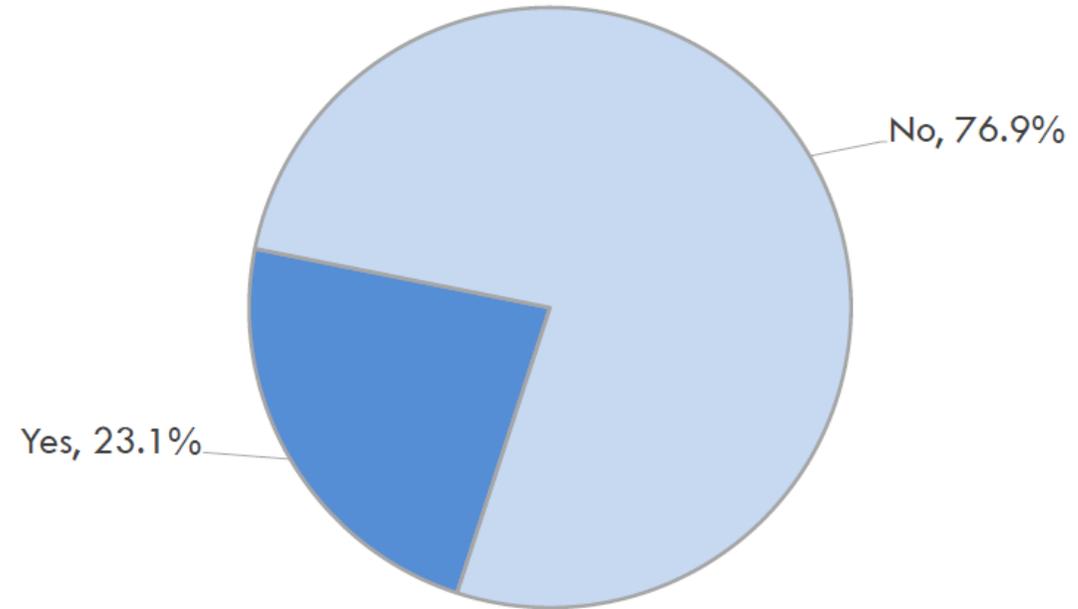
(Base: Wave 75 data. All respondents, 1,209 completed surveys. Data collected September 29 – October 1, 2021)



CANCELLED TRIPS DUE TO THE DELTA VARIANT

Question: Have you cancelled any upcoming trips specifically due to the Delta variant?

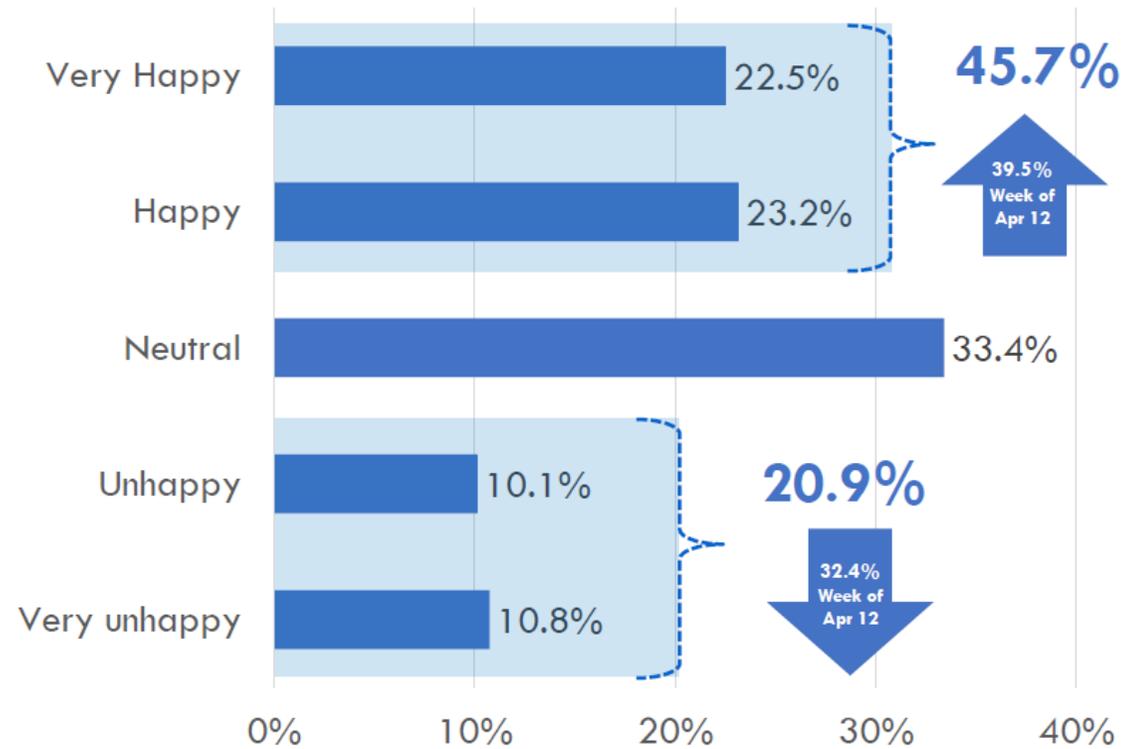
(Base: Wave 75 data. All respondents, 1,209 completed surveys. Data collected September 29 – Oct 1, 2021)



EMPLOYED TRAVELERS: FEELINGS ABOUT BEING ASKED TO TRAVEL OUT-OF-STATE FOR BUSINESS

Question: How would you feel if your employer needed you to take an out-of-state business trip some time in the next 6 months?

(Base: Waves 73 data. All respondents who are currently employed, 987 completed surveys. Data collected September 1-3, 2021)



5 Trends to Watch

#1: Outdoor Experiences



Travel to outdoor attractions jumped from 38 percent of trips in 2019 to 47 percent in 2021
- Arival/GoCity, September 2021

#2: Hybrid Work Week

OCCUPANCY OVER TIME - MARCH 5, 2020 TO OCTOBER 6, 2021



Hybrid Workweek: 'Thursday Is the New Monday'

The hybrid return to offices may be on pause due to the Delta variant, but here are the days you should schedule being on site during the workweek, according to three business experts.

Author: Michelle Russell



THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business **Tech** Markets Opinion Books & Arts Real Estate Life & Work WSJ Magazine Sports

Google Adopts Hybrid Workweek, With 20% of Its Employees to Work Remotely

About 20% of staff will be able to work from home and 20% can shift offices

Sources: Kastle, PCMA, Wall Street Journal

#3: Road Tripping

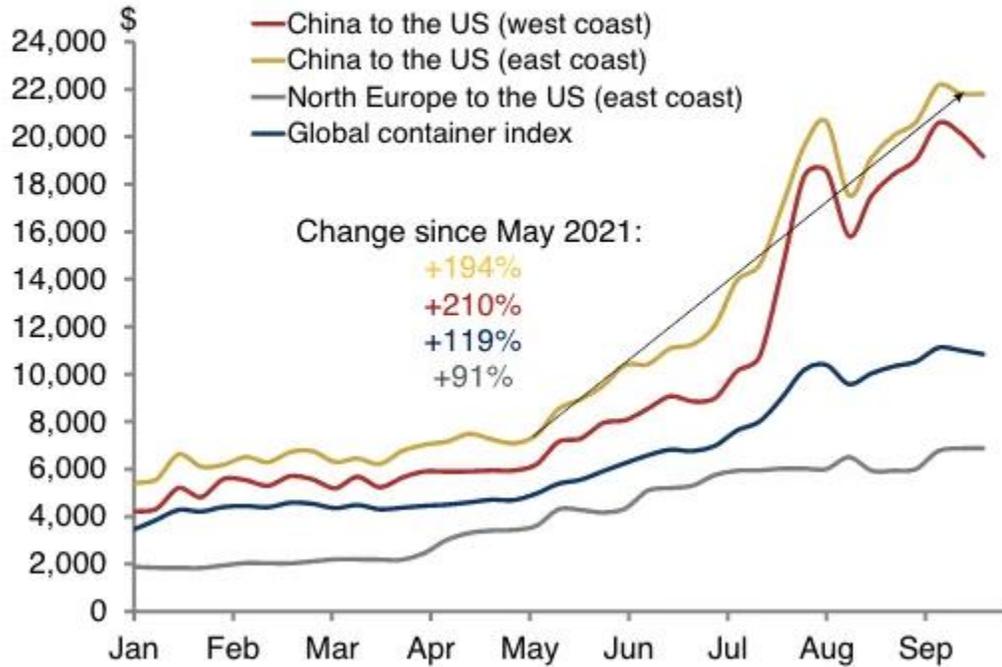


One third of travelers say COVID will cause them to choose more drivable destinations over the next 6 months
- Longwoods, September 2021

#4: Global Shortages

Figure 2: Port congestions and a shortage of containers have pushed up shipping costs

US: The cost of shipping a container from...

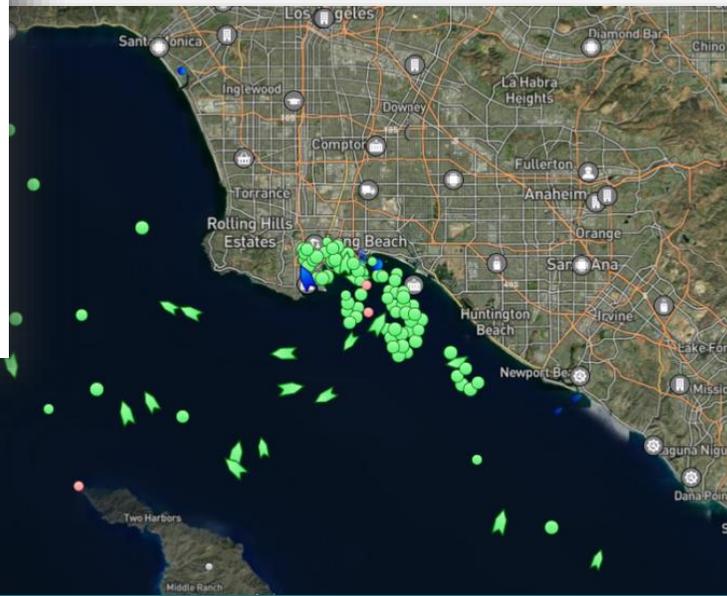


Source: Oxford Economics/Freightos Baltic Index

**HELP
WANTED**



OUT OF STOCK



#5: Sustainability

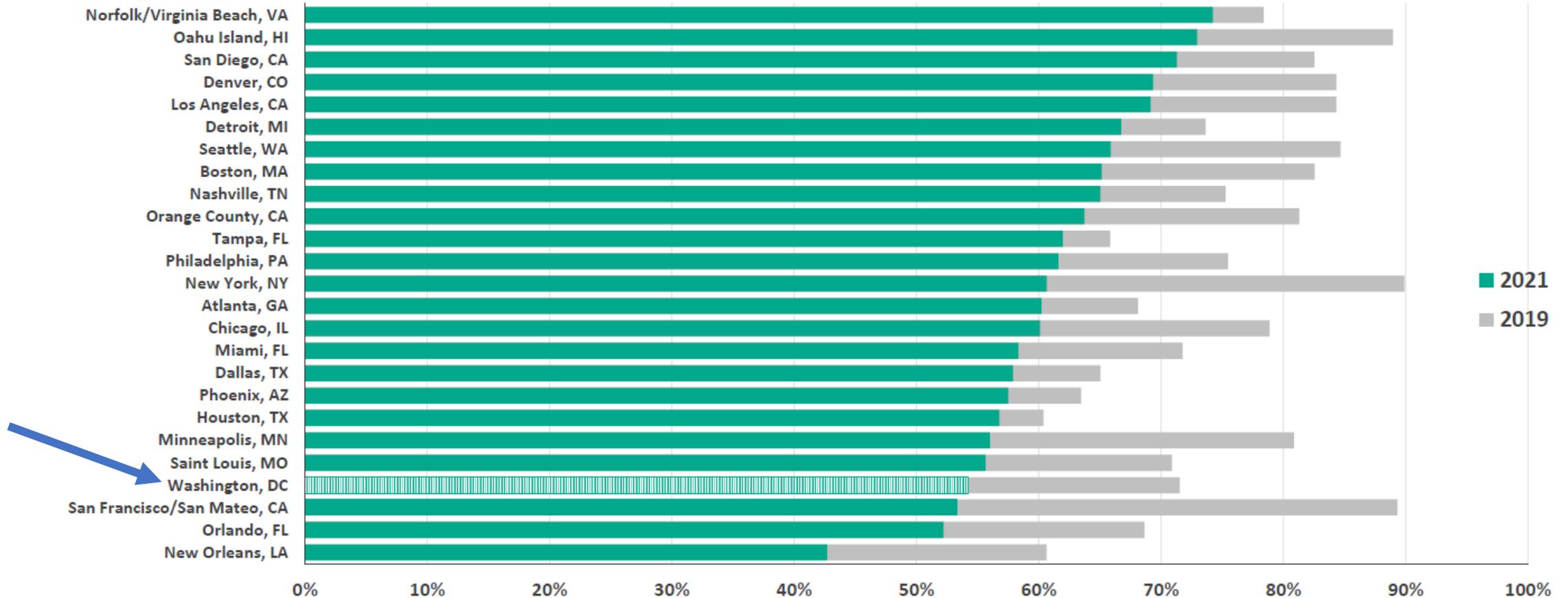


FY 2022 Forecasts

DC occupancy continues to trail most Top 25 markets



U.S. Top 25 Occupancy, August 2021



2021 Year End RevPAR Forecast

Top 25 Markets (sorted alphabetically)



0% to 25%	26% to 49%	> 50%
New Orleans, LA	Atlanta, GA	Boston, MA
San Francisco/ San Mateo, CA	Dallas, TX	Chicago, IL
	Detroit, MI	Denver, CO
	Houston, TX	Miami, FL
	Los Angeles, CA	Minneapolis, MN
	Philadelphia, PA	Nashville, TN
	Phoenix, AZ	New York, NY
	→ Washington, DC	Norfolk/Virginia Beach, VA
		Oahu Island, HI
		Orange County, CA
		Orlando, FL
		Saint Louis, MO
		San Diego, CA
		Seattle, WA
		Tampa, FL

2022 Year End RevPAR Forecast

Top 25 Markets (sorted alphabetically)



-5% to 25%	26% to 49%	> 50%
Atlanta, GA	Chicago, IL	Boston, MA
Dallas, TX	Denver, CO	New York, NY
Detroit, MI	Minneapolis, MN	San Francisco/ San Mateo, CA
Houston, TX	New Orleans, LA	Seattle, WA
Los Angeles, CA	Oahu Island, HI	Washington, DC
Miami, FL	Orange County, CA	
Nashville, TN	Orlando, FL	
Norfolk/Virginia Beach, VA	Philadelphia, PA	
Phoenix, AZ	San Diego, CA	
Saint Louis, MO		
Tampa, FL		

20 DC Citywides in 2022

Demand Shifts to Weekends

2019

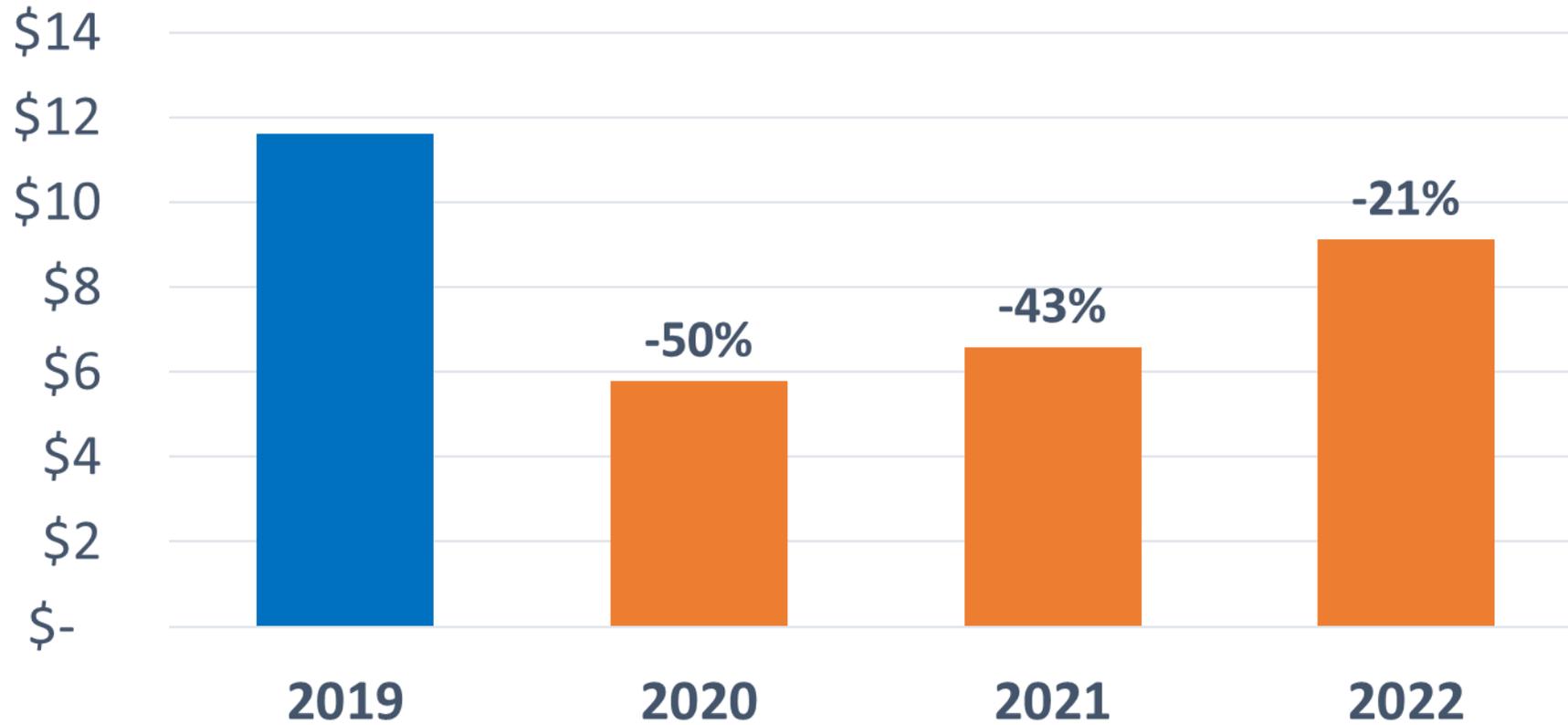
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8-Jun	74	93	97	96	88	79	83
15-Jun	76	96	98	96	84	74	75
22-Jun	67	90	97	96	92	92	92
29-Jun	85	94	96	93	85	77	79
6-Jul	54	58	57	76	95	86	80
13-Jul	60	79	91	93	87	80	83
20-Jul	77	93	97	96	87	86	90
27-Jul	76	91	96	93	86	89	92
3-Aug	69	84	89	85	85	87	89
10-Aug	73	80	80	78	72	74	78
17-Aug	62	78	82	79	77	77	84
24-Aug	63	76	84	85	76	76	78
31-Aug	54	66	71	71	65	78	90
7-Sep	64	37	57	77	74	68	71
14-Sep	64	89	96	96	89	84	82
21-Sep	67	87	97	97	90	76	80

2021

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5-Jun	47	23	22	25	27	35	41
12-Jun	27	27	29	30	32	43	50
19-Jun	31	31	33	34	36	48	53
26-Jun	33	35	38	39	42	52	56
3-Jul	34	35	35	33	35	49	64
10-Jul	63	30	31	33	36	45	49
17-Jul	34	37	42	44	45	54	61
24-Jul	39	42	44	44	43	52	58
31-Jul	45	43	41	41	44	55	60
7-Aug	39	40	41	42	50	63	68
14-Aug	43	35	36	37	42	56	62
21-Aug	36	33	36	39	44	58	65
28-Aug	39	33	35	38	42	55	59
4-Sep	30	28	31	30	33	53	69
11-Sep	53	26	25	30	37	49	55
18-Sep	34	36	37	35	39	50	60

Source: STR, 2021 © CoStar Realty Information, Inc. 32

Northern VA Visitor Spending Forecast (billion \$)

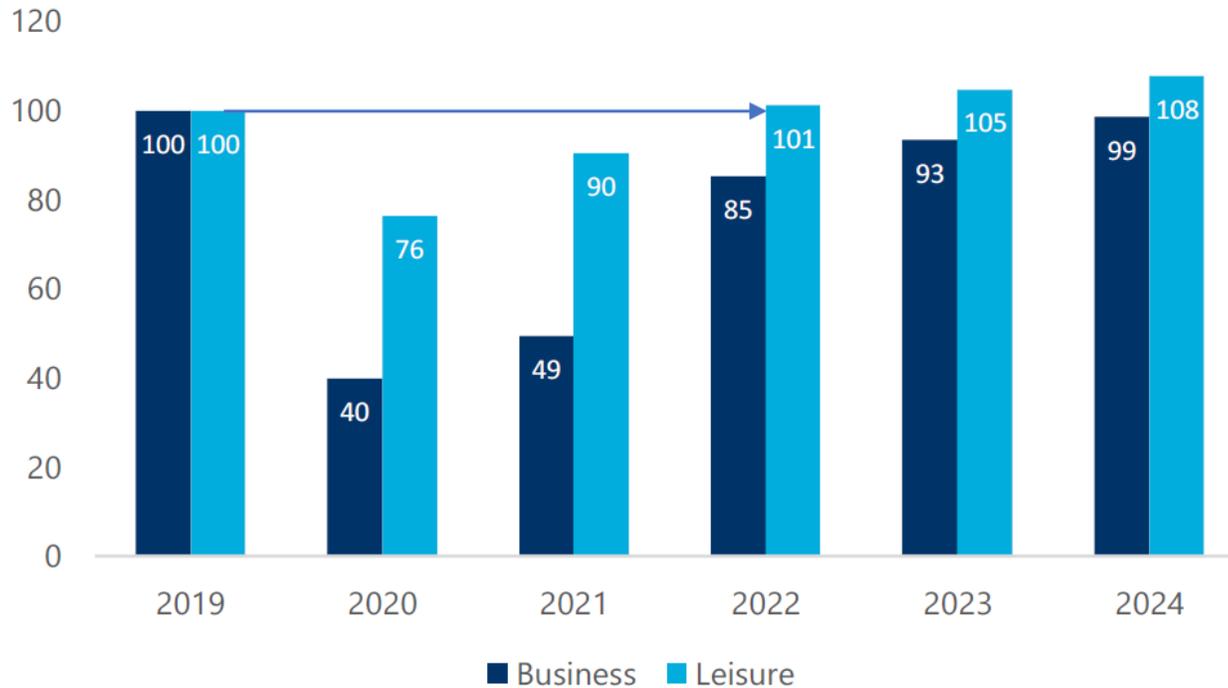


The Big Picture: US Forecast

Leisure travel will fuel the recovery

Business and leisure trips

Index (2019=100)



Leisure back to 2019 levels in 2022

Business nearly back in 2024

Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics

FY 2022 Plans

Expanded Advertising



- 34% increase in advertising investment due to ARPA funds from City
- Relaunching “Stay in the Moment” campaign
- New tactics: Streaming audio and Expedia
- New audiences: Black travelers and Spanish-language
- Expanded high-efficiency tactics: YouTube, Connected TV, and native



Watch the 15-second “Stay in the Moment” video ads [here](#), [here](#), and [here](#).

Launch New Website – Spring 2022



- Mobile-first design
- Faster page speed
- Higher search rankings
- Enhanced mapping
- Inspirational visuals



VISIT
Alexandria

Leverage Condé Nast Top Small City



Watch the 15-second “Top Small City 2021” video ad [here](#).

VISIT
Alexandria

Events Return



Meetings Focus



- Retention of regional annual meetings
- Increase in-person site visits and destination FAMS: *4 out of 5 ultimately book*
- Industry collaboration (PCMA, MPI, CVBReps)
- Collaboration with National Harbor
- Prioritize solicitation on major economic drivers

“Visit Alexandria has done a great job keeping up with regular client events where we were able to meet on Zoom calls, have fun activities, and connect with their members. They really have kept those relationships going despite everything that has happened.”

- Vicki Lindberg, Meeting Planner with Association Headquarters

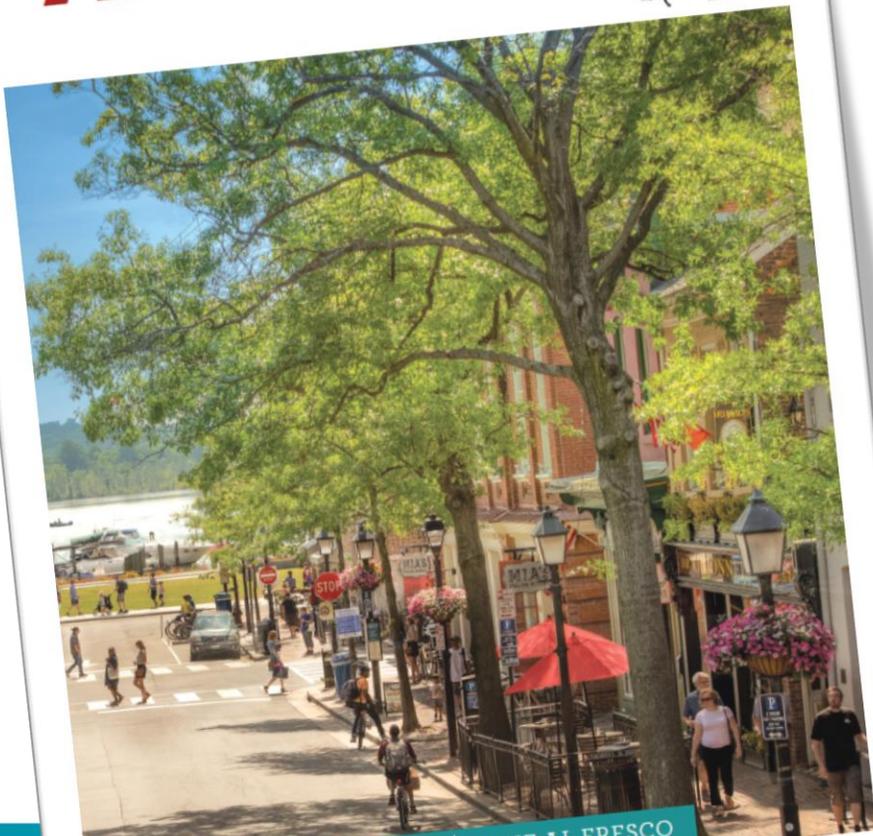
2022-23 Official Visitor Guide & Map

Official Visitor Guide & Map 2021-22

ALEXANDRIA

VisitAlexandriaVA.com

Alexandria
EST. 1994



TOP 5
Things to Do

CAN'T MISS
Black History Sites

DINE AL FRESCO
Riverside and Streeteries

- New publisher, Madden Media
- Ad & listing deadline—October 15
- 250,000 copies
- 95 locations from NYC to DC to VA Beach

VISIT
Alexandria

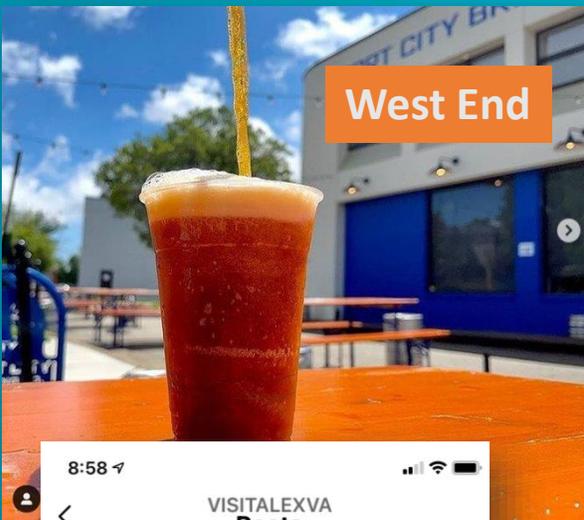
FY 22 Content Highlights



- Waterfront
- Outdoor experience
 - Dining
 - Tours
 - Public art
 - Meeting spaces
- Shopping
- Inclusive history
- Weddings

VISIT
Alexandria

Neighborhood Promotions



visitalexa — This giveaway is now CLOSED. Congrats to the winner @em.rund!

🔥 GIVEAWAY 🔥 Alexandria's West End is the city's headquarters for award-winning craft beer, international cuisine and places to enjoy the outdoors. To help you discover what's new and happening in this neighborhood, we're giving away an **Alexandria Neighborhood Getaway!**

Winner gets a weekend two-night stay for two courtesy of the Hilton Alexandria Mark Center PLUS a \$50 gift card from your choice of THREE of the following businesses:

Like by getfitstudio_va and 2,483 others

JUNE 2

Add a comment... Post

8:58

VISITALEXVA Posts

visitalexa Alexandria, Virginia



1,737 likes

visitalexa — CLOSED. Congratulations @melatcompass on winning! — 🔥 GIVEAWAY 🔥 Alexandria's Carlyle and Eisenhower Valley are a contemporary counterpart to historic Old Town where you can sip Virginia-made cider and explore African American heritage sites.



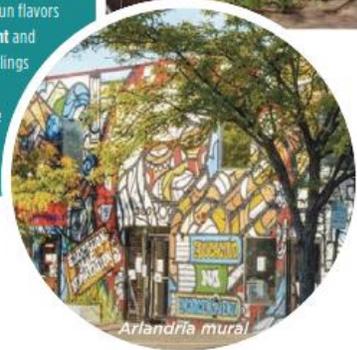
Things to Do Now in Alexandria's Old Town North Neighborhood

BY CAROLINE SECRET APRIL 25, 2021 15587 VIEWS



EXPLORE ARLANDRIA

Just north of Del Ray in Arlandria, find powerful murals, world-class acts playing at **The Birchmere** and regionally acclaimed restaurants. Also called "Chirilagua" after many community members' Salvadorian region of origin, the neighborhood offers Salvadorian and Mexican fare at **El Pulgarcito**, Cajun flavors from **RT's Restaurant** and crave-worthy dumplings from **Royal Nepal**. Grab a drink outside at **Hops N Shine** or **Northside 10**.



DEL RAY

>> Artsy, community-minded, relaxed

Del Ray marches to the beat of its own drum with a passion for wellness and a creative streak energizing made-for-strolling Mount Vernon Avenue.

- » From Visitor Center 2 miles
- » Drink

- » Can't-Miss
 - Art deco architecture

Diversity, Equity & Inclusion



- Black history, travel, culture and businesses
- Ethiopian and more African diaspora communities, cultural experiences and businesses
- Hispanic community, cultural experiences and businesses
- Asian American and Pacific Islander community and business owners
- Indigenous culture, art and history
- BIPOC travel scorecard
- City of Alexandria Racial and Social Equity Core Teams participation



VISIT
Alexandria

Spanish Language Campaign



Resulta que una de las mejores ciudades pequeñas de Condé Nast Traveler estaba justo al lado todo el tiempo. Compre y camine por la milla de King Street, donde encontrará más de 200 tiendas y restaurantes independientes. Pasee por la costa para ver el nuevo arte público, haga una excursión a bordo de un barco histórico y luego cene a orillas del río Potomac.

Alexandria
EST. 1749

Descubra las mejores cosas para hacer en Old Town y en otros vecindarios de Alexandria en VisiteAlexandria.com

Una de las 5 Mejores Ciudades Pequeñas en EE. UU. - "Condé Nast Traveler Readers' Choice Awards"

Alexandria Visit Alexandria VA Sponsored ·

Pasee por calles históricas. Visite una boutique independiente. Cene junto al agua.



VISITEALEXANDRIA.COM

Descubra Alexandria

Compras, cocina, historia, arte

LEARN MORE

Alexandria EST. 1749 [RESTAURANTS](#) [OLD TOWN](#) [HOTELS](#) [PLAN](#) [SEARCH](#)

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

VISITE ALEXANDRIA

LAS MEJORES COSAS PARA HACER EN ALEXANDRIA

Siempre una de las 5 mejores ciudades pequeñas de EE. UU. por tres años consecutivos según los premios Readers' Choice Awards de Condé Nast Traveler, Alexandria es una hermosa ciudad histórica y elegante ubicada en la capital de los EE. UU. Esta son las experiencias inolvidables de Alexandria que usted quiere a su alrededor.

Según los planes de salud más recientes de los Centros para el Control y la Prevención de Enfermedades (Centros for Disease Control and Prevention, CDC), se recomienda que todos usen una mascarilla en espacios públicos en Alexandria, independientemente del estado de vacunación. También lleva una mascarilla para proteger al otro lado muy apretado.

- #### 1. Pasee por King Street, nombrada una de las mejores calles de Estados Unidos

La arquitectura colorida, las calles bordeadas de árboles, las tiendas empinadas y un diseño de luces encantadoras durante el invierno hacen que pasear por King Street sea lo perfecto para hacer en Alexandria. Explore diversas [galerías de arte público](#) y [esculturas independientes](#), o dé un paseo en el [trolley gratuito de King Street](#).
- #### 2. Disfrute de un crucero turístico o un taxi acuático

Como una hermosa ciudad portuaria y un puerto para [El Crucero Annapolis de Virginia](#), Alexandria es el puerto de partida para los [cruceiros turísticos](#) y los [taxis acuáticos](#) que recorren el río Potomac desde el distrito de Old Town con artefactos náuticos y vistas al río. Vea los lugares de interés nacionales en el [barco Crucero por los Monumentos](#), tome [bellezas acuáticas](#) hasta D.C. o tome un [pequeño taxi acuático](#) [Washington's River Viewers](#) o [National Harbor](#). O tome a bordo de [El Trolley Acuático](#) para ver cómo era la vida en un barómetro del siglo XVIII.
- #### 3. Experimente la historia donde sucedió

Alexandria es una ciudad que precede a la Revolución Estadounidense y vive del pasado. Explore las experiencias a pie al aire libre de [Alexandria Live Group](#) y viva la historia y la cultura afroamericana de Alexandria con [Washington's Capital](#), [Vista Capital](#), [Vista](#), una [marcha histórica](#) y [centro](#) [en el siglo XVIII](#), [Castro's Tavern](#) [Blacks](#), que fue sede de

VISIT
Alexandria

Spanish Language Campaign

:30 Radio Spot

Did you know that one of Conde Nast Traveler's Best Small Cities in America is right next door? It's Alexandria. And there's now even more to explore with friends and family.

Shop and stroll the King Street mile, lined with over 200 independent boutiques and restaurants. Wander Alexandria's waterfront to see new public art and take a historic ship tour, then dine riverside along the Potomac.

Discover the top things to do in Old Town and more neighborhoods of Alexandria at VisiteAlexandria.com. That's Visite Alexandria dot com.

Listen to the 30-second El Zol radio ad [here](#).



Drop In Campaign

- \$109 billion Black travel audience*
- Work with a Black-owned creative firm: Creative Theory Agency
- Highlight Alexandria's strengths and our welcoming community
- Highlight Black-owned businesses and Black History sites
- Collect new photo/video assets to be used across other campaigns

Alexandria, VA: A Waterfront City Within Eyesight of Washington, D.C.

Alexandria, Virginia welcomes you to drop anchor and see for yourself why we were named a [Top 5 Best Small City in the U.S.](#) three years in a row by the [Condé Nast Traveler Readers' Choice Awards](#). Stroll cobblestoned streets and stumble upon the unexpected, including more than 300 independent [restaurants](#) and [grocery](#) and overlooking historic neighborhoods. During your visit, discover dozens of [Black-owned businesses](#) to support your wardrobe, visit an Irish-worthy swanky spot or raise a glass over a delicious meal. See how the city recognizes its history and celebrates the people making it. Take advantage of the [Love Alexandria](#) hotel package and book your stay—there's a seat for you here.

DROP IN AND STAY A WHILE

"Some places take you by the hand and make you want to stay a while - That's Alexandria."

- Gary Williams Jr., Creator, Entrepreneur, Alexandria Resident

Top 18 Things to Do in Old Town
Here are the can't-miss experiences in historically renowned Old Town Alexandria to add to your itinerary.

D.C. Vacation
Planning a Washington, D.C. vacation and looking for the perfect home base? Stay in Alexandria, with hotels on average 30% more affordable than D.C.

Experience the Waterfront
A busy season for centuries, Alexandria's waterfront juxtaposes historic authenticity and new happenings along the Potomac River.

"I knew I wanted to come to Alexandria because of how much I was embraced by the community."
-Brandon Byrd, Owner of Goodies Frozen Custard & Treats

Outdoor Dining
Explore all these options before in Old Town, Old Bay and beyond, from patios by the Potomac River to secluded rooftops to secret gardens.

The Best Brunch Spots in Alexandria
The not-so-secret ingredient to a perfect weekend in Alexandria? Without a doubt, the answer is weekend brunch.

Check Out Alexandria's Sweets Spots
Find everything from made-to-order ice cream to gourmet by local ingredients to crave-worthy vegan donuts.

"From green space to restaurants to shops to architecture, Alexandria has everything."
- Nicole McGrew, Owner of Threadleaf Boutique

Support Black-Owned Businesses
From frozen custard shops to historical tours to yoga studios, there are more than two dozen Black-owned businesses in Alexandria.

Ultimate King Street Shopping Guide
Don your best mix and explore local shops offering curated selections of vintage, vintage, vintage, sustainable fashion and more.

6 Fair Trade and Sustainable Spots to Shop
Find another reason to feel good about shopping small by supporting fair trade and sustainable Alexandria businesses.



*Source: MMGY Global

Drop In Campaign

:60 Video Ad



Watch the :60 “Drop In” video ad [here](#).

VISIT
Alexandria

Thank you for attending.

2021 ANNUAL MEETING

VISIT
Alexandria