

EXTRAORDINARY

Alexandria

Visit Alexandria 2016 Annual Meeting

September 19, 2016

Westin Alexandria

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Alexandria

Rich Casale
General Manager
Westin Alexandria

WESTIN[®]
HOTELS & RESORTS



TRADEMARK
- DRINK AND EAT -

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Joseph Collum

**Senior VP, Dir. of Branch & Business Banking
Burke & Herbert Bank**

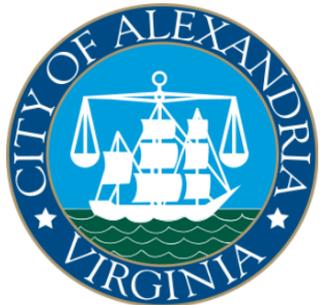
**Burke &
Herbert
Bank**

At Your Service Since 1852®

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Hon. Allison Silberberg
City of Alexandria
Mayor



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Alexandria

Mark Jinks
City of Alexandria
City Manager



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Mary Anne Russell

General Manager, Embassy Suites and Hilton Garden Inn

Visit Alexandria Board Chair

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Economic Impact of Visitors

\$771 million
in Visitor Spending

6,340
Jobs

\$25+ million
in Local Tax Receipts*

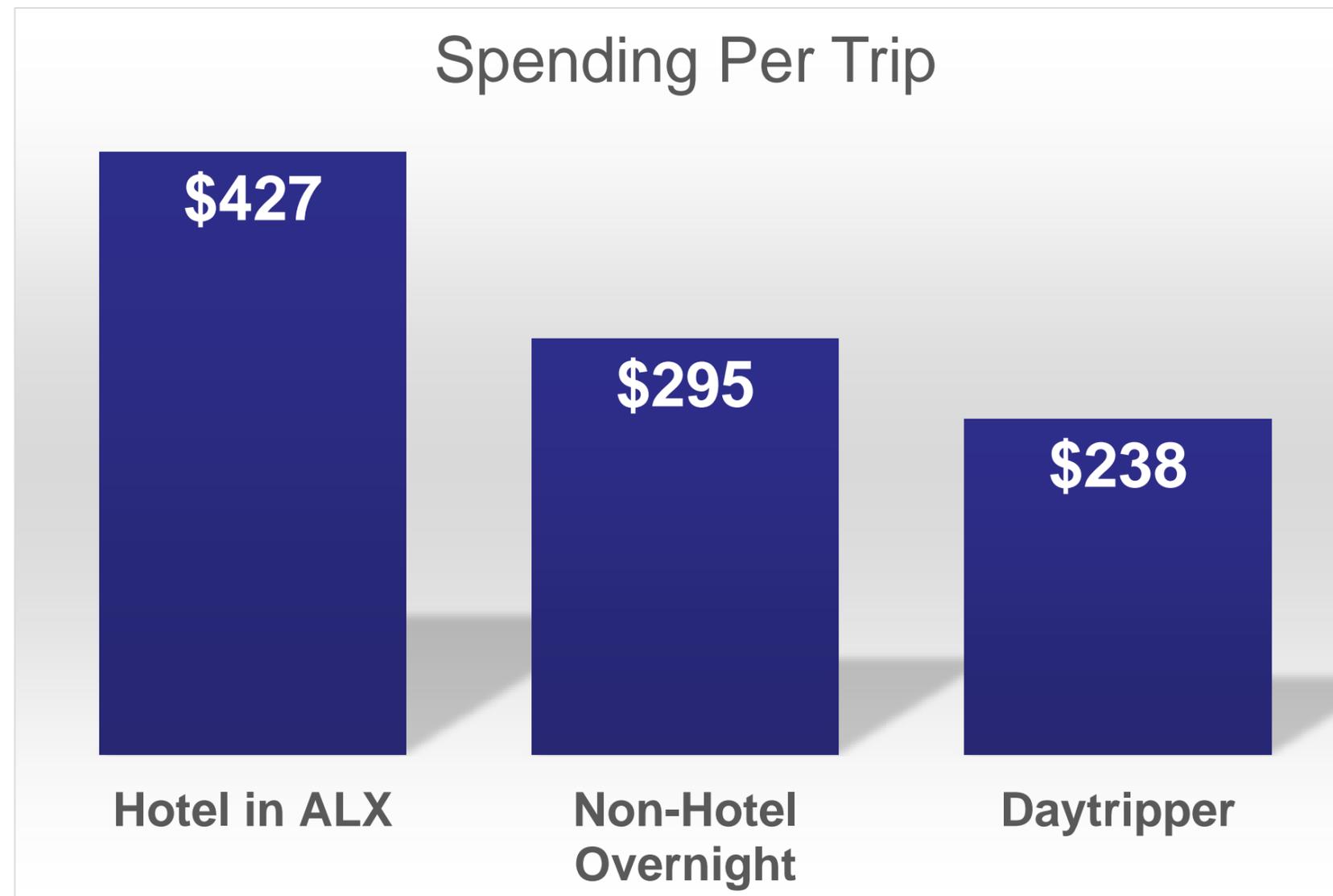
Source: *2015 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

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Visitor Spending by Accommodation



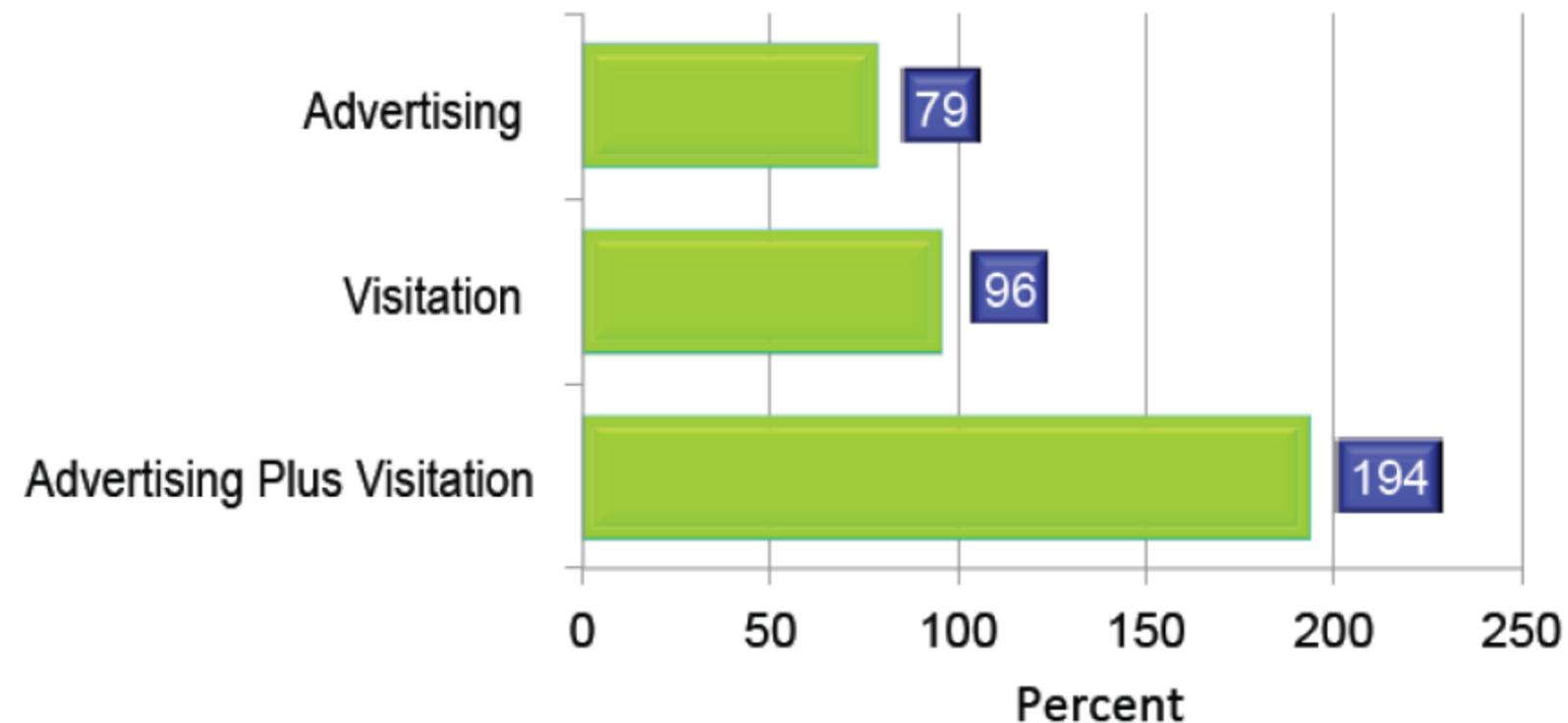
Source: 2016 Website ROI Study, Destination Analysts for Visit Alexandria

“Halo Effect” of Tourism Marketing on Economic Development

“A Good Place to Start a Business”



% Image Lift Across Nine DMOs



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Patricia Washington
President & CEO
Visit Alexandria

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Tonight's Agenda

1. Review of FY2016

2. Look ahead to FY2017

3. Preview the new ad campaign

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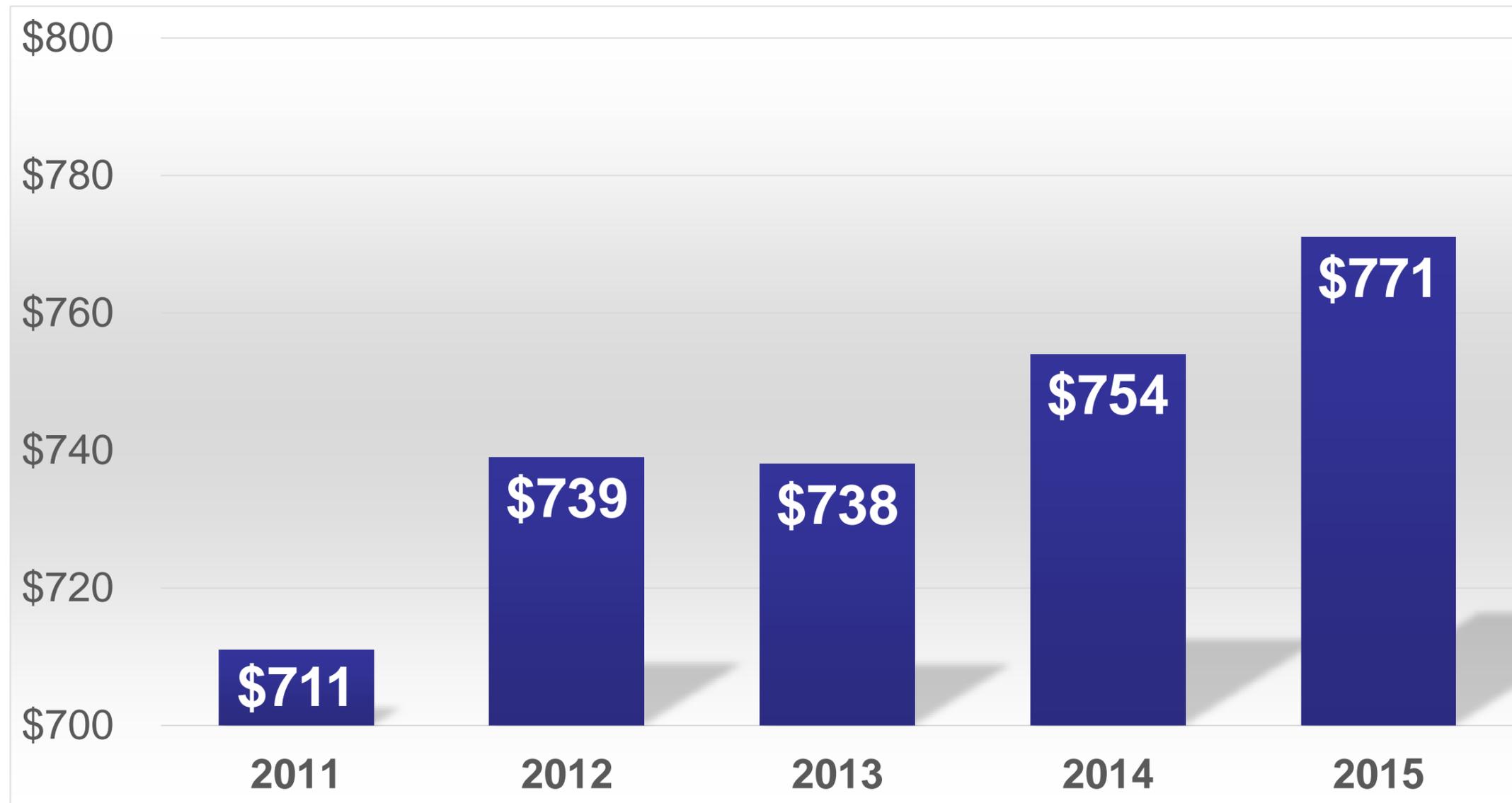
Alexandria

FY 2016 Headlines

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Visitor Spending in Alexandria (millions)

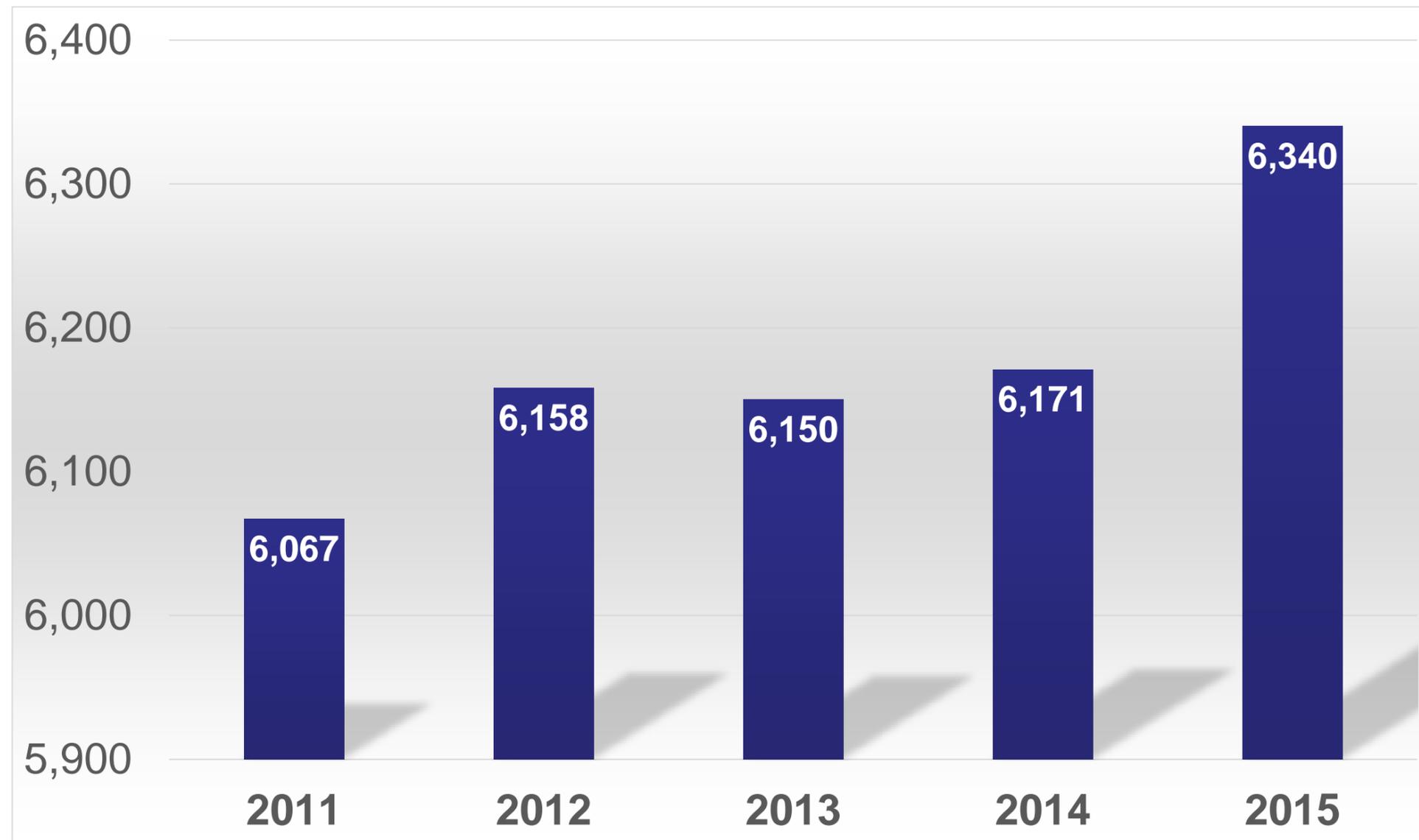


Source: 2015 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation

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Jobs

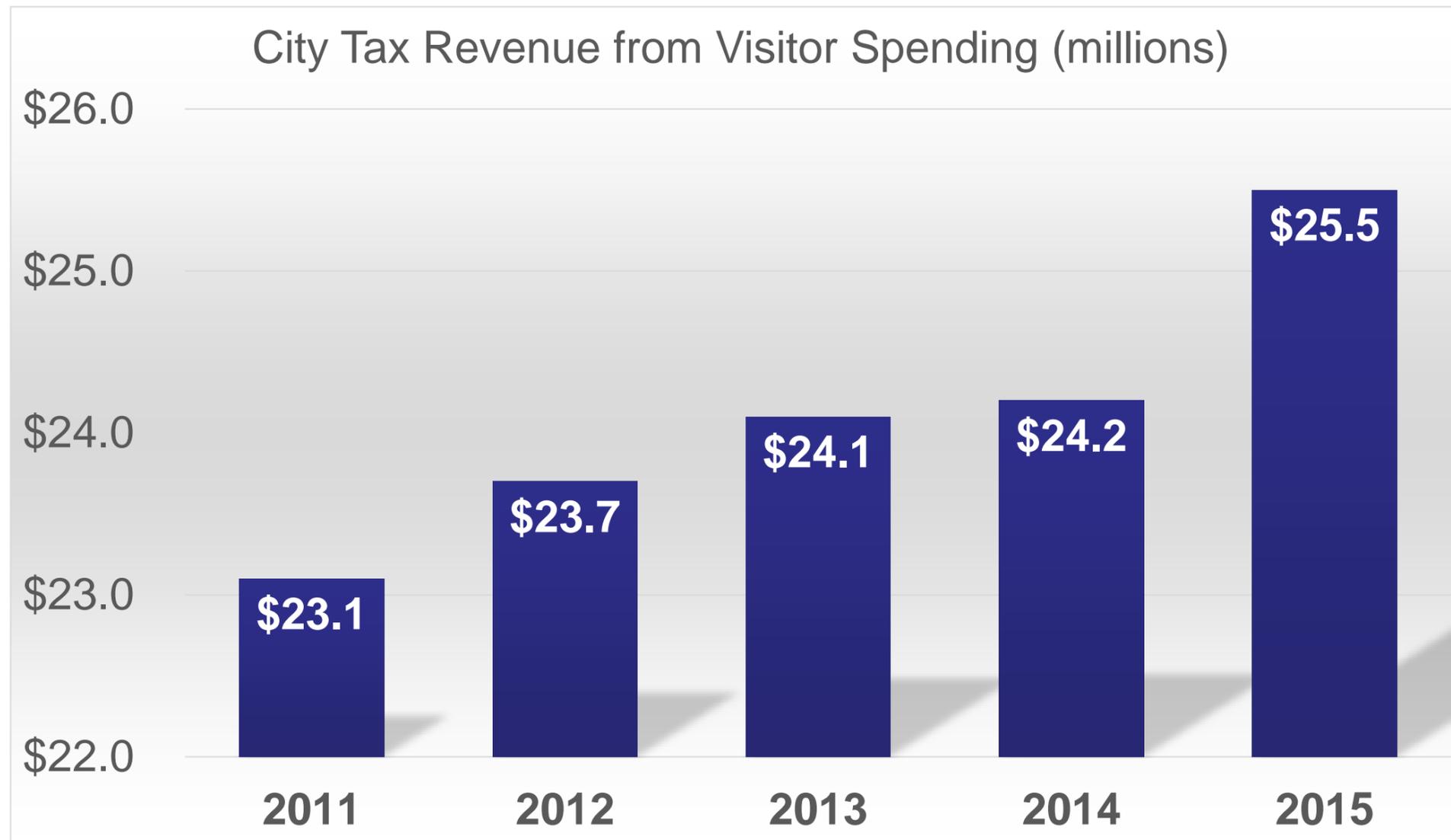


Source: *2015 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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Tourism Tax Receipts

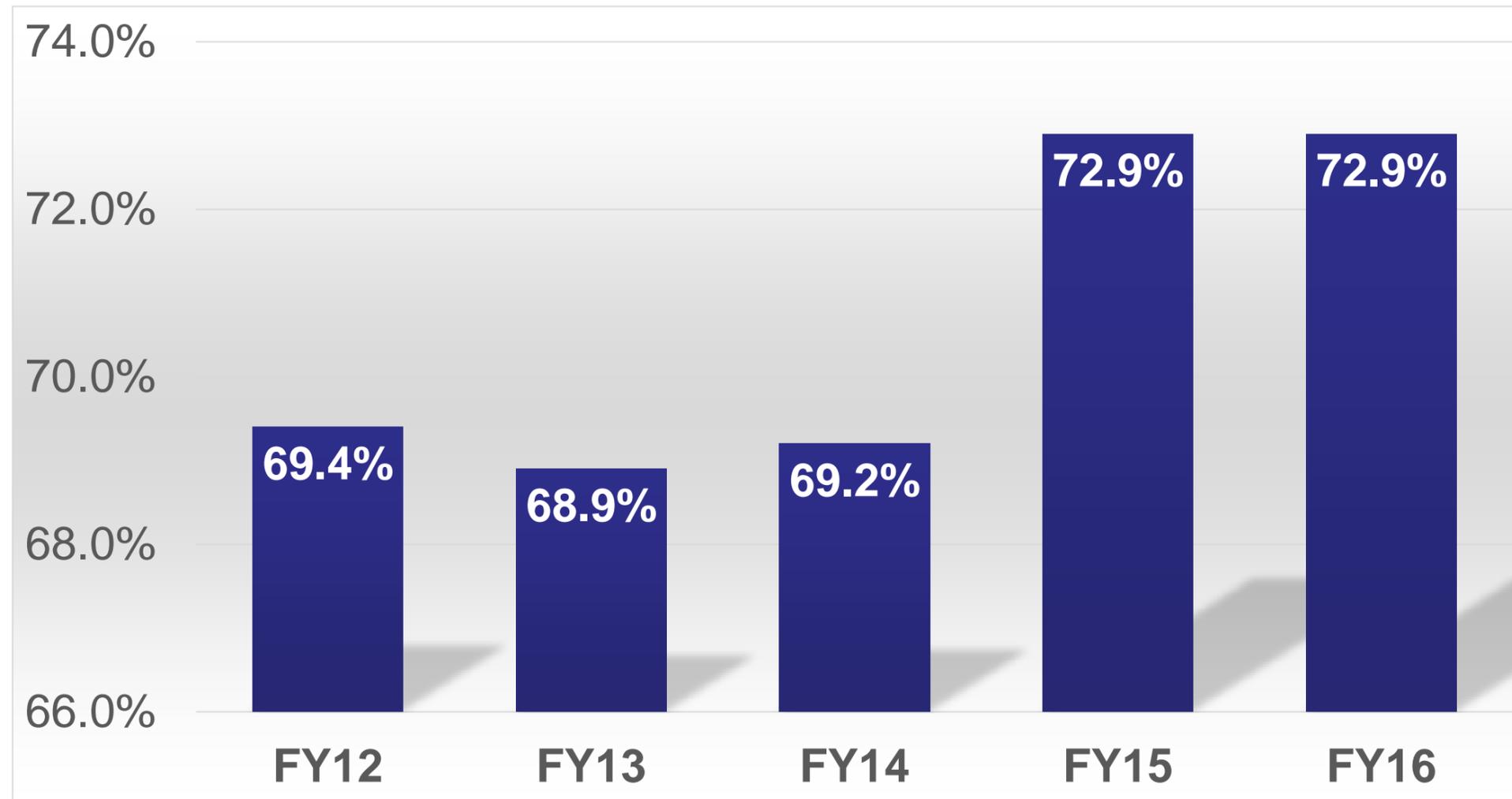


Source: *2015 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation
Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

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Occupancy

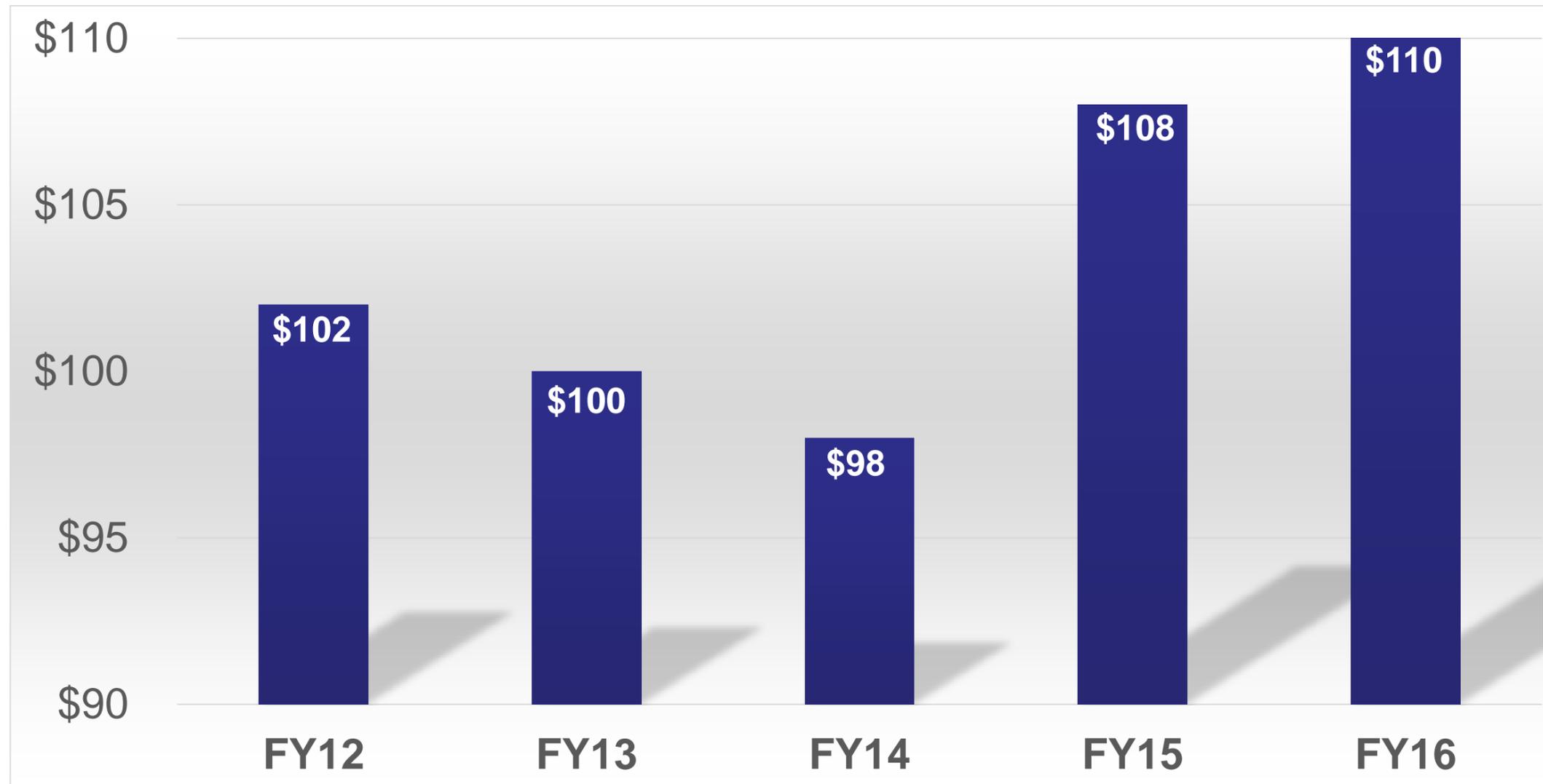


Source: Smith Travel Research Monthly Report, June 2016

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Revenue per Available Room (RevPAR)



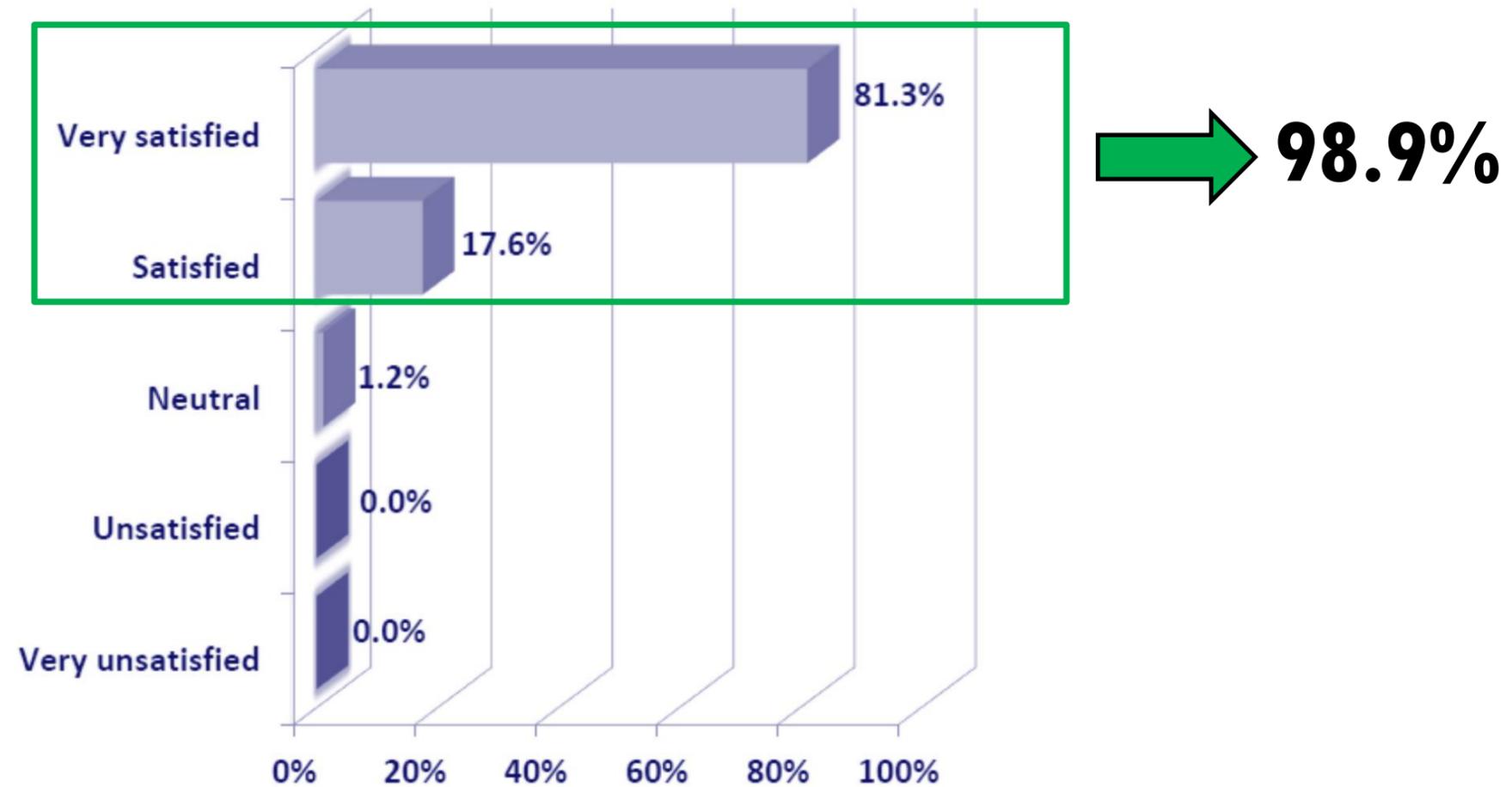
Source: Smith Travel Research Monthly Report, June 2016

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Visitor Satisfaction

In general, how satisfied were you with your visitor experience in Alexandria? (Select one)

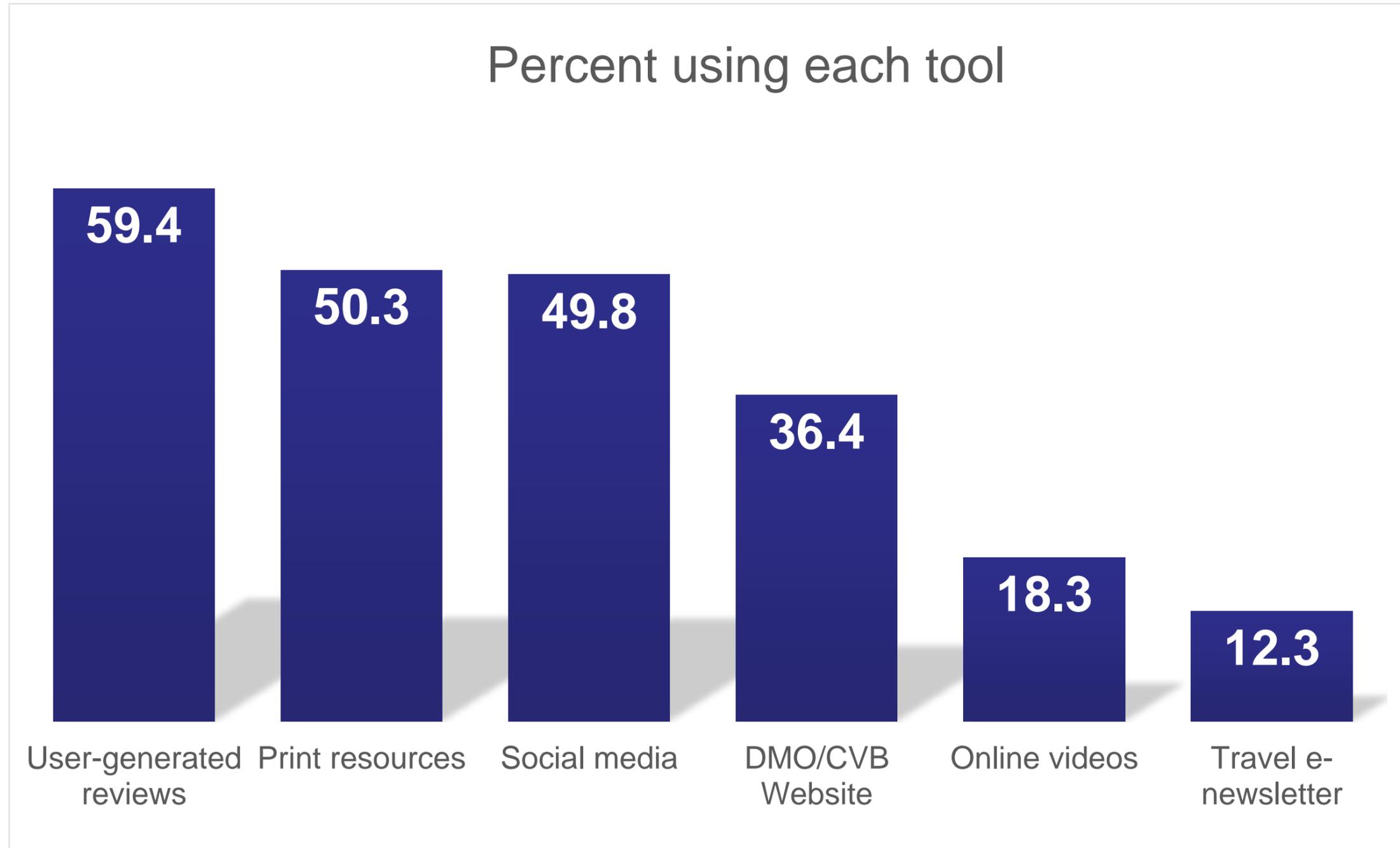


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FY 2016 Impact

Vacation Planning Tools



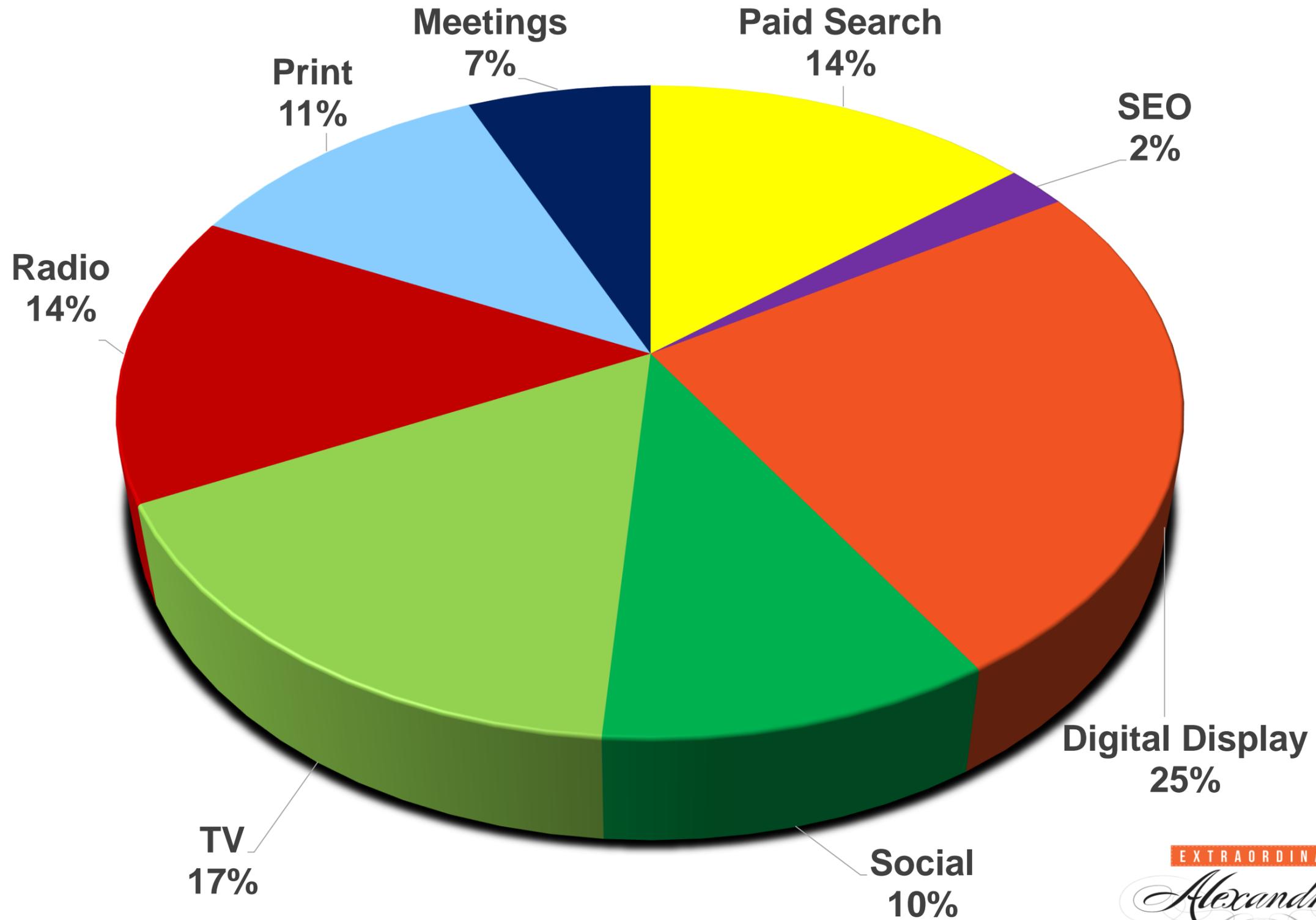
Source: *Destination Analysts State of the American Traveler January 2016*



What We Do



FY2016 Media Buy



Philadelphia
MAGAZINE



WASHINGTONIAN

twitter
cvent

destination
DC

Southern Living

THE WASHINGTON
Informer



OldTownCrier

WUPV
THE CW
RICHMOND

THE LOCAL
PALATE
FOOD CULTURE OF THE SOUTH



edible
DC



gamut

The Roanoker
METROPOLITAN ROANOKE LIFESTYLES

YuMe

Google

Richmond
magazine

MOUNT VERNON VOICE

where
MAGAZINE

hulu

WASHINGTON, DC
MARYLAND
VIRGINIA
CAPITAL REGION USA

Alexandria Times

Total Traffic
& Weather Network

NinthDecimal

VIRGINIA
IS FOR
LOVERS

triple lift
Verifone

Richmond Times-Dispatch

Alexandria
Gazette Packet

us1061
NEW COUNTRY

Northern Virginia
MAGAZINE

FOX
29
PHILADELPHIA

eTarget
media.com

Responsive Website

WEB AWARDS 2016 Outstanding Web Site Award Travel Category



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.



How Will
Alexandria
Move You?

LET'S GET CARRIED AWAY



10 Reasons to Visit this Fall

There's no better time to paint the town than during Alexandria's most colorful season.

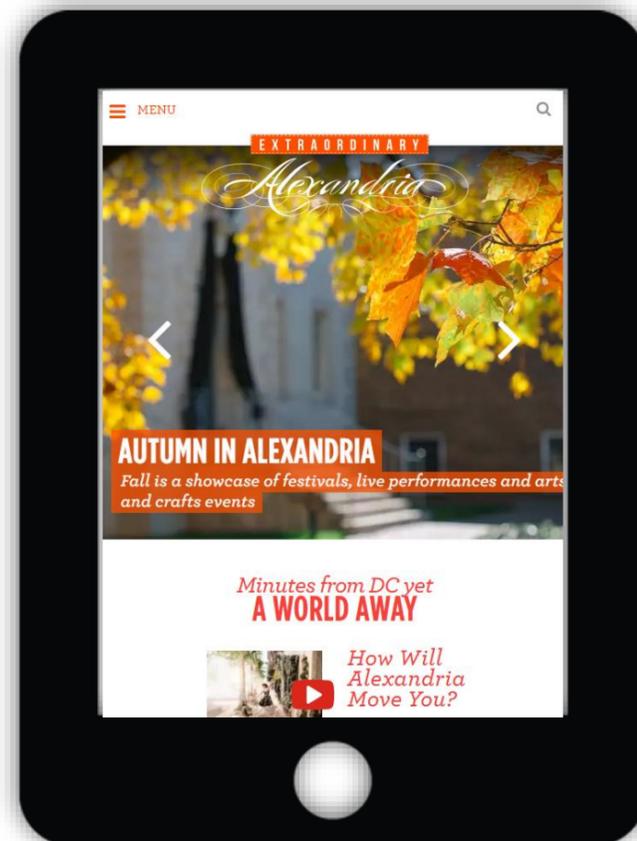
[Learn More >](#)



King Street Art Festival

King Street is transformed into an outdoor art gallery with artwork by more than 200 artists from the US and abroad

[Learn More >](#)

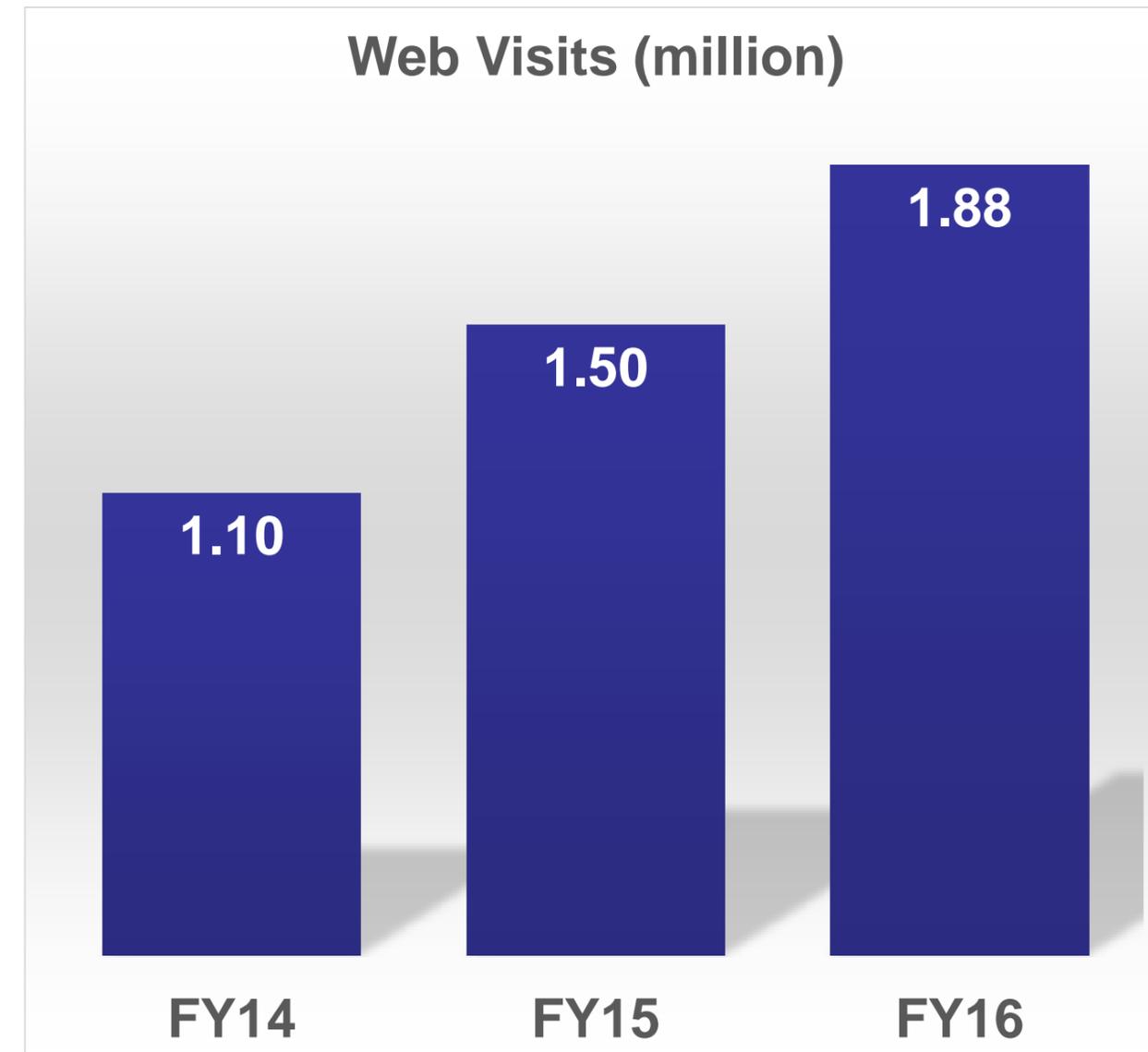


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Result: Engaged Consumers

- **1.88 million web visits** ↑ **22%**
- **\$42 economic impact/website visitor***
- **113 million ad impressions** ↑ **33%**
- **85,000 social media followers** ↑ **42%**
- **372,000 blog views** ↑ **81%**



*Source: *VisitAlexandriaVA.com 2016 Website ROI Study, prepared by Destination Analysts; N= 336*

Blog.VisitAlexandriaVA.com

ASK AN INSIDER: BEST PLACES FOR LIVE MUSIC IN ALEXANDRIA

September 15, 2016
Posted by Sara Stanton



YOUR ALEXANDRIA SUMMER SIDEWALK SALE QUESTIONS ANSWERED

August 4, 2016
Posted by Sara Stanton



11 SPOTS FOR CREATIVE COMFORT FOOD IN ALEXANDRIA

September 1, 2016
Posted by Sara Stanton



THINGS TO DO IN ALEXANDRIA'S PARKER-GRAY/BRADDOCK NEIGHBORHOOD

June 23, 2016
Posted by Sara Stanton

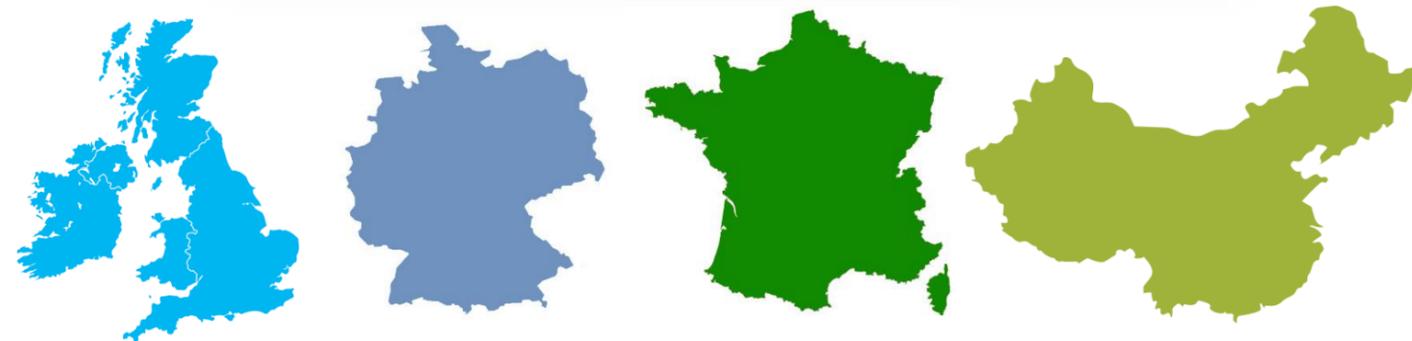


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Meeting/International Sales

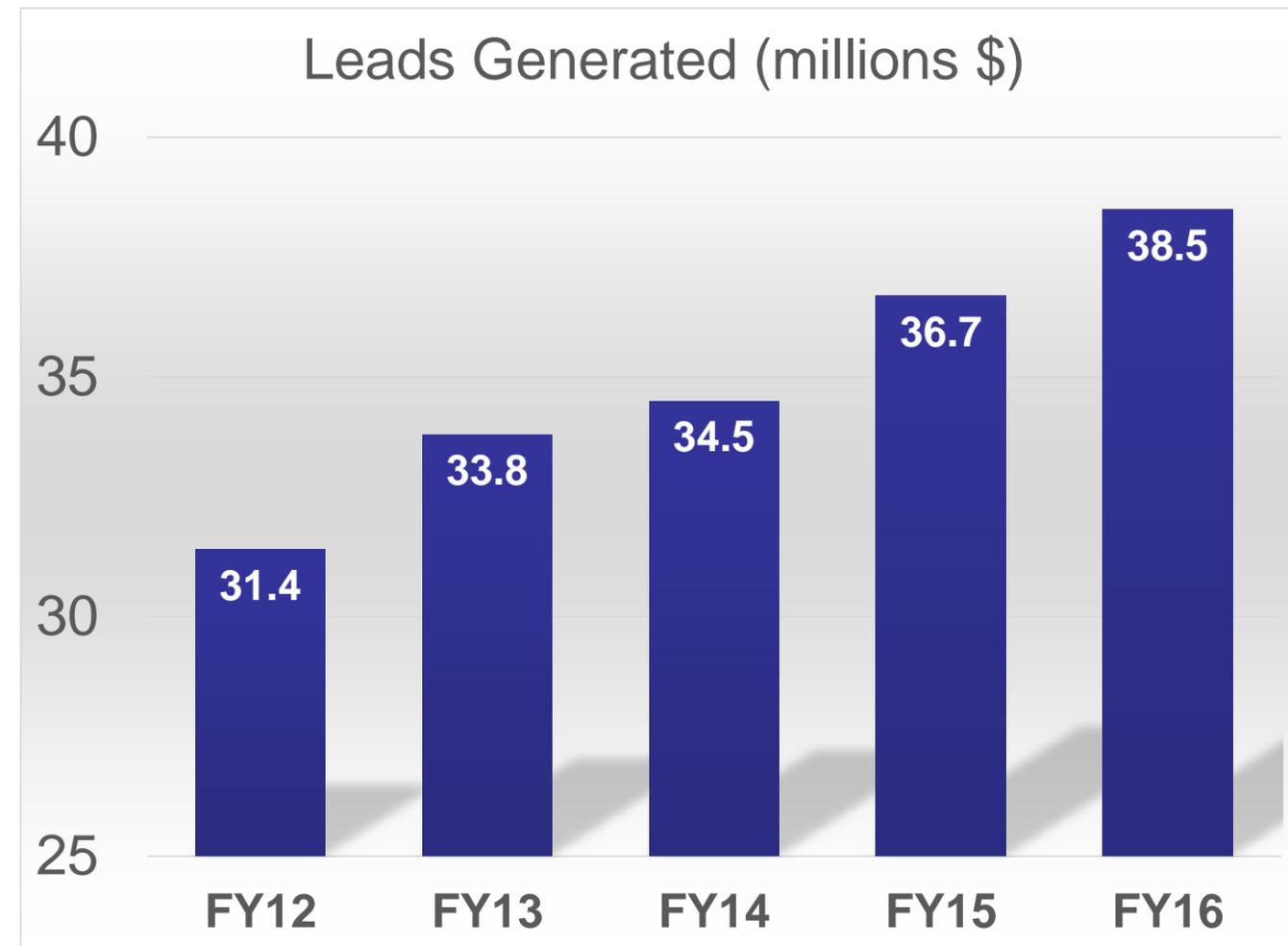
- Launched new health care and weddings programs
- HelmsBriscoe “Valued Partner”  20%
- Hosted 77 international tour operators





Result—Meetings Leads

- **\$38.5 million in leads generated**
- **\$4.9 million in actualized revenue**
- **\$13.1 million in economic impact**



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Mercy Street Partnership

- **\$150,000 sponsorship**
- **25 *Mercy Street*-inspired experiences**
- **Alexandria Film Festival premiere**



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Result—National Exposure

- **Up to 6 million TV viewers per week**
- **Historic site visitation**
↑ 14% - 158%
- **142 press hits**
- **\$50,000 Virginia Tourism Corporation grant**



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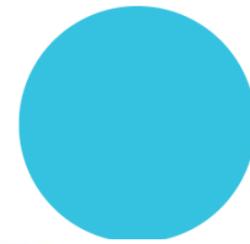
Alexandria

Expanded PR Capacity

- **↑ investment in PR**
- **Expanded fam tours**
- **↑ investment in film office**



Southern Living



USA TODAY TRAVEL



MEN'S JOURNAL



MARTHA STEWART Living

TRAVEL+ LEISURE

reisen EXCLUSIV

Parents

ELLE MEXICO

Better Homes and Gardens

AAA WORLD

AFAR

leSoleil

Los Angeles Times

The Dallas Morning News

FOOD & WINE

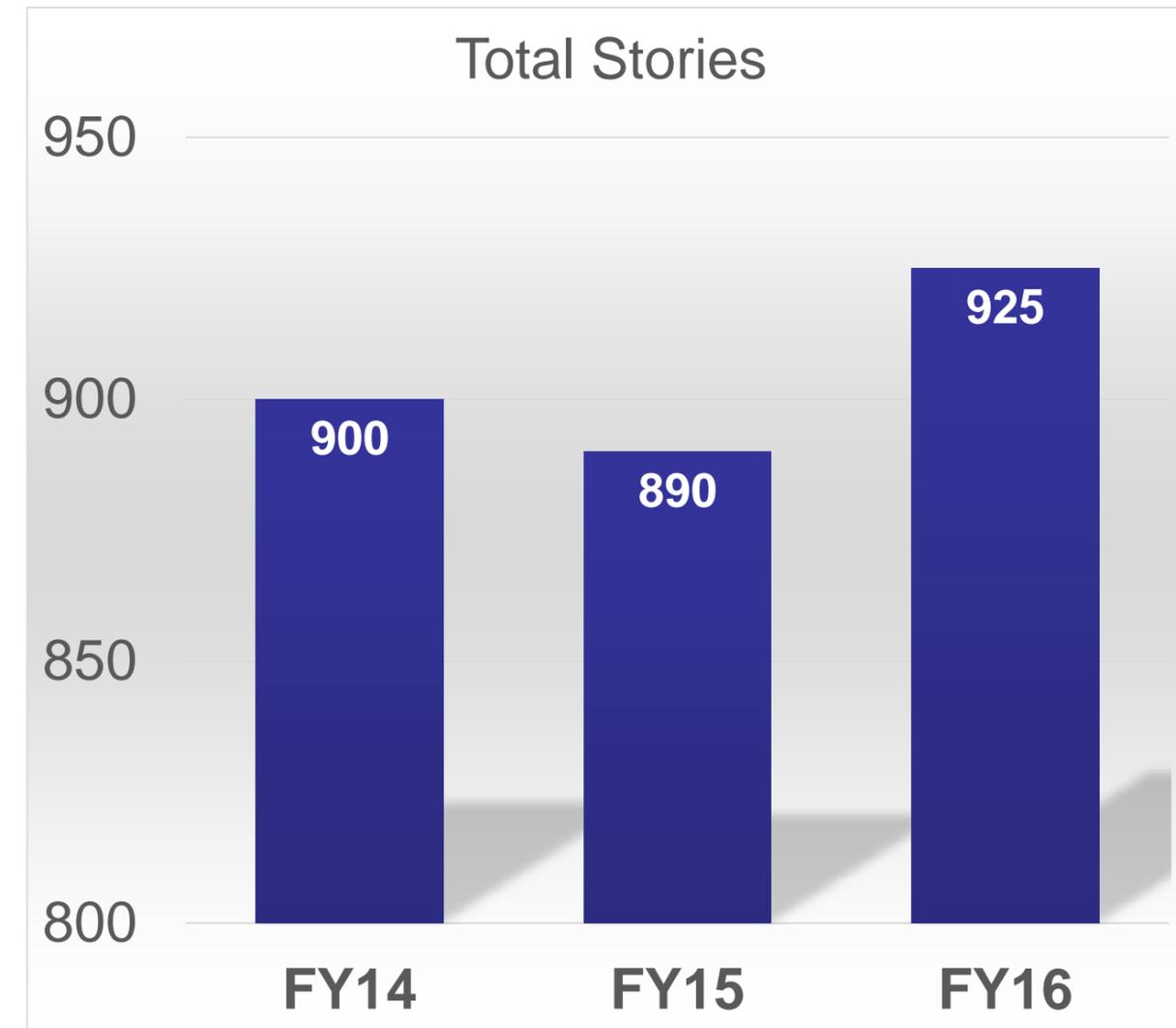


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Result—Media Coverage

- **925 total stories** ↑ **4%**
- **25.3 million circulation** ↑ **17%**
- **\$1.4 million print value** ↑ **24%**
- **23 film projects supported**



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Combined Member & Visitor Services

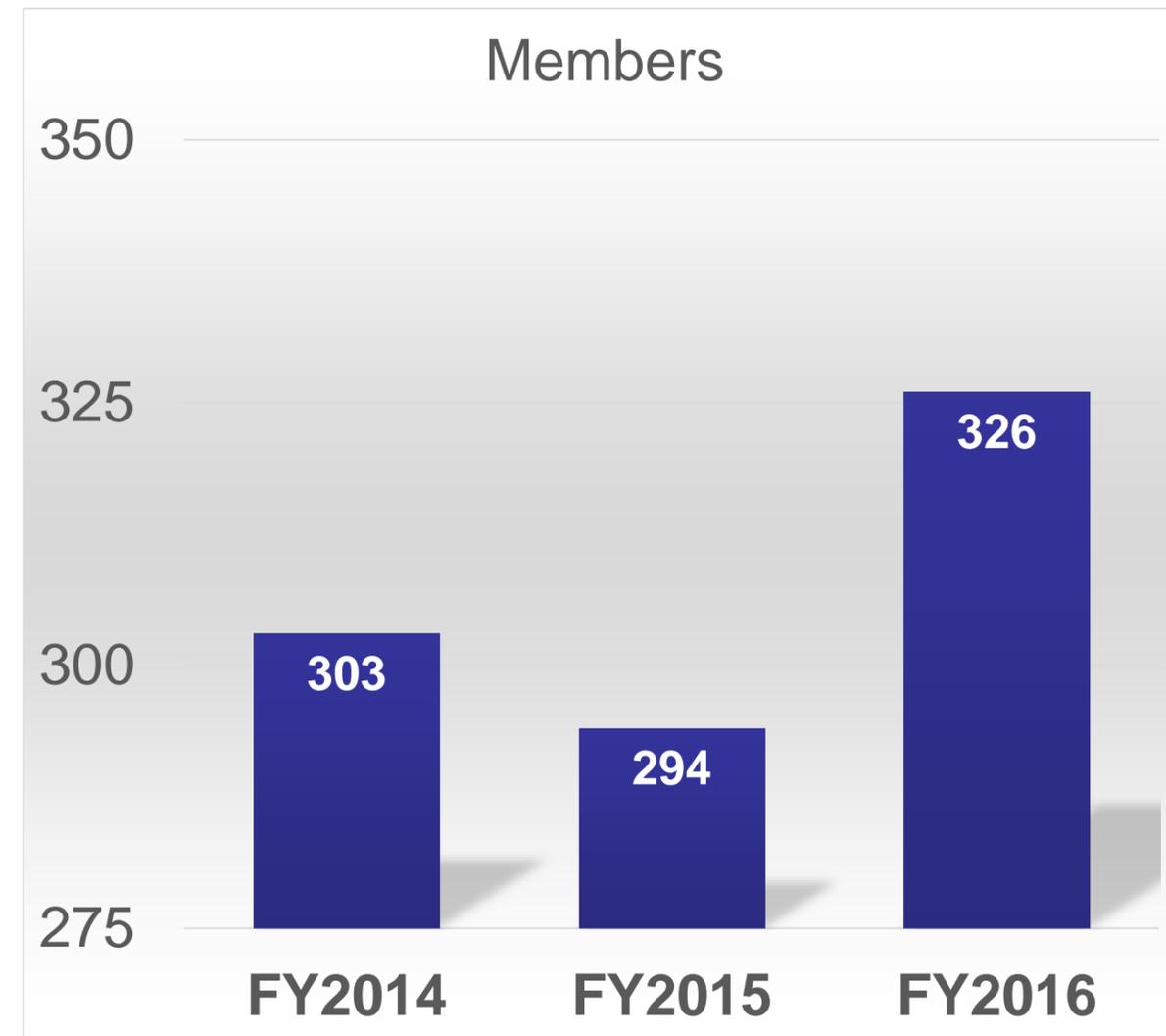
- **Created one-stop shop for members and visitors on King Street**
- **Expanded ticketing capacity**





Result—Improved Service & Income

- **Earned income** ↑ **39%**
- **Membership** ↑ **11%**
- **61,000 visitors served** ↑ **3%**

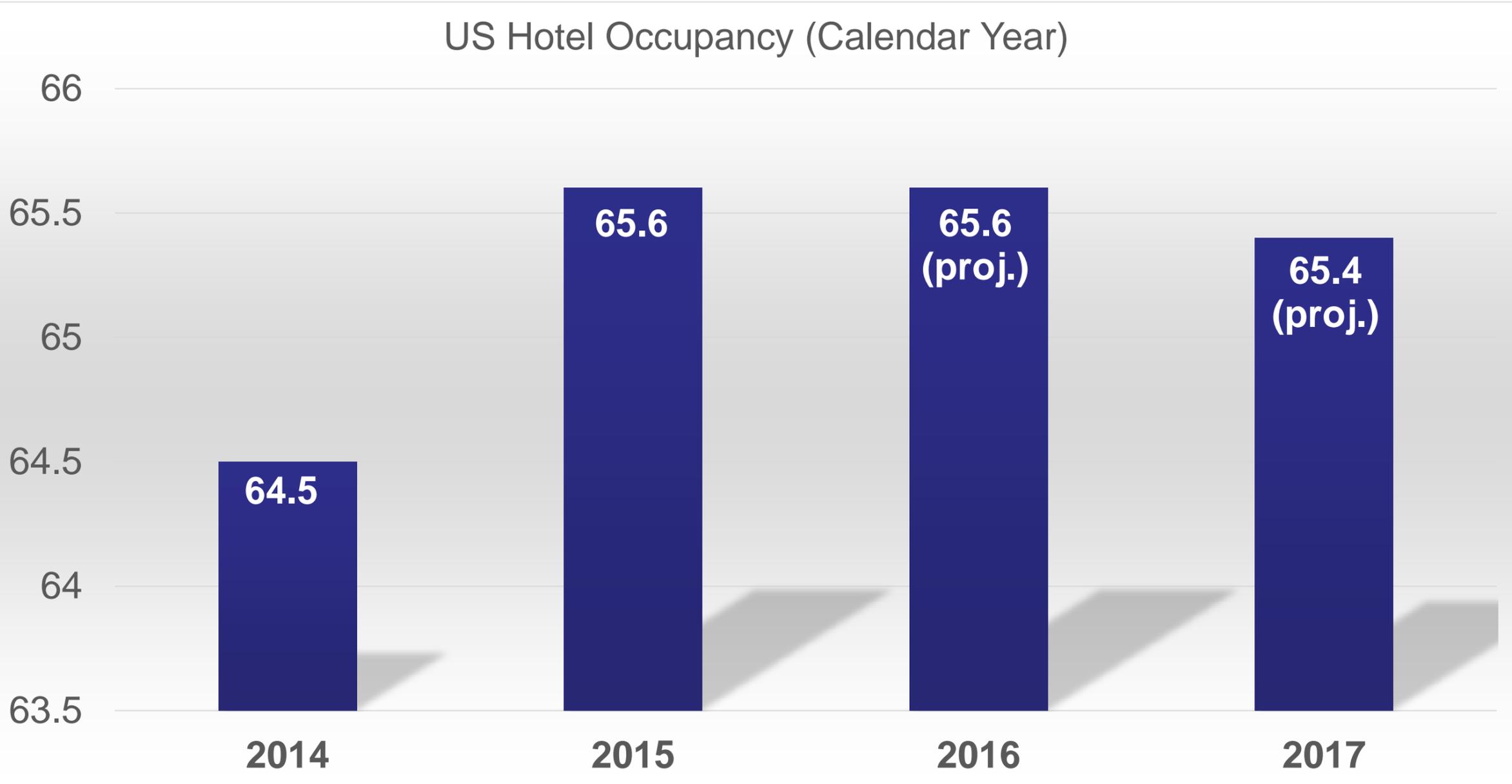


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FY 2017 Preview

National Lodging Forecast



Source: Smith Travel Research Forecast, September 2016

Destination Attributes Important to Visiting Alexandria

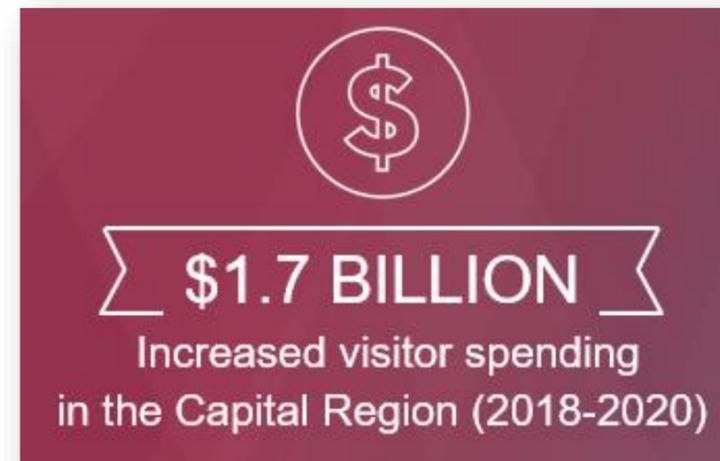
Walkable and easy to get around	67.9%
Proximity to Washington, DC	59.8%
Historic significance	53.6%
Clean and safe	52.1%
Restaurants, cuisine, food scene	49.7%
Well-preserved 18th & 19th century architecture	47.9%
Access to metro/public transit	46.4%
Easy to get to by car, train, plane	45.8%
Waterfront location	44.6%
Unique shopping opportunities	36.3%
Overall ambiance and atmosphere	34.5%
Museums and historic sites	31.8%
Friends/family in the area	25.6%
Good deal on hotel/attractions	23.8%
Alexandria is uncontrived and authentic	22.3%

Source: *VisitAlexandriaVA.com 2016 Website ROI Study, prepared by Destination Analysts; N= 336*



Leveraging New Partnership Opportunities

- **MGM Opening - December**
- **Mercy Street Season Two - January**
- **Wedding Show - February**
- **IPW - June** →



*IPW infographic courtesy of Destination DC



Enhancing Current Initiatives

- **New NYC-Based PR Agency—Lou Hammond Group**
- **Integrated Paid Search and Search Engine Optimization**
- **User Generated Content**
- **Sales—Content Driven, Weddings, Health Care**
- **International Partnerships**

Enhancing Current Initiatives

- **New Member Portal & Staff Support**
- **New Menu Book**
- **\$1.1 million Media Buy**
 - **Destination Markets → Awareness**
 - **Regional Markets → Engagement**
- **And....**

Extraordinary 3.0

Visit Alexandria Advertising Campaign

[\(To see our press release and new ads, click here.\)](#)

#LetsGetTogetherALX

Let's Get Together.

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Alexandria

Visit AlexandriaVA.com