



Visit Alexandria

Update to City Council

March 26, 2019

Mission — What We Do

**To attract visitors that
increase revenues and
to promote the City of
Alexandria and its assets**



Core Purpose — Why We Do It

- ↑ Visitor economy
- ↑ Tax receipts
- ↑ Residents' quality of life
- ↑ Alexandria's brand



Programs — How We Do It



Visit Alexandria Marketing Funnel

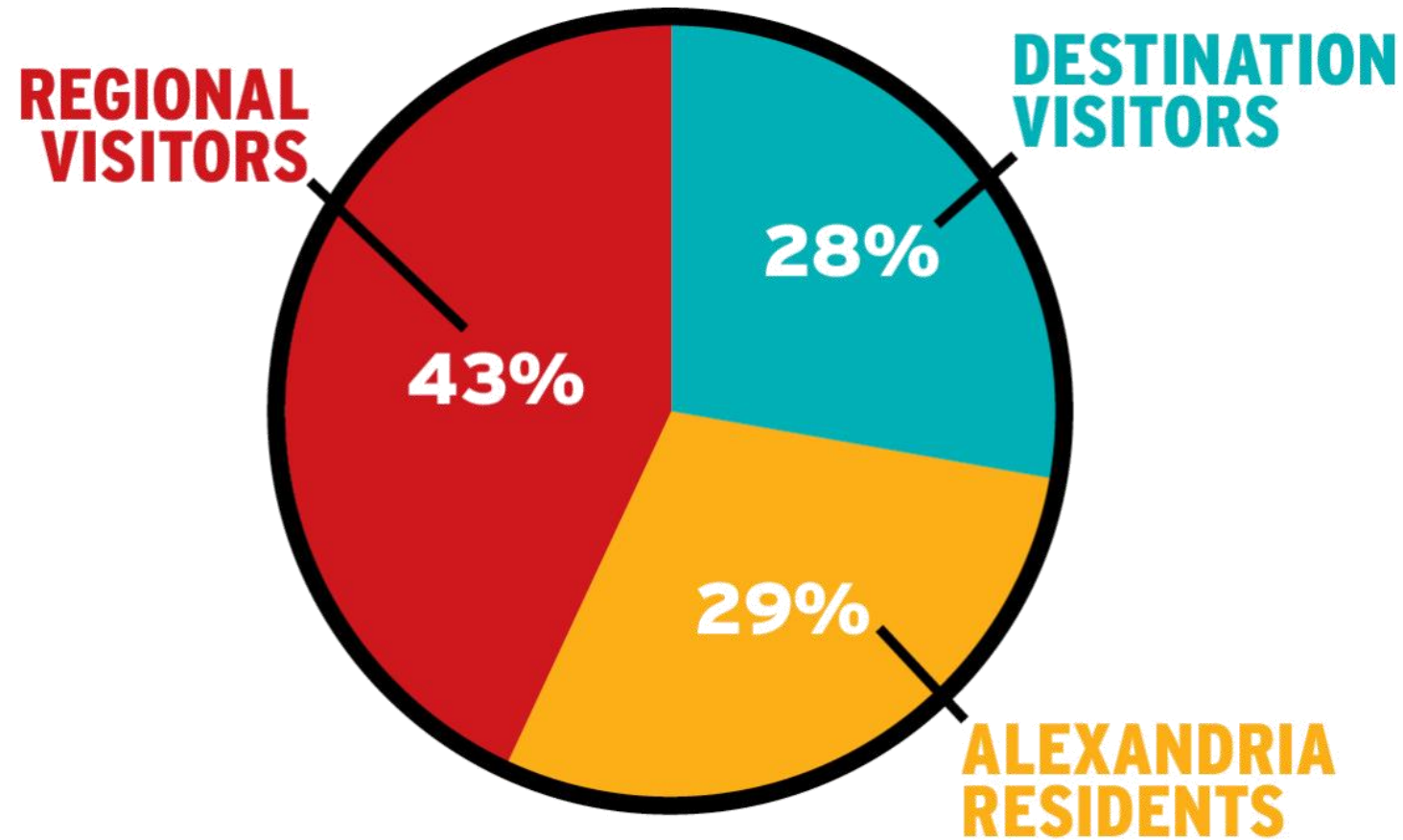


- Advertising
 - P.R.
 - Meetings Sales
 - International
 - Web
 - Social Media
-
- VisitAlexandriaVA.com
 - Official Visitor Guide, Official Map
 - Visitor Center
 - Promotions: Sidewalk Sale, Restaurant Weeks, etc.
 - Members' Own Marketing
-
- Product/Service Line
 - Pricing
 - Customer Service
 - Invitation to Return



Visitor Economy Overview

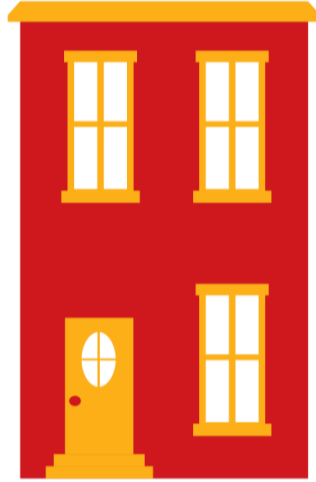
Non-Residents Pay 71% of Alexandria's Consumption Taxes



Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue



Non-Residents: Generate \$46 Million in City Lodging, Restaurant & Sales Taxes



Saving the
average household

\$666
PER YEAR



EDUCATING

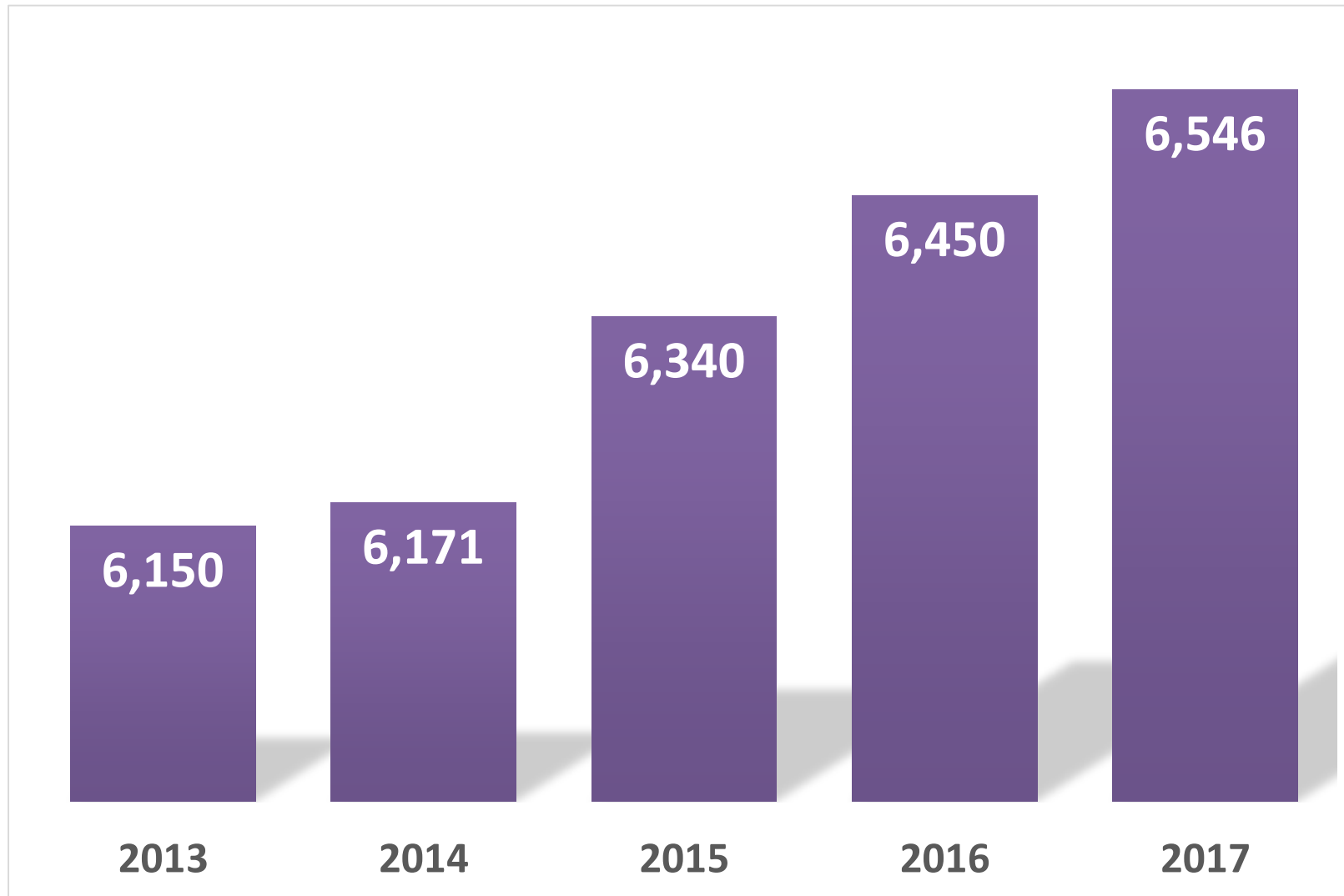
2,662

Alexandria
public school
students

Sources: FY 2018 Alexandria Comprehensive Annual Financial Report (CAFR), City of Alexandria Department of Planning & Zoning and ACPS demographic data and 2016 Visa credit card sales, meals, and lodging transaction data extrapolation, VisaVue

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Jobs Supported by Tourism

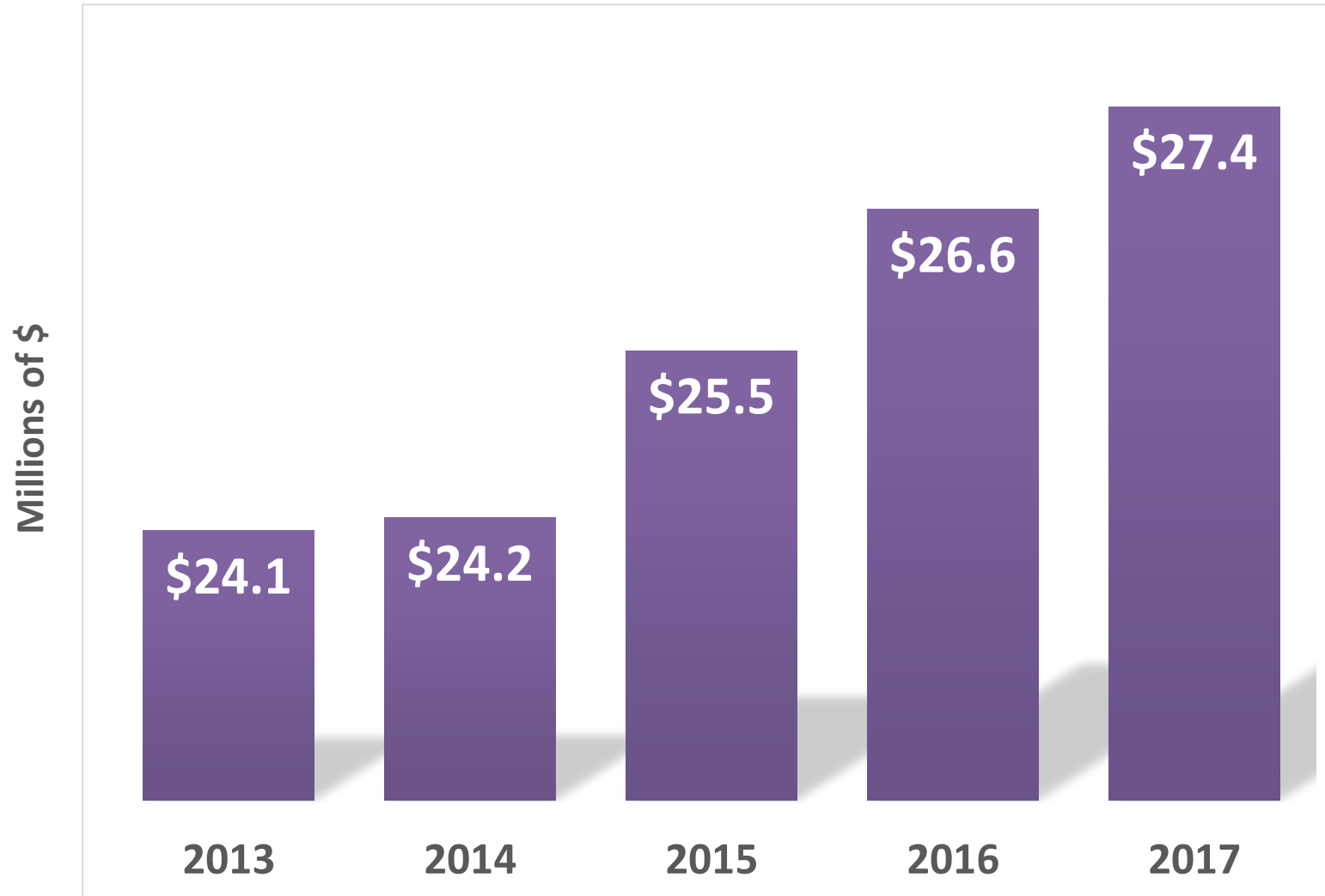


Source: 2017 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation



Alexandria Tax Receipts from Tourism

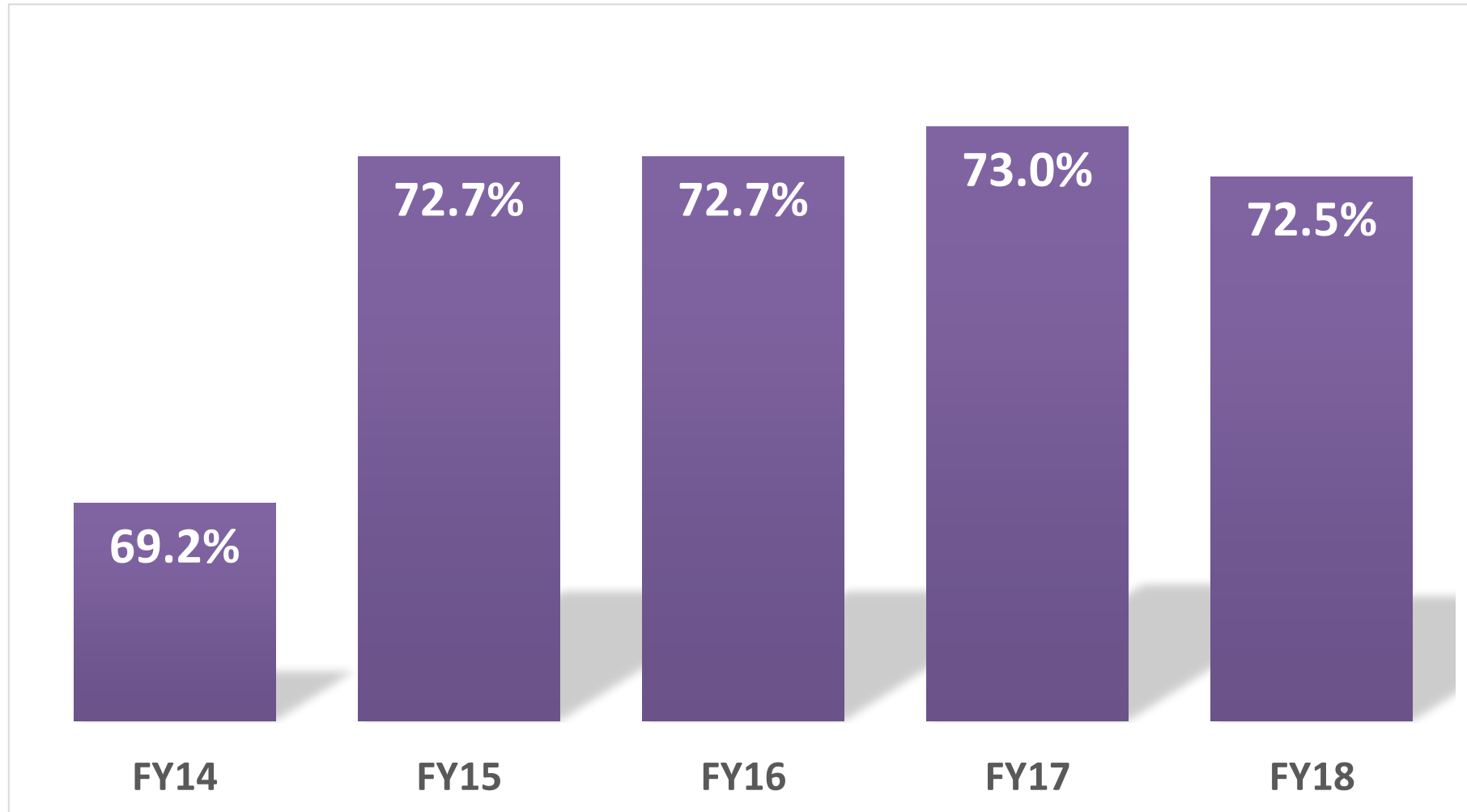
(Home location: 50+ miles)



Source: 2017 *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.

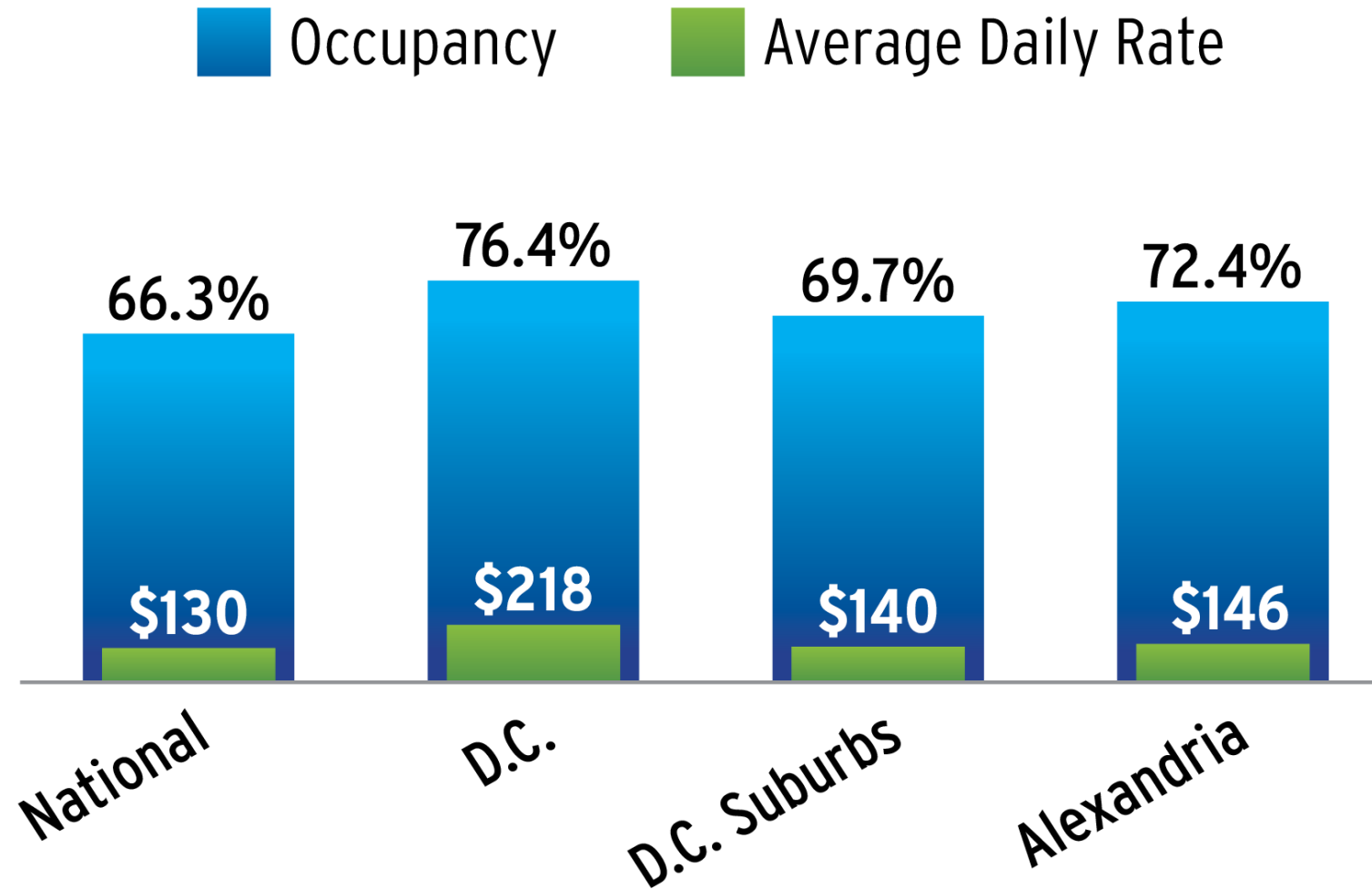


Hotel Occupancy



Source: Smith Travel Research; Fiscal years run July through June

How Does Alexandria Compare?



Source: FY 19 year-end forecast based on Smith Travel Research actuals July 2018-Feb. 2019.
D.C. Suburbs includes Arlington County, Fairfax County, and Prince George's County (MD).



Visit Alexandria Monthly Dashboard

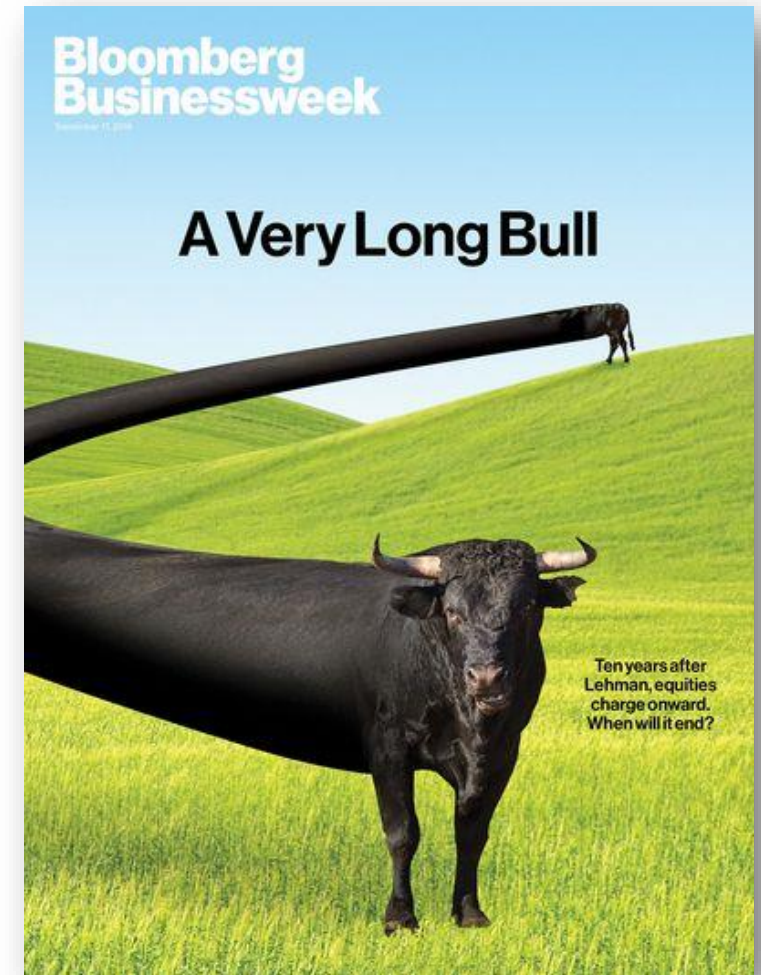
1. Lodging Revenue per Available Room
2. Future Meeting Sales Leads Generated
3. Press Hits
4. Major Press Hits
5. Total Web Visits
6. Highly Engaged Web Visits
7. Total Membership
8. Visitor Center Traffic
9. Net Income

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National Trends

Economy: Strong 2018/2019, Risks 2020

- Global/US peak was in 2018, leading indicators flattening
- 2019 still positive
- 2020 Risks: Deficits, Interest Rates, Trade Wars
- Past 10 years – increasing share of wallet on travel



DC and Compression

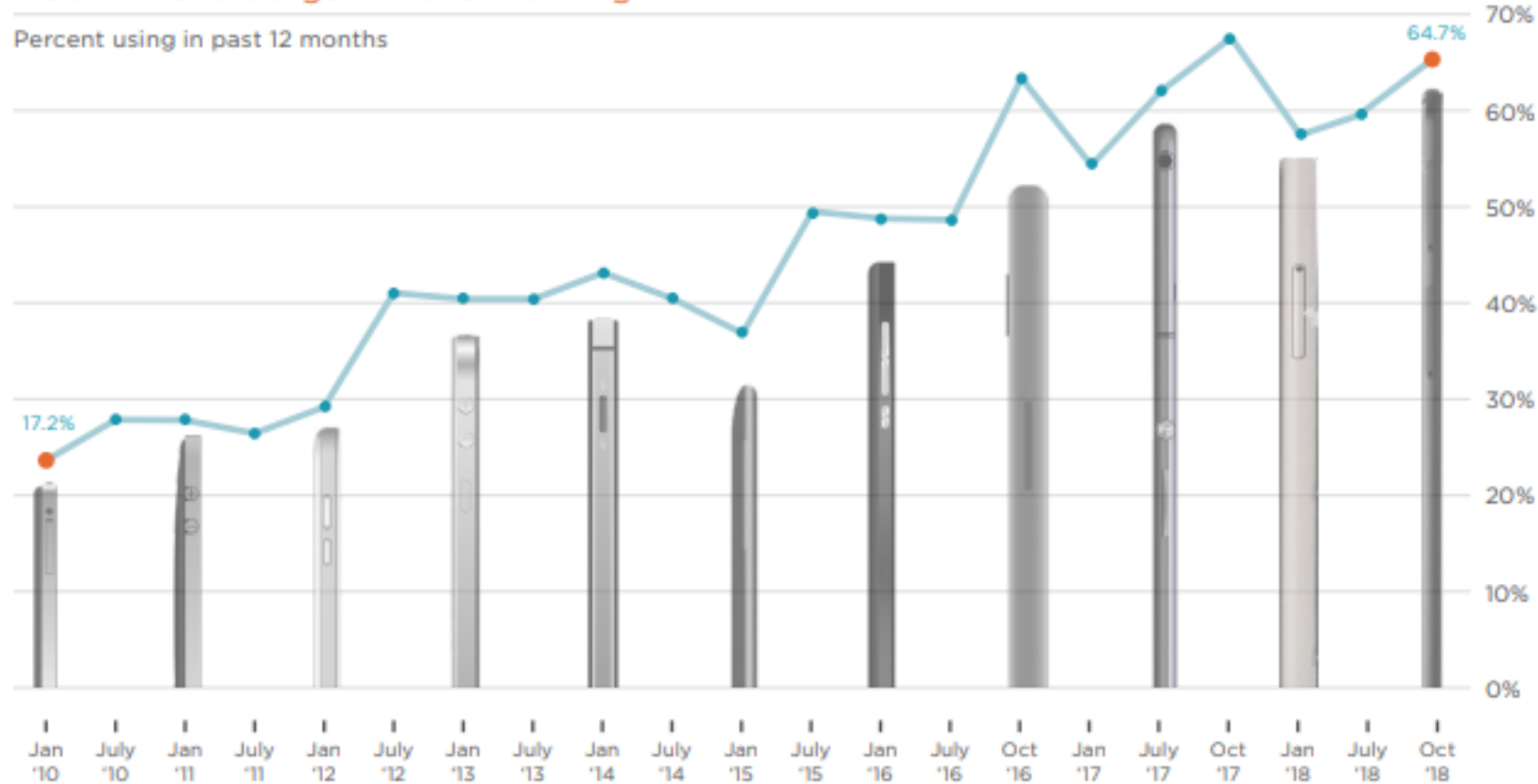
- Hotel demand Oct 2017-Sept 2018
 - DC downtown +3.2%
 - DC region +1.1%(22nd out of top 25 metros)
- ↓ DC citywide conventions
- DC accepting more government travel
- Absorbing business that used to go to suburbs



Mobile First! And Second, and Third...

Mobile Phone Usage in Travel Planning

Percent using in past 12 months



Source: Destination Analysts "State of the American Traveler" Fall 2018

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Growing Importance of Quick Hit Travel

- Road trips, shorter weekend getaways, regional drive
- Visiting friends & relatives (VFR) still biggest reason to travel
- Add-ons to business or VFR ↑
- Destination marketable trips ↓



The Bar is Higher: Make it Epic

- Digital social connectedness + infinite content → Need a good reason to “go out”
- Need for distinctive “wow” physical experiences





FY 2019 Highlights

Advertising

Purpose:

Build foundation of awareness + drive inquiries

Highlights:

- Over 32 million impressions in paid digital display and social*
- 1.7 million video completions across YouTube and in-article pre-roll*
- 44% increase in regional paid search traffic (FY19 to date)
- Regional ad campaign launching



* FY19 full-year estimate, destination audiences only

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Advertising



See the “DC’s Best Kept Travel Secret” 30-second ad at:
https://www.youtube.com/watch?v=HsZRPYOh_Dc

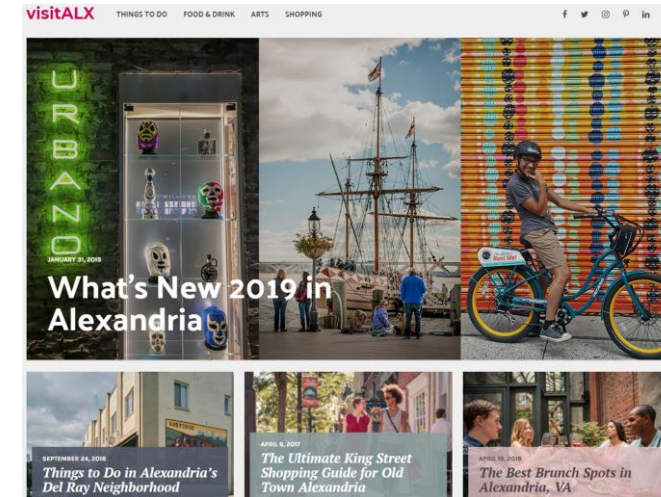
Digital Marketing

Purpose:

Convert ad leads into sales,
provide one-stop inquiry
fulfillment, generate social media
buzz and word-of-mouth

Highlights:

- 2.1 million annual web visits (+7%)
- 46% are “engaged” (multiple pages, minutes on site, sign-ups)
- 138,000 social media followers



Public Relations

Purpose:

Build foundation of awareness and drive inquiries

Highlights:

- 710 stories placed in 8 months (+6%)
- 107 major press hits (-15%)

Condé Nast
Traveler

 **Expedia**

Forbes



The Telegraph

Southern Living

The Washington Post

BEST
PRODUCTS

ShermansTravel

instinct

am
NEWYORK

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What They're Saying About Us

"Washingtonians are all in on the secret, but it's no surprise the rest of the world is catching up: Alexandria, Virginia, the charming, historic city just across the Potomac River from our nation's capital, is a draw—for travelers and future residents alike."

Condé Nast
Traveler

"Washington, DC, has long been one of the world's top travel destinations...its best kept secret isn't within city limits. In fact, you'll discover this gem a few miles south, across the Potomac River. Alexandria, Virginia, is a culturally-rich, walkable city with small-town charm and urban convenience."

Forbes

Why Alexandria, Virginia is Your Next LGBTQ Destination: "This is Alexandria, Virginia, which is located about 20 minutes outside D.C. and easy to get to. It's a place that I am ecstatically proud and happy to feature for our Travel Thursday this week on *Instinct Magazine*, as I was left feeling with a sense of superb happiness that I'm still thinking about to this day."

instinct

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2018-19 Accolades

- Best Small Cities in the U.S. (Alexandria #4)
 - [Condé Nast Traveler Readers' Choice Awards](#)
- #1 Best Value U.S. Travel Destination (Alexandria #1)
 - [MONEY](#)
- The South's Prettiest Cities (Alexandria #14)
 - [Southern Living](#)
- Most Dog-Friendly Vacation Destinations in the U.S.
 - [Expedia](#)
- Best Bike Cities in America (Alexandria #25)
 - [Bicycling](#)
- Safest Cities in America (Alexandria #2)
 - [SmartAsset](#)

Meetings & International Sales

Purpose:

Generate meetings, group and international business

Highlights:

- “Close to DC, Far from Expected” campaign
- ALX Networks launched
- “Bleisure” travel
- \$27 million in leads generated YTD (-9%)
- Leveraged partnerships to maximize international reach



**CLOSE TO D.C.
FAR FROM EXPECTED.**

On the Potomac River waterfront, tucked beneath the nation's capital, you'll find Old Town Alexandria—a surprisingly unique setting for small to mid-sized meetings. This cosmopolitan city steeped in historic charm is known for its walkable lifestyle and its 200+ independent restaurants, boutiques and museums. Recognized for outstanding hospitality, Alexandria's facilities range from four-star boutiques to a full-service convention hotel—ideal for groups of up to 800. And with inspired venues set amongst picturesque backdrops, your meeting is sure to be an authentic experience that exceeds attendees' expectations.

Contact our team of destination experts and plan a meeting that's far from expected.

Alexandria
MEETINGS

**#1 BEST VALUE
U.S. TRAVEL
DESTINATION**
Money Magazine - 2016

Meet AlexandriaVA.com
(703) 652-5369

**SAVE BIG WITH
ALX EXTRAPERKS**
Enjoy seasonal rebates & discounts
at 15 Alexandria hotels. No perks
to pick—you get them all!

5 miles to Washington, D.C./3 miles to the Ronald Reagan National Airport/4 Metrorail stations



King Street Corridor Initiative



Purpose:

Ensure vibrant downtown core, compete with well-funded neighbors like the Wharf, Yards, MGM/National Harbor

Highlights:

- 9,000 attendees at fall Portside festival
- 124 press hits
- 37,000 page views
- Raised \$175,000 as public-private partnership



Seasonal Promotion



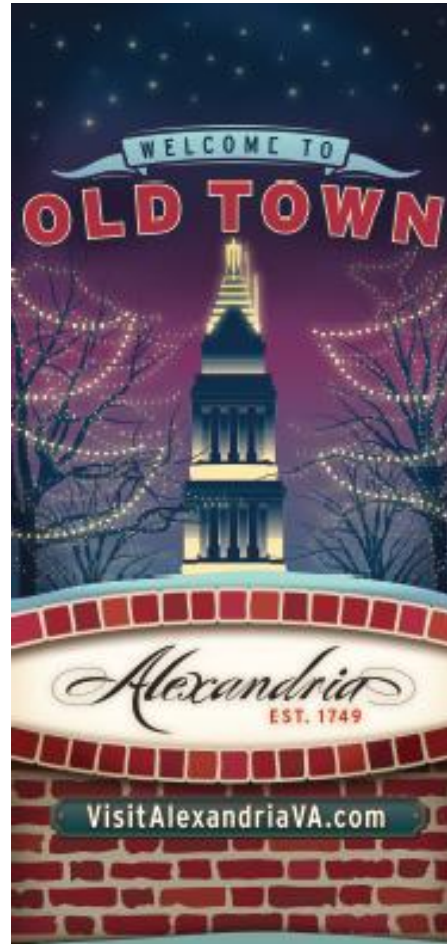
**HOLIDAY MAGIC
HISTORIC STREETS**

Illustration of two women walking on a brick street in front of a historic building with lit windows and small Christmas trees.

**MAKE OLD TOWN PART OF
YOUR HOLIDAY TRADITION.**

Alexandria
EST. 1749

BROWSE EVENTS

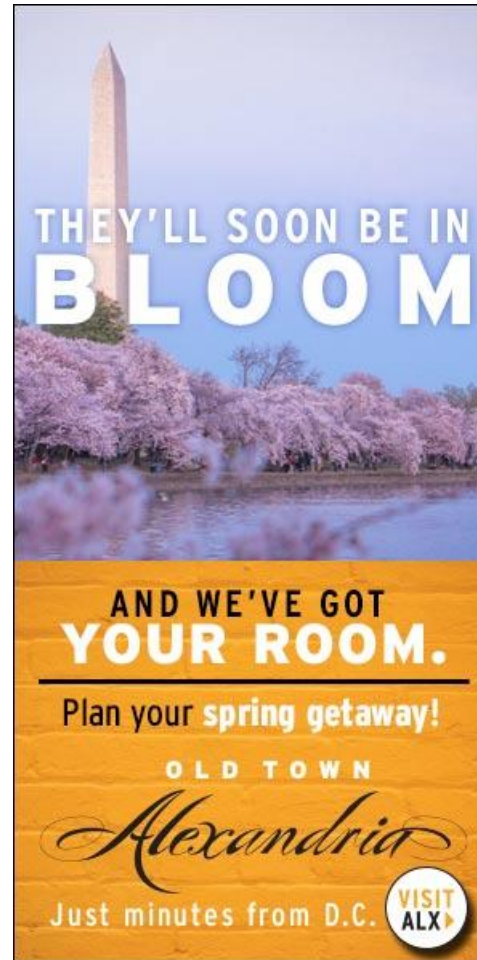


**WELCOME TO
OLD TOWN**

Illustration of the Old Town clock tower at night, surrounded by trees and string lights.

Alexandria
EST. 1749

VisitAlexandriaVA.com



**THEY'LL SOON BE IN
BLOOM**

Illustration of the Washington Monument and cherry blossoms along the Potomac River.

**AND WE'VE GOT
YOUR ROOM.**

Plan your **spring getaway!**

OLD TOWN
Alexandria

Just minutes from D.C. **VISIT
ALX**



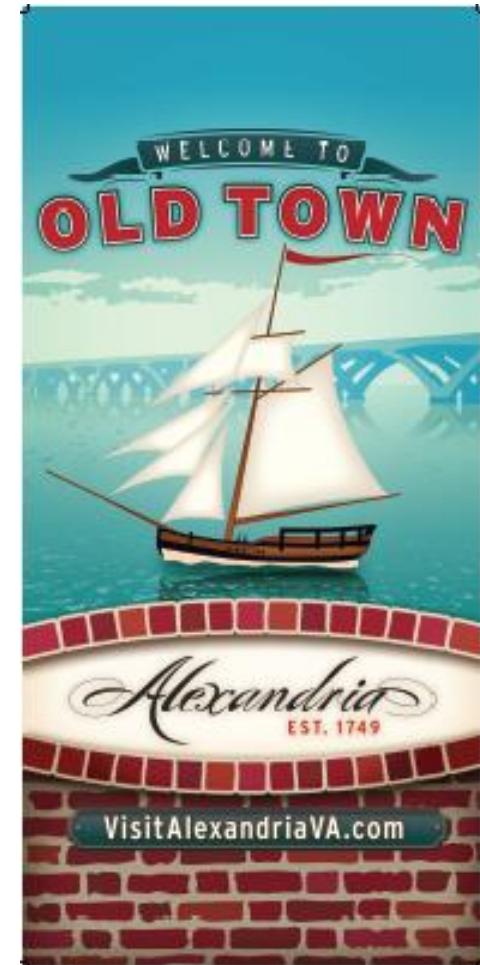
**PARKWAY
CLASSIC**

**APRIL 28,
2019**

Illustration of a large group of runners participating in a marathon on a tree-lined street.

OLD TOWN
Alexandria

**STAY THE
WEEKEND!**



**WELCOME TO
OLD TOWN**

Illustration of a sailboat on the water with a bridge in the background.

Alexandria
EST. 1749

VisitAlexandriaVA.com

Member & Visitor Services

Purpose:

Increase length of stay, repeat visitation and member connection

Highlights:

- 372 members, record high
- 88% Member retention rate
- 56 new members in first 8 months
- Visitor Center garden redesigned



EXTRAORDINARY



Putting it all together....

**BEST
SMALL
CITIES
IN THE U.S.**
— Condé Nast Traveler Readers' Choice Awards, 2018

1. Charleston, SC
2. Santa Fe, NM
3. Savannah, GA
- 4. Alexandria, VA**
5. Sarasota, FL
6. Sedona, AZ
7. Monterey, CA
8. Asheville, NC
9. Greenville, SC
10. Key West, FL
11. Portland, ME
12. Napa, CA
13. Palm Springs, CA
14. Newport, RI
15. Santa Barbara, CA

Look who made the list! It turns out that one of the best travel destinations in the U.S. is just up the road. A nationally designated historic district founded in 1749, Old Town Alexandria hums with more than 200 independent restaurants and boutiques alongside intimate historic sites and museums. At the heart of it all is renowned King Street, a walkable mile that leads to the Potomac riverfront. And with Old Town just minutes away from both the National Mall and Mount Vernon, it's the perfect weekend escape you've been looking for.

Alexandria
EST. 1749
Visit AlexandriaVA.com

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Putting it all together....



See the “Best Small Cities in the U.S.” 45-second ad at:
<https://www.youtube.com/watch?v=FVy5aK9-ISM>



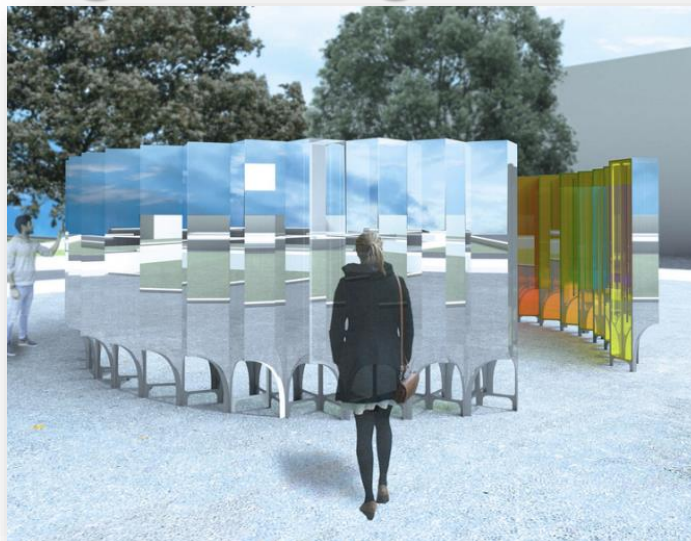


FY 2020 What's New Preview



King Street Corridor Initiative

Beautification, Programming & Promotion



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Executive Leadership Program

Position Alexandria as the premier location for small executive meetings

- Programs: Leadership, team building
- Facilities: Unique, historic, innovative
- Destination: Inspirational, accessible, walkable, friendly
- Packaging: One-stop for: facility, hotel, transportation, off-site events, dining



New Advertising Creative

Build on New Personas Research

- Uncovering new market segments
- Understanding key triggers
- Affirming highest value segments
- Identifying differentiable Alexandria strengths by audience
- Capture new video/photography that aligns with learning



Expanded Specialty Tours

- Cultural Tours
- Carpe DC Old Town Food Tour
- Brewery & Cidery Tours
- New Electric Bike Tours
- Self-Guided Historic Walking Tour



Neighborhood Promotion



OLD TOWN



DEL RAY



CARLYLE/
EISENHOWER



WEST END

Personalized Media Outreach

- Proven driver of high quality press hits
- Deskside meetings in key national media markets
- Customized familiarization tours in Alexandria



ALEXANDRIA PRESS ROOM



Named the [#1 Best Value U.S. Travel Destination 2018](#) by Money magazine, a [Top 5 Best Small City in the U.S. 2018](#) by the Condé Nast Traveler Readers' Choice Awards and one of the [South's Prettiest Cities 2018](#) by Southern Living, Alexandria hums with a



CONTACT MEDIA TEAM

[Let's Talk >](#)

Southern Living

OUT

BUDGET TRAVEL

USA TODAY

COOKING CHANNEL

lonely planet

HouseBeautiful

People

Women'sHealth

Fodor'sTravel

ORBITZ

UPTOWN

TOWN&COUNTRY

U.S. News

TODAY

VISIT
Alexandria

Metro Platform Improvement Project Response

- Independent revenue forecast
- Travel options flyer
- “Love Your Summer” Hotel Package
 - Free unlimited ride water taxi pass
 - Free Key to the City museum pass
 - Free hotel parking
 - = \$200 in added value for visitors



TRAVEL OPTIONS DURING SUMMER 2019 ALEXANDRIA METRO PLATFORM IMPROVEMENTS			
Provided by Visit Alexandria			
CONNECTING ALEXANDRIA TO WASHINGTON, D.C.			
	WATER TAXI Connecting Alexandria and the Wharf in D.C. Additional service available to: Georgetown, Nationals Park, National Harbor, Mount Vernon	Est. Cost: \$10.00 – \$12.00 one way More info: PotomacRiverboat.com	30 MINUTES
	RIDESHARE (Lyft.com / Uber.com) First time Lyft users, save \$5 with this code: VISITLX19	Est. Cost: \$15.00 – \$20.00 one way More info: Lyft.com/Uber.com	20 MINUTES
	TAXI	Est. Cost: \$17.00 – \$21.00 More info: AlexandriaYellowCab.com	20 MINUTES
	VIRGINIA RAILWAY EXPRESS Connecting the Alexandria Amtrak Station with L'Enfant Plaza and Union Station in Washington, D.C.	Est. Cost: \$7.00 one way More info: VRE.org Note: Not available midday or weekends	25 MINUTES
	CAR	Est. Cost: Fuel \$2.00+; parking garage \$15 - \$20 (all day garage) or \$2.30/hour (meters) More info: DCParking.org	20 MINUTES
	CAPITAL BIKESHARE Various locations throughout Alexandria and Washington, D.C.	Est. Cost: \$4.00 one way More info: CapitalBikeshare.com	45 MINUTES
	METROBUS Various stops throughout Alexandria and Washington, D.C.	Est. Cost: \$2.00 one way More info: WMATA.com	60 MINUTES
	METROWAY Connecting Braddock Road Metro with Crystal City Metro. Features dedicated coach-only lanes to beat traffic. Service every 6-15 minutes.	Est. Cost: \$2.00 one way More info: MetroWayVA.com	30 MINUTES
	CARSHARE (Zipcar)	Est. Cost: \$10.00/hour More info: Zipcar.com	20 MINUTES
 2 VisitAlexandriaVA.com/MetroOptions			



Ongoing Programs

New Itineraries



Regional Waterfront Partnership



Member Marketing



Wedding Showcase



LGBTQ Initiative



Race Promotion



Thank You!

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