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Alexandria

Data Driven Marketing
City Department Heads Meeting
June 4, 2015

Patricia Washington
President & CEO
Visit Alexandria

MISSION

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets

THREE STAGES OF MARKETING

Before They're Here

- Advertising
- Public Relations
- VisitAlexandriaVA.com
- Social Media
- International
- Meetings Sales

Once They're Here

- Web Listings
- Publications
- Local Advertising
- Visitors Center

Delivering an Extraordinary Experience

- Experience
- Sense of Place
- Personal Service
- Invitation to Return

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Data Inputs

FY 15 YTD Results

- Advertising ROI*: $133:1→ **$171:1** (Visitor Expenditures)
  $4:1→ **$6:1** (Tax Receipts)

- Occupancy**   70.0%   ↑**6.2%**
- Average Daily Rate** $145   ↑ **8.6%**
- Revenue Per Available Room** $101   ↑ **15.3%**
- Room Revenue**   ↑ **8.1%**

*Source: Destination Analysts, *ACVA 2014 Advertising Effectiveness and ROI Study*
**Source: Smith Travel Research, *April 2015 Alexandria CVB Lodging Report*
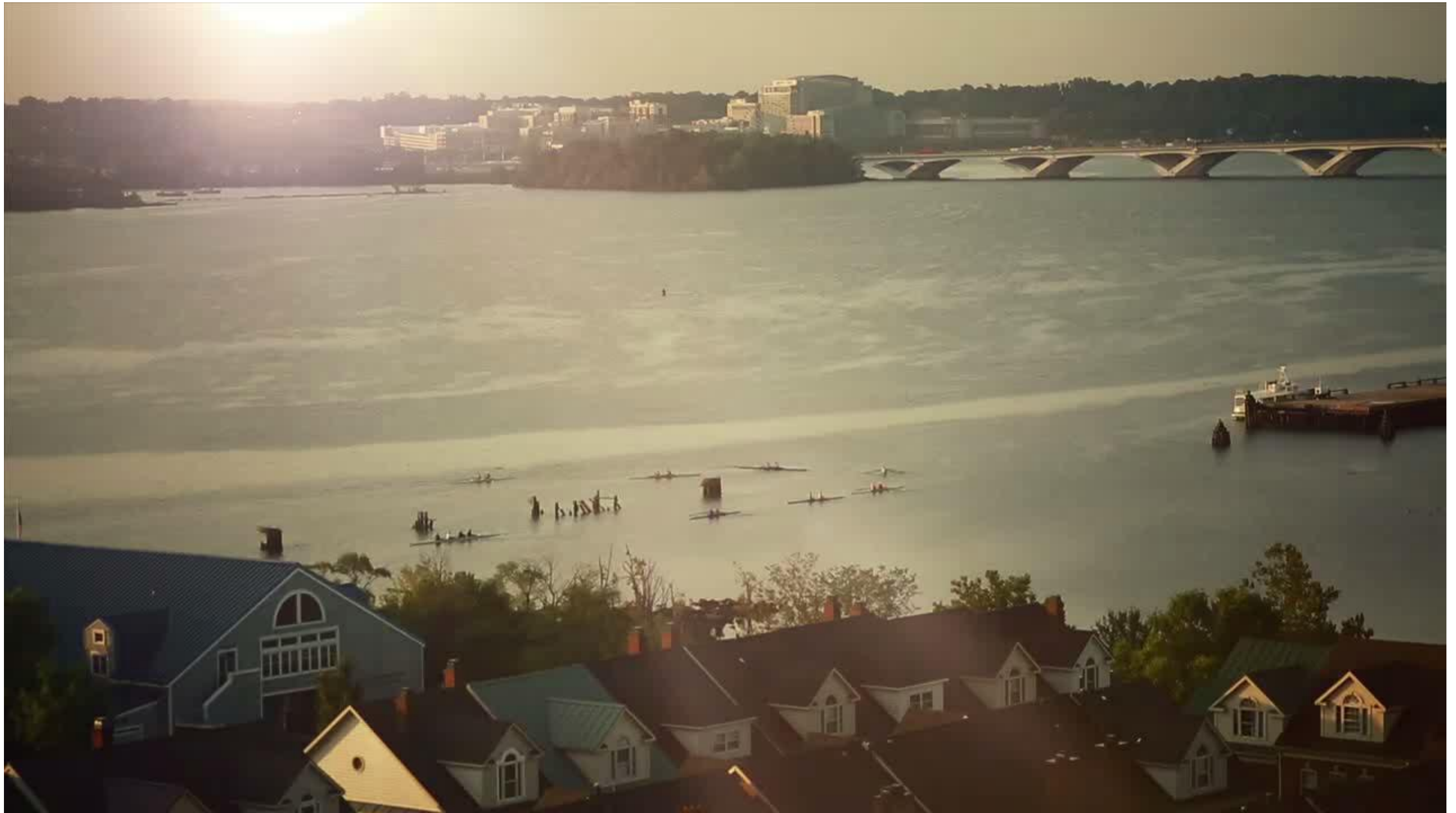
Primary Research

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%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
Base	512

King Street :30 ad

Secondary Research: Consumer Trends

- 38 sites visited prior to booking*
  - DMOs' share of visits has grown 30% since 2010*

- Planning cycle: 21 days pre-booking + 17 days before visit = 38 days*

- 2015: Millennials > Boomers
  - Millennials: Spend less, spontaneous, shorter trips
  - Boomers: Spend more, planners, longer trips

*Source: Expedia Media Solutions, *The Travelers' Path to Purchase*, 2014

Secondary Research: Technology Trends

- Google search algorithms ❤ responsive sites
- Smartphone minutes ↑27% to 1:25/day*
- Smartphone now surpasses tablet in travel spending**
- Live TV watching ↓ 7%*
- 40% of households stream video*

* Source: The Nielsen Company
** Source: Adobe *2015 Summer Travel Report*
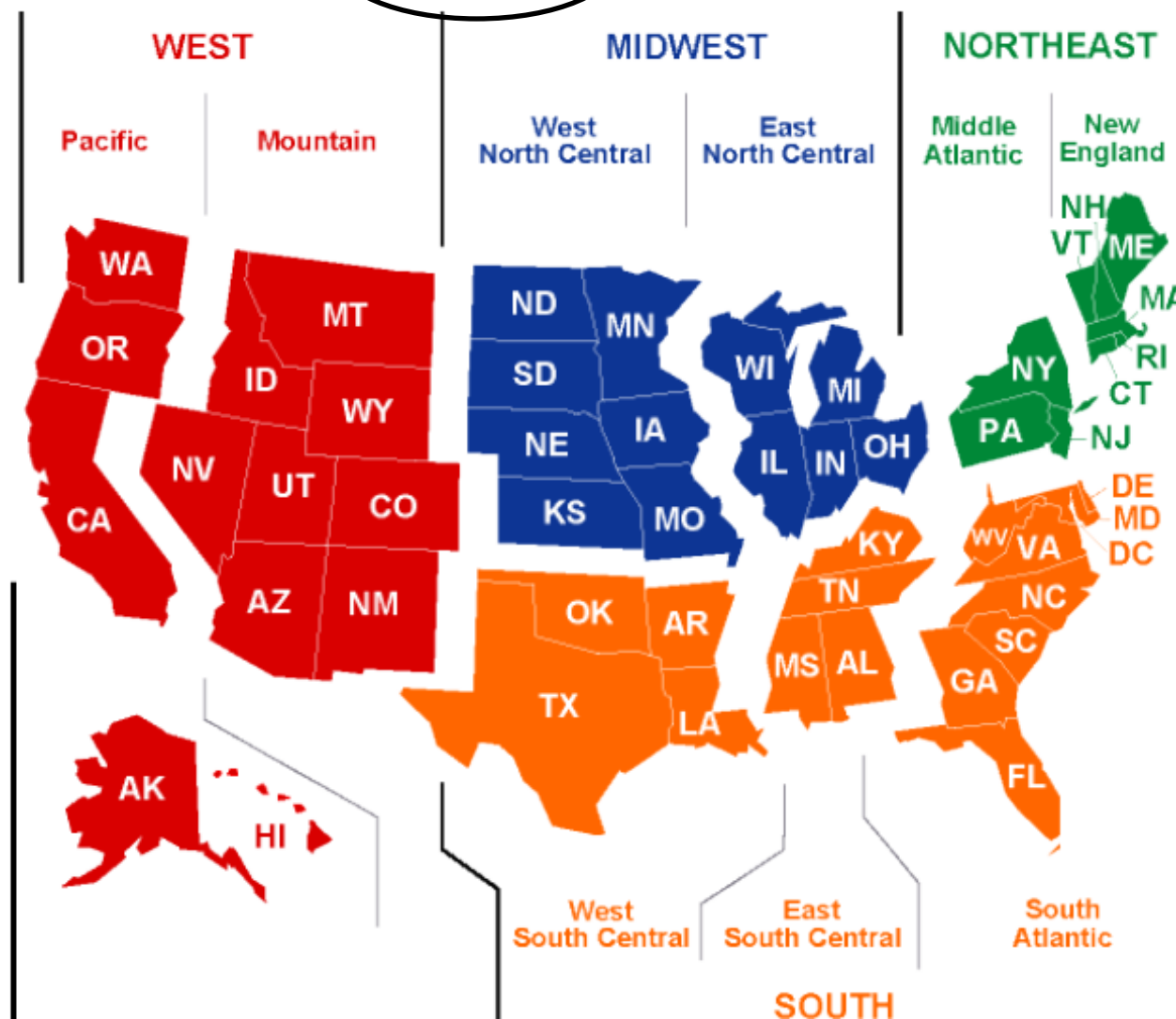
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Example #1:
Market Selection

Geographic Trends

2013 Regional Overnight Visitation Share

	2013
South Atlantic	47.79%
Mid Atlantic	23.90%
East North Central	8.33%
New England	4.85%
Pacific	4.67%
West South Central	4.33%
Mountain	2.41%
West North Central	2.10%
East South Central	1.61%

Source: DK Shifflet & Associates

2015 Forecast:
- South Atlantic + 2.7%,
(> N.E., Mid-Atlantic, Midwest)
- International + 4%

FY16 Media Market Selection Index

Location	Distance Index	Education Index	Visit DC Index	Web Engage Index	MARKET INDEX
Virginia Beach-Norfolk-Newport News, VA-NC M	200	101	230	102	239
Raleigh-Cary, NC Metro Area	175	148	143	100	225
Roanoke, VA (Metropolitan Statistical Area)	187.5	92	126	265	215
Charlottesville, VA*	100	147	174	201	183
New York-Northern New Jersey-Long Island, NY-	175	129	110	32	159
Pittsburgh, PA Metro Area	175	108	102	50	133
Richmond, VA Metro Area	75	114	222	180	127
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	150	119	92	84	124
Harrisonburg, VA*	100	93	126	210	91
Greensboro-High Point, NC Metro Area	162.5	95	72	58	89
Harrisburg-Carlisle, PA Metro Area	100	100	87	227	87
Hartford-West Hartford-East Hartford, CT Metro	125	127	73	47	81
Baltimore-Towson, MD Metro Area	50	127	152	181	77
Scranton--Wilkes-Barre, PA Metro Area	175	79	53	52	72
Boston-Cambridge-Quincy, MA-NH Metro Area	50	153	95	39	33
Albany-Schenectady-Troy, NY Metro Area	100	119	64	32	31
Charlotte-Gastonia-Rock Hill, NC-SC Metro Area	100	109	76	35	25
Syracuse, NY Metro Area	100	103	72	7	5
Cleveland-Elyria-Mentor, OH Metro Area	100	100	49	41	2
Charleston, WV (Metropolitan Statistical Area)	125	80	26	56	0
					100
Mean	126.25	112.15	107.20	100.00	
St Dev	45.69	21.38	54.75	79.35	

Travel Index: Distance coded for potential for overnight stays (3 hours drive optimal, 2 is equally preferred to 6, 1 to 7, etc)-- Google Maps

Education Index:100=Average Educational Attainment (% of Age 25+ w/ Bach Deg or higher) for all MSAs in broader set -- U.S. Census, 3 yr est

Visit DC: % of a city's population that visit DC annually, indexed to 100 (relative to comparison set) -- Source: Scarborough, via Harmelin

Web Engage Index: Number of Engaged Visitors (1+ of 4 conditions) to our website over the last 12 months per 1000 residents , indexed to 100

To calculate Market Index, all data standardized to z-scores, scaled to lowest score being 0, then indexed to a mean of 100.

Subjects of analysis are Metropolitan Statistical Areas

*Charlottesville Visit DC figure interpolated from Richmond and Roanoke, Harrisonburg uses Roanoke Visit DC data

Geographic Market Shift

Data
- South Atlantic region accounts for almost half of overnight visitation to DC region
- Many competitors to the north
- Market Selection index: Overnight visitation: f (distance, education, prior experience, web engagement)

Implication
Advertising ROI varies by geographic market

Decision
Concentrate media buy on markets with the highest ROI

Evaluation
% Change in web engagement scores for selected markets

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Example #2: Digital Advertising

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Google

tripadvisor®

DESTINATION
DC™

Undertone.
standout brand experiences

abc

f

millennialmedia

coxdigitalsolutions

Virginia ♥
is for Lovers®

TubeMogul

Channels

Mar 20, 2015 - Jun 2, 2015

All Sessions
100.00%

Explorer

Site Usage

"Top 10 Things to Do this Summer" blog post

● Sessions

12,000

6,000

| Mar 22 | Apr 5 | Apr 19 | May 3 | May 17 | May 31 |

▼ This data was filtered using an **advanced filter.**

Default Channel Grouping	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	372,498 % of Total: 99.79% (373,271)	2.61 Avg for View: 2.61 (0.06%)	00:02:44 Avg for View: 00:02:44 (0.10%)	71.67% Avg for View: 71.69% (-0.03%)	53.71% Avg for View: 53.75% (-0.08%)
1. Organic Search	193,707 (52.00%)	3.14	00:03:36	70.16%	42.06%
2. Social	55,071 (14.78%)	1.33	00:00:52	68.82%	82.23%
3. Direct	39,329 (10.56%)	2.18	00:02:16	73.43%	64.71%
4. Paid Search	38,390 (10.31%)	2.52	00:02:08	77.63%	51.51%
5. Referral	23,195 (6.23%)	3.23	00:03:15	69.29%	43.87%
6. (Other)	21,539 (5.78%)	1.51	00:00:58	83.29%	78.63%
7. Email	1,267 (0.34%)	1.51	00:01:34	35.99%	75.45%

Rows 1 - 7 of 7

Digital Media Adjustment
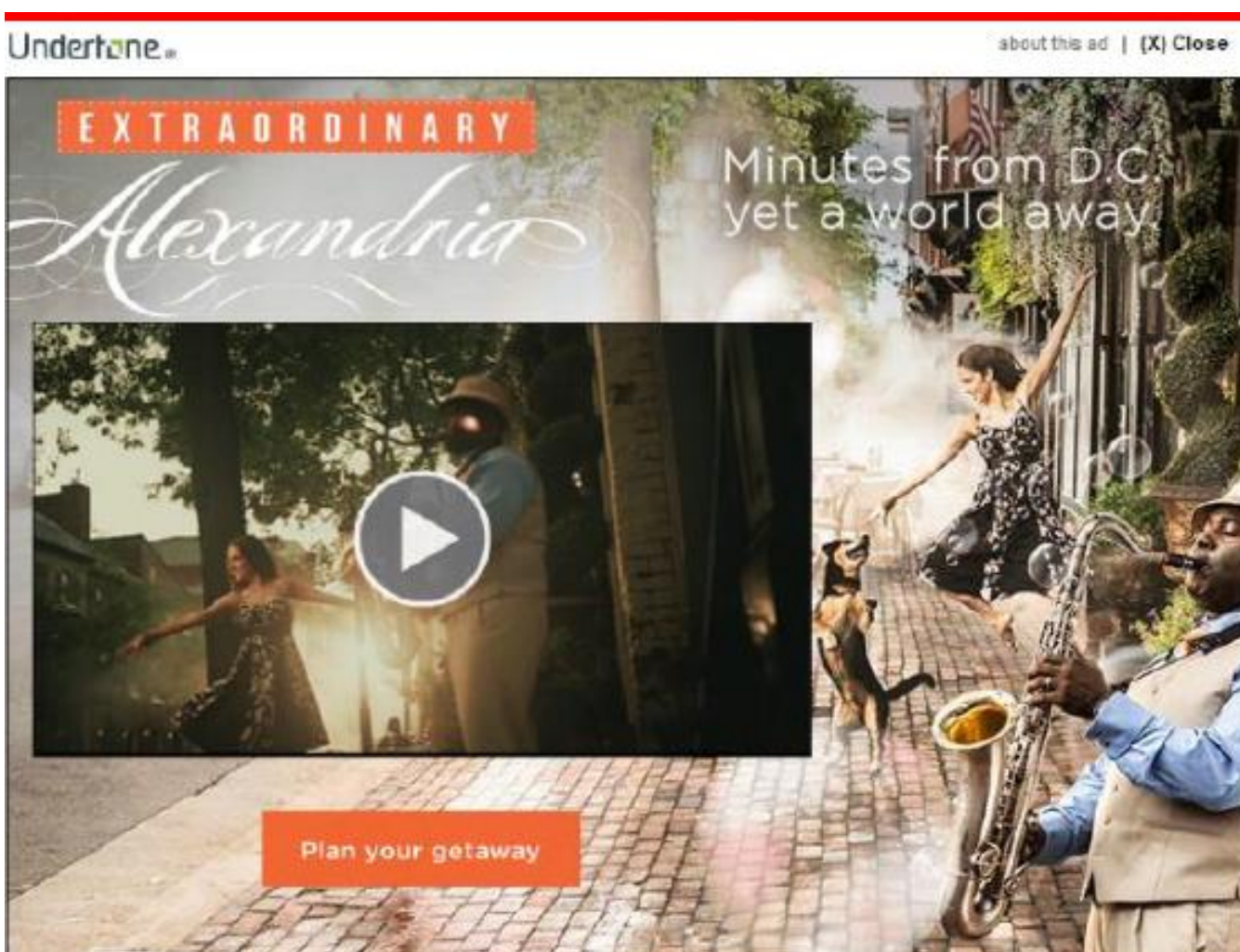
Data
- Ads on "Undertone" media vendor underperforming in post-click engagement
- "Things to Do" landing page has lower bounce rate than homepage
- Destination DC click-through rate and engagement outperforms other ad channels

Implication
Need to re-evaluate advertising channels and where clicks are directed

Decision
Replace Undertone in media plan, increase investment in Destination DC ads, and change landing page for ads to "Things To Do" page

Evaluation
Continue to monitor click through rate and post-click engagement
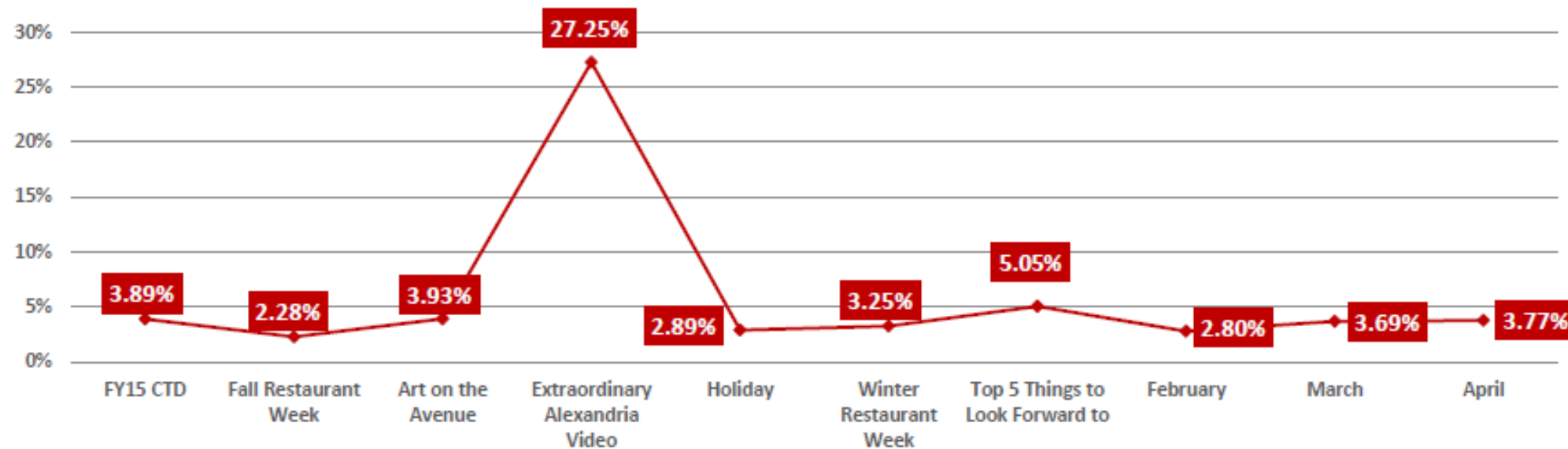
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Example #3: Social Media

HARMELINMEDIA

Visit Alexandria
FY15 Regional Campaign
Social

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Reporting Through: 4/30/2015

Promoted Post Engagement Rate

Industry Ave: 2.83%

	Engagement Rate
FY15 CTD	3.89%
Fall Restaurant Week	2.28%
Art on the Avenue	3.93%
Extraordinary Alexandria Video	27.25%
Holiday	2.89%
Winter Restaurant Week	3.25%
Top 5 Things to Look Forward to	5.05%
February	2.80%
March	3.69%
April	3.77%

April Promoted Posts

	Cost Per Engagement	Engagement Rate
Dog Friendly	$0.10	3.42%
21 Tours	$0.21	3.07%
10 Things to Do This Summer	$0.08	5.12%
Parks	$0.34	2.52%
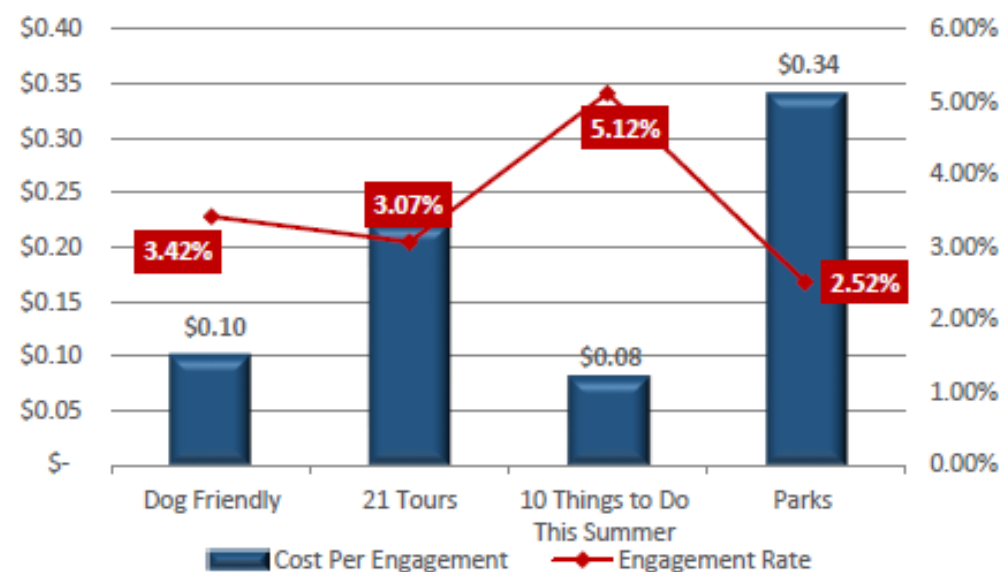
April Organic Reach vs. Paid Reach

Organic Reach	232,192
Paid Reach	503,360
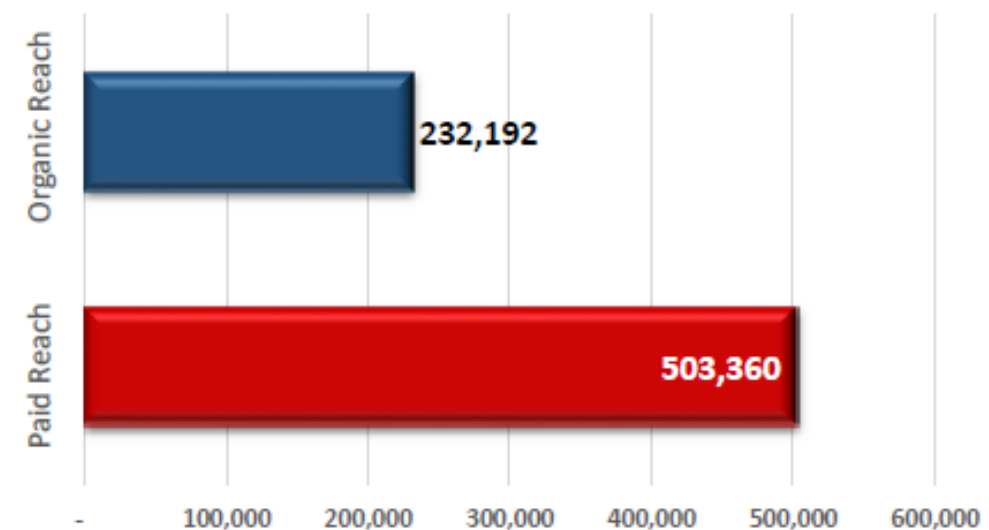
Social Media Content Adjustment
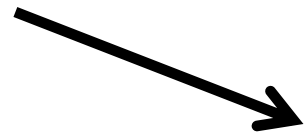
Data
- Promoted Facebook posts with video have engagement over 6 times as high as other posts
- "Top 10" roundup lists have higher engagement than other posts

Implication
Visit Alexandria's social media audience prefers visual content and lists of things to do/places to visit

Decision
Future blog posts will incorporate lists, and include video when possible

Evaluation
Continue to monitor number of shares, number of clicks, etc. for promoted blog posts going forward
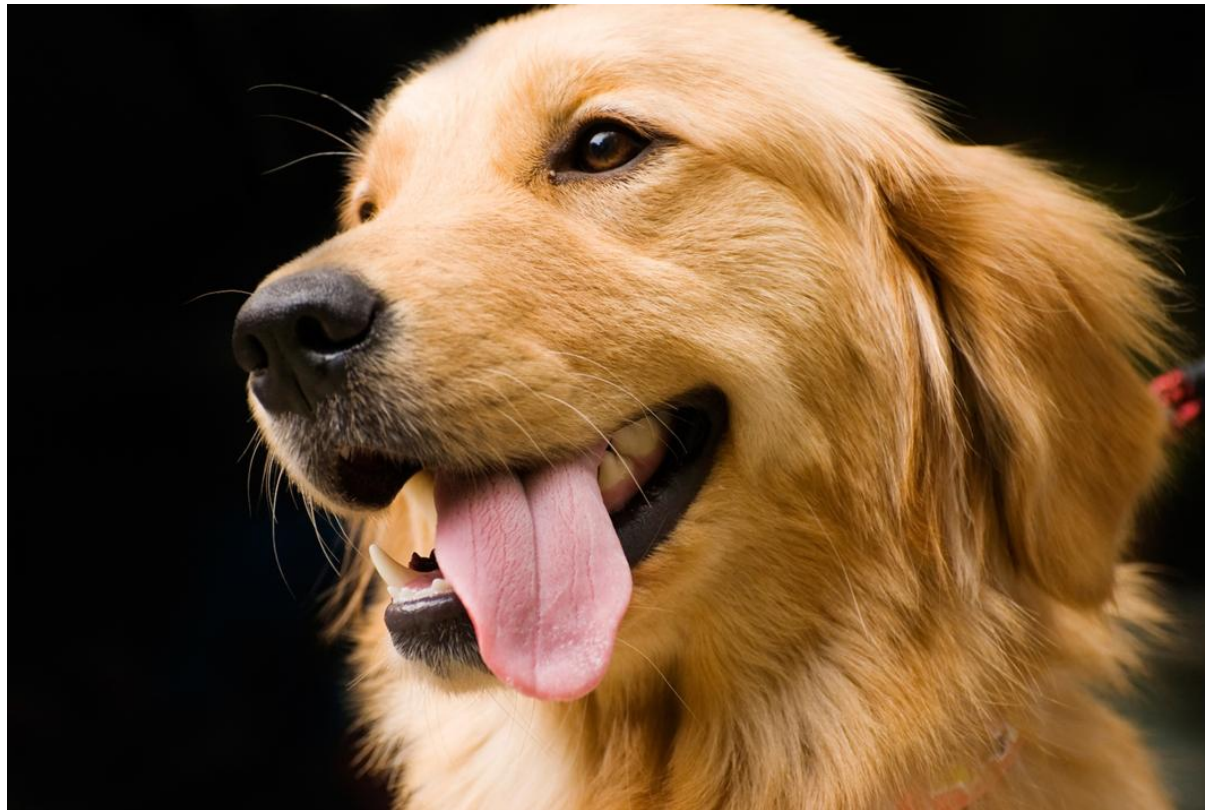
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Example #4:
Pet-Friendly Niche Market

Dog-Friendly Distinction

Data
- U.S. Spending on Pets: $56 Billion
- Spending Per Pet Owning Household: $1,333
- Pet Owning Households: 42 million or 36%
- Number of Dog-Owning Households in Target Radius > 50 miles & < 200 miles: 4 million
- Alexandria credentials: 2,400 rooms in pet friendly hotels, 18 dog parks, Canine Cruise, Yappy Hour

Implication
Opportunity to segment Alexandria based on meaningful market differentiator
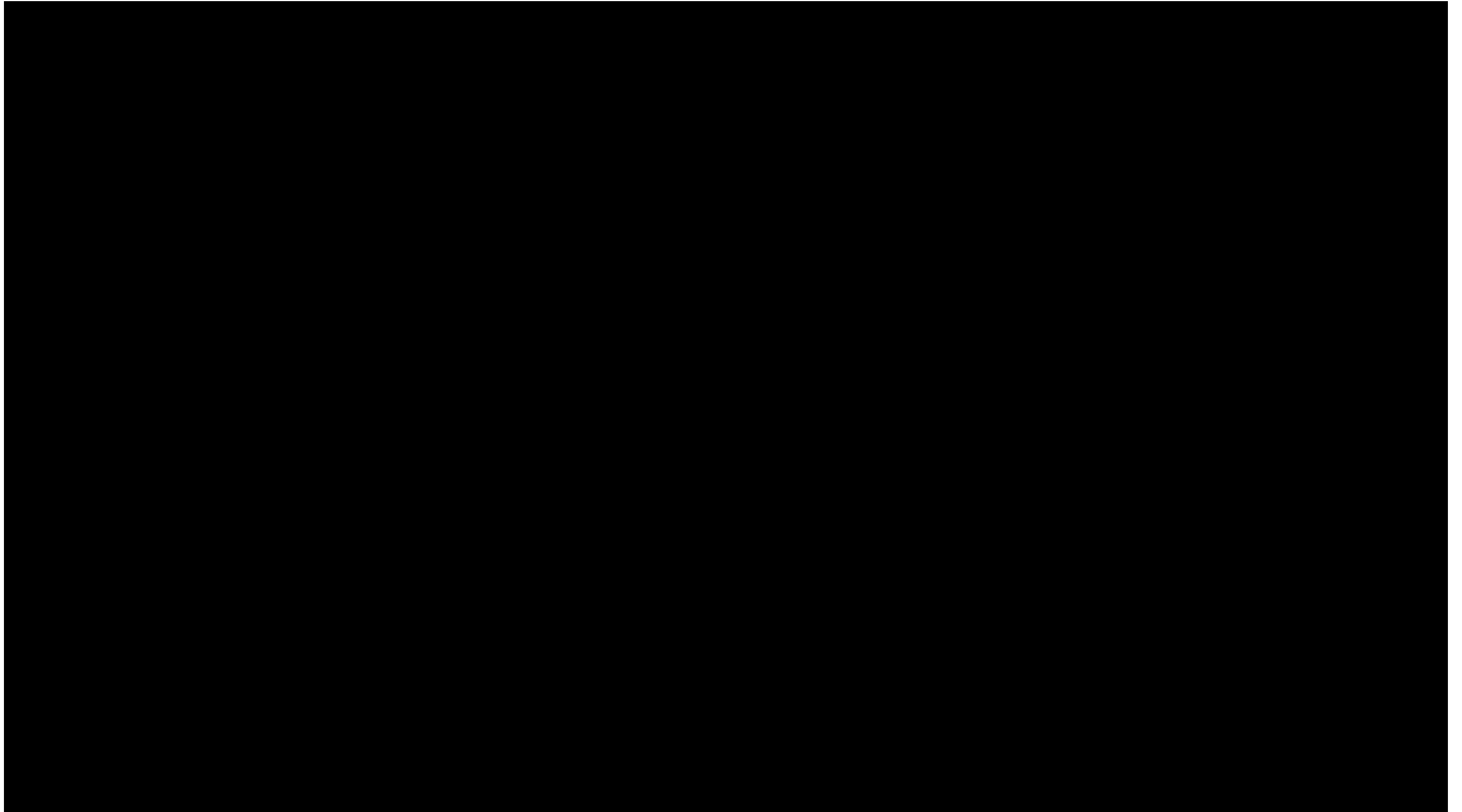
Decision
Create dog-friendly content for ad, PR, web, blog, social media

Evaluation
Number of dog friendly press hits
Making list of most dog-friendly destinations

Pet-friendly :30 ad

Thank you!

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