

EXTRAORDINARY



2015 VISIT ALEXANDRIA

SUMMER SOCIAL
AND
WEB LAUNCH CELEBRATION

July 9, 2015





SPECIAL THANKS TO TONIGHT'S SPONSORS

**Burke &
Herbert
Bank**

At Your Service Since 1852



AND OUR CHARTER MEMBERS

GEORGE WASHINGTON'S
MOUNT ★ VERNON



Carluccio's



Alexandria Hotel
Association

EXTRAORDINARY

Alexandria

LIVE MUSIC

W E E K

July 10-19 | LiveMusicWeek.com | [#ALXLiveMusic](https://twitter.com/ALXLiveMusic)



EXTRAORDINARY

Alexandria

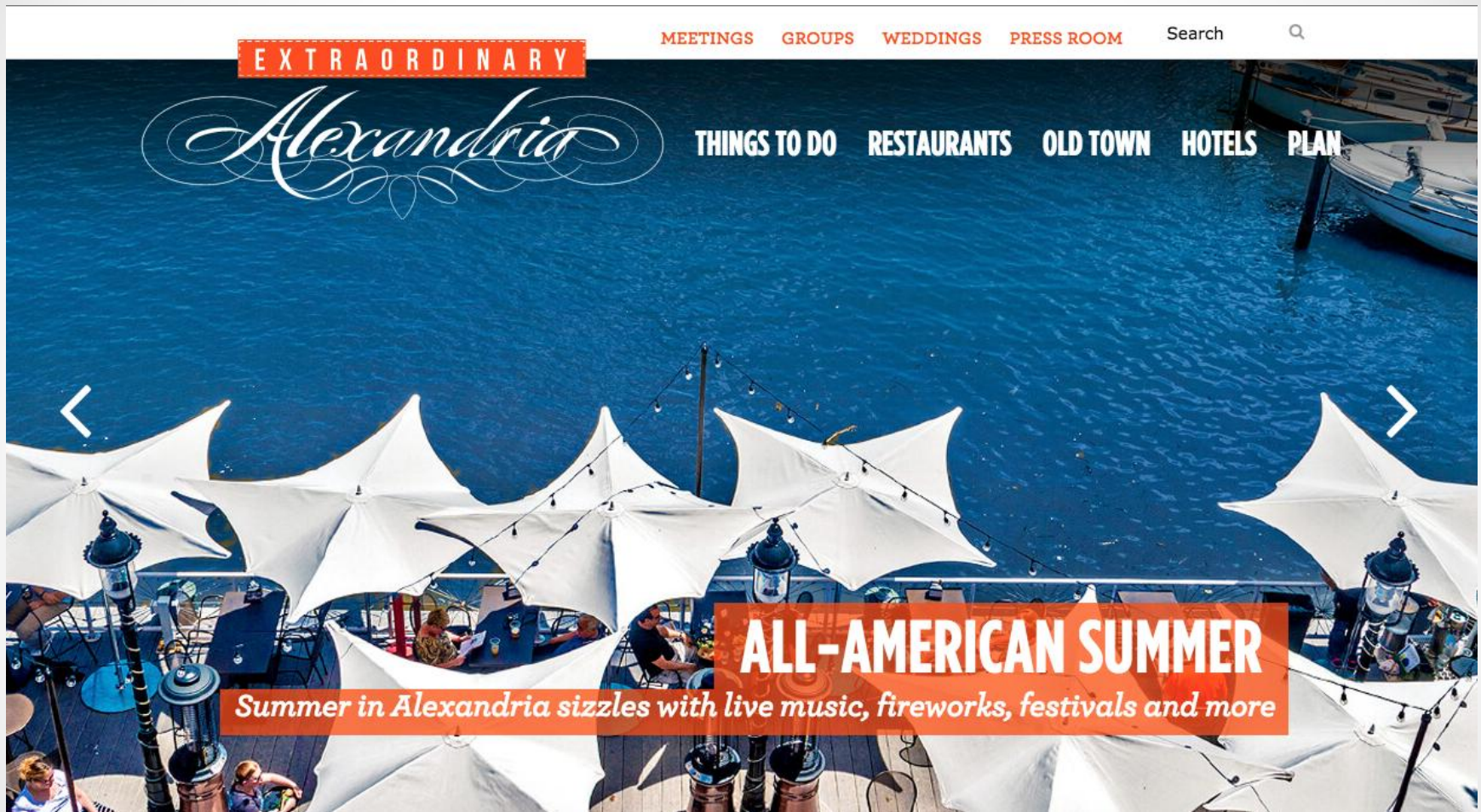
Alfonso Wright
Digital Marketing Manager
Visit Alexandria



New Website Launch

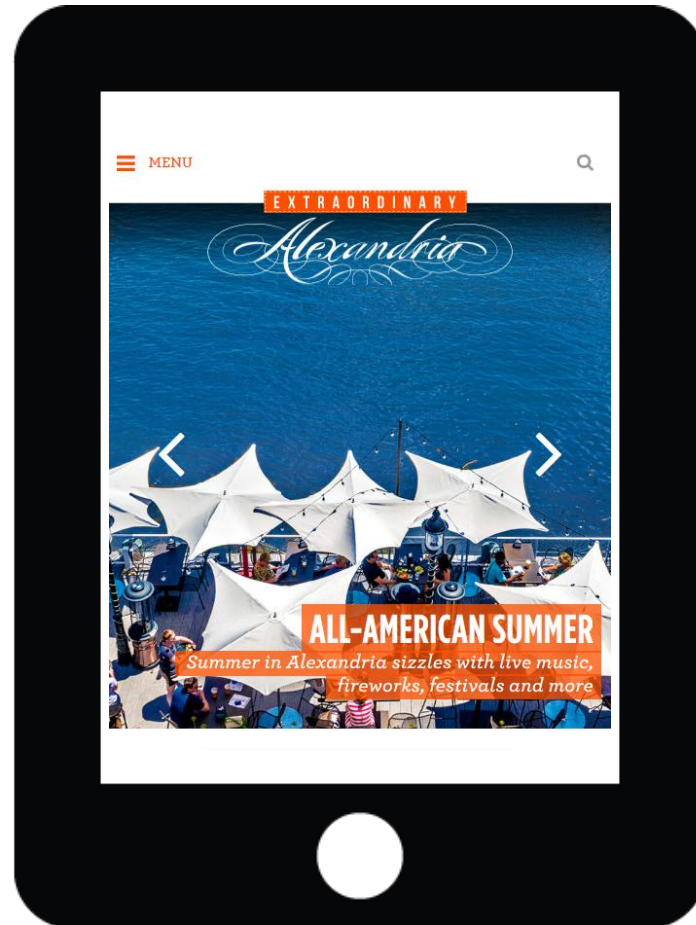
- Our **most critical platform** for reaching visitors and potential visitors
- **1.5 million visits** last year
- Website should be **state-of-the-art**, but also **user friendly**, and provide fresh, **inspirational** content
- Let's look at 6 ways that the new website brings an extraordinary experience to our audience...

1. Responsive Design



With a responsive design, the content **adjusts automatically** to any size device. So whether you are using a desktop...

1. Responsive Design



...a tablet...

1. Responsive Design



...or a smartphone, you will have a **seamless, full-featured experience**.
This format is also favored by Google which improves our web ranking.

2. Visuals



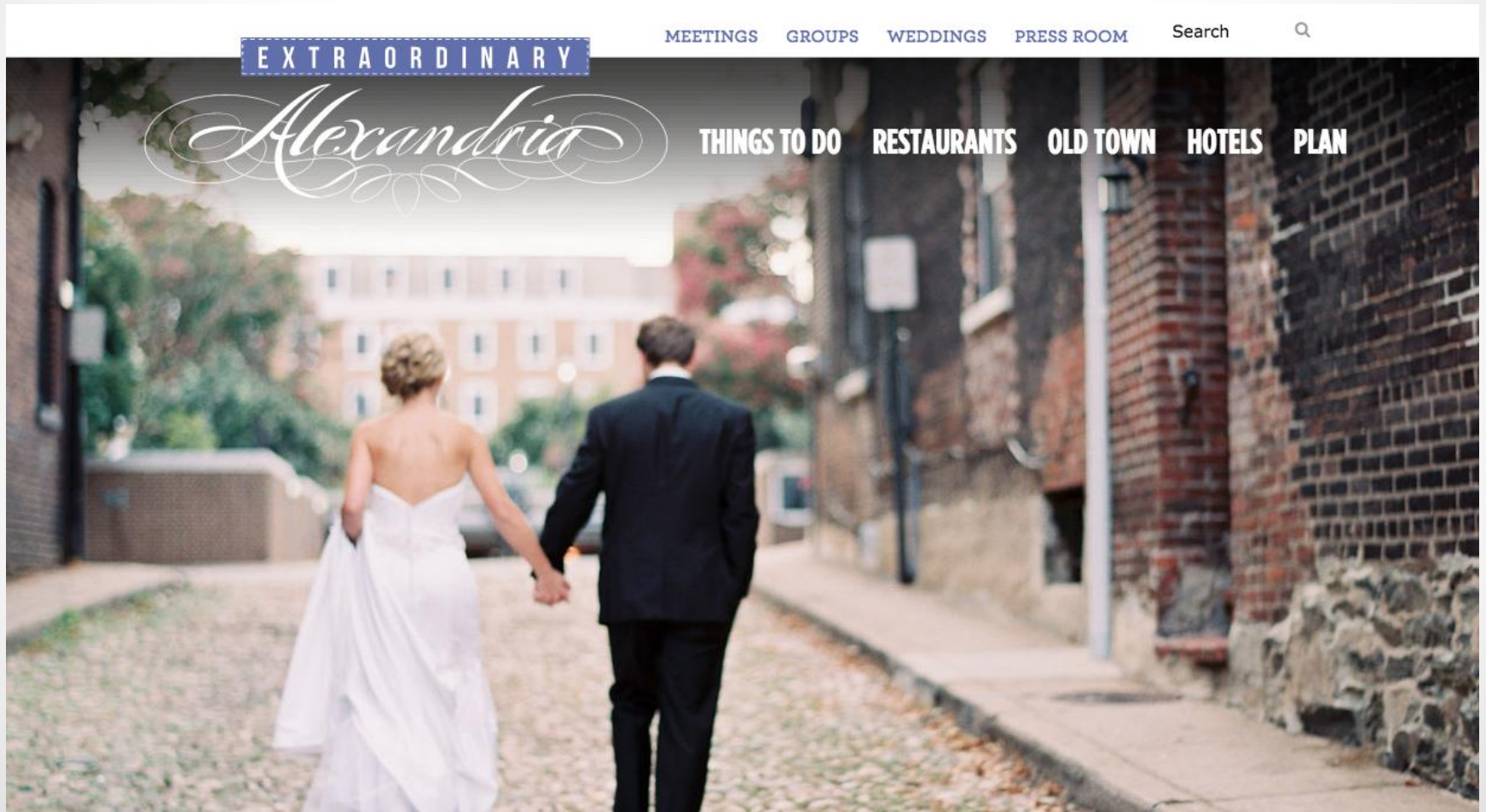
We also have a new **visual approach** that will inspire potential visitors. Our homepage has a beautiful carousel of images.

2. Visuals



...and we have totally redesigned, **dedicated pages** for Meetings, Groups...

2. Visuals



...and Weddings.

3. Neighborhoods



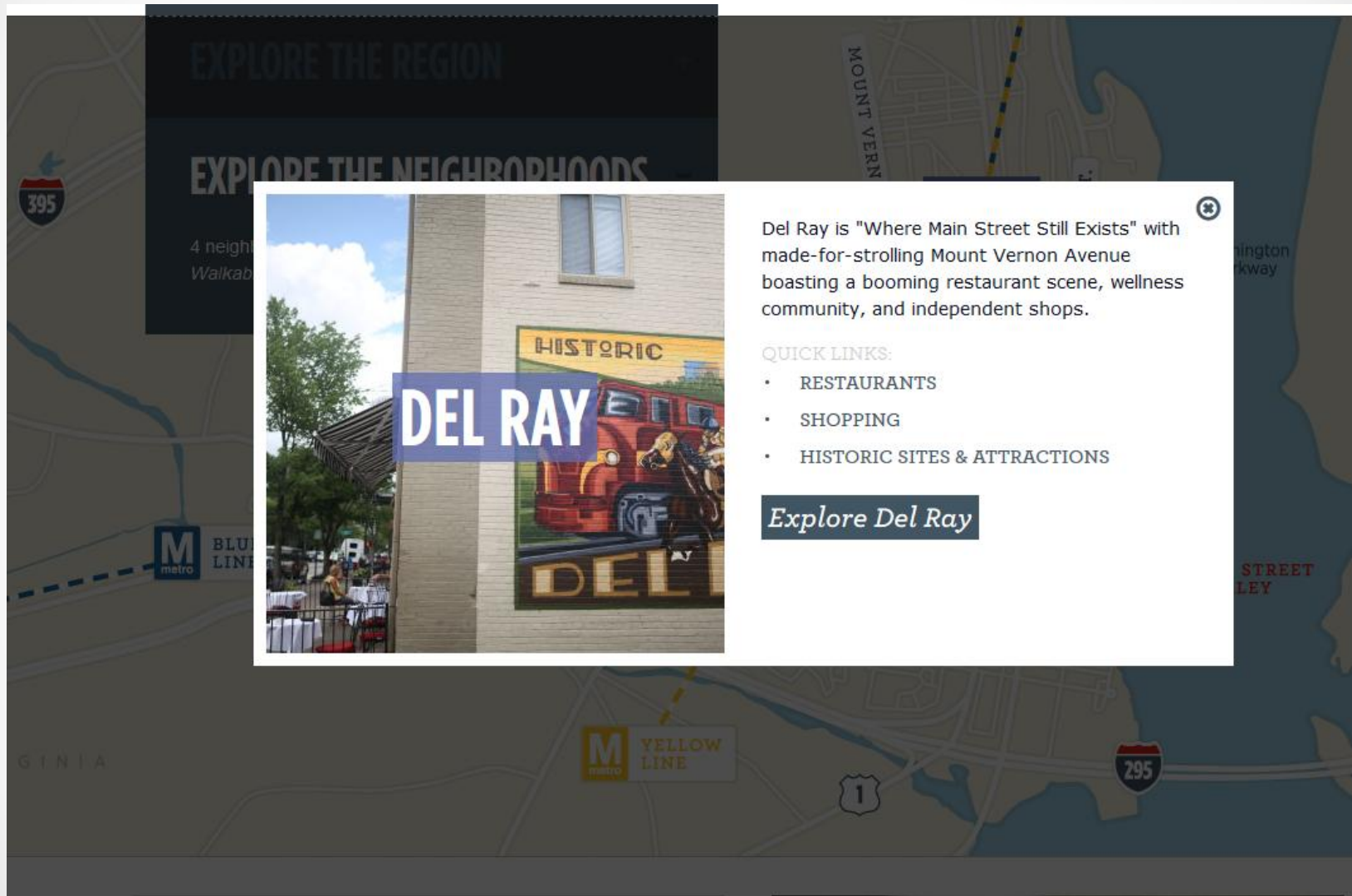
This brand new **map** highlights Alexandria's **prime location** and our **accessibility** to nearby highways, railways and Reagan Airport.

3. Neighborhoods



- And when you click or tap “Explore the Neighborhoods” you’ll find
- an interactive map highlighting the four major sections of Alexandria.

3. Neighborhoods



EXPLORE THE REGION

EXPLORE THE NEIGHBORHOODS

4 neighborhoods
Walkable

M metro BLUE LINE

M metro YELLOW LINE

GAINIA

MOUNT VERNON

STREET LEY

395

295

1

DEL RAY

HISTORIC
DEL RAY

Del Ray is "Where Main Street Still Exists" with made-for-strolling Mount Vernon Avenue boasting a booming restaurant scene, wellness community, and independent shops.

QUICK LINKS:

- RESTAURANTS
- SHOPPING
- HISTORIC SITES & ATTRACTIONS

Explore Del Ray

Just click or tap to learn more about what there is to do in each area.

3. Neighborhoods



Cheesetique

Hailed for "The Best Mac 'n' Cheese in the US" by Food & Wine magazine, Cheesetique offers hard-to-find cheeses as well as a full-service restaurant...

[More >](#)



Del Ray is "Well Ray"

Del Ray is known as "Well Ray" for its large community of wellness businesses. Mind the Mat is one business on Mount Vernon Avenue that is leading the...

[More >](#)



St. Elmo's Coffee Pub

Hang out on the corner of Del Ray and Mount Vernon Avenue, where live music fills the floor most evenings and outdoor tables




Del Ray Variety

Reminiscent of five and dime stores of yesteryear, this one-stop shop in Del Ray offers toys, crafts, party supplies, ice cream and

Each neighborhood has a **dedicated page** that serves as a guide to businesses and attractions in that area.

4. Tours

THINGS TO DO ▾

Share 89 Like 112 


TOURS



Finding the best way to see the city is as easy as picking your passion in Alexandria, Virginia.


- History buffs explore colonial and Civil War sites or follow lantern-carrying guides through graveyards for haunting tales of the city's past with [Alexandria Colonial Tours](#) and the [Footsteps to the Past Ghost Tour](#)
- Foodies get a taste of the town with [DC Metro Food Tours](#)
- Families gear up for adventure with [Bike and Roll](#) or [Mount Vernon by Bike & Boat](#)
- Sightseers board water taxis or river cruises for a leisurely view of D.C. monuments.

Want to choose your own adventure? Follow our self-guided tours of Alexandria architecture, War of 1812 sites, African American history and more.

Audio Tours by Geotourist

 Enjoy self-guided audio tours in multiple languages right on your smartphone. Simply download the Geotourist app on the Apple or Google app stores to access the tours.



AREA MAPS & GETTING AROUND

Click here for more Info >

One of the most visited parts of our website is the **Tours** section.

4. Tours



Boat Tours

Cruise the Potomac with pets, pirates or to the 1st president's home

[See More >](#)



History and Ghost Tours

Around every corner in Old Town Alexandria lie stories, secrets and spirits (of both the spooky and boozy varieties).

[Learn More >](#)



Bike Tours

Bring or rent a bike and coast along the scenic Potomac waterfront

[See More >](#)




Food Tours

Enjoy a three-hour guided palate-pleasing excursion

[See More >](#)

We have redesigned this page to visually showcase our popular tour categories.


4. Tours



Alexandria Historical tour ★★★★★
(0)
Tour by Visit Alexandria

- 📍 The Lyceum: Alexandria's History Museum
- 📍 Lafayette House
- 📍 George Seaton House


George-Wa... USA Alexandria Lafayette



Mount Vernon de George Washington ★★★★★
(0)
Tour by Visit Alexandria


- 📍 Le Mount Vernon

George-Wa... Mount-Ver...



Lafayette's Hermione Voyage ★★★★★
(0)
Tour by Visit Alexandria

- 📍 Hermione Voyage 2015



Alexandria African American History Tour ★★★★★
(0)
Tour by Visit Alexandria

- 📍 Alexandria Black History Museum
- 📍 African American Heritage Park
- 📍 Alexandria Library (Barrett Branch)

And with the Geotourist smartphone app, our **new self-guided audio tours** are available in English, Spanish, French, German, and Mandarin.

5. Blog Integration

LET'S GET CARRIED AWAY



Best Of Outdoor Dining

There's no better way to usher in summer than dining al fresco. Here in Alexandria, enjoy waterfront seating, courtyard patios and street-side eats.

[Read More >](#)



Things to Do on the Waterfront

Waterfront fun is a summer mainstay in Alexandria, from new riverside dining to boat cruises, live music, festivals and more.

[Learn More >](#)



Romantic Getaway

Listed amongst the "Top 20 Most Romantic Cities in the US", get ideas for a date or weekend escape.

[Learn More >](#)



21 Alexandria Tours

Around every corner in Old Town Alexandria lie stories, secrets and spirits (of both the spooky and boozy varieties).

[Find a Tour >](#)

These boxes on our homepage can be **customized** by our team at any time.

- It's a perfect place for **blog posts** and **current happenings** in Alexandria. ●

5. Blog Integration




The new website integrates the **blog** seamlessly with other types of content.

6. Enhanced Member Listings

MAP EXPLORER

VIEW: A-F | G-L | M-R | S-Z | [ALL](#)




FEATURED

HAMPTON INN & SUITES - ALEXANDRIA OLD TOWN AREA SOUTH

5821 Richmond Highway
Alexandria, VA 22303

Convenient location to Old Town. Free shuttle to and from historic section of Old Town, Huntington... [more](#)

MORE | + ITINERARY




FEATURED

HILTON ALEXANDRIA OLD TOWN

1767 King Street
Alexandria, VA 22314

A first-class Washington DC area hotel & winner of Hilton's All-Green Zones Award! Directly adjacent... [more](#)

MORE | + ITINERARY




FEATURED

SHERATON SUITES ALEXANDRIA

801 N. Saint Asaph Street
Alexandria, VA 22314

Luxurious two-room suites with marble and granite bathrooms. All suites are smoke-free and divided... [more](#)


MORE | + ITINERARY



FEATURED


WESTIN ALEXANDRIA

400 Courthouse Square
Alexandria, VA 22314



BEST WESTERN MOUNT VERNON - FORT BELVOIR

8751 Richmond Highway



BEST WESTERN OLD COLONY INN

1101 N. Washington Street

The new enhanced member listings are more visually attractive and easier to read.

6. Enhanced Member Listings

529 KIDS CONSIGN



< 1/5 >

DETAILS



AMENITIES



MAP VIEW | WHAT'S NEARBY

ADDRESS:

122A S. Royal Street

Alexandria, VA 22314

PHONE:

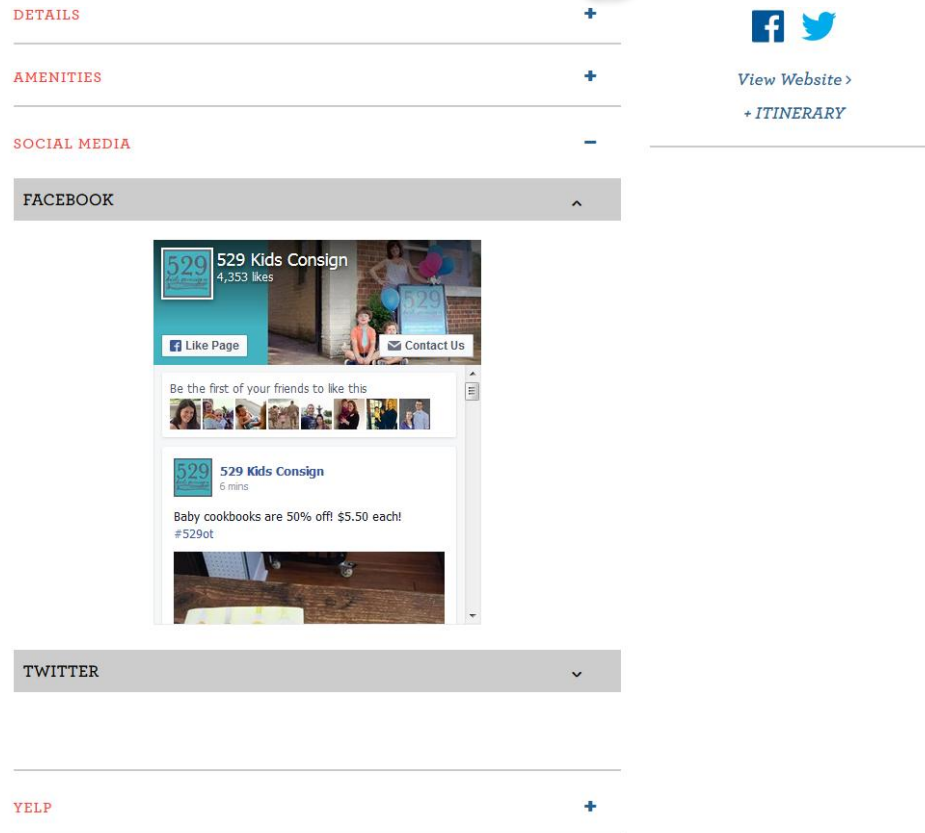
(703) 567-4518



[View Website >](#)

Each member has a webpage like this, with the opportunity for **high-resolution photography, detailed description, and interactive map.**

6. Enhanced Member Listings



Each listing also integrates with the member's own **social media** channels.

6. Enhanced Member Listings

DETAILS

+

AMENITIES



+

SOCIAL MEDIA

+


YELP


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[View Website >](#)

[+ ITINERARY](#)






★★★★★

based on 13 reviews

[Read all reviews at Yelp.com](#)




★★★★★

reviewed on 2015-03-03

I feel like this place is really hit or miss. We went in after hearing great reviews and saw that they had a ton of toddler clothes and a decent selection...

[Read Entire Review](#)




★★★★★

reviewed on 2013-10-27

This place is a godsend! Just when I was about to throw my hands up in defeat, finally! A fairly priced, quality and stylish resource for maternity clothes....

[Read Entire Review](#)



★★★★★

reviewed on 2014-09-21

Love this place!! Great stuff. I drive from Bethesda to shop and consign here. Really cute clothes. The owner Megan is really nice and friendly. They are...

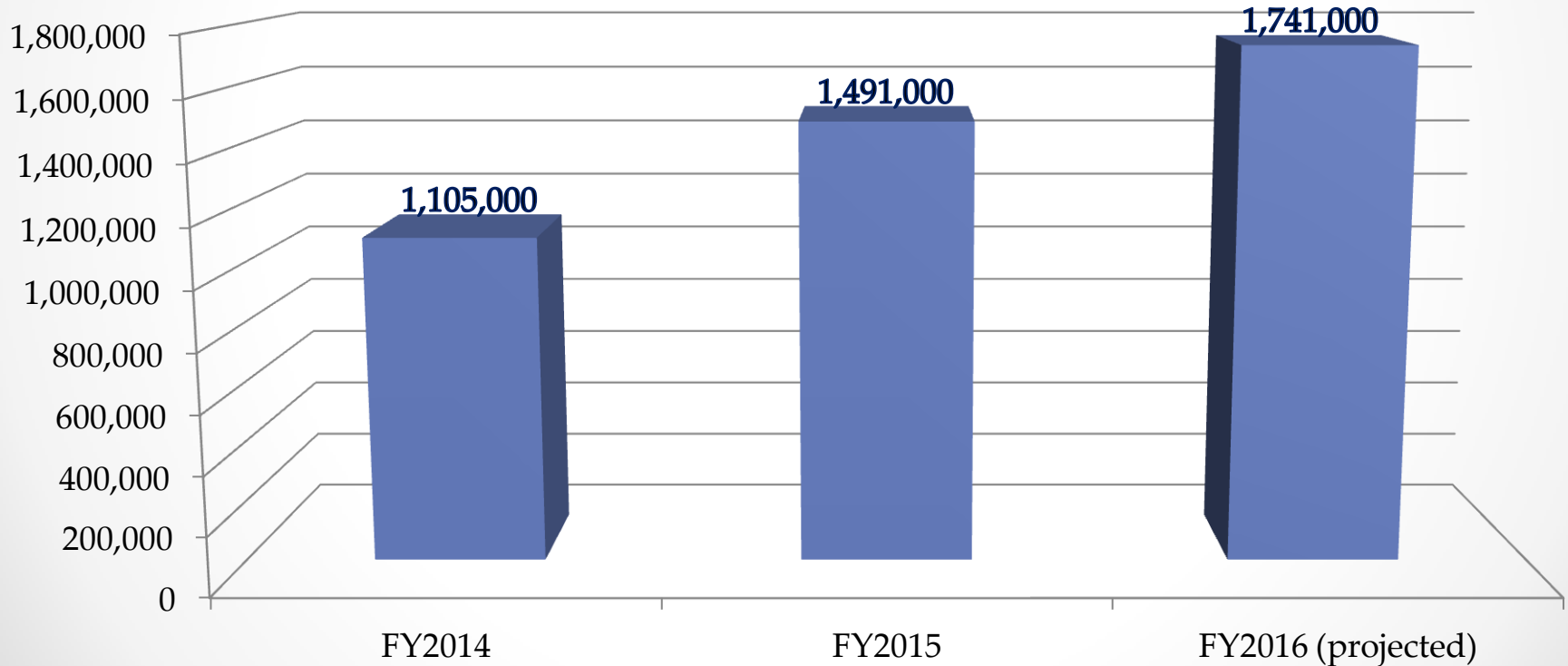
[Read Entire Review](#)

And we know consumers love checking **user reviews** on Yelp and Tripadvisor. Now by including these reviews on

- VisitAlexandriaVA.com, our site is a **one-stop shop** for information. •

Web Traffic

Number of visits to VisitAlexandriaVA.com





Summary

- The new VisitAlexandriaVA.com is poised to build on the **significant growth** it experienced over the past year.
- All of you make Alexandria an **extraordinary** place to visit.
- The new website will allow us to tell that story even more effectively...
- And connect more visitors with your businesses.

Thank you, and please explore the new
VisitAlexandriaVA.com for yourself!

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Alexandria