

VISIT
Alexandria
2018 Annual Meeting

SEPTEMBER 24, 2018
HOLIDAY INN & SUITES ALEXANDRIA – OLD TOWN



Karen Kotowski

CEO, Events Industry Council

Visit Alexandria Board Chair

VISIT
Alexandria

Dixie Eng

General Manager

Holiday Inn & Suites Alexandria – Old Town



VISIT
Alexandria

Burke & Herbert Bank
At Your Service Since 1852®

Joseph Collum

**Senior VP, Director Of Branch & Business Banking
Burke & Herbert Bank**



Burke & Herbert Bank

At Your Service Since 1852®

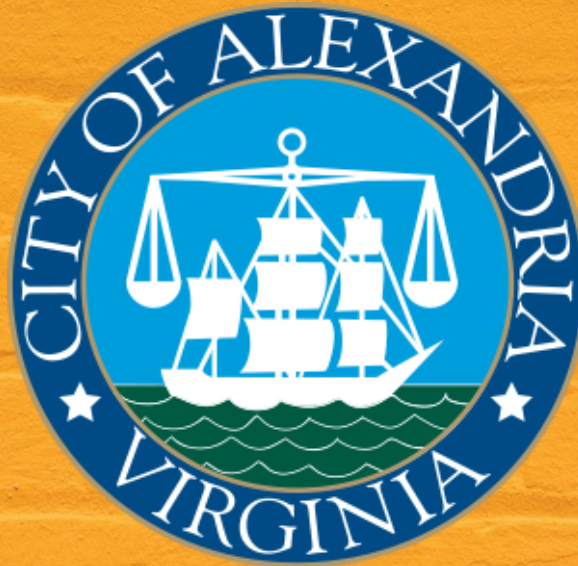
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**Modern
Banking
Old-
Fashioned
Values**

Burke & Herbert Bank

At Your Service Since 1852®

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Alexandria

Mark Jinks

City Manager
City of Alexandria

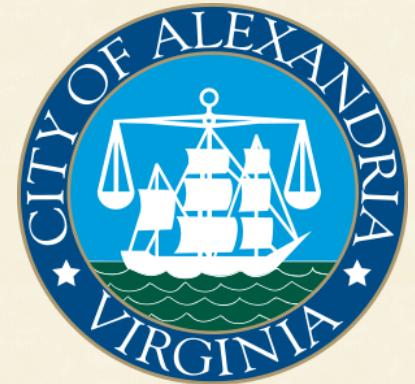


Patricia Washington

President & CEO

Visit Alexandria

Thank You Louis Simms





Patricia Washington

President & CEO

Visit Alexandria

Money

THE 20 BEST PLACES TO GO IN 2018



BEST IN TRAVEL • U.S. DESTINATIONS



1

ALEXANDRIA VIRGINIA

DETAILS

Average airfare • \$303
Average hotel night • \$140
Cost of a week for two • \$2,540

★ **WHEN YOU HIT** the cobblestone streets of Alexandria, you may feel like you're a world away from the hubbub of the nation's capital—but you're actually less than 10 miles from national landmarks like the White House and the Lincoln Memorial. Alexandria's red brick homes and historic waterfront promenade make it a surprisingly charming, inexpensive outpost for travelers to the D.C. area. At \$140 per night on average, Alexandria hotels run almost half the cost of their downtown counterparts, according to Hotels.com.

To truly experience the Old Town neighborhood, grab an outdoor table at Hank's Oyster Bar during happy hour on a Friday night. Hank's is just one highlight in the dozens of cafés, boutique shops, and galleries that line the walkable mile of King Street, ending at the historic wharf. Art lovers should check out the nearby Torpedo Factory Art Center, a space housing 82 artist studios and seven galleries, featuring everything from pottery to stained glass. On the other end of town stands the legendary Birchmere Music Hall, where greats like Johnny Cash once played.

Alexandria is also the perfect jumping-off point to explore George Washington's Mount Vernon estate (\$20 for adults), says Evan Gosh, a Lonely Planet destination editor for the Americas. Tour the Colonial mansion and its four formal gardens, which have been restored to their 18th-century appearance. Or rent a car (roughly \$40 a day from the airport, reports Hipmunk) and explore Virginia's burgeoning wine country. A little over an hour away, you'll find RLV Vineyards (tours, \$65 per person), which is known for its cult-status red blends.

■ Diners on King Street in Alexandria's Old Town.

APRIL 2018 MONEY.COM 51

VISIT
Alexandria



Patricia Washington

President & CEO

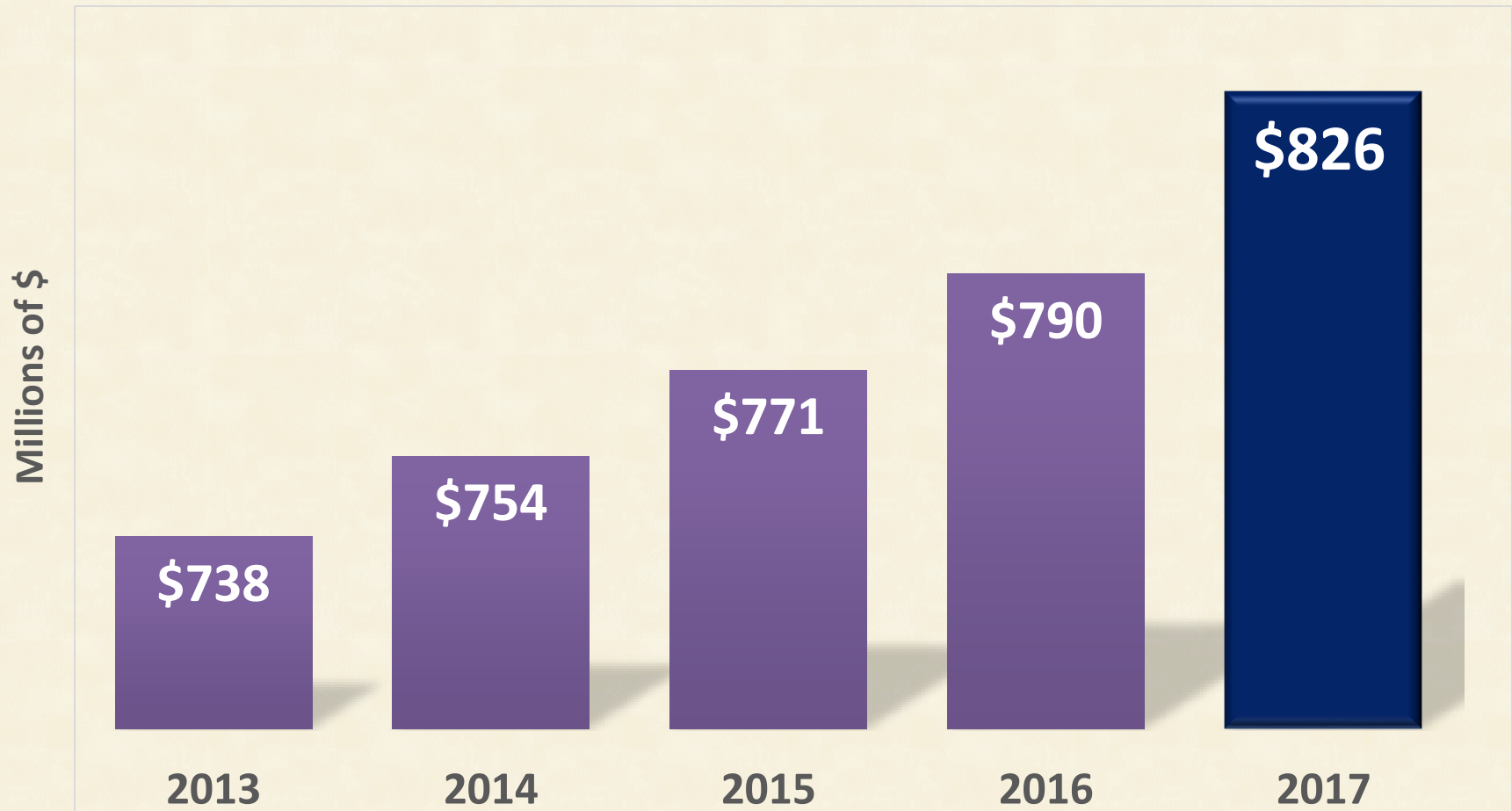
Visit Alexandria



FY 2018 Headlines

Visitor Spending in Alexandria

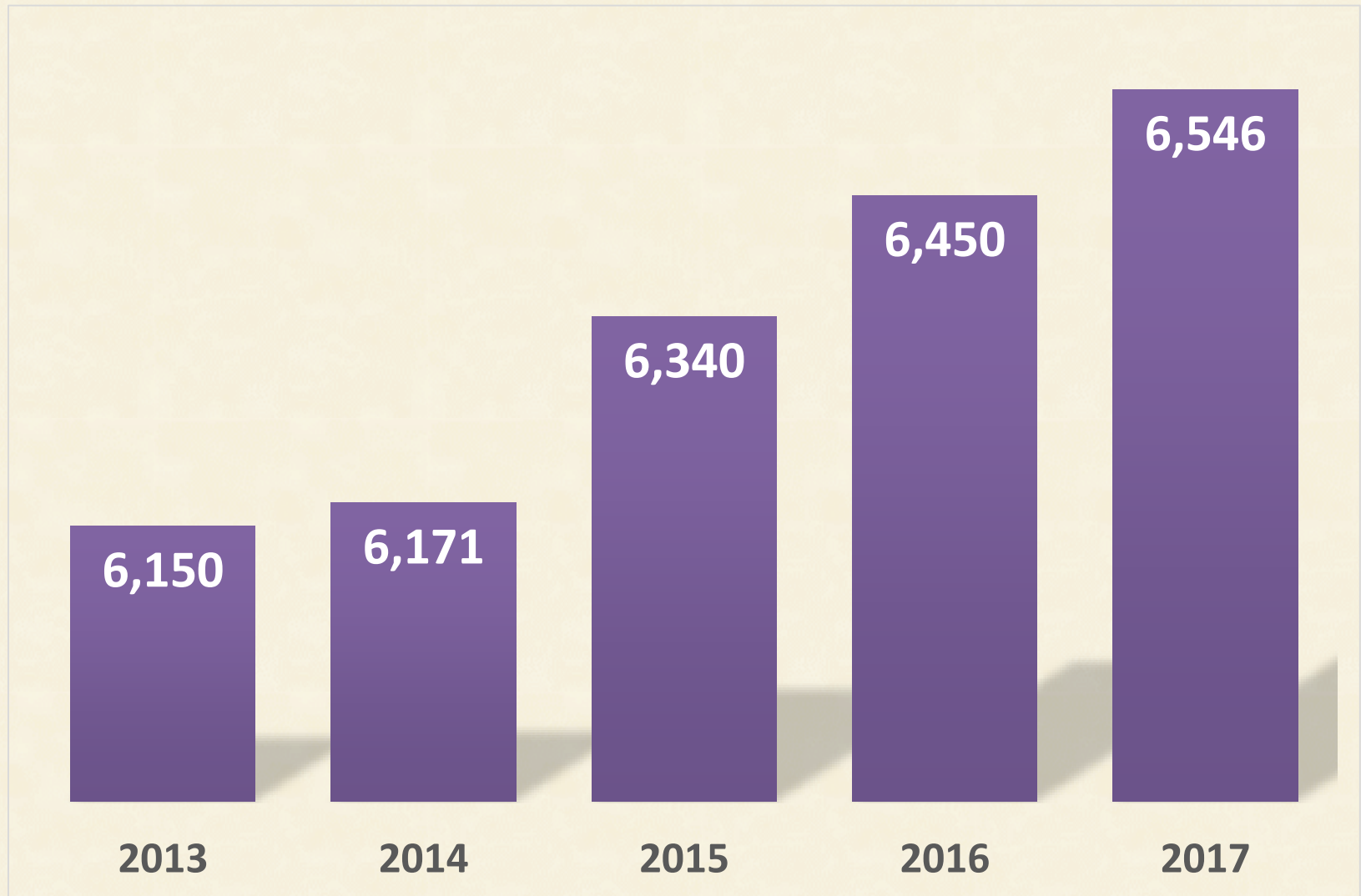
(Home location = 50+ miles)



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



Jobs Supported by Tourism

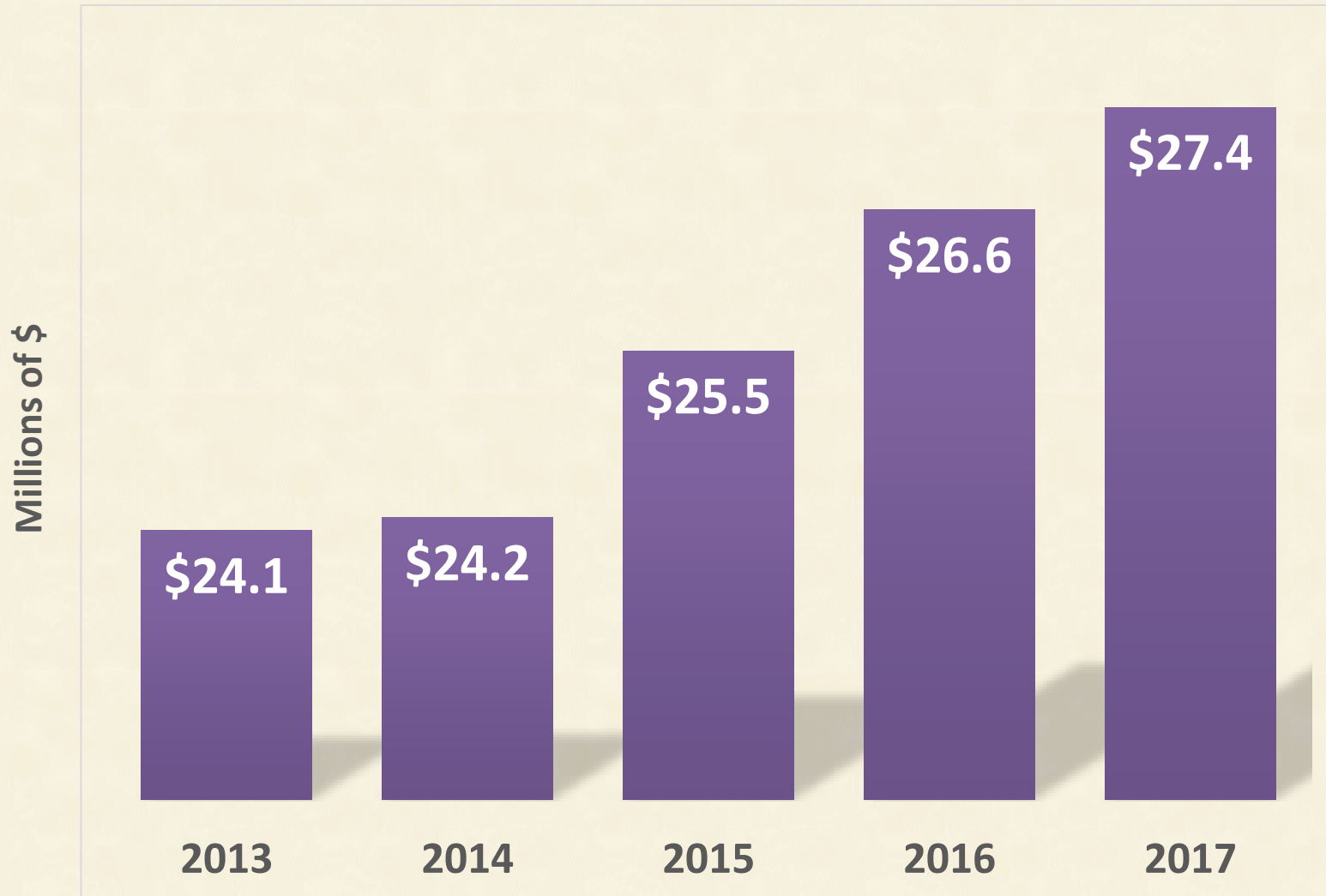


Source: 2017 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation



Alexandria Tax Receipts from Tourism

(Home location: 50+ miles)

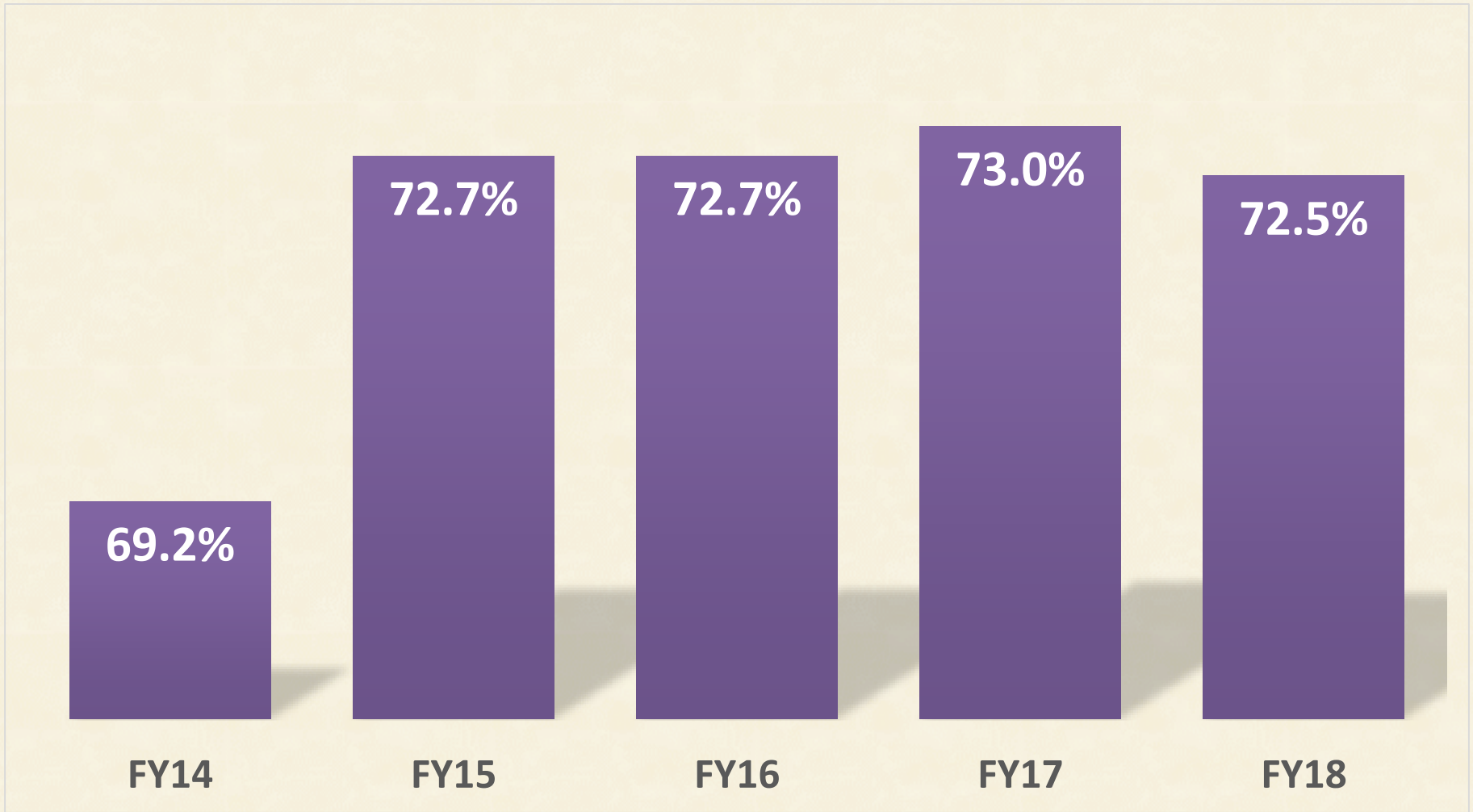


Source: 2017 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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



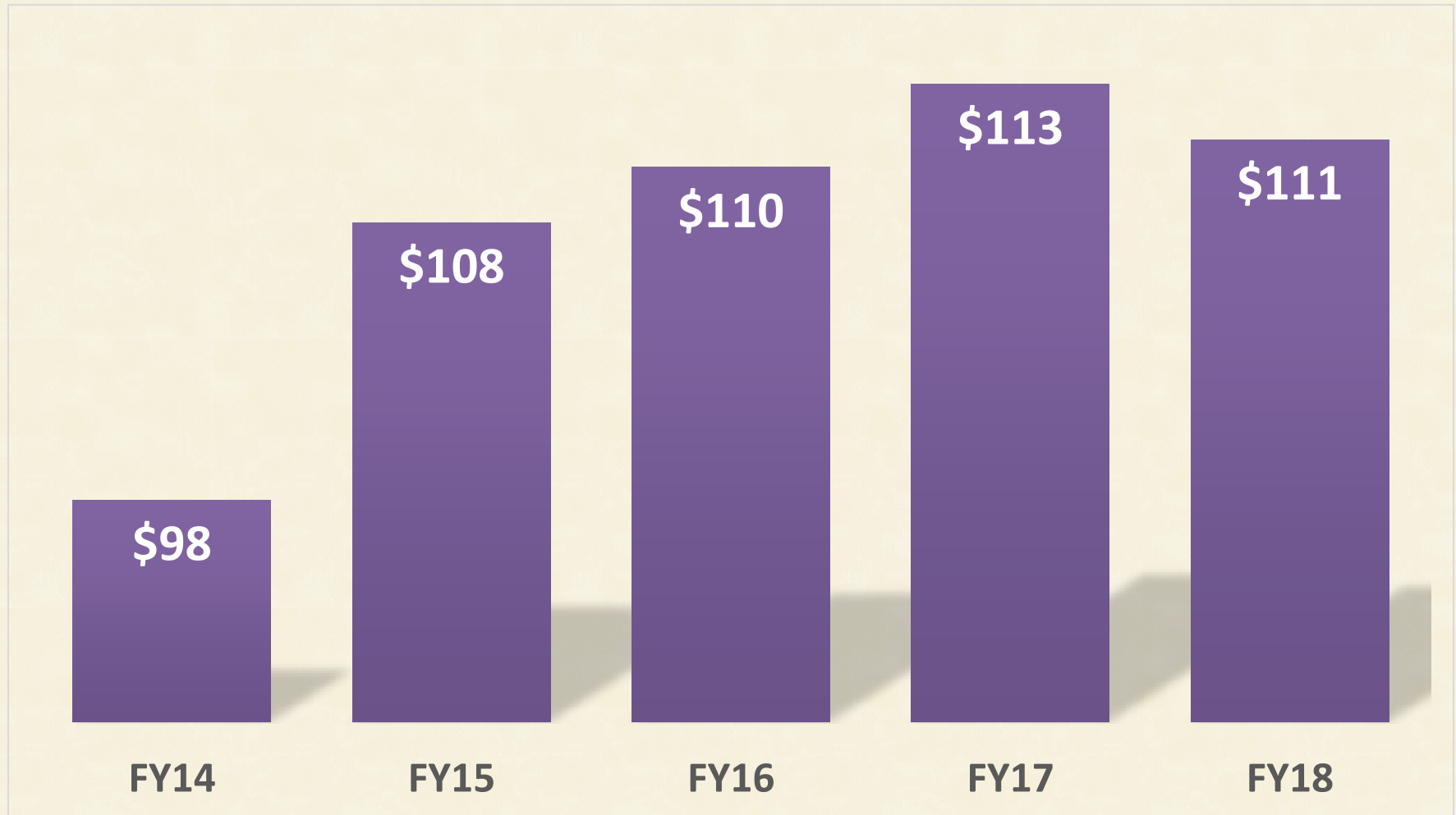
Occupancy



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

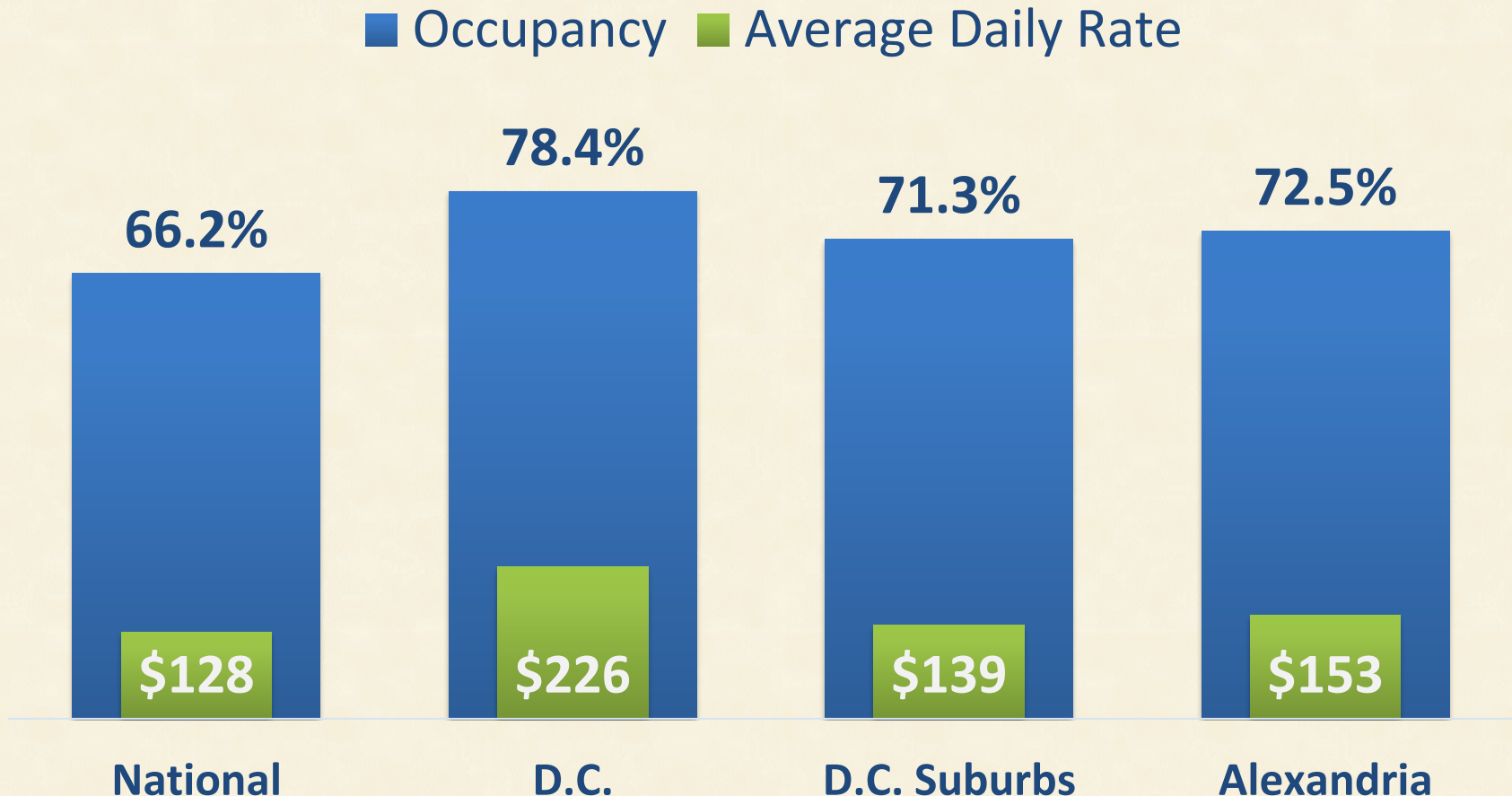


Revenue Per Available Room (RevPAR)



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

How Does Alexandria Compare?



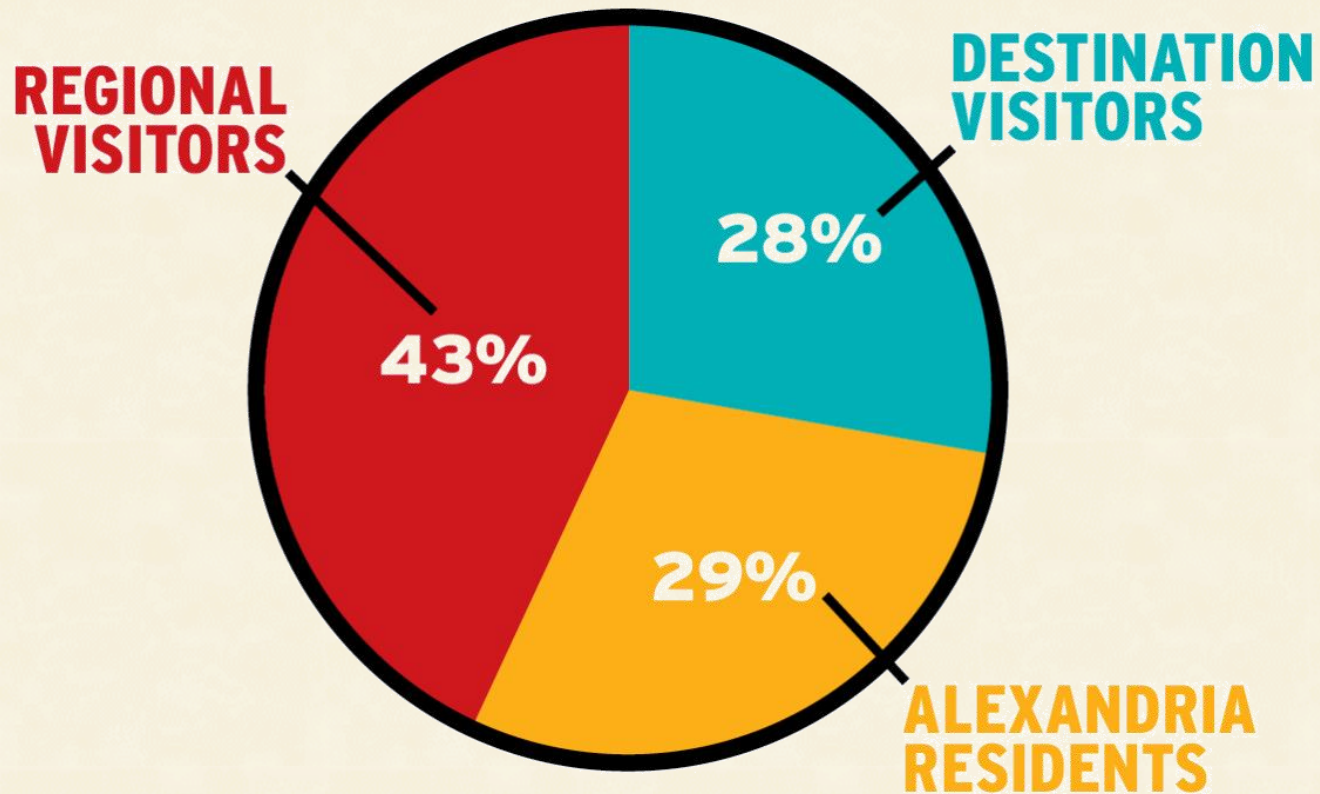
Source: Smith Travel Research; D.C. Suburbs includes Arlington County, Fairfax County, and Prince George's County (MD). July 2017-June 2018.





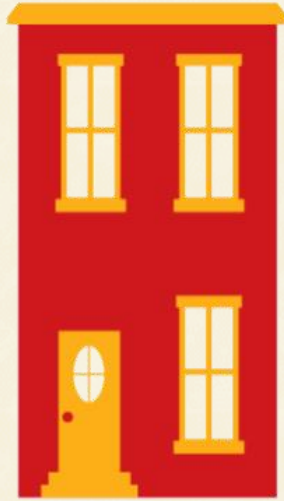
Community Impact

Non-Residents Pay 71% of Consumption Taxes



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

Non-Residents: \$44.5 Million in City Tax Revenue



Saving the
average household

\$616
PER YEAR



EDUCATING

2,646

Alexandria
public school
students

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

VISIT
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HISTORIC SITES & MUSEUMS

Preserving our city's history
is essential to Alexandria's
identity and character



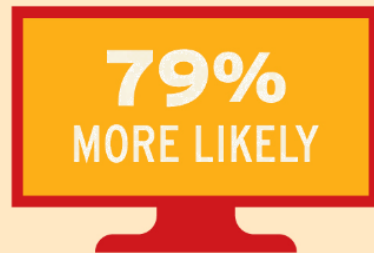
80% INDEPENDENTLY OWNED BOUTIQUES & RESTAURANTS

in Old Town and Del Ray

LIKELIHOOD TO VIEW A CITY AS A "GOOD PLACE TO START A BUSINESS"

HALO EFFECT

After seeing
tourism advertising



After visiting city



After seeing advertising & visiting city there is a
194% LIFT IN PERCEPTION

**The visitor economy
supports all Alexandrians.**



FY 2018 Key Activities

What We Do



Leveraging Regional Partnerships

CAPITAL
REGION
USA

WASHINGTON, DC
MARYLAND
VIRGINIA



VIRGINIA
IS FOR
LOVERS®



Northern Virginia Tourism Partnership



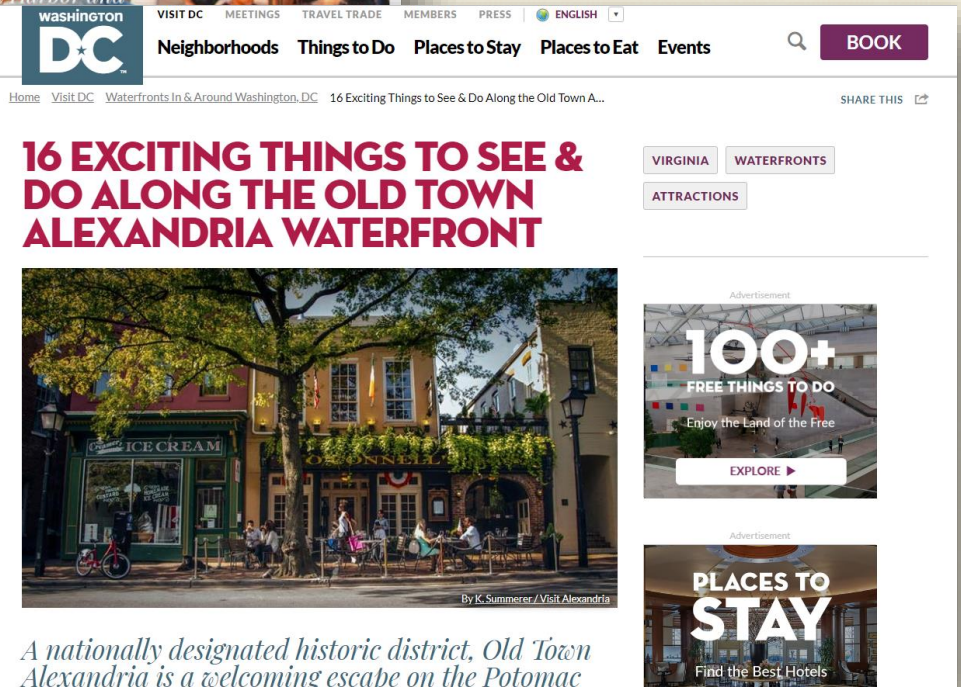
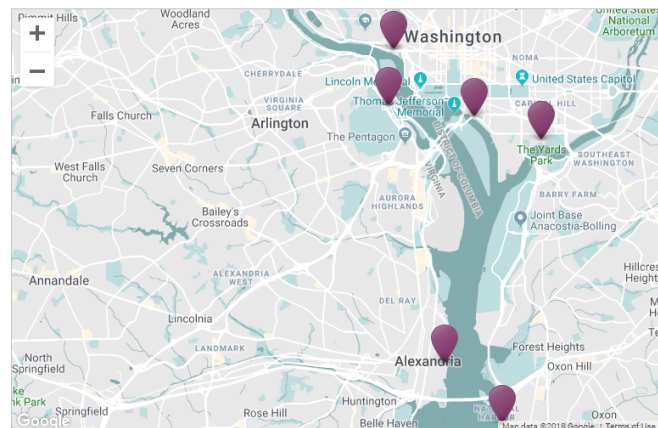
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Leveraging Regional Partnerships



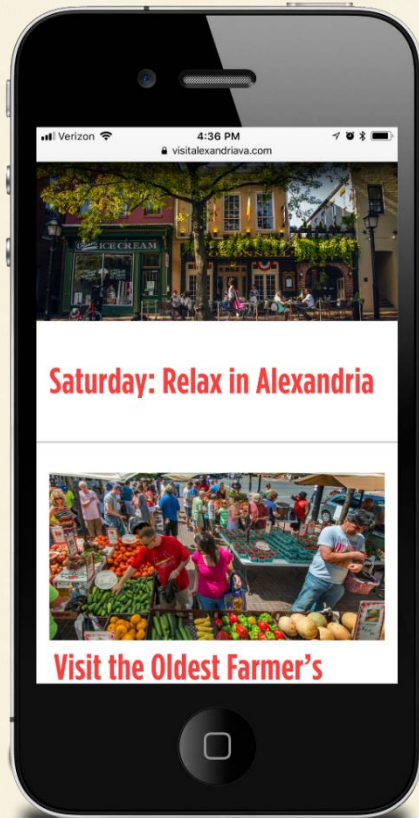
The banks of the Potomac and Anacostia flourishing with some of the DC region's exciting destinations for live music, sports, and more.

Discover Waterfronts In & Around Washington, DC
Explore the DC area's waterfront destinations with our map.



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Visual Itineraries

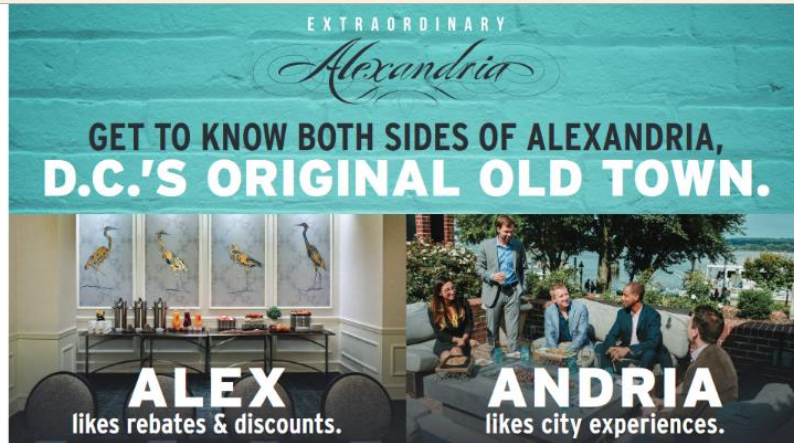




Watch our “DC’s Best-Kept Travel Secret” video at https://youtu.be/HsZRPYOh_Dc

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ALX ExtraPerks Meeting Incentive



Have your next small to mid-sized meeting in

Alexandria where savings & fun come together.

Experience a city that hums with a cosmopolitan feel and a walkable lifestyle. Unparalleled perks at Alexandria's top hotels meet bonus offers to enhance your attendees' experience. And, get rewarded with brand points too.

INTRODUCING ALX EXTRAPERKS

Valid for bookings December 7, 2018 - March 11, 2019

| NO PERKS TO PICK-YOU GET THEM ALL! | | | |
|------------------------------------|---|--|--|
| ✓ | For every 35 guest rooms consumed receive one complimentary guest room | ✓ | Plus more! Authentic Town Crier welcome (based on availability) |
| ✓ | 3% rebate to the master account | ✓ | Local guide en route to off-site event, walking or coach |
| ✓ | 15% audiovisual discount | ✓ | 10 - 15% discount on off-site transportation |
| ✓ | Complimentary Wi-Fi service in guest rooms and 50% off in meeting rooms | ✓ | 15% Extraordinary Meeting Partner discounts on over 15 top attractions and activities. |
| ✓ | 10% off standard banquet menu prices | Take to the water in the summer with private boat outings and river cruises or hit the digital links at TopGolf. Warm up in the winter with a Port City Tour & Tasting, DIY workshop or solve a mystery. | |
| ✓ | Brand point rewards | | |

And, we'll even help promote!

INTRODUCING ALX EXTRAPERKS



VISIT
Alexandria

National Science Foundation Opening

ALEXANDRIA WELCOMES THE NATIONAL SCIENCE FOUNDATION

Within eyesight of Washington, D.C. on the Potomac River waterfront and minutes from Reagan National Airport, Alexandria, Virginia delights travelers from around the world, including those coming to visit the National Science Foundation, an independent federal agency that supports fundamental research and education across all fields of science and engineering. A nationally designated historic district founded in 1749, Old Town Alexandria is the Shop Small headquarters of the region with more than 200 independently owned [boutiques](#) and [restaurants](#) tucked in to 18th- and 19th-century architecture still intact from the city's days as George Washington's hometown. At the heart of it all is bustling King Street, a walkable mile recognized as one of the "Great Streets" of America. There is plenty to explore in the city's other nearby neighborhoods, including [Carlyle & Eisenhower](#), the economic engine of Alexandria, and [Diel Ray](#). Alexandria is accessible via Metro, water taxi and bikeshare.



Hotels Near NSF

For your convenience, we've rounded up the hotels within close proximity of the National Science Foundation.

[Learn More >](#)



Top 11 Reasons to Visit This Fall

With so many fall festivities, there's no better time to paint the town than during Alexandria's most colorful season.

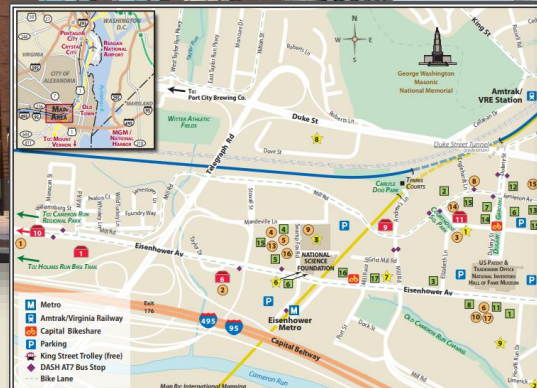
[Learn More >](#)



Restaurants

Bite into a booming culinary scene praised by Food & Wine, Bon Appetit and The New York Times.

[Learn More >](#)



| | | | | |
|--|---|--|--|--|
| LODGING <ul style="list-style-type: none"> Courtyard by Marriott Alexandria Old Town/Southwest Embassy Suites Alexandria Hampton Inn Alexandria Old Town/King St. Hilton Alexandria Old Town Hilton Garden Inn Alexandria Old Town Holiday Inn Alexandria at Carlyle Kington Lorien Hotel & Spa Residence Inn Old Town - Duke St. Residence Inn Old Town South at Carlyle Springhill Suites Alexandria Old Town/Southwest Westin Alexandria Wyndham Old Town Alexandria | AMENITIES <ul style="list-style-type: none"> Access Bank Alexandria Renew Environmental Center AMC Hoffman Center 22 Theater Body & Brain Yoga Alexandria Burke & Herbert Bank CVS (2) Festa Office Local Motion Studio OneLife Fitness Pure Barre US Post Office Xtend Barre Old Town | DINING - FAST CASUAL <ul style="list-style-type: none"> 7-Eleven (2) Café Gallery & Market Café Old Town California Tortilla Cold Stone Creamery Dunkin' Donuts (2) Ernst & Young, Bagels Foster's Grille Italian Gourmet Deli Jimmy John's Palano's Pizza Panera Bread | DINING - FULL SERVICE <ul style="list-style-type: none"> Aldo's Italian Kitchen Bistro Eighteen90 Carlyle Club Della's Mediterranean Grill & Brick Oven Pizza | <ul style="list-style-type: none"> Calder Thai Restaurant Human Cafe Laporta's Restaurant Pasara Thai Restaurant San Antonio Bar & Grill Sumo Hibachi & Sushi Sweet Fire Donuts Table Talk Restaurant Ted's Montana Grill Trademark Drink and Eat Whiskey & Oyster Yves Bistro Zikrayet Lebanese Restaurant |
|--|---|--|--|--|

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Short Term Rental Revenue



Alexandria  Times

City to begin receiving taxes for
Airbnb rentals

March 12, 2018

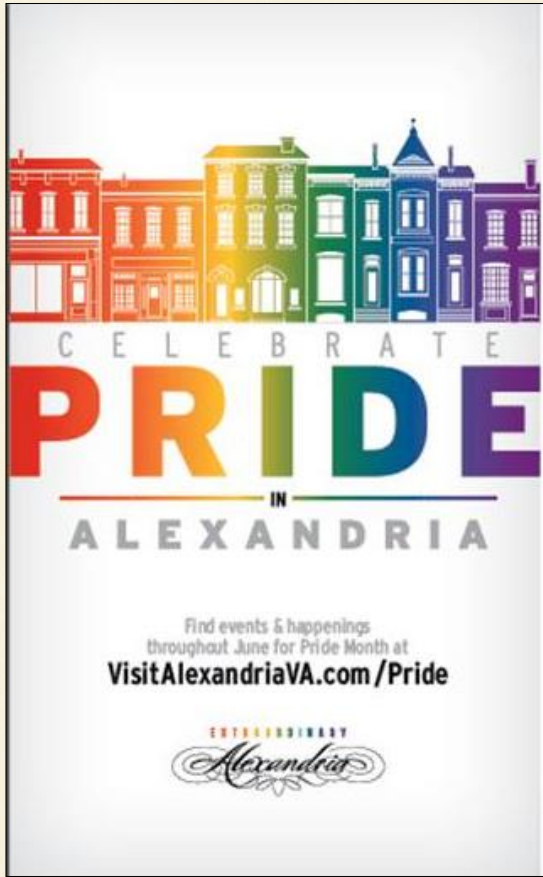
The Washington Post

“the first agreement between a local government and Airbnb in Virginia.”

Sources: Alexandria Times, 3-12-18; Washington Post, 3-26-18

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Alexandria

LGBTQ Initiative & Pride Month



360° Video, Photography & VR Experiences



Leveraging the Money Magazine Accolade



[Watch our “Alexandria, VA Named #1 Best Value US Travel Destination” video at
https://www.youtube.com/watch?v=oQIzP_NZ1o8](https://www.youtube.com/watch?v=oQIzP_NZ1o8)



Key Performance Indicators

1,167 PRESS HITS ↑ 14%

Southern Living

OUT

ARTHUR FROMMER'S
Budget Travel

● USA TODAY

COOKING
CHANNEL

lonely planet

HouseBeautiful

People

Women's Health

Fodor's Travel

ORBITZ

UPTOWN

TOWN & COUNTRY

U.S. News
A WORLD REPORT

TODAY

Entertainment

E! NEWS

Harper's
BAZAAR

Canadian
TRAVEL + PRESS

THRILLIST

CURBED

HUFFPOST

BRIT + CO

WEDDING WIRE

Chicago Tribune

THE BALTIMORE SUN

PHILLY VOICE

The Washington Post

VISIT
Alexandria

What They're Saying About Us

THE BEST 20 PLACES TO GO IN 2018

“You may feel like you're a world away from the hubbub of the nation's capital—but you're actually less than 10 miles away from national landmarks... Alexandria's red-brick homes and a historic waterfront promenade make it a surprisingly charming, inexpensive outpost for travelers to the D.C.-area.”

Money

“Alexandria, Virginia, is a culturally-rich, walkable city with small-town charm and urban convenience. Old Town could be plucked from a postcard, with its beautifully-preserved, historic architecture and cobblestone streets. Del Ray is a quirky, colorful neighborhood lined with locally-owned businesses.”

Forbes

EATING AND DRINKING IN ALEXANDRIA, D.C.'S STYLISH, MORE-AFFORDABLE NEIGHBOR

“Just across the Potomac River from Washington, D.C., Alexandria boasts a rich heritage, picturesque blocks, and a thriving food scene filled with independent restaurants that serve elevated comfort food dishes and award-winning beer.”

ShermansTravel

What They're Saying About Us

“ Alexandria is also a must-see destination, with leading sites like Old Town, Carlyle House, Christ Church and Gadsby's Tavern, in addition to a truly memorable trip to George Washington's Mount Vernon.”

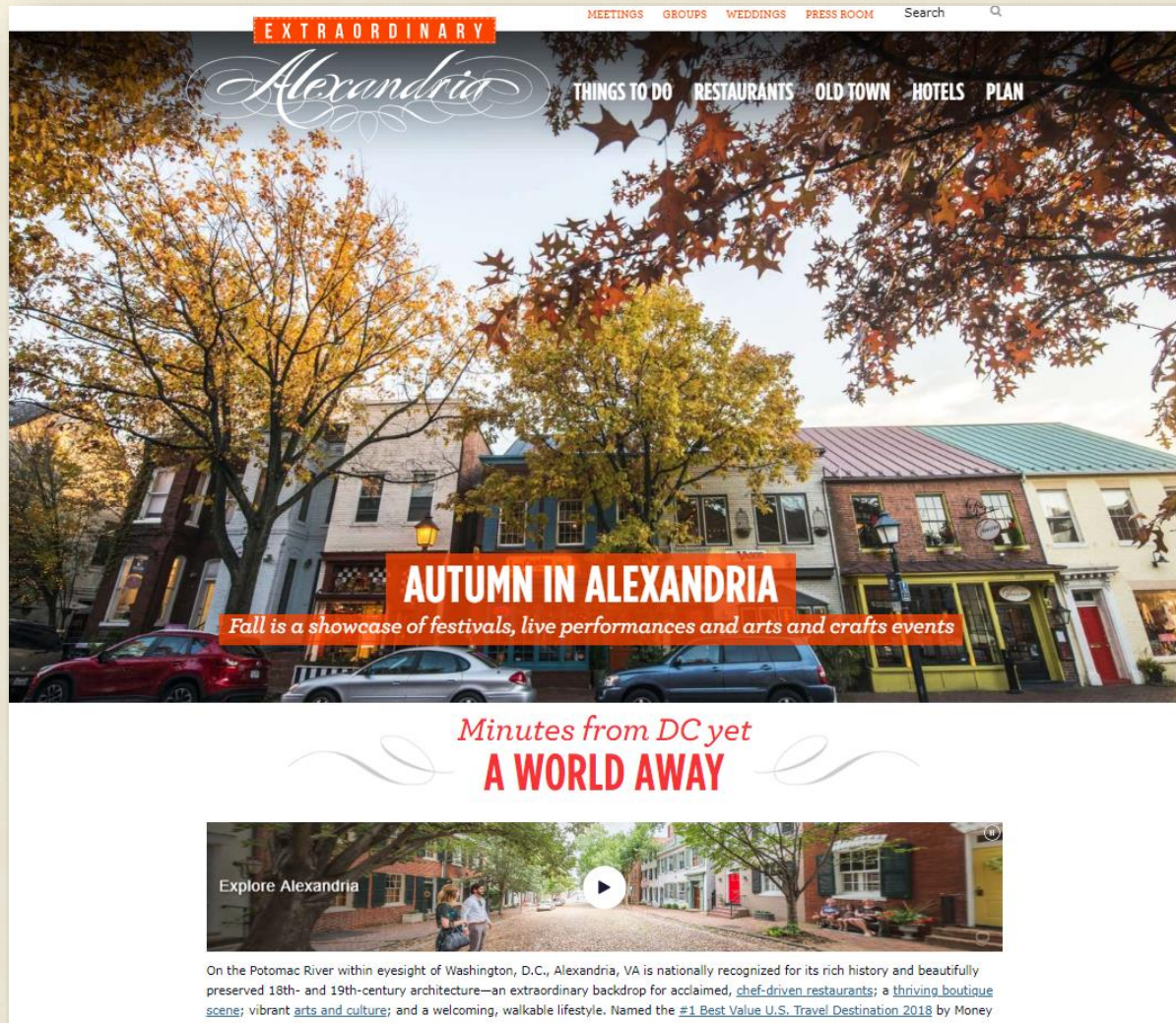


10 ROMANTIC SMALL-TOWN HOLIDAY SHOPPING GETAWAYS

“ Just outside Washington, D.C., the once bustling port city of Old Town Alexandria, Virginia evokes charm and history with every step along the red brick sidewalks lined with trees lit up with twinkle lights.”



2.03 MILLION WEB VISITS ↑ 5%



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293,000 ENGAGED ADVERTISING LEADS ↑ 73%



ALEX
LIKES THE STROLL DOWN.



ANDRIA
LIKES TO COZY UP.

LET'S GET TOGETHER.

OLD TOWN

Alexandria

VISIT ALX

Just minutes from D.C.



DISCOVER D.C.'S ORIGINAL
OLD TOWN

EXTRAORDINARY

Alexandria

VIRGINIA IS FOR LOVERS



EXTRAORDINARY

Alexandria


VISIT ALX



EXTRAORDINARY

Alexandria


THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



AUTUMN IN ALEXANDRIA

Fall is a showcase of festivals, live performances and arts and crafts events

Minutes from DC yet
A WORLD AWAY



Explore Alexandria

On the Potomac River within eyeshot of Washington, D.C., 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 • historic boutiques • vibrant arts and culture, and a welcoming, walkable lifestyle. Named the #1 Best Value U.S. Travel Destination 2018 by Money



OFFICIAL VISITOR GUIDE 2018

ALEXANDRIA

Now At the Waterfront
Where to Eat Now


TOP 5 THINGS TO DO



EXTRAORDINARY

Alexandria

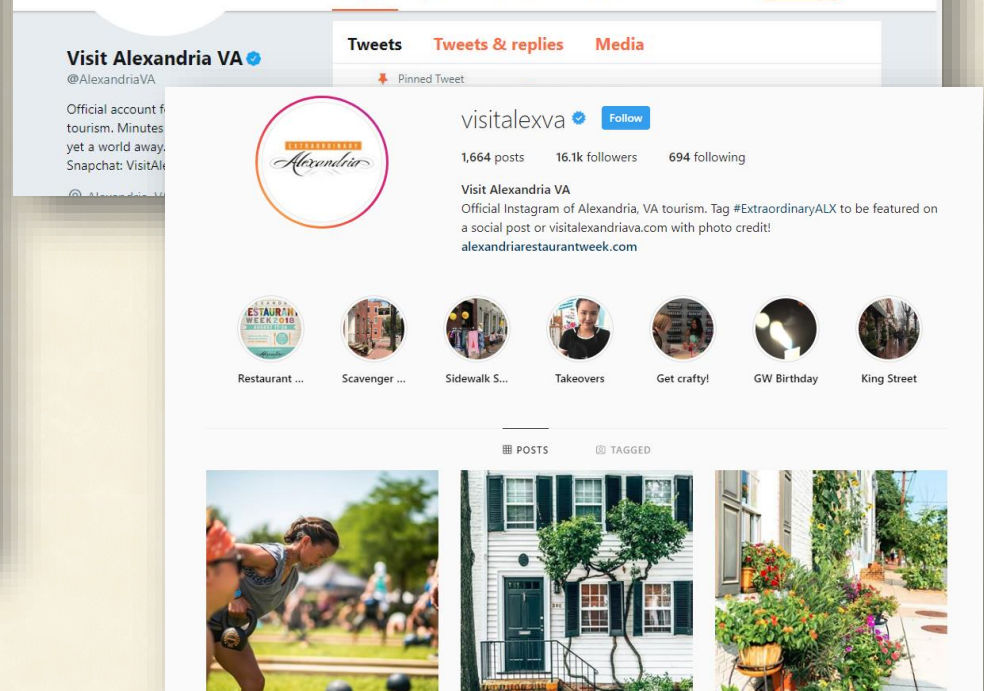
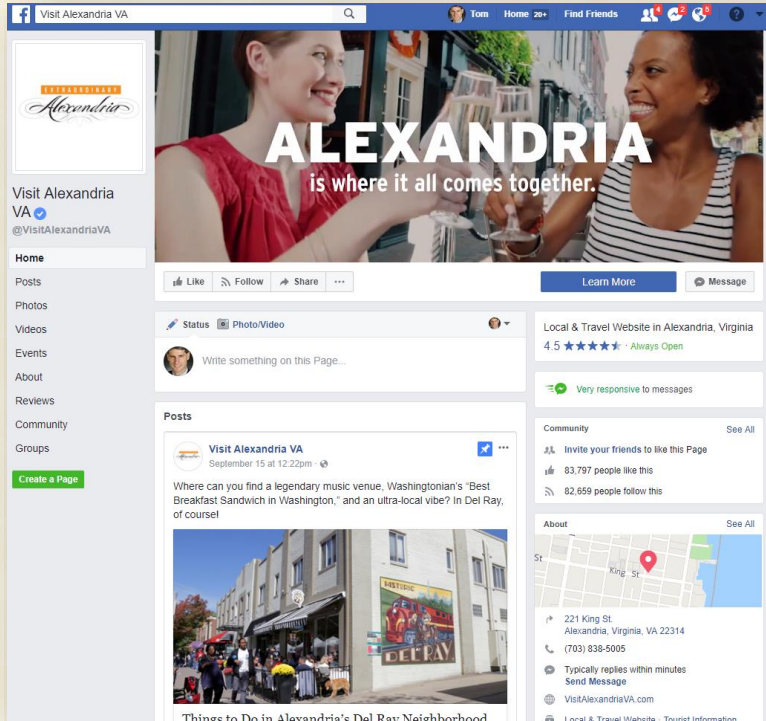
Alexandria Insider
#ExtraordinaryALX



Top 11 Reasons to Visit This Fall

Alexandria welcomes autumn with more than 60 seasonal events, including events for art lovers, wellness enthusiasts, history buffs, beer-lovers and more. With so many things to look forward to,

131,000 SOCIAL MEDIA FOLLOWERS ↑ 19%



\$45 MILLION MEETING LEADS **↑ 13%**



VISIT
Alexandria

78,000 VISITOR CENTER GUESTS ↑ 3%



VISIT
Alexandria

365 MEMBERS ↑ 10%



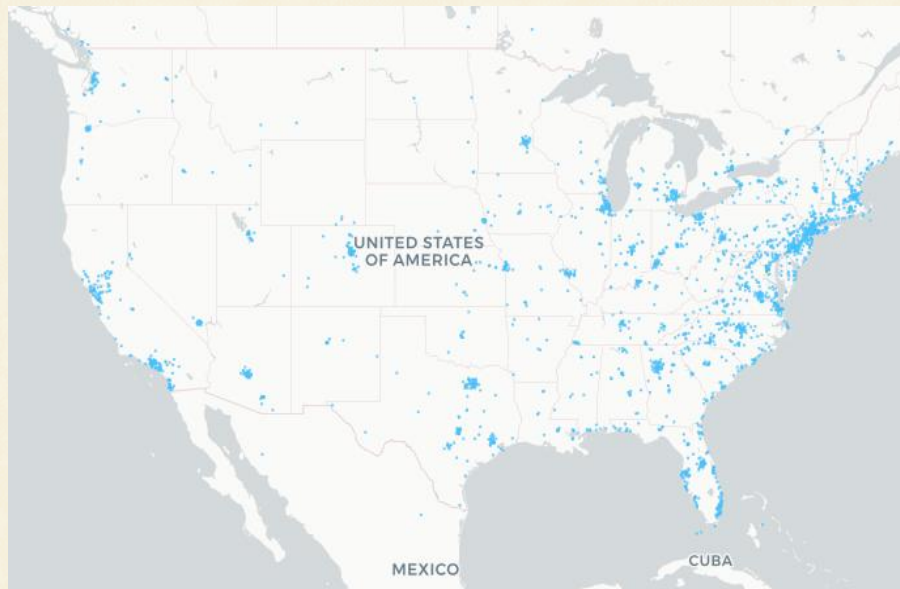


FY 2019 Preview

Big Data & Targeting Need Periods



ARRIVALIST



| JAN | FEB | MAR | APR |
|-----|-----|-----|-----|
| MAY | JUN | JUL | AUG |
| SEP | OCT | NOV | DEC |



Meetings Marketing Push

Expanded Face-to-face Initiatives

ALXNetWORKS

ALEXANDRIA'S INSIDER INDUSTRY RESOURCE
INSPIRATION | EVENTS | NETWORKING

WINE  & WISDOM 
WEDNESDAYS: **UNCORKED**

VISIT
Alexandria

Meetings Marketing Push

New Campaign

CLOSE TO D.C.
FAR FROM EXPECTED.

Alexandria
MEETINGS

#MeetALX

VISIT
Alexandria

Metro Shutdown Mitigation Plan



TRAVEL OPTIONS DURING SUMMER 2019 ALEXANDRIA METRO STATIONS CLOSURE

Provided by Visit Alexandria

CONNECTING ALEXANDRIA TO WASHINGTON, D.C.

| | | | |
|--|---|--|-------------------|
| | METROWAY Connecting Braddock Road Metro with Crystal City Metro. Features dedicated coach-only lanes to beat traffic. Service every 6-15 minutes. | Est. Cost: \$1.75 More Info: MetroWayVA.com | 30 MINUTES |
| | RIDESHARE (Uber/Lyft) Connecting Old Town Alexandria to Downtown D.C. | Est. Cost: \$11.00 – \$15.00 (non-surge) More Info: Uber.com / Lyft.com | 15 MINUTES |
| | TAXI Connecting Old Town Alexandria to Downtown D.C. | Est. Cost: \$17.00 – \$21.00 More Info: AlexandriaYellowCab.com | 15 MINUTES |
| | CARSHARE (Zipcar) Connecting Old Town Alexandria to Downtown D.C. | Est. Cost: \$10.00/hour More Info: Zipcar.com | 15 MINUTES |
| | CAR Connecting Old Town Alexandria to Downtown D.C. | Est. Cost: \$1.50 fuels Parking \$11 - \$18 (all day garage) or \$2.20/hour (meters) More Info: DCParking.org | 15 MINUTES |
| | WATER TAXI From Alexandria to the Wharf Additional service available to: The National Mall, Georgetown, National Harbor, Mount Vernon | Est. Cost: \$10.00 – \$12.00 More info: PotomacRiverboat.com | 30 MINUTES |
| | CAPITAL BIKESHARE Various locations throughout Alexandria and Washington, D.C. | Est. Cost: \$4.00 More info: CapitalBikeshare.com | 45 MINUTES |
| | METROBUS Various stops throughout Alexandria and Washington, D.C. | Est. Cost: \$1.75 – \$7.00 More info: WMATA.com Note: Can take up to 1.5 hours depending on delays | 60 MINUTES |
| | VIRGINIA RAILWAY EXPRESS Connecting Alexandria Amtrak Station with L'Enfant Plaza and Union Station in Washington, D.C. | Est. Cost: \$7.00 More info: VRE.org Note: Not available midday or weekends | 25 MINUTES |

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Alexandria

Neighborhood Promotion



Visitor Center Garden Redesign





King Street Corridor Initiative

Thanks to Our Partners



City Manager's Office

*Department of Project
Implementation*

*Department of Recreation, Parks &
Cultural Activities*

*Department of Transportation &
Environmental Services*

Office of Historic Alexandria



FOUNDING FUNDERS

Lead Partners

*Alexandria Hotel Association
Alexandria Restaurant Partners
Carr Hospitality
TTR Sotheby's
Virginia Tourism Corporation*

Community Contributors

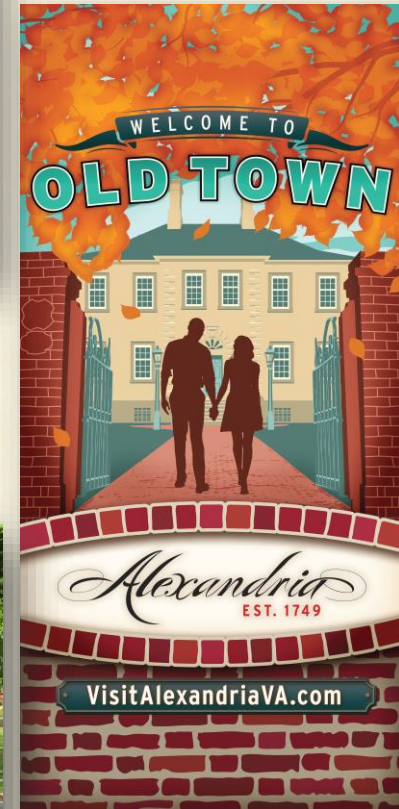
*EYA
Tall Ship Providence Foundation*

Neighborhood Partners

*Asana
Chadwicks Restaurant
Pizzeria Paradiso
Port City Brewing Company
Potomac Riverboat Company
Urbano 116 and Augie's Mussel House*

King Street Corridor Initiative

Beautification, Programming & Promotion



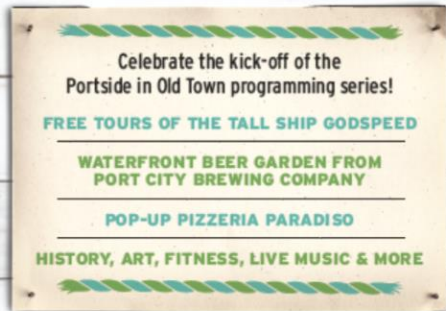
VISIT
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Portside Series



- History
- Arts
- Live Music
- Fitness
- Family
- Holidays

Portside in Old Town Festival: Oct. 12-14



FREE ADMISSION  PortsideInOldTown.com



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Alexandria



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Portside 2019 Preview



- **Public Art in new park**
Spring 2019
- **Tall Ship Providence**
Summer 2019



Since Launch in 2013

Web Visits: + 90%

Press Hits: + 67%

Sales Leads: + 32%

Four consecutive years of Hotel Occupancy > 70%

Visitor Spending: + \$88,000,000/year



Alexandria
EST. 1749

VISIT
Alexandria



Thank You!

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VisitAlexandriaVA.com | #VisitALX