

VISIT
Alexandria
2018 Annual Meeting

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

VISIT
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Karen Kotowski

CEO, Events Industry Council

Visit Alexandria Board Chair

VISIT
Alexandria

Dixie Eng

General Manager

Holiday Inn & Suites Alexandria – Old Town



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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®

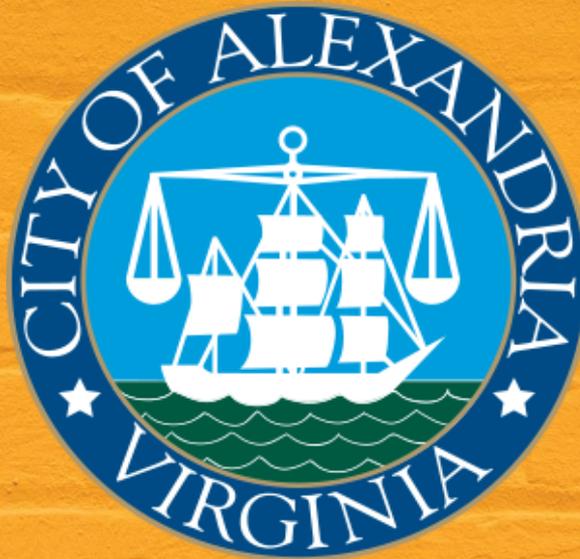
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Modern
Banking
Old-
Fashioned
Values

Burke & Herbert Bank

At Your Service Since 1852®

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Mark Jinks

**City Manager
City of Alexandria**

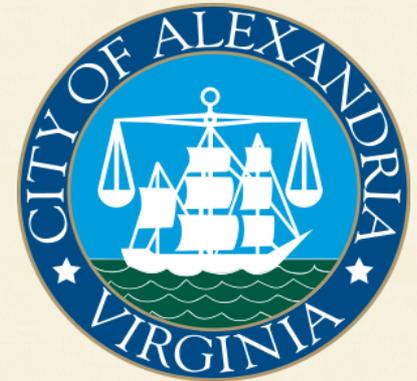
VISIT
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Patricia Washington

President & CEO

Visit Alexandria

Thank You Louis Simms



VISIT
Alexandria

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 greets 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 Godt, 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 RIV 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

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Patricia Washington

President & CEO

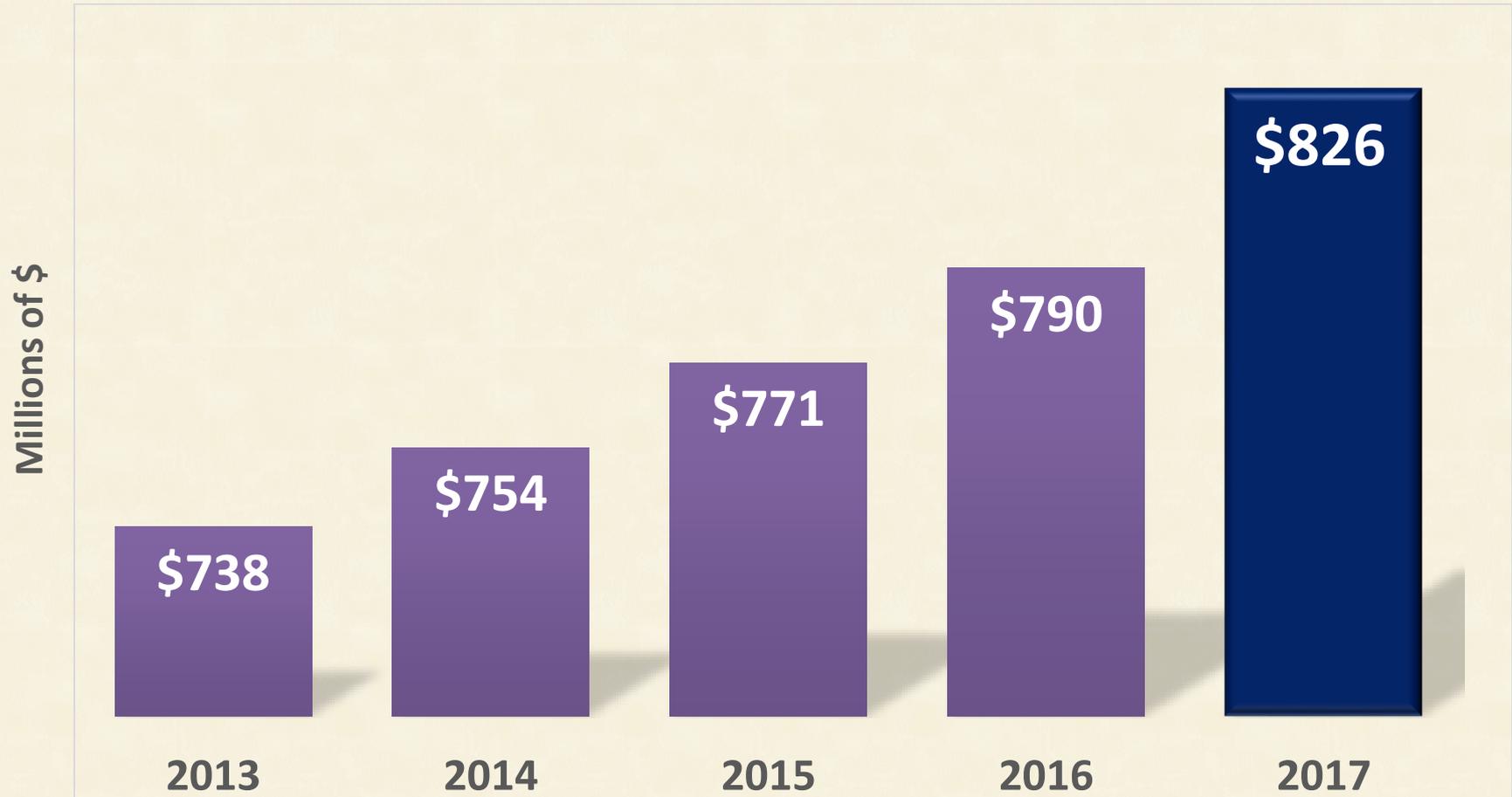
Visit Alexandria

VISIT
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FY 2018 Headlines

Visitor Spending in Alexandria

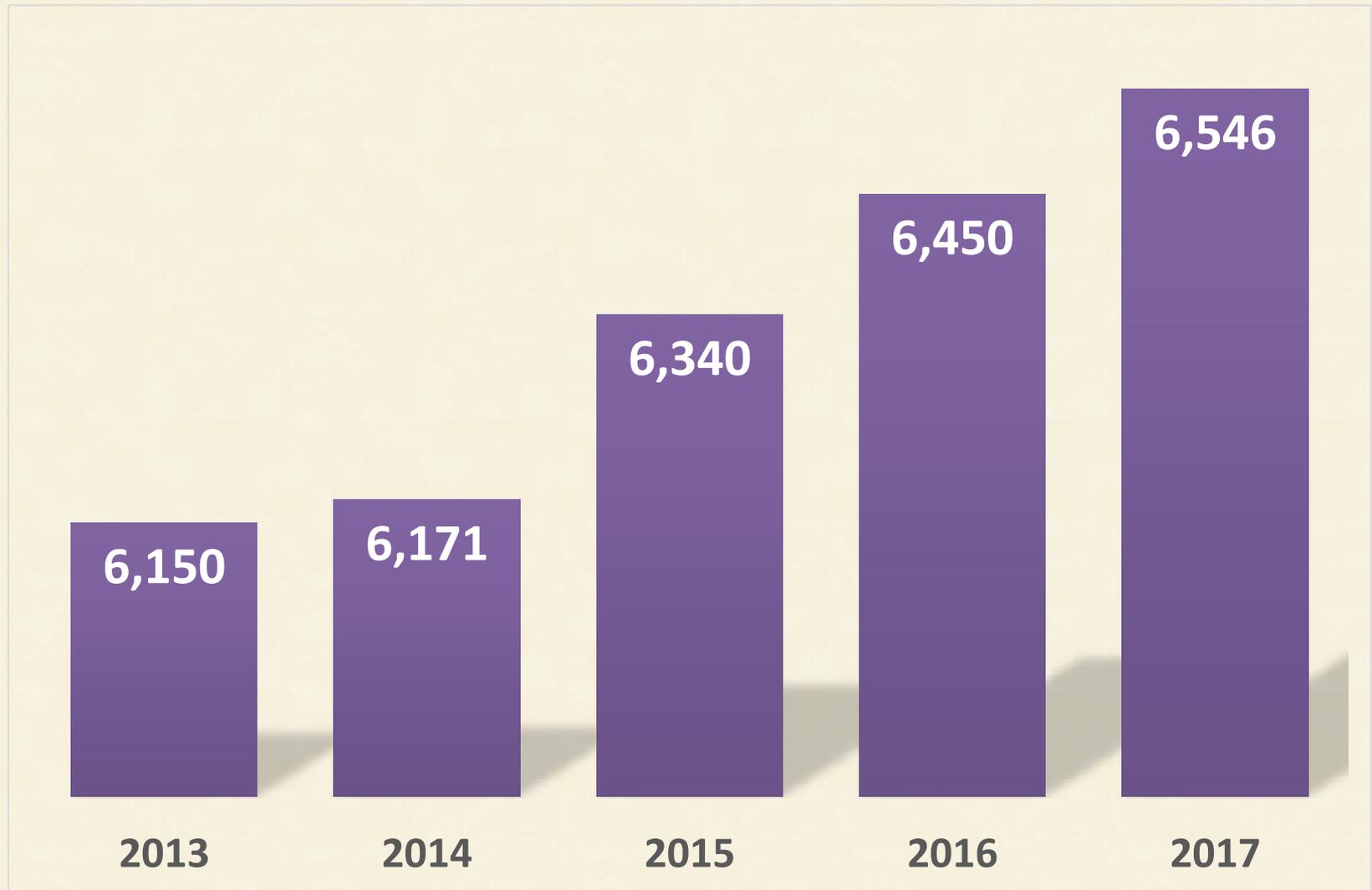
(Home location = 50+ miles)



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

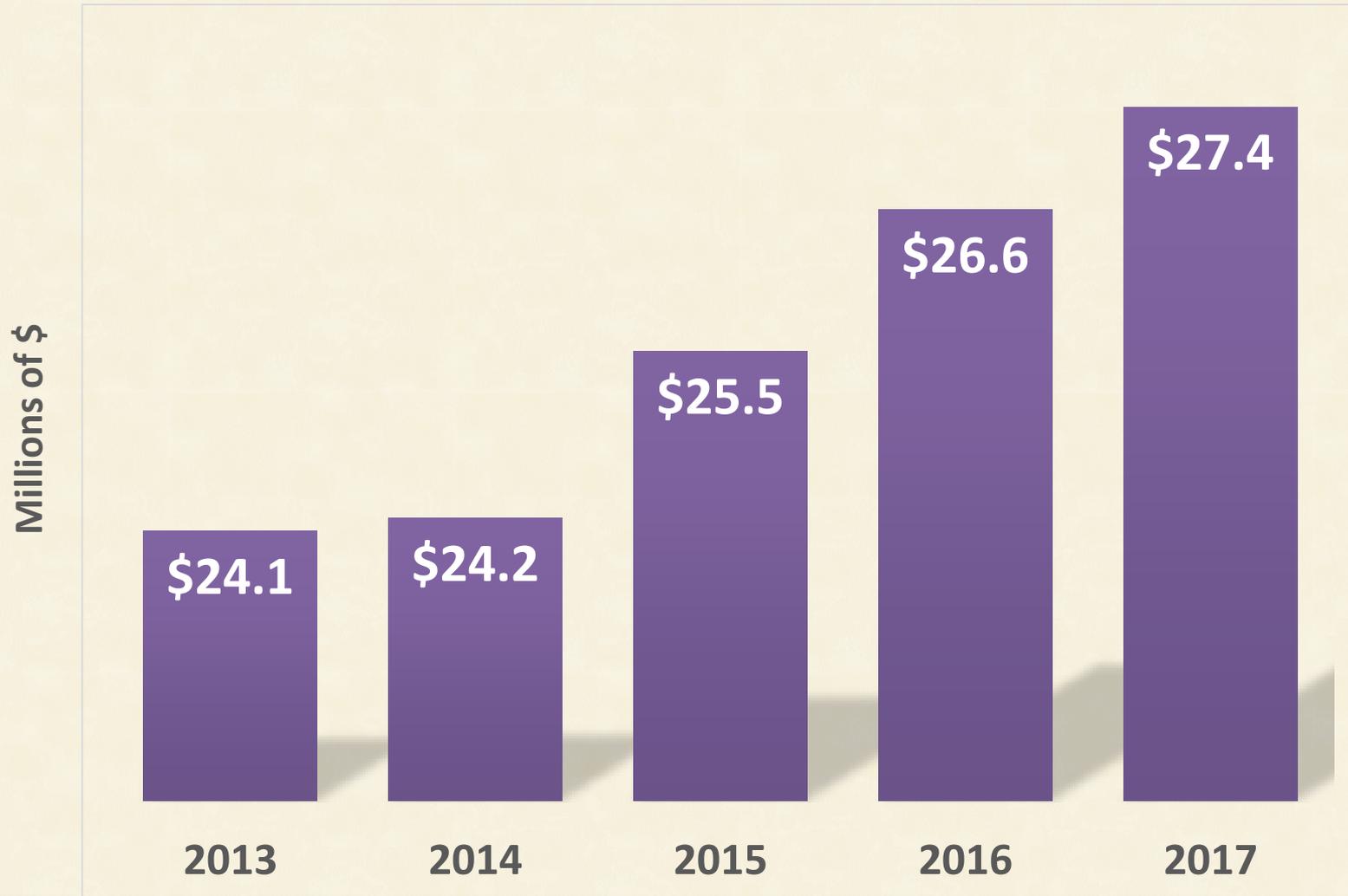


Jobs Supported by Tourism



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

Alexandria Tax Receipts from Tourism (Home location: 50+ miles)

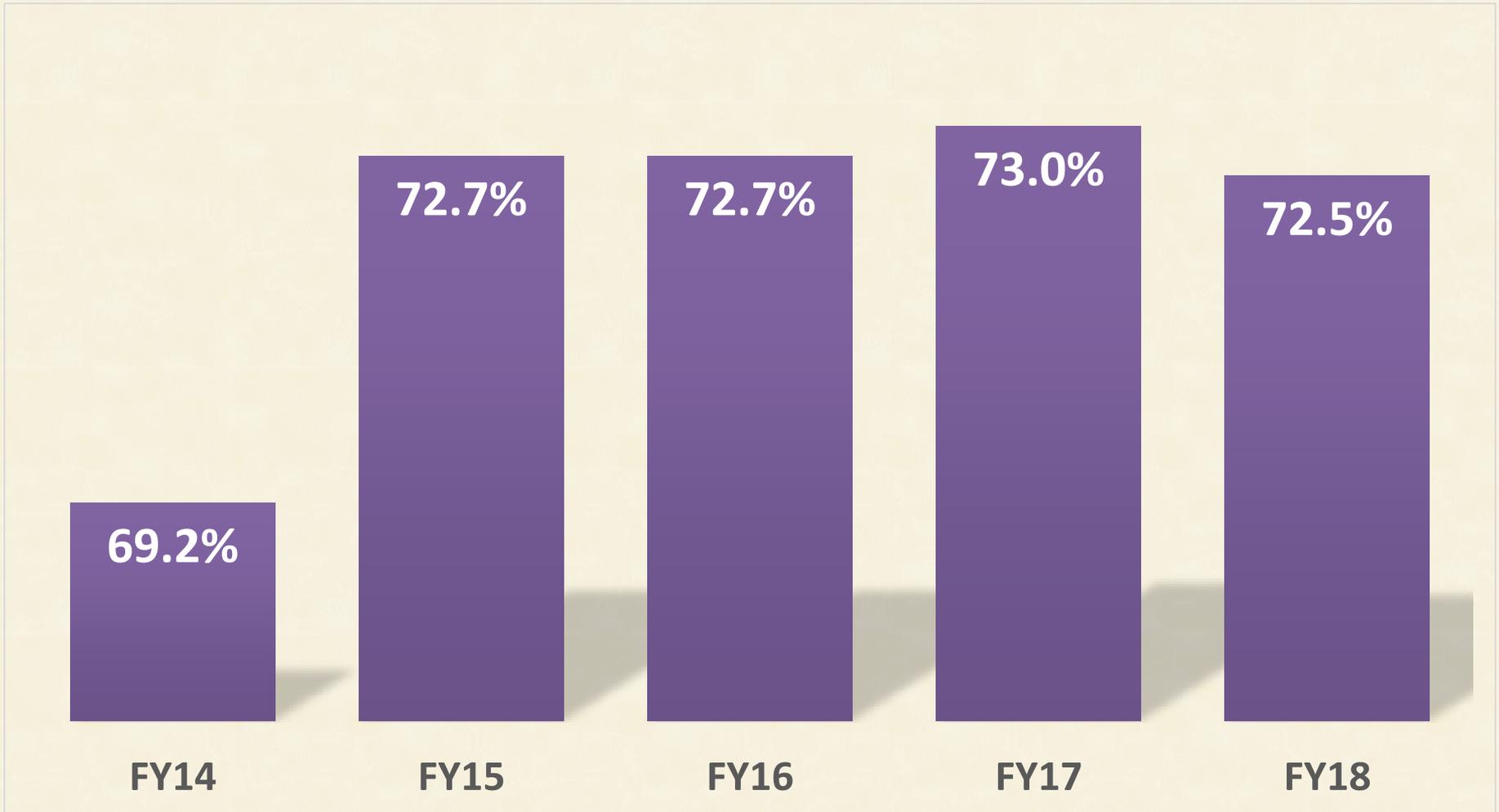


Source: 2017 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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

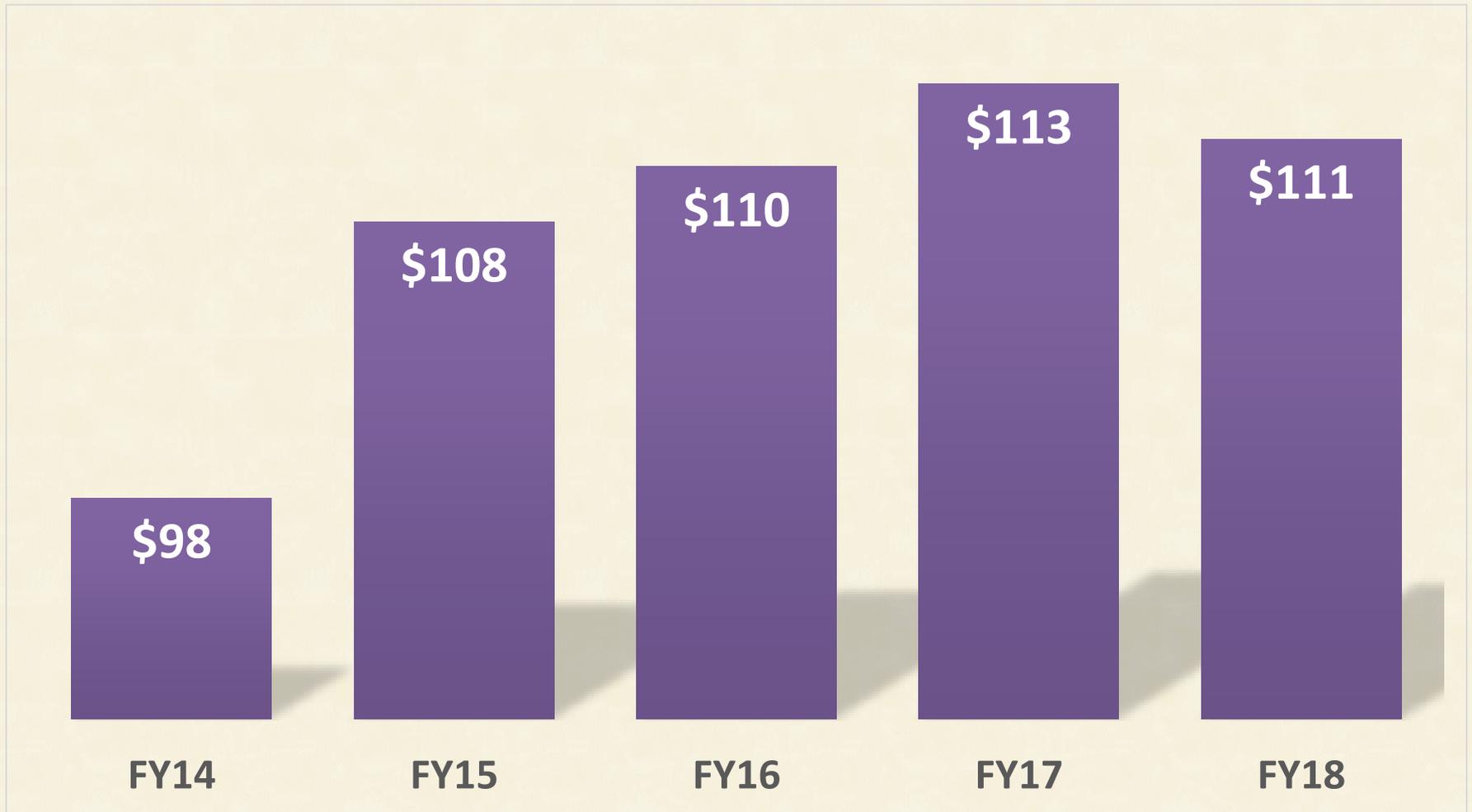


Occupancy



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

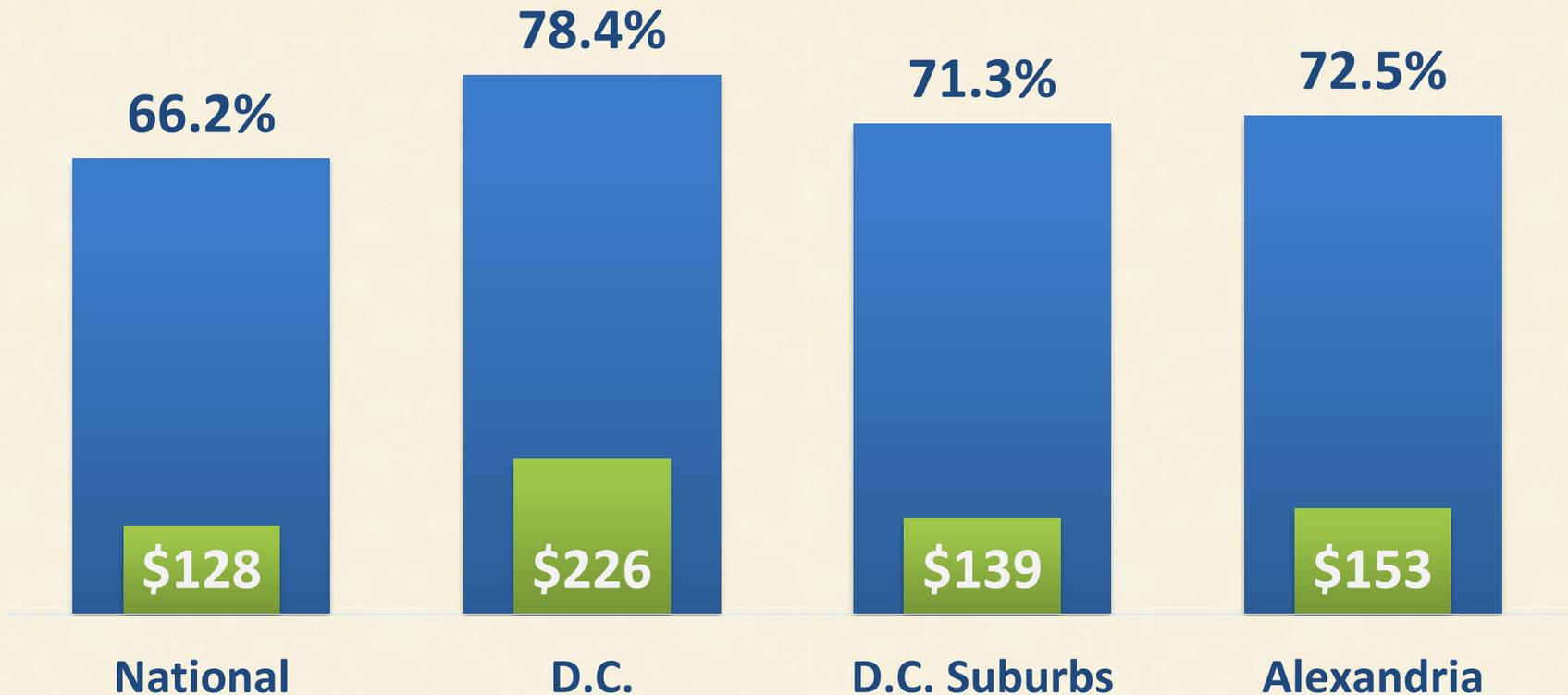
Revenue Per Available Room (RevPAR)



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

How Does Alexandria Compare?

■ Occupancy ■ Average Daily Rate



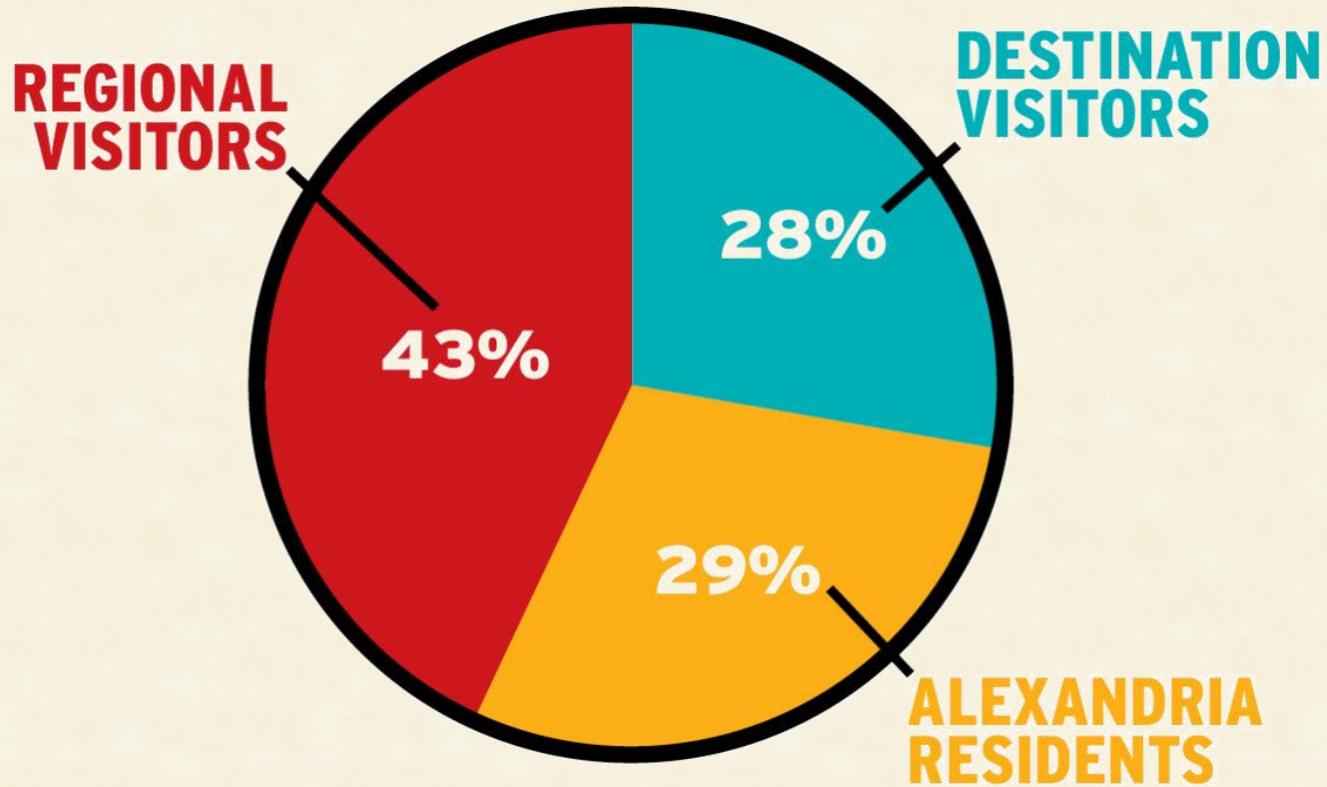
Source: Smith Travel Research; D.C. Suburbs includes Arlington County, Fairfax County, and Prince George's County (MD). July 2017-June 2018.

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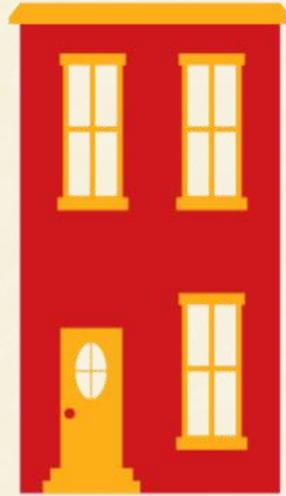
Community Impact

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



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.**

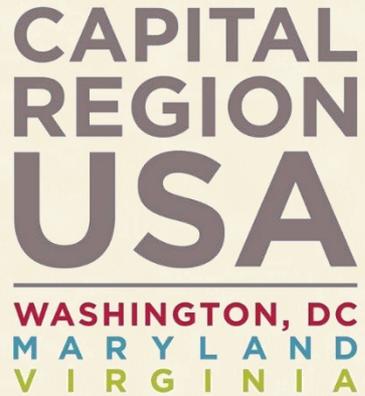
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FY 2018 Key Activities

What We Do



Leveraging Regional Partnerships

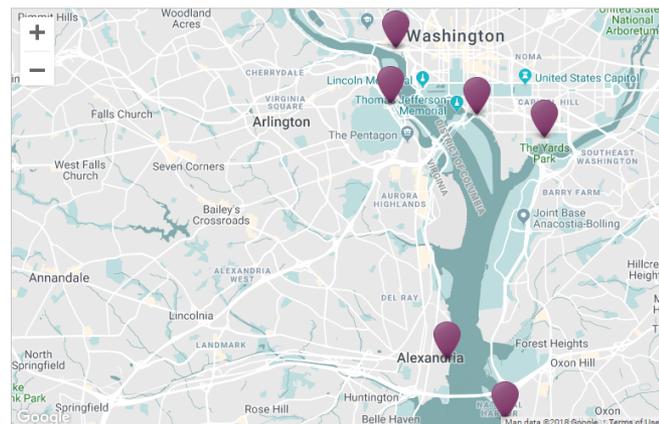


Leveraging Regional Partnerships



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

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



This screenshot shows an article on the Washington DC website titled '16 EXCITING THINGS TO SEE & DO ALONG THE OLD TOWN ALEXANDRIA WATERFRONT'. The article is categorized under 'VIRGINIA' and 'WATERFRONTS'. It features a large photograph of a historic building with a green awning and a sign that says 'ICE CREAM'. The byline reads 'By K. Summerer / Visit Alexandria'. Below the photo, there is a quote: 'A nationally designated historic district, Old Town Alexandria is a welcoming escape on the Potomac'. To the right of the article, there are two promotional boxes: one for '100+ FREE THINGS TO DO' and another for 'PLACES TO STAY'.

VISIT
Alexandria

Visual Itineraries





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

VISIT
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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. <small>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.</small>
✓ 10% off standard banquet menu prices	
✓ Brand point rewards	

And, we'll even help promote!

INTRODUCING ALX EXTRAPERKS

MEET IN D.C.'S
ORIGINAL OLD TOWN
& **SAVE BIG!**

ALX EXTRAPERKS

MEETINGS MADE EXTRAORDINARY

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 [Cattile & Eisenhower](#), the economic engine of Alexandria, and [Del 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.

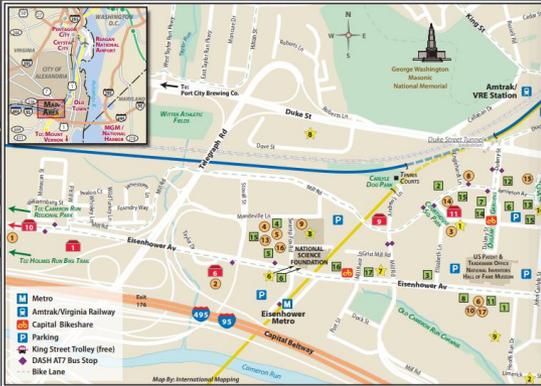
[Learn More >](#)



Restaurants

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

[Learn More >](#)



- | | | | |
|---|---|--|--|
| <p>LODGING</p> <ul style="list-style-type: none"> 1 Courtyard by Marriott Alexandria Old Town/Southwest 2 Embassy Suites Alexandria 3 Hampton Inn Alexandria Old Town/King St. 4 Hilton Alexandria Old Town 5 Hilton Garden Inn Alexandria Old Town 6 Holiday Inn Alexandria at Carlyle 7 Kingston Lorien Hotel & Spa 8 Residence Inn Old Town - Duke St. 9 Residence Inn Old Town South at Carlyle 10 Springhill Suites Alexandria Old Town/Southwest 11 Westin Alexandria 12 Wyndham Old Town Alexandria | <p>AMENITIES</p> <ul style="list-style-type: none"> 1 Access Bank 2 Alexandria Renew Environmental Center 3 AMC Hoffman Center 22 Theater 4 Body & Brain Yoga Alexandria 5 Burke & Herbert Bank 6 CVS (2) 7 FedEx Office 8 Local Motion Studio 9 OneLife Fitness 10 Pure Barre 11 US Post Office 12 Xtend Barre Old Town | <p>DINING - FAST CASUAL</p> <ul style="list-style-type: none"> 1 F. Steven (2) 2 Cafe Gallery & Market 3 Cafe Old Town 4 California Tortilla 5 Cold Stone Creamery 6 Dunkin' Donuts (2) 7 Ginnston Bros. Bagels 8 Foster's Galle 9 Italian Gourmet Deli 10 Jimmy John's 11 Palapa's Pizza 12 Panera Bread | <p>DINING - FULL SERVICE</p> <ul style="list-style-type: none"> 1 Aldo's Italian Kitchen 2 Bistro Eighteen90 3 Carlyle Club 4 Delia's Mediterranean Grill & Brick Oven Pizza 5 Galia Thai Restaurant 6 Human Cafe 7 Laporta's Restaurant 8 Pasara Thai Restaurant 9 San Antonio Bar & Grill 10 Sumo Hibachi & Sushi 11 Sweet Fire Diner's 12 Table Talk Restaurant 13 Ted's Montana Grill 14 Trademark Drink and Eat 15 Whiskey & Oyster 16 Viver Bistro 17 Zikrayet Lebanese Restaurant |
|---|---|--|--|



Short Term Rental Revenue

Alexandria  Times

City to begin receiving taxes for
Airbnb rentals

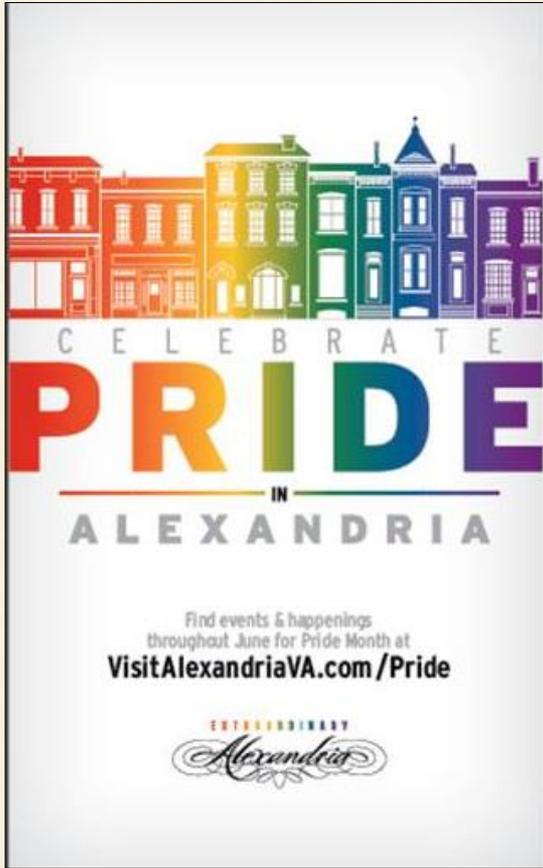
March 12, 2018



The Washington Post

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

LGBTQ Initiative & Pride Month



CELEBRATE
PRIDE
IN
ALEXANDRIA

Find events & happenings
throughout June for Pride Month at
VisitAlexandriaVA.com/Pride

ESTABLISHED BY
Alexandria

The poster features a row of colorful buildings in rainbow colors (red, orange, yellow, green, blue, purple) at the top. Below the buildings, the word 'PRIDE' is written in large, bold, rainbow-colored letters. The text 'CELEBRATE' is above 'PRIDE' and 'IN ALEXANDRIA' is below it. At the bottom, there is a call to action to find events throughout June for Pride Month at VisitAlexandriaVA.com/Pride, and the 'ESTABLISHED BY Alexandria' logo.



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

VISIT
Alexandria

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
WEEKLY

E NEWS

BAZAAR
Harper's

Canadian
TRAVEL + PRESS

THRILLIST

CURBED

HUFFPOST

BRIT + CO

WEDDING WIRE

Chicago Tribune

THE BALTIMORE SUN

THE 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%

The screenshot shows the top of the Alexandria website. At the top, there is a navigation bar with the word "EXTRAORDINARY" in a red box, followed by links for "MEETINGS", "GROUPS", "WEDDINGS", "PRESS ROOM", and a search icon. Below this is a large banner image of a street in Alexandria with colorful autumn trees. The word "Alexandria" is written in a large, elegant script font across the top of the banner. To the right of the script are navigation links: "THINGS TO DO", "RESTAURANTS", "OLD TOWN", "HOTELS", and "PLAN".

Overlaid on the banner is a red box with the text "AUTUMN IN ALEXANDRIA" in white, bold, uppercase letters. Below this, in a smaller white box, is the text "Fall is a showcase of festivals, live performances and arts and crafts events".

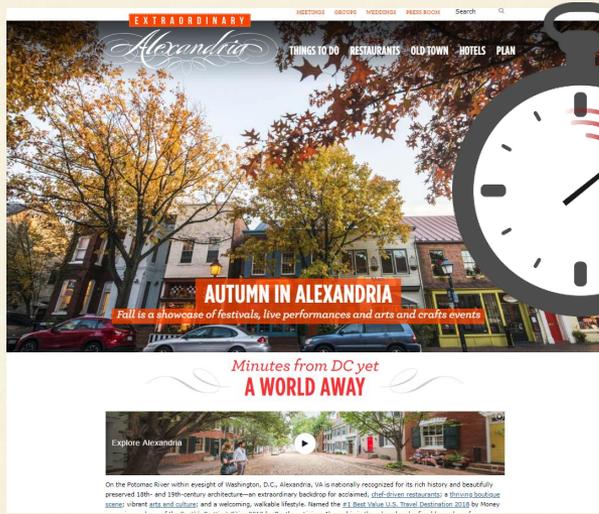
Below the banner, the text "Minutes from DC yet" is written in a red, italicized font, followed by "A WORLD AWAY" in a larger, bold, red, uppercase font. The text is flanked by decorative white flourishes.

Below the text is a video player with a play button icon. The video title is "Explore Alexandria".

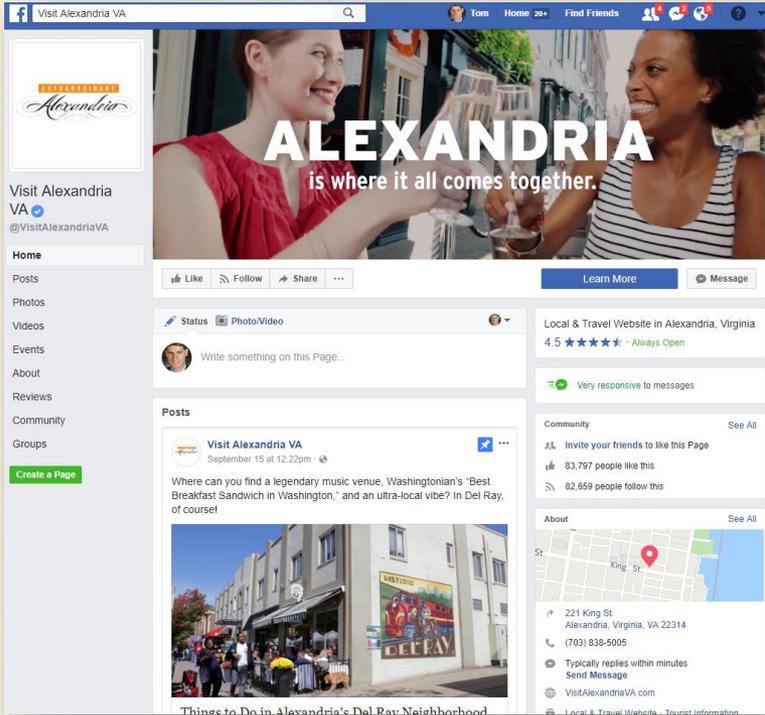
Below the video player, there is a paragraph of text: "On the Potomac River within eyesight of Washington, D.C., Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture—an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Named the **#1 Best Value U.S. Travel Destination 2018** by Money Magazine's Best Value U.S. Travel Awards, Alexandria is the perfect destination for history and culture lovers." The text is partially cut off at the bottom.

VISIT
Alexandria

293,000 ENGAGED ADVERTISING LEADS \uparrow 73%



131,000 SOCIAL MEDIA FOLLOWERS ↑ 19%



Facebook page for Visit Alexandria VA. The profile picture features two women clinking wine glasses with the text "ALEXANDRIA is where it all comes together." The page includes a navigation menu on the left, a post from September 15, 2018, and a map of the Del Ray neighborhood.

Visit Alexandria VA
@VisitAlexandriaVA

Home Posts Photos Videos Events About Reviews Community Groups

Like Follow Share

Learn More Message

Status Photo/Video

Write something on this Page...

Posts

Visit Alexandria VA
September 15 at 12:22pm

Where can you find a legendary music venue, Washingtonian's "Best Breakfast Sandwich in Washington," and an ultra-local vibe? In Del Ray, of course!

Things to Do in Alexandria's Del Ray Neighborhood

Local & Travel Website in Alexandria, Virginia
4.5 ★★★★★ · Always Open

Very responsive to messages

Community See All

Invite your friends to like this Page
83,797 people like this
82,659 people follow this

About See All

221 King St
Alexandria, Virginia, VA 22314
(703) 838-5005
Typically replies within minutes
Send Message
VisitAlexandriaVA.com
Local & Travel Website · Tourist Information



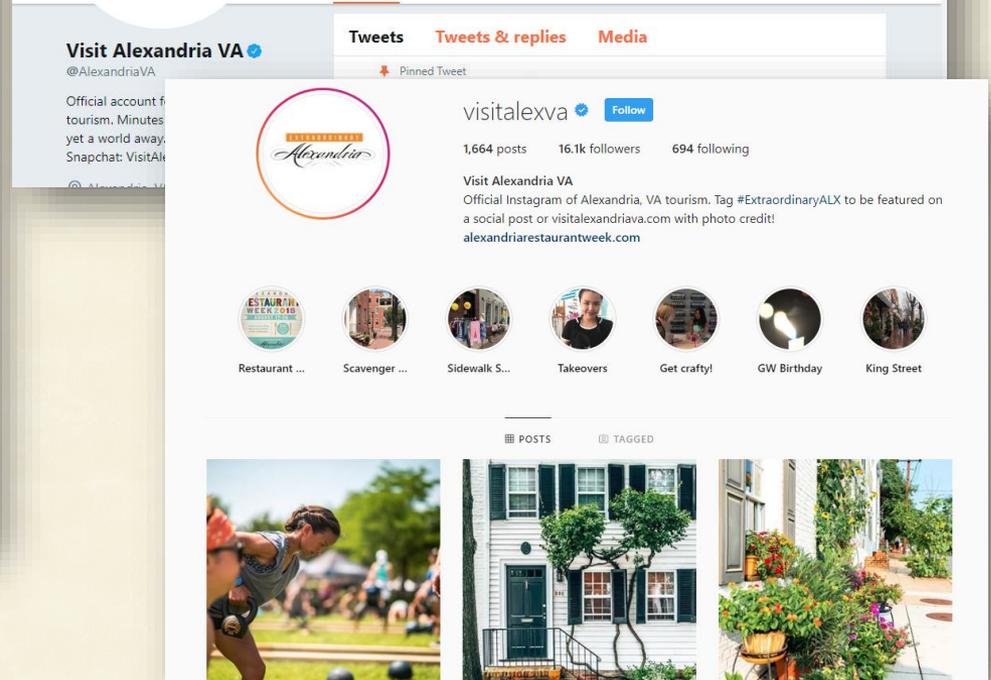
Twitter profile for Visit Alexandria VA. The profile picture is the same as the Facebook page. The bio reads: "Official account for tourism. Minutes yet a world away. Snapchat: VisitAlexandriaVA".

Visit Alexandria VA
@AlexandriaVA

Official account for tourism. Minutes yet a world away. Snapchat: VisitAlexandriaVA

Tweets 14K Following 1,383 Followers 19.9K Likes 13.7K Moments 2

Following



Instagram profile for visitalexva. The profile picture is the same as the Facebook page. The bio reads: "Official Instagram of Alexandria, VA tourism. Tag #ExtraordinaryALX to be featured on a social post or visitalexandriava.com with photo credit! alexandriarestaurantweek.com".

visitalexva
Follow

1,664 posts 16.1k followers 694 following

Visit Alexandria VA
Official Instagram of Alexandria, VA tourism. Tag #ExtraordinaryALX to be featured on a social post or visitalexandriava.com with photo credit! alexandriarestaurantweek.com

Restaurant ... Scavenger ... Sidewalk S... Takeovers Get crafty! GW Birthday King Street

POSTS TAGGED

Images showing a person running, a white house with a green door, and a flower box.

\$45 MILLION MEETING LEADS ↑ 13%



VISIT
Alexandria

78,000 VISITOR CENTER GUESTS ↑ 3%



365 MEMBERS ↑ **10%**



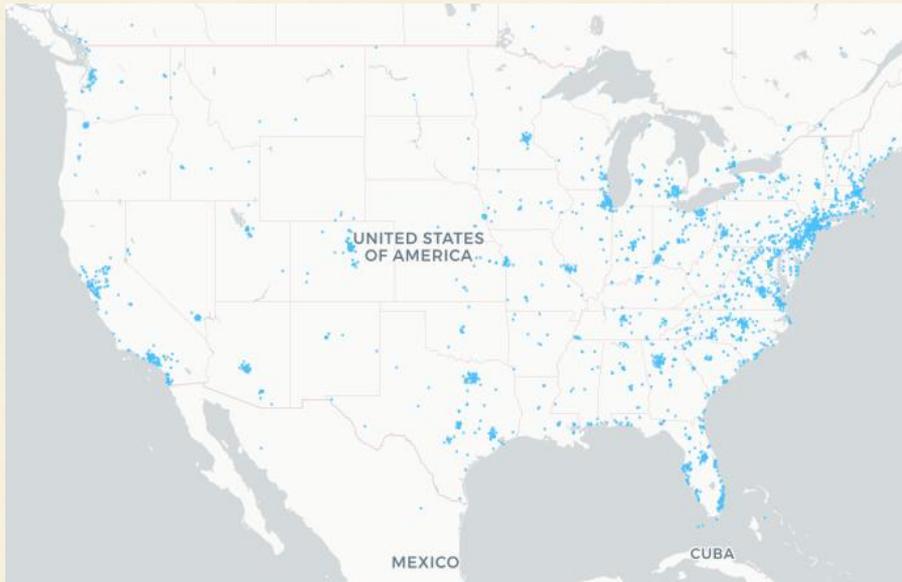
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FY 2019 Preview

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
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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 fees Parking \$11 - \$18 (all day garage) or \$2.30/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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Neighborhood Promotion



OLD TOWN



DEL RAY

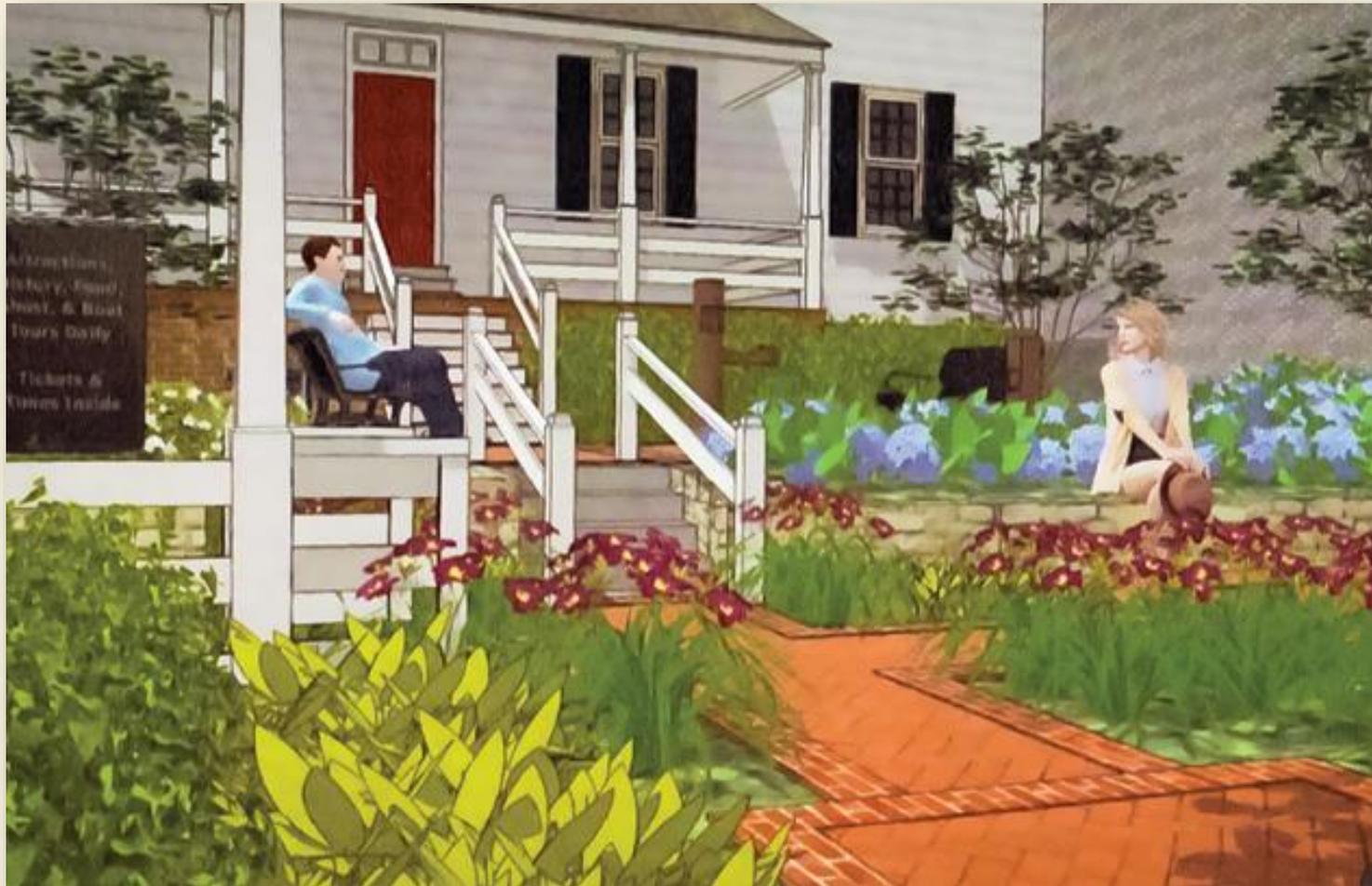


CARLYLE/
EISENHOWER



WEST END

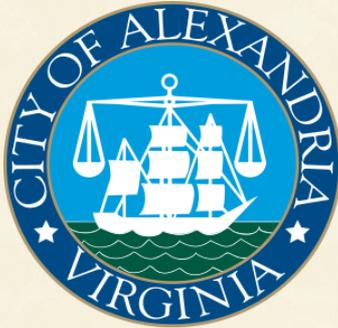
Visitor Center Garden Redesign





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

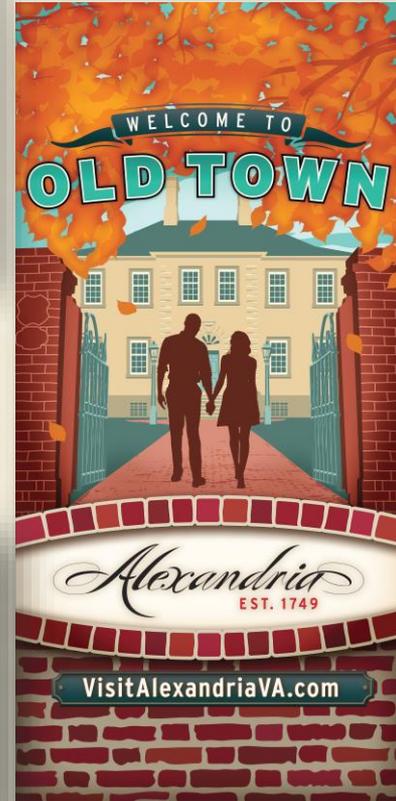
*EYA
Tall Ship Providence Foundation*

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



Portside Series



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

Portside in Old Town Festival: Oct. 12-14

FRIDAY, OCTOBER 12
THROUGH
SUNDAY, OCTOBER 14

PORTSIDE
IN OLD TOWN
ALX
FESTIVAL
WATERFRONT HAPPENINGS
AT KING STREET

Celebrate the kick-off of the
Portside in Old Town programming series!

FREE TOURS OF THE TALL SHIP GODSPEED

WATERFRONT BEER GARDEN FROM
PORT CITY BREWING COMPANY

POP-UP PIZZERIA PARADISO

HISTORY, ART, FITNESS, LIVE MUSIC & MORE

FREE ADMISSION  PortsideInOldTown.com



VISIT
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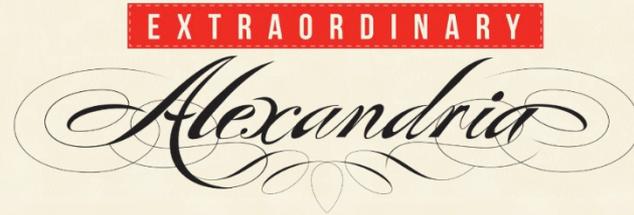


VISIT
Alexandria

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!

VISIT
Alexandria

VisitAlexandriaVA.com | [#VisitALX](https://twitter.com/VisitALX)