



Visit Alexandria

Patricia Washington, President & CEO

Alexandria City Academy

September 26, 2019

Mission

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



Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - 380+ members, including restaurants, shops, hotels, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitor Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Works in alignment with city government and economic development partners

Visit Alexandria Board of Governors

Representatives from the following categories:

- Hotel
- Retail
- Restaurant
- Association
- Attraction
- Historic Preservation
- City Manager's Designee (currently Deputy City Manager Emily Baker)
- Mayor's Designee (currently Vice Mayor Elizabeth Bennett-Parker)
- Citizen At-Large



MARKETING MIX

**ADVERTISING
SALES
WEB
PUBLIC RELATIONS
RESEARCH
EVENTS & ACTIVATION
VISITOR & MEMBER SERVICES
SOCIAL MEDIA
PUBLICATIONS
INTERNATIONAL
PROMOTIONS**

Economic Impact of Visitors (50+ miles)

\$859 million
in Visitor Spending

6,583
Jobs

\$27.9 million
in Local Tax Receipts*

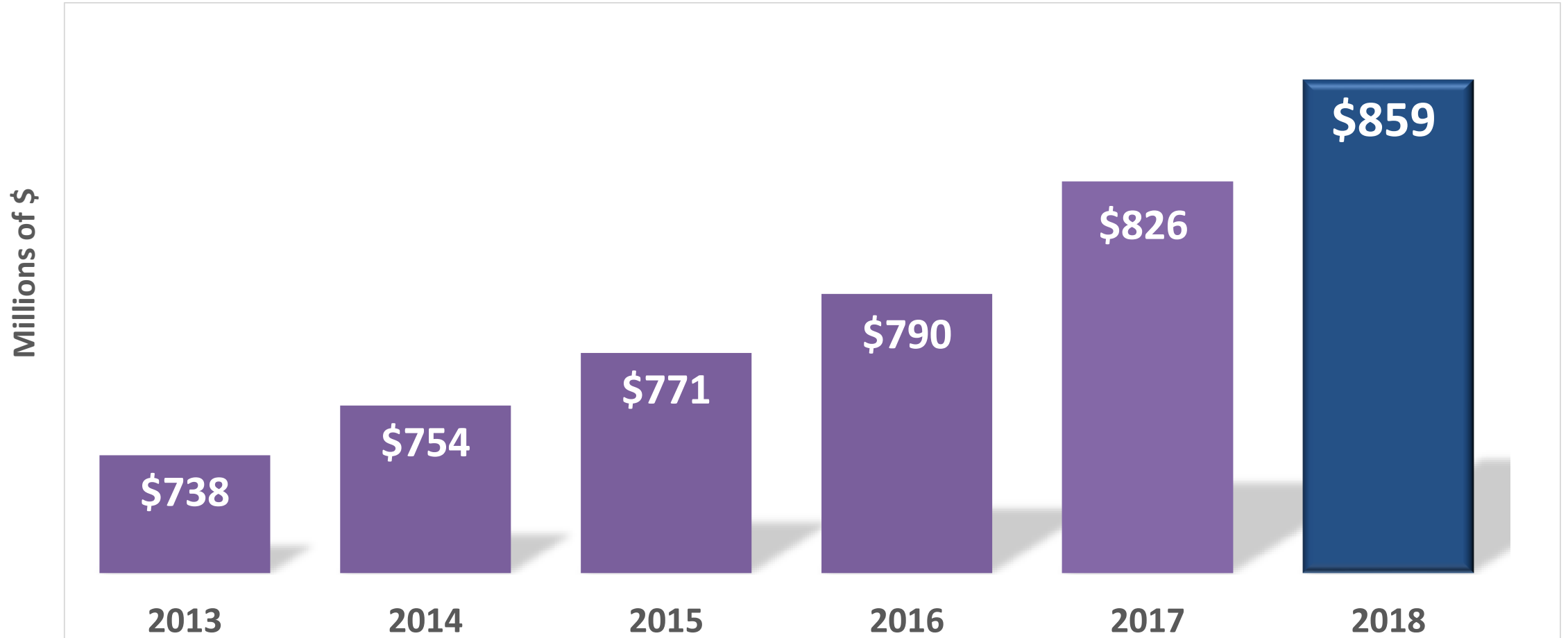
Source: 2018 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation.

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



Visitor Spending in Alexandria

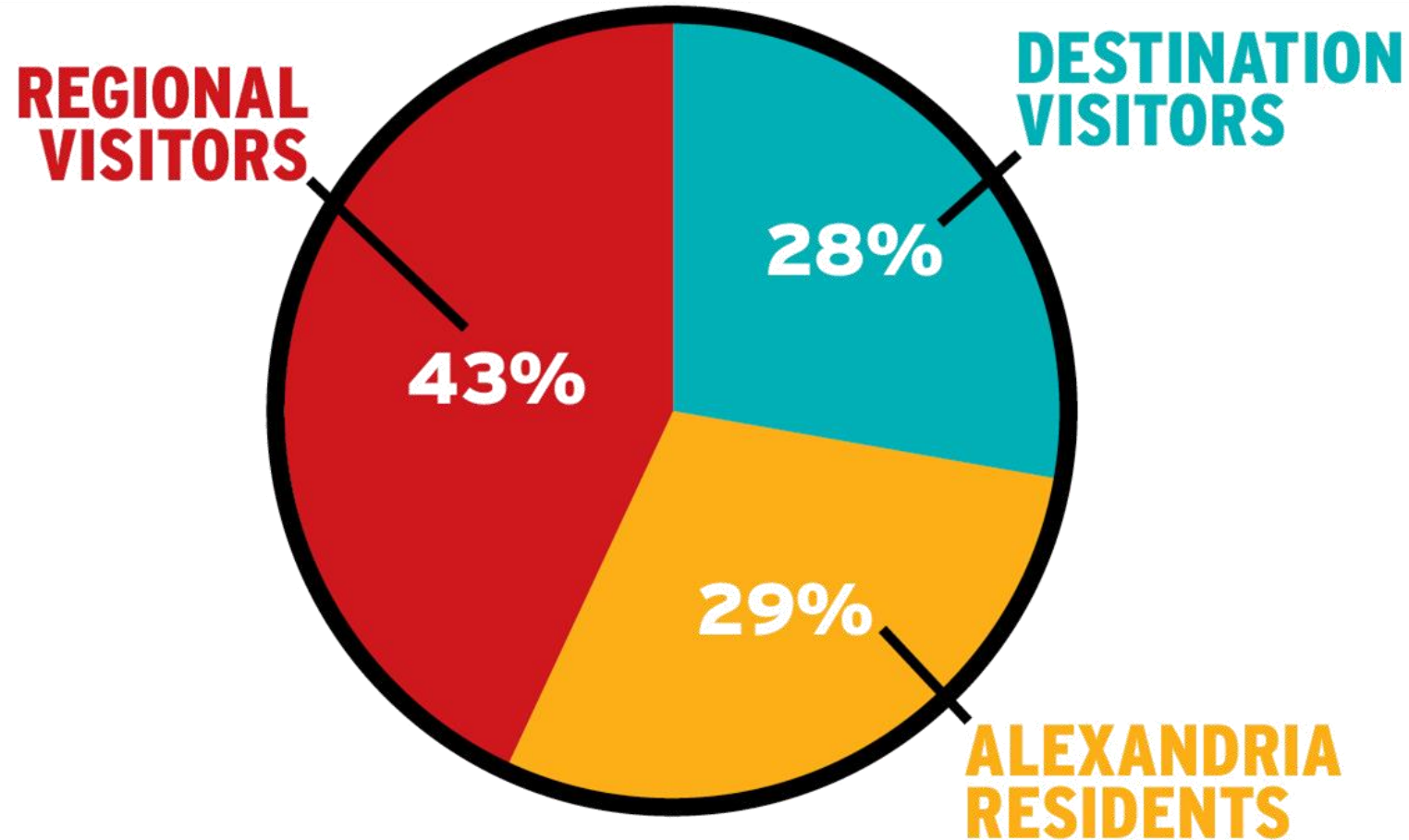
(Home location = 50+ miles)



Source: 2018 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation



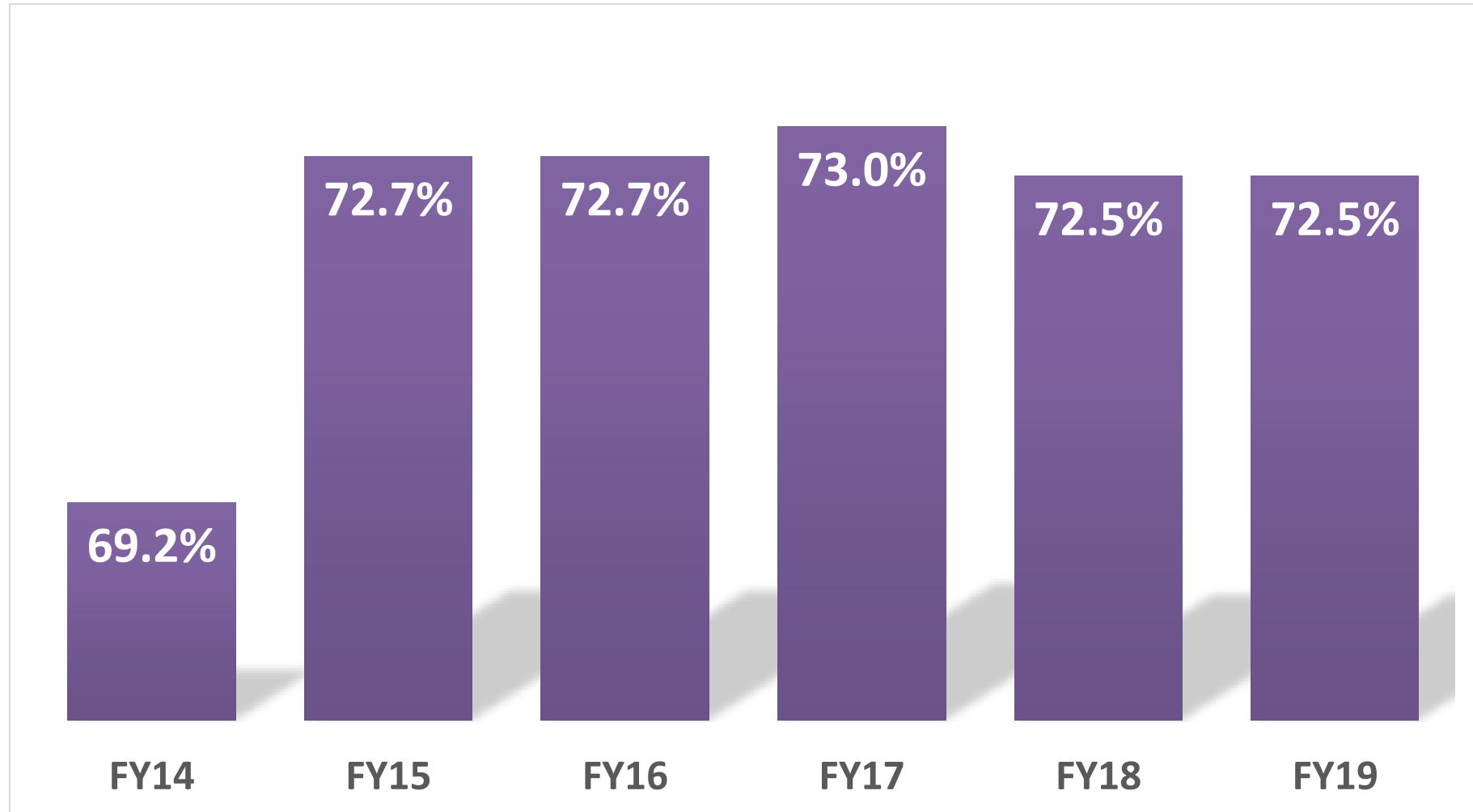
Non-Residents Pay 71% of Consumption Taxes



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

Occupancy (by Fiscal Year)

**Average US
occupancy:
66.2%**



Source: STR; Fiscal years run July through June



Visit Alexandria By the Numbers

VisitAlexandriaVA.com

2.33 million visits per year

Social Media

141,000 followers

Meetings and Sales

\$45.6 million in meetings leads

Public Relations

1,190 total media stories generated

Visitor Center

78,500 guests served



Target Geographic Markets

Destination:

Targeting Those Interested in DC Travel
National

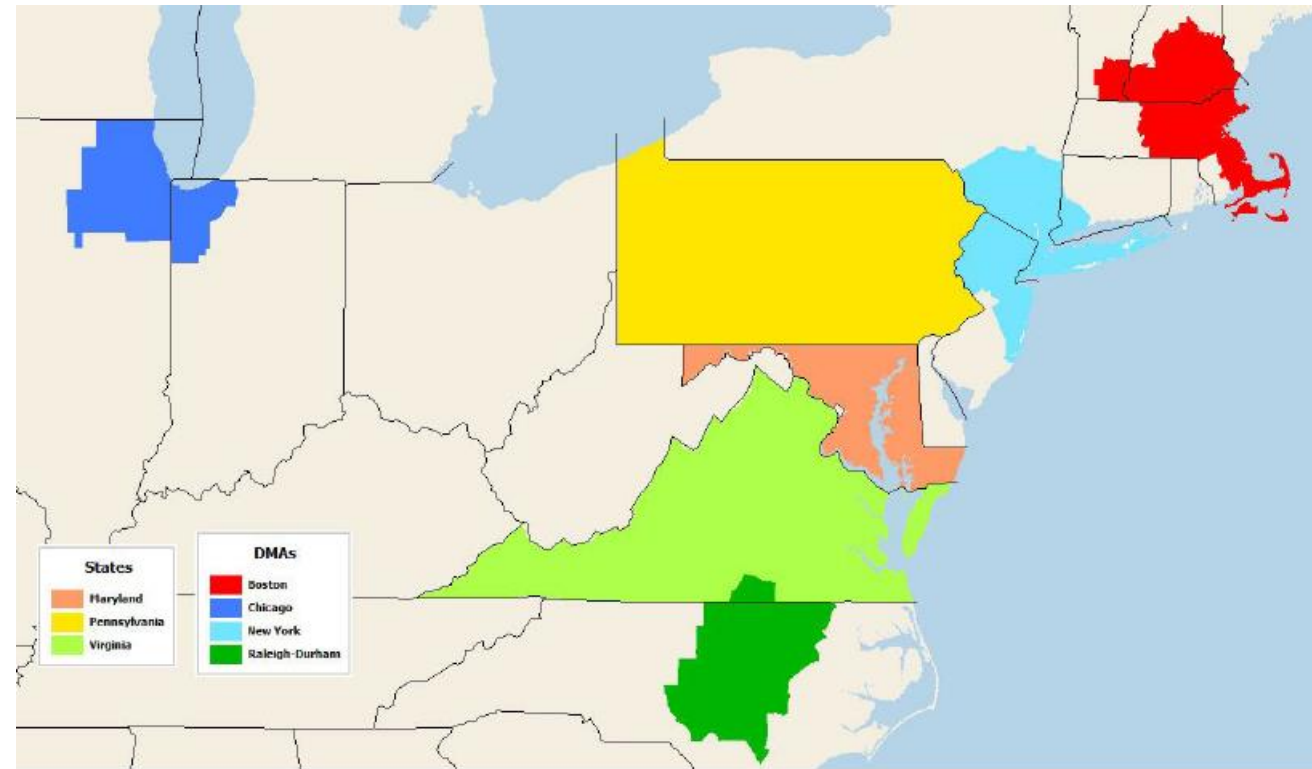
Awareness

States: PA, MD, VA

Metros: Raleigh, New York, Chicago, Boston


Regional:

DC Metro Area



Advertising Channels (Domestic Leisure)



A collage of four photographs showing various scenes from Alexandria, VA: two women walking on a sidewalk, people at an outdoor cafe, a boat on the Potomac River, and a historic building with a courtyard.

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

VISIT
Alexandria



Top Press Hits

ARCHITECTURAL
DIGEST

BuzzFeed

Chicago Tribune

 Expedia®

Forbes

meetings
PEOPLE • PLACES TODAY™

MEN'S JOURNAL

METRO.co.uk

The National

Newsweek



SHAPE

ShermansTravel

Southern Living

Today's
Parent

TRAVEL+
LEISURE

 USA TODAY™

The
Washington
Post

Women'sHealth

VISIT
Alexandria

New Regional Brand Campaign for Old Town



OLD TOWN.

NEW VIBE.

The only thing that rivals our historic charm is our vibrant now. Strike a pose at our new rainbow-hued art installation at the waterfront. Take a tall ship beer cruise starting in July. Check out new cocktail and taco spots. Browse new boutiques as you stroll the King Street mile lined with 200+ independent shops and restaurants. Discover what's new and now in Old Town Alexandria.

OLD TOWN
Alexandria

VisitAlexandriaVA.com/OldTown
#visitALX



**STOP SCROLLING.
START STROLLING.**

Next time, browse without a browser. Spend an afternoon strolling Old Town's King Street mile, the largest collection of independent boutiques in the D.C. region. Step inside local shops offering curated selections of stationery, vintage barware, sustainable fashion and more. Shop national favorites like Warby Parker and West Elm. See why the best finds aren't delivered, they're discovered.

OLD TOWN
Alexandria

VisitAlexandriaVA.com/OldTown
#visitALX

**STOP SCROLLING.
START STROLLING.**

OLD TOWN
Alexandria

**BROWSE
INDIE
SHOPS**

OLD TOWN.



OLD TOWN
Alexandria

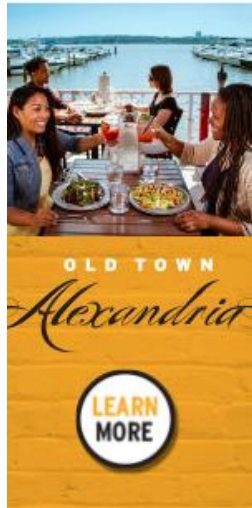
**SEE
WHAT'S
NEW**

VISIT
Alexandria

“50 Ways to Love Your Summer” Campaign

**LOVE
YOUR
SUMMER**
HOTEL PACKAGE

**WITH
\$200**
IN ADDED VALUE



visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



**50 Ways to Love Your
Summer in Alexandria**

BY CAROLINE SECREST MAY 2, 2019 4210 VIEWS

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UNLOCK ALEXANDRIA'S HISTORY WITH THE

**KEY TO
THE CITY**
MUSEUM PASS

\$44 Value for \$15
Includes 9 Historic Alexandria sites plus 40% discount to Mount Vernon

- Alexandria History Museum at The Lyceum
- George Washington's Mount Vernon (40% discount coupon)
- Carlyle House Historic Park
- Friendship Firehouse Museum
- Stabler-Leadbeater Apothecary Museum
- Lee-Fendall House Museum & Garden
- George Washington Masonic National Memorial Observation Deck
- Alexandria Black History Museum
- Gadsby's Tavern Museum
- Freedom House Museum

VisitAlexandriaVA.com/KeytotheCity



VISIT
Alexandria

Wine and Welding by Building Monuments (Photo credit: Christine Halsey Photography)

A SINGLE SPARK...

CAN START A BLAZE OF INSPIRATION.

Ignite your breakthrough thinking in a destination that has influenced leaders for centuries. Just minutes from D.C., Alexandria is fueled by a spirit of innovation that dates back to George Washington and continues today.

Named the 2018 #1 Best Value U.S. Travel Destination by *MONEY* and a Top 5 Small City by *Condé Nast* readers, Alexandria's walkable, nationally-designated historic district hums with restaurants, boutiques and intimate museums alongside four-star boutique and brand-name conference hotels accommodating groups up to 800. Inspire your attendees with authentic experiences and out-of-the-ordinary venues.

Introducing The Leadership Collection™ at Alexandria

Now affordable access is at your fingertips to three nationally-recognized programs featuring groundbreaking content and facilitators. A growing hub for innovation and a hidden gem for executive to mid-size meetings, Alexandria is the ideal location to motivate, inspire and develop leaders.

Find out more at AlexandriaLeadershipCollection.com or (703) 652-5360.

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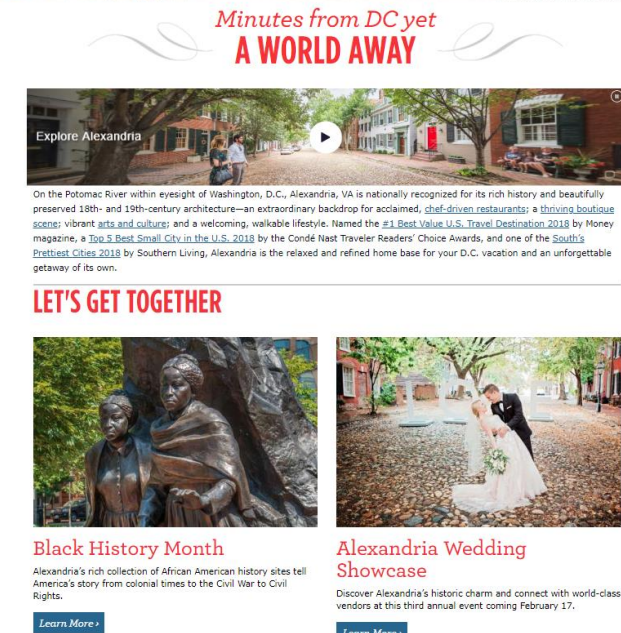
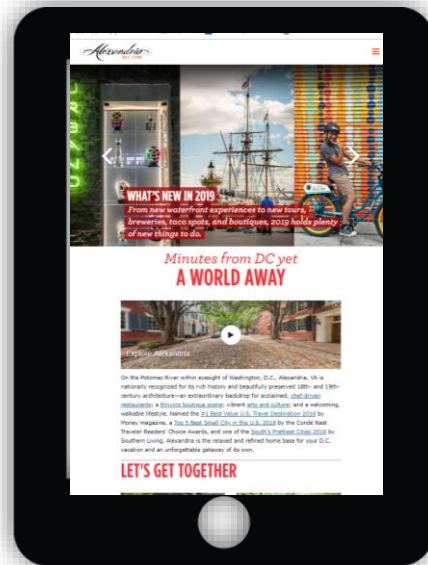
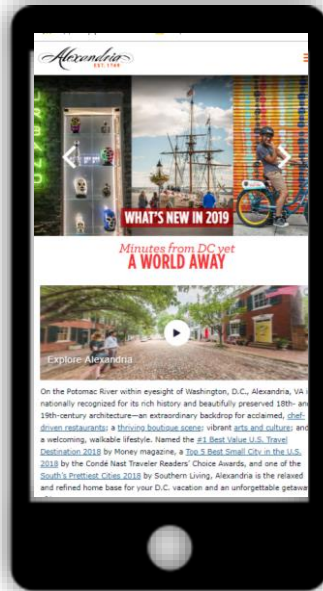
MeetAlexandriaVA.com

VIRGINIA IS FOR LOVERS



Website

WEBAWARDS 2016 Outstanding Web Site Award Travel Category



Get our monthly e-newsletter:
Sign up at VisitAlexandriaVA.com/eNews

VISIT
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The Ultimate Guide to Halloween Happenings in Alexandria



Video: 5 Things to Do in Alexandria's Del Ray Neighborhood



The Ultimate King Street Shopping Guide for Old Town Alexandria



The Best Brunch Spots in Alexandria, VA

OFFICIAL VISITOR GUIDE 2019

ALEXANDRIA

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Alexandria
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TOP 5
Things to Do

EAT + DRINK
Where to Go

ALEXANDRIA'S
Most Famous

Alexandria
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OFFICIAL MAP
2019/2020



Over 300 shops, restaurants,
hotels & attractions inside!

VisitAlexandriaVA.com

Follow us    #visitALX

Alexandria
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DISCOVER D.C.'S ORIGINAL
OLD TOWN.




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Neighborhoods

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f t i p in




Things to Do in Alexandria's West End

BY CAROLINE SECREST SEPTEMBER 19, 2019 976 VIEWS

SHARE [FACEBOOK](#) [TWITTER](#)

Visit a buzzing small-batch brewery, wander through rejuvenating green spaces and savor satisfying Ethiopian


visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



MAY 31, 2018
Best Places for Live Music in Alexandria, Virginia

Alexandria

Video: 5 Things to Do in Alexandria's Del Ray Neighborhood



PLAN

CARLYLE & EISENHOWER

In the southwestern part of the city, Carlyle and the Eisenhower Valley is Alexandria's contemporary counterpoint to historic [Old Town](#). Known as an "economic engine of Alexandria," with scores of businesses taking root here, the neighborhood celebrates the spirit of science and innovation. The [National Science Foundation](#) is located in Carlyle, along with the U.S. Patent and Trademark Office, which is home to the [National Inventors Hall of Fame](#) museum. Take in Alexandria's history at the [African American Heritage Park](#) and the [Edmonson Sisters sculpture](#). Outdoor spaces host community events and pop-up shops, and the [dining scene](#) keeps the mix of old and new fresh, with local favorites like Table Talk and Sweet Fire Donna's anchoring new spots like Whiskey & Oyster and Tequila and Taco.

Alexandria's Original
Ghost & Graveyard Tour

GHOST & GRAVEYARD TOUR
As seen on the History Channel. Listen to ghost stories, legends, folklore and unsolved mysteries! [Reserve your space!](#)



Neighborhood Video Series:

Del Ray, Carlyle, West End



King Street Corridor Initiative

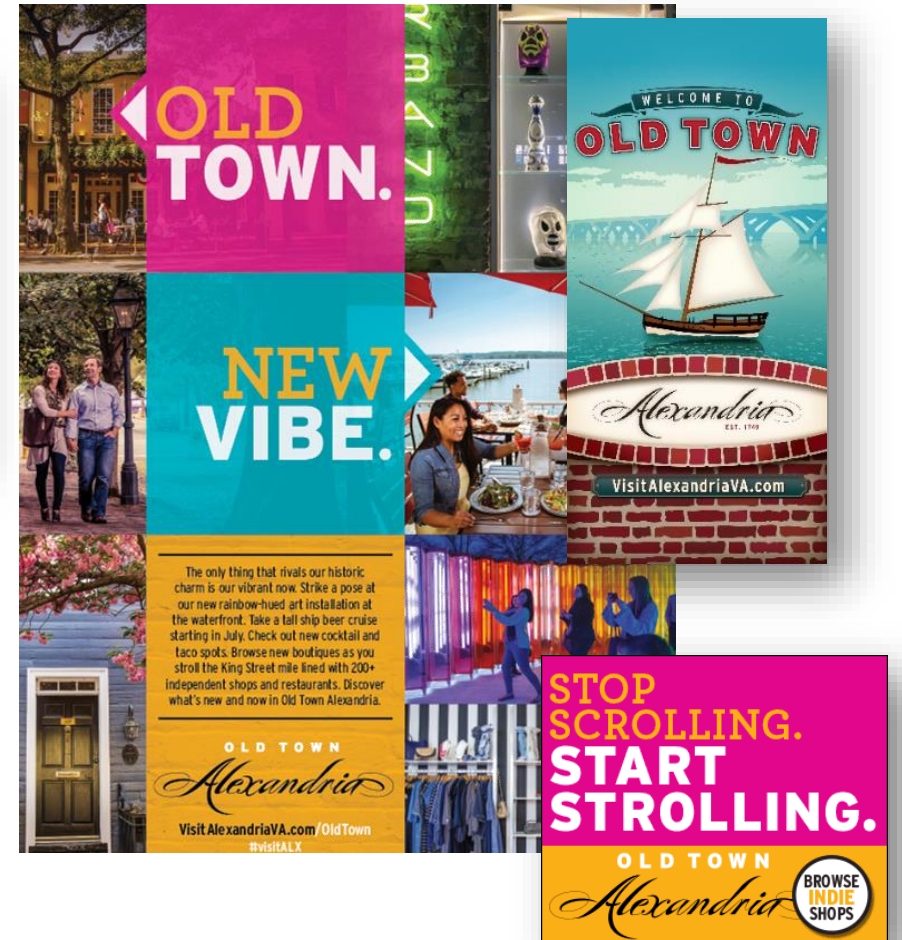
Beautification



Programming



Marketing



King Street Corridor Initiative 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

Asana

Carr Hospitality

TTR Sotheby's International Realty

Community Contributors

Alexandria Chamber of Commerce

EYA

Port City Brewing Company

Tall Ship Providence Foundation

Neighborhood Partners

Chadwicks Restaurant

Old Town Business Association

Pizzeria Paradiso

Potomac Riverboat Company

Urbano 116 and Augie's Mussel House



Portside in Old Town Summer Festival



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visitALX.com

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An aerial photograph of the Alexandria waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, numerous boats are docked at a long pier. Behind the pier, several large, multi-story buildings with varied architectural styles line the waterfront. The city skyline extends into the background under a hazy, orange-tinted sky.

VISIT *Alexandria*

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Thank you.