

VISIT  
*Alexandria*

# 2020 ANNUAL MEETING

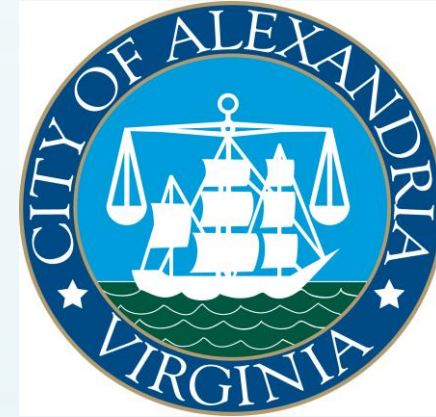
*Resilience, Innovation & Community*

will begin in

01

minute

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**VIRGINIA  
IS FOR  
LOVERS**



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# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*

will begin in

01

minute

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**MOUNT ★ VERNON**



Alexandria Hotel Association



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*Resilience, Innovation & Community*

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# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*

will begin in

01

minute

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*Alexandria Hotel Association*

*Alexandria Restaurant Partners*

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*Asana*

*Carr Companies*

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*Common Plate Hospitality*

*Dolci Gelati*

*EYA*

*Pizzeria Paradiso*

*Port City Brewing Company*

*Tall Ship Providence Foundation*

*TTR Sotheby's International Realty*



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# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*





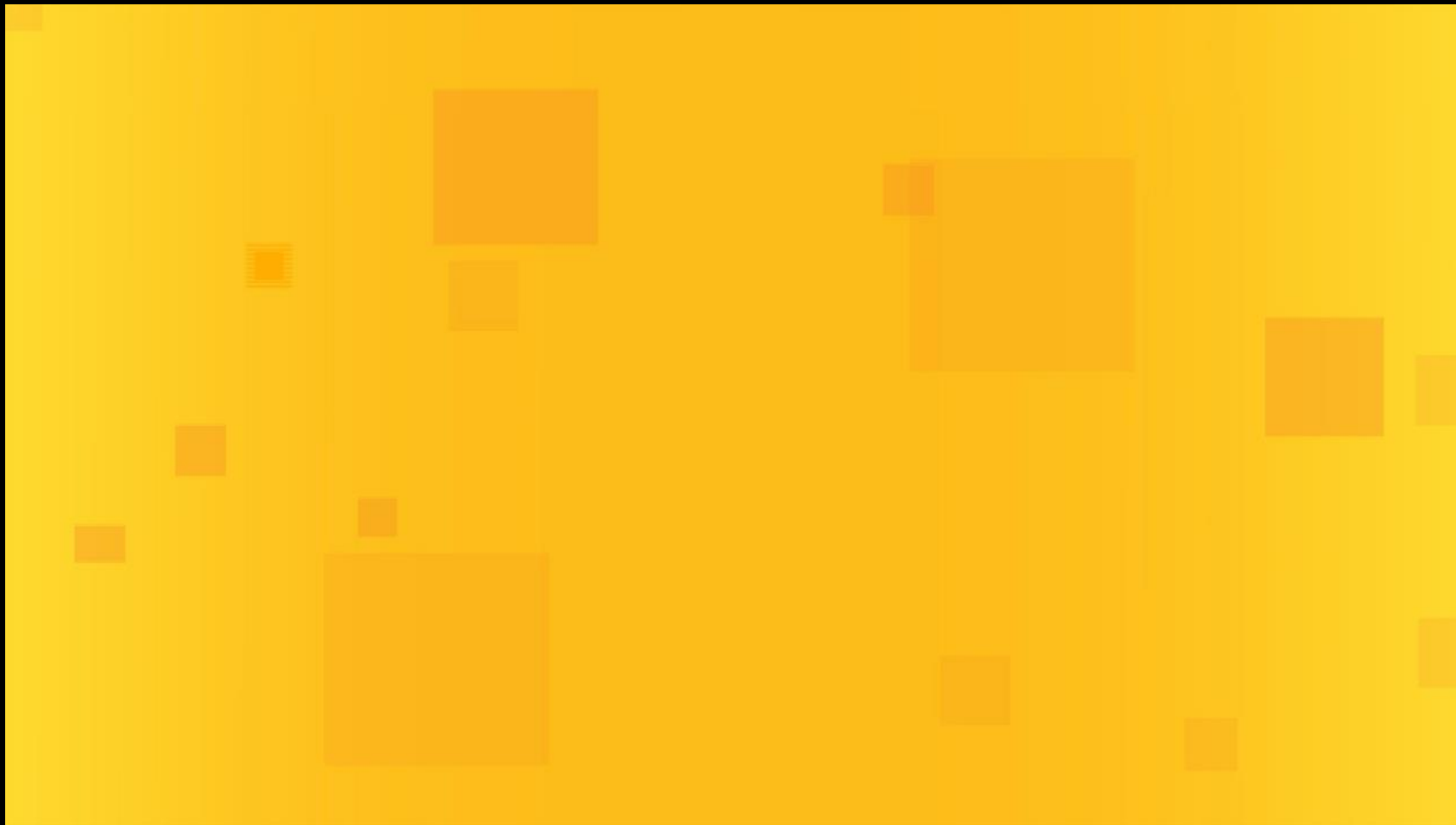
# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*

**Kate Ellis**

**Board Chair  
Visit Alexandria**





Watch Burke and Herbert's 30-second video [here](#).





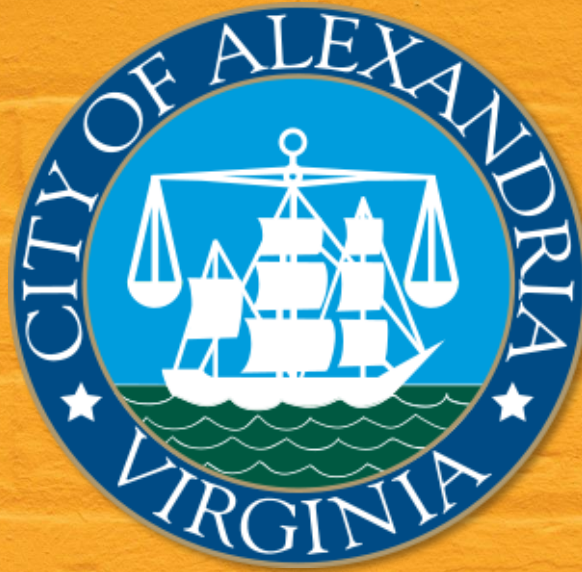
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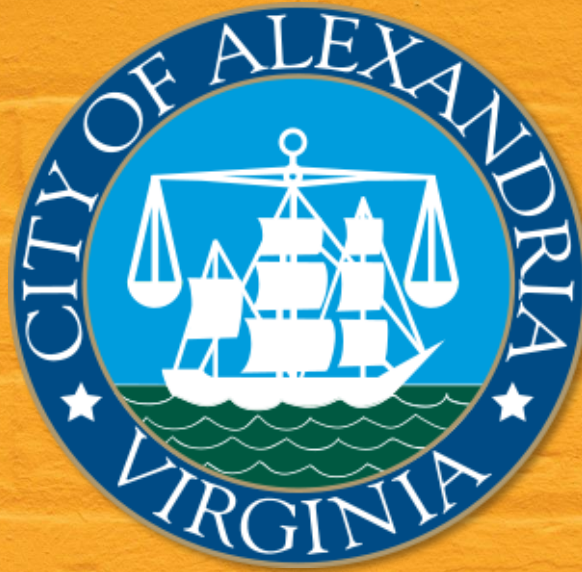




**Hon. Justin Wilson**

**Mayor  
City of Alexandria**





**Mark Jinks**

**City Manager of Alexandria**





# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*

**Kate Ellis**

**Board Chair  
Visit Alexandria**



# Visit Alexandria Board of Governors

**Kate Ellis**

**Chairperson of the Board (Alexandria Hotel Association President)**

General Manager, Hotel Indigo Old Town Alexandria

**Denise Jackson**

**Vice Chair (At-Large Representative)**

Vice President, Client Partnership and Performance, MCI USA

**Lori Swain**

**Treasurer (Association Representative)**

Exec. Director, Natl Cancer Registrars Assoc.

**Patricia Washington**

**Secretary (Non-Voting)**

President & CEO of Visit Alexandria

**Benjamin Fiore-Walker**

**Executive Committee At-Large (Historic/Preservation Representative)**

Alexandria Town Crier

**Emily Baker**

**Executive Committee At-Large**

Deputy City Manager/City Manager's Designee

**Elizabeth Bennett-Parker**

Vice Mayor, City of Alexandria

**Stuart Fox**

Chief Financial Officer, Route 66 Ventures

**Chelsea Anderson**

Director of Marketing and Communications, HomeGrown Restaurant Group

**Mary Rinaldo**

Regional Vice President, Hornblower Cruises and Events

**Trae Lamond**

Owner/Manager, Chadwicks

**Nicole McGrew**

Founder/Owner, Threadleaf

**Victoria Vergason**

Founder/Owner, The Hour

**Niamh O'Donovan**

General Manager, Daniel O'Connell's Irish Restaurant & Bar

**Larry Ponzi**

Owner, St. Elmo's Cafe, Cafe Pizzaiolo, Market to Market



# 2020 ANNUAL MEETING

*Resilience, Innovation & Community*

**Patricia Washington**

**President & CEO**

**Visit Alexandria**



# FY 2020: Two Years in One

July 2019						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2019						
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September 2019						
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October 2019						
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27	28	29	30	31		

November 2019						
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December 2019						
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January 2020						
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February 2020						
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March 2020						
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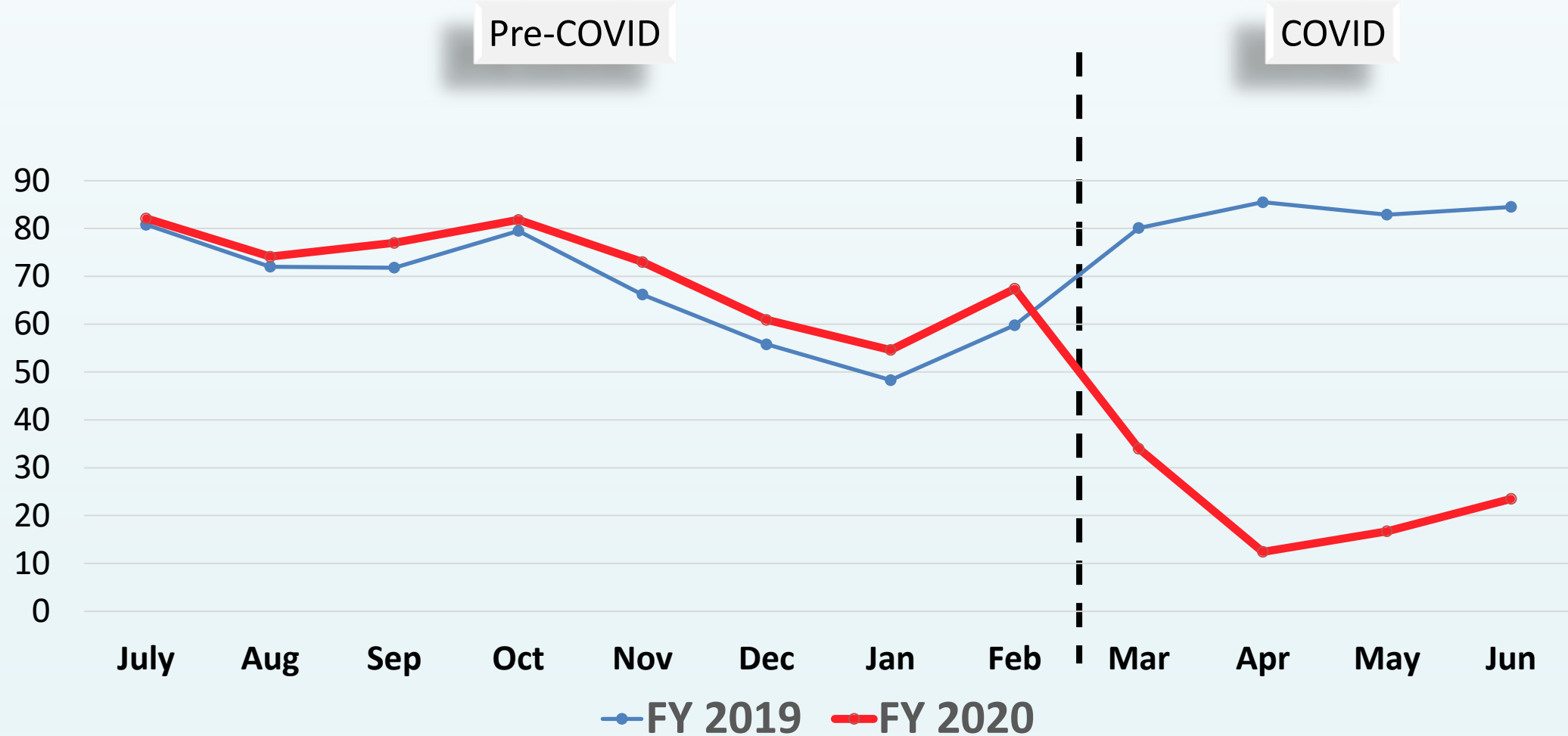
April 2020						
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May 2020						
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24	25	26	27	28	29	30
31						

June 2020						
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21	22	23	24	25	26	27
28	29	30				

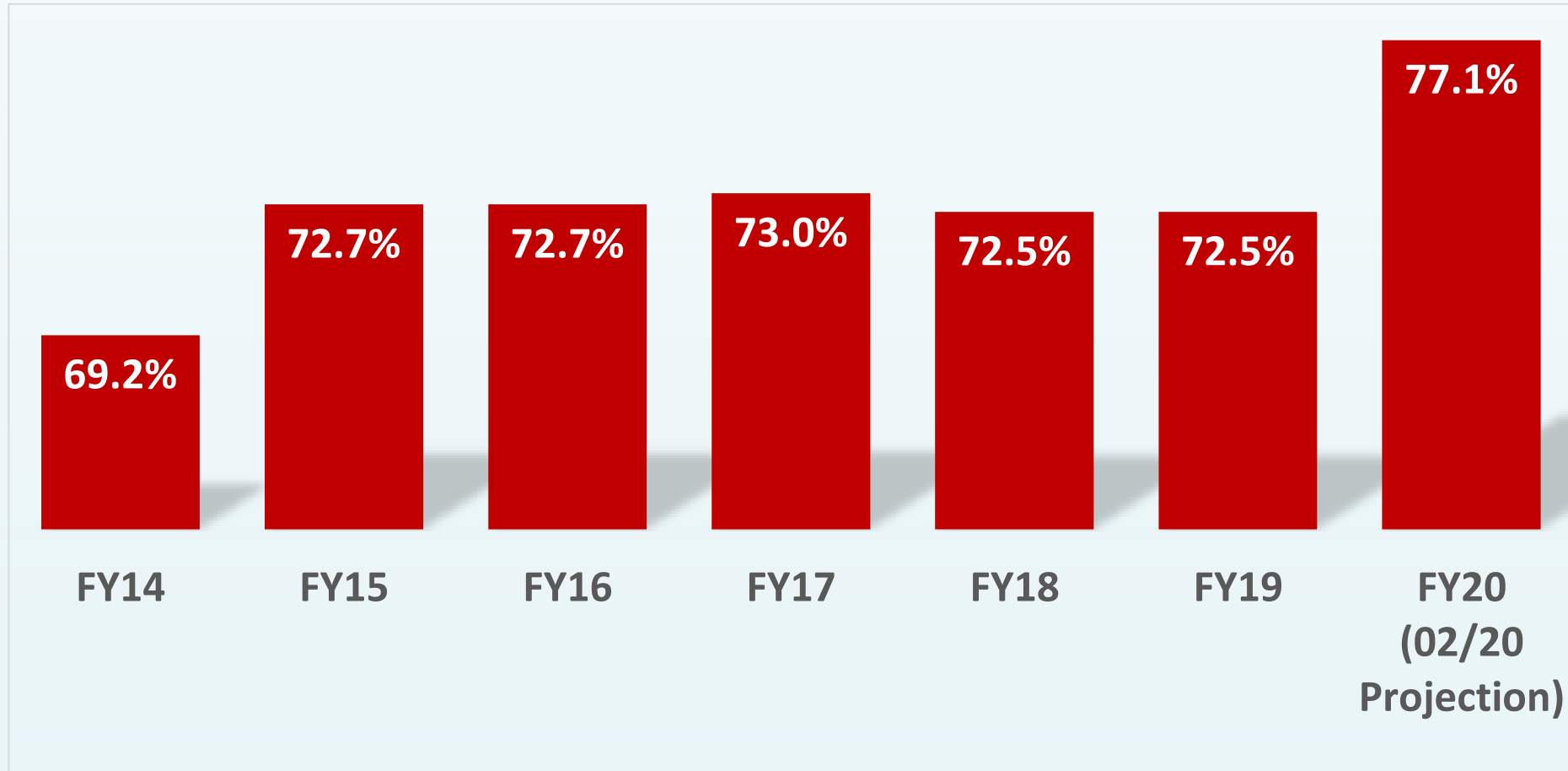


# Hotel Occupancy FY19 vs. FY20





# Hotel Occupancy



**Actual FY20 Occupancy: 55.7%**





# Year Over Year Performance

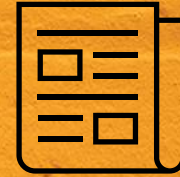
July 2019 – February 2020



**Web Visits**  
**+ 12%**



**Social Media Followers**  
**+ 6%**



**Press Hits**  
**+ 5%**



**Digital Marketing Impressions**  
**+ 50%**



**Meetings Leads**  
**+ 36%**



**Membership**  
**+ 3%**

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# #3 Best Small City

Condé Nast  
**Traveler**



**BEST  
SMALL  
CITIES  
IN U.S.**

– Condé Nast Traveler Readers' Choice Awards, 2019

1. Charleston, SC
2. Santa Fe, NM
- 3. Alexandria, VA**
4. Savannah, GA
5. Key West, FL
6. Aspen, CO
7. Monterey, CA
8. Chattanooga, TN
9. Greenville, SC
10. Santa Barbara, CA

Look who made the list for the second year in a row! Virginia is now home to one of the top 3 small cities to visit in the U.S. 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, where you'll find our newest attraction—the tall ship Providence. And with Old Town just minutes away from both the National Mall and Mount Vernon, it's the perfect base for a legendary DC vacation.

OLD TOWN  
*Alexandria*

#visitALX | VisitAlexandriaVA.com/OldTown |     VIRGINIA IS FOR LOVERS



Getty

## 3. Alexandria, VA

Washingtonians are all in on the secret, but it's no surprise the rest of the world is catching up: Alexandria, Virginia, the charming, historic city just across the Potomac River from our nation's capital, is a draw—for travelers and future residents alike. Most people imagine moving there shortly after setting foot in Old Town, walking the brick sidewalks, clocking street after street of perfectly preserved rowhouses from the 18th and 19th centuries. Walk down King Street, packed with boutiques, restaurants, and specialty shops, before landing at the waterfront, where you can watch the boats on the water before touring the Torpedo Factory Art Center, a collective of galleries and artists' studios. End the day at Gadsby's Tavern, where some of our founding fathers used to drink, and don't mind the actors in colonial garb performing for you. Like we said, you'll already be wrapped up in the fantasy.

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# Generated Press Coverage

**The Atlanta  
Journal-Constitution**  
Credible. Compelling. Complete.

**Birmingham**  
magazine

**Chicago Tribune**

Condé Nast  
**Traveler**

**The Dallas  
Morning News**

**DEPARTURES**

**Entertainment**  
WEEKLY

**Fodor's**



**Forbes**

**MEN'S JOURNAL**



**O THE OPRAH  
MAGAZINE**

**Parade**

**redbook**

**Southern Living**

**TRAVEL+  
LEISURE**



**The  
Washington  
Post**

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# Generated Press Coverage

“...the ideal weekend getaway..”

**Southern Living**

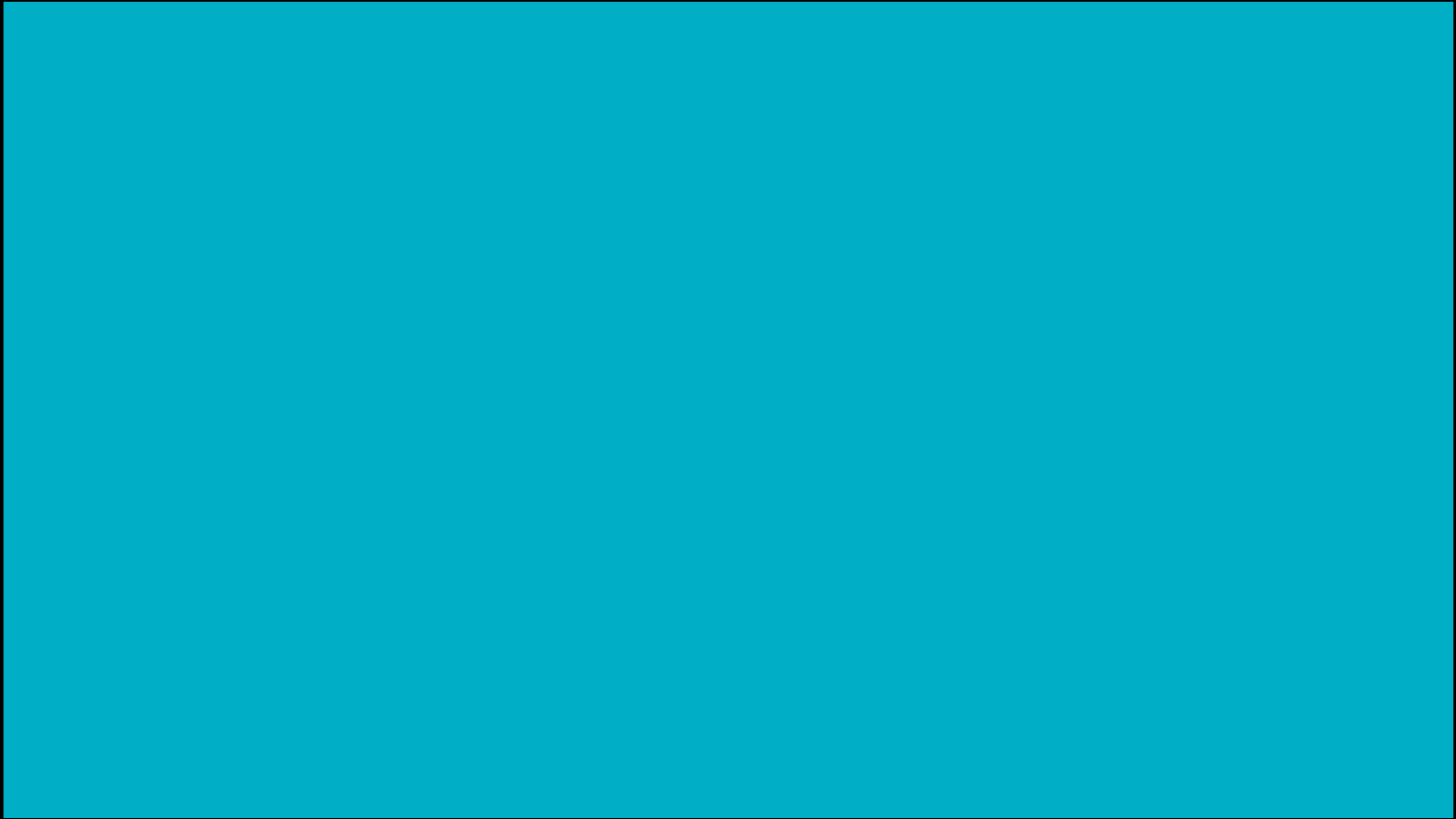
A destination for civil rights landmarks

**Chicago Tribune**

One of “The most magical Christmas towns across the world”

**O THE OPRAH  
MAGAZINE**

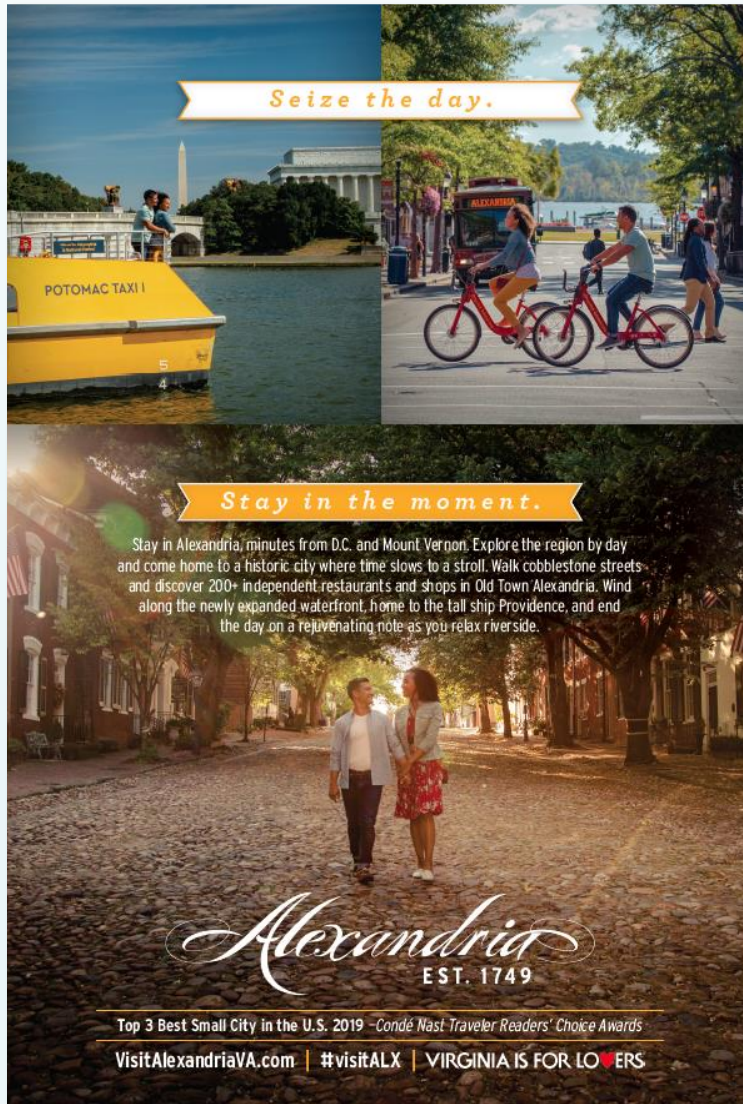




**Watch Visit Alexandria's 30-second "Accolades" video ad [here](#).**



# Launched “Stay in the Moment” Campaign



*Seize the day.*

*Stay in the moment.*

Stay in Alexandria, minutes from D.C. and Mount Vernon. Explore the region by day and come home to a historic city where time slows to a stroll. Walk cobblestone streets and discover 200+ independent restaurants and shops in Old Town Alexandria. Wind along the newly expanded waterfront, home to the tall ship Providence, and end the day on a rejuvenating note as you relax riverside.

*Alexandria*  
EST. 1749

Top 3 Best Small City in the U.S. 2019 - Condé Nast Traveler Readers' Choice Awards  
VisitAlexandriaVA.com | #visitALX | VIRGINIA IS FOR LOVERS



*Stay in the moment.*

**GET STARTED**

*Alexandria*  
EST. 1749

Watch Visit Alexandria's 15-second “Stay in the Moment” video ads [here](#).

VISIT  
*Alexandria*



# THE LEADERSHIP COLLECTION AT ALEXANDRIA™



VISIT  
*Alexandria*



# Expanded Key to the City Attractions Package

*Alexandria*  
EST. 1749

UNLOCK ALEXANDRIA'S HISTORY WITH THE

 **KEY** TO  
**THE CITY**  
ATTRACTIONS PASS

**\$60 Value for \$20**

Includes 9 Historic Alexandria sites plus 40% discount to Mount Vernon,  
Potomac Riverboat Water Taxi and Tall Ship *Providence*

- Alexandria Black History Museum
- Alexandria History Museum at The Lyceum
- Carlyle House Historic Park
- Freedom House Museum
- Friendship Firehouse Museum
- Gadsby's Tavern Museum
- George Washington Masonic National Memorial Observation Deck
- Lee-Fendall House Museum & Garden
- Stabler-Leadbeater Apothecary Museum
- George Washington's Mount Vernon (40% Discount)
- Potomac Riverboat Water Taxi by Hornblower (40% Discount)
- Tall Ship *Providence* (40% Discount)

[VisitAlexandriaVA.com/KTC](http://VisitAlexandriaVA.com/KTC)





# Love Your Summer Campaign

STAY IN ALEXANDRIA &  
**GET FREE**  
WATER TAXI PASSES,  
PARKING &  
MUSEUM PASSES.



OLD TOWN

*Alexandria*

LEARN  
MORE

visitALX

THINGS TO DO FOOD & DRINK ARTS SHOPPING



## 50 Ways to Love Your Summer in Alexandria

BY CAROLINE SECREST MAY 2, 2019 4310 VIEWS



### TRAVEL OPTIONS DURING METRO IMPROVEMENTS

Alexandria's four Metro stations will be closed for renovation during the summer of 2019, from May 25 through September 8, 2019. Fortunately, there are many convenient ways to travel the seven miles between Washington, D.C. and Alexandria during the Metro shutdown. Keep reading to learn about our favorite alternative transportation options, including the most convenient routes to and from Washington, D.C., and free shuttle service to/from Reagan National Airport. Or, download our [gettable, free](#).

For more information on the Metro Platform Improvement Program, visit the [WMATA](#) website and sign up for [MetroAlerts](#) for the most up-to-date information. Be sure to also check the City of Alexandria's page [here](#) for updates and more information.

#### Free Shuttles to Nearby Metro Stations

Catch one of the following free shuttles from Alexandria's stations to other nearby stations. From there, you will be able to continue your journey on Metro throughout the D.C. region. Plan ahead by using this [travel advisor](#).

**Free shuttle hours:** Mon-Thurs.: 4:30 a.m.-midnight; Fri.: 4:30 a.m.-1:30 a.m.; Sat.: 6:30 a.m.-1:30 a.m.; and Sun.: 7:30 a.m.-11:30 p.m.



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# King Street Corridor Initiative

## Beautification



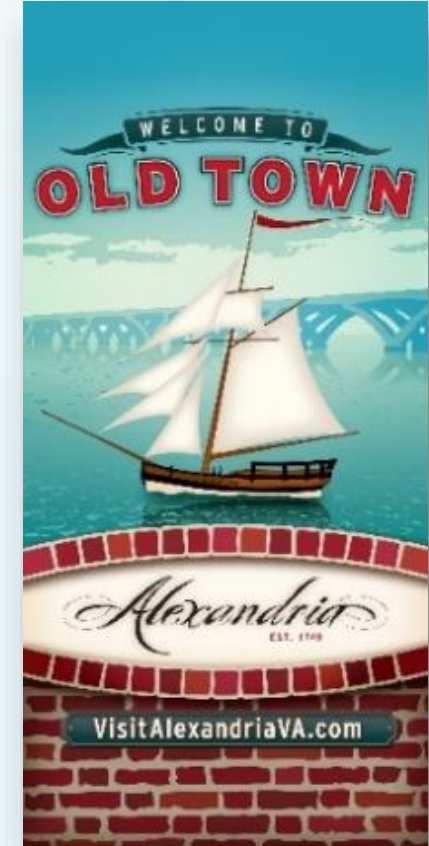
## Programming





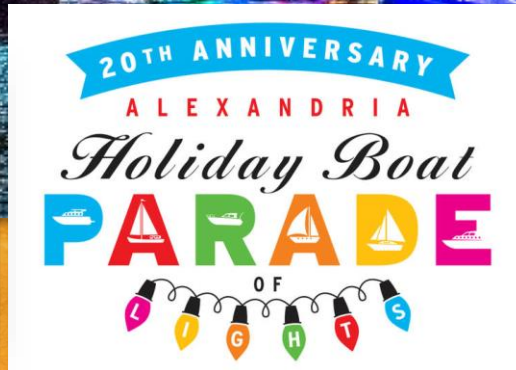
# King Street Corridor Initiative

## Marketing





# Alexandria's Biggest Holiday Weekend

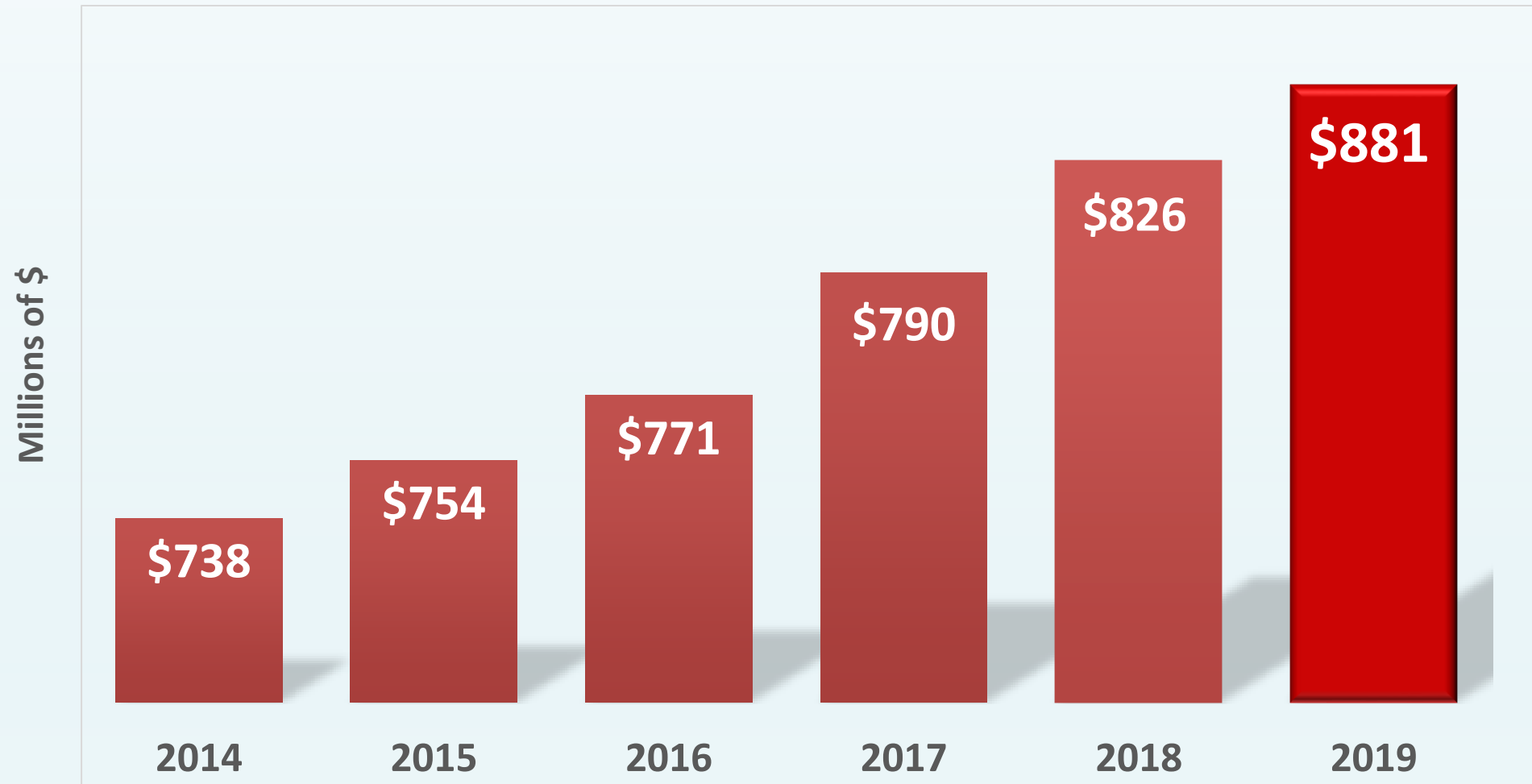


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# 2019 Visitor Spending in Alexandria

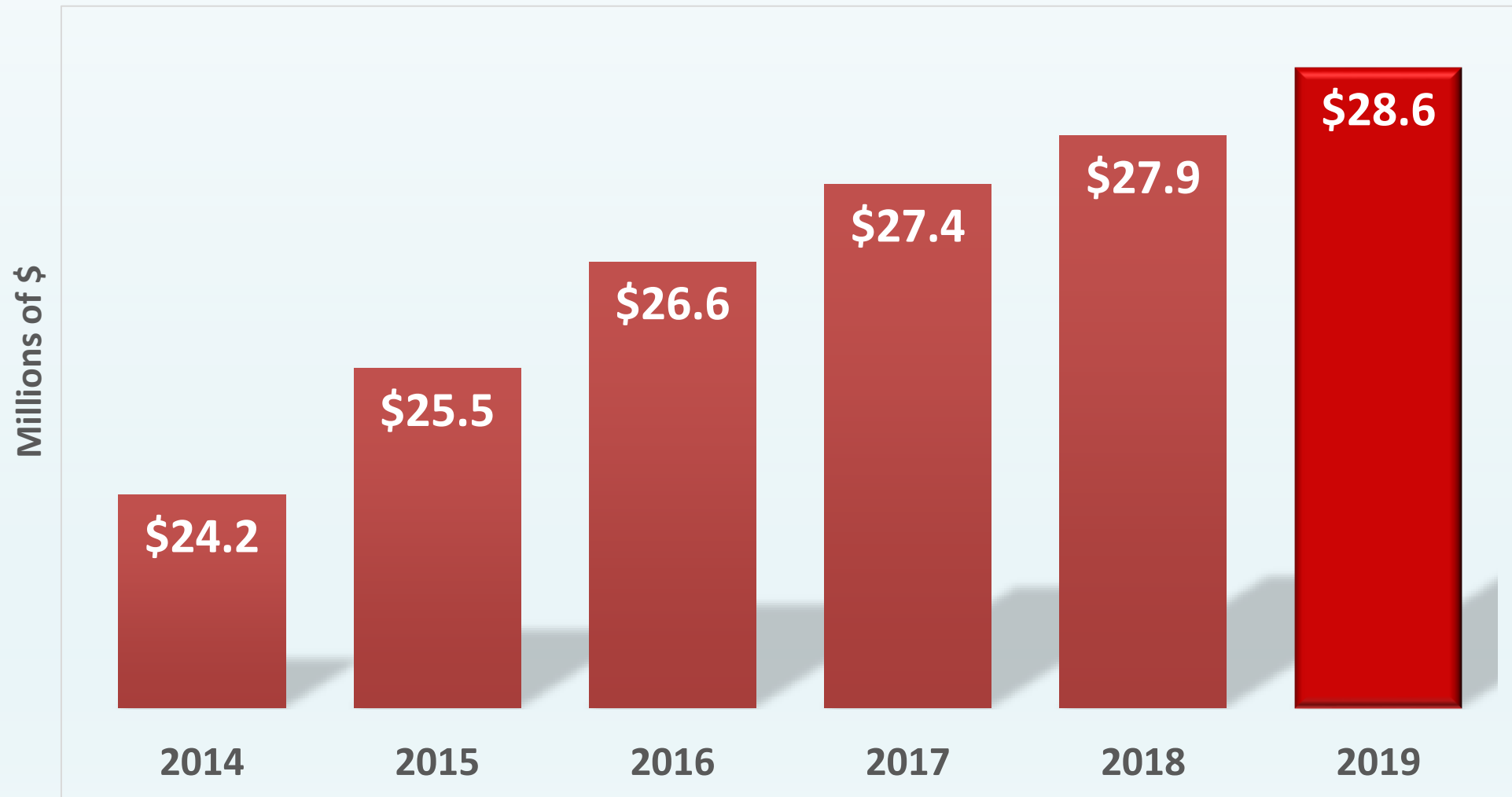
(Home location = 50+ miles)





# 2019 Alexandria Tax Receipts from Tourism

(Home location: 50+ miles)



Source: 2019 Economic Impact of Domestic Travel on Virginia and Localities, Virginia

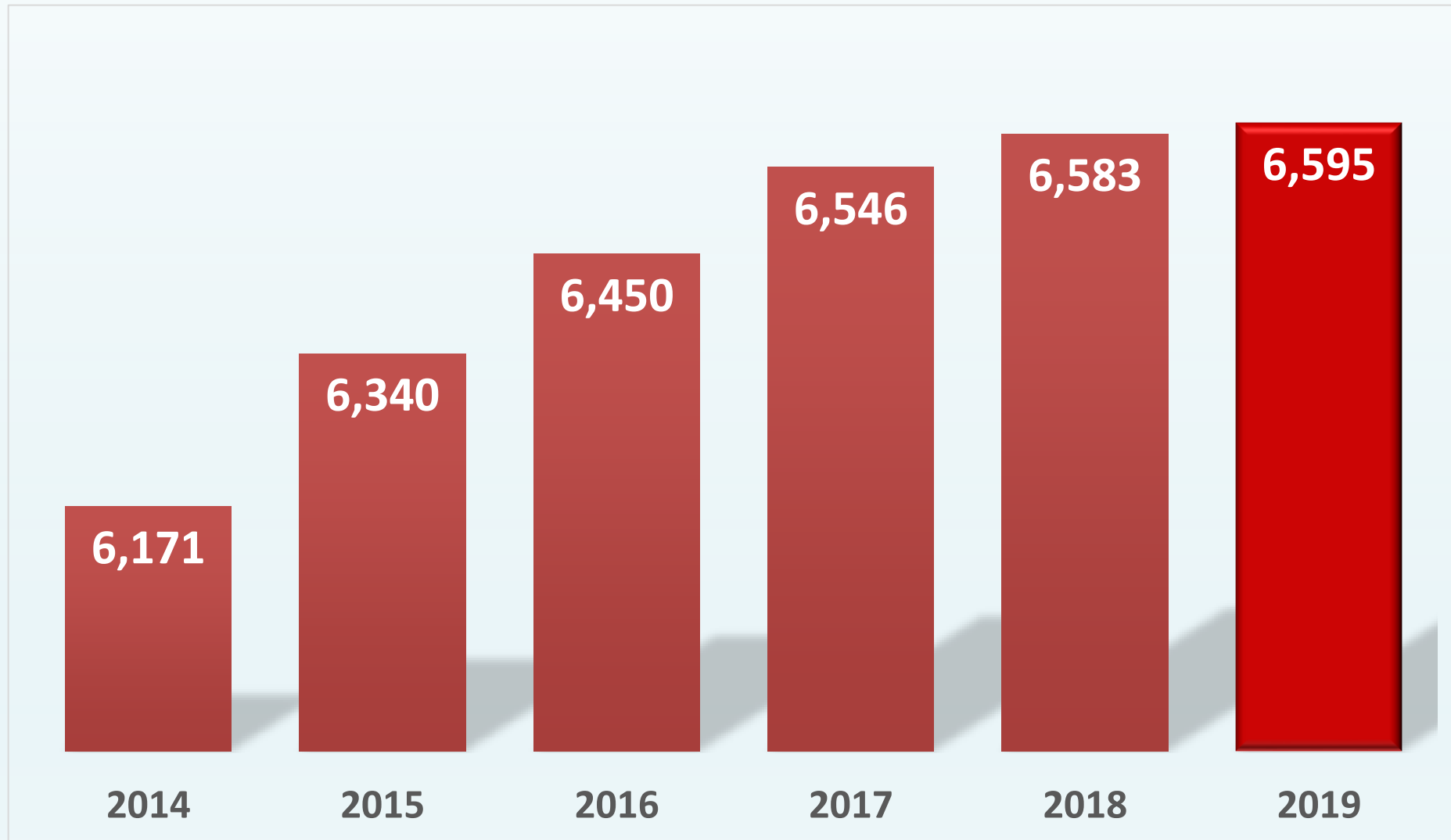
Tourism Corporation

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





# 2019 Jobs Supported by Tourism



Source: 2019 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation





March 12, 2020

"All the News That's Fit to Print"

The New York Times

Late Edition

Today, mostly cloudy, high 50. To-night, cloudy, rain late, low 46. Tomorrow, windy, very mild, clouds, rain early then afternoon sun, high 67. Weather map is on Page B14.

VOL. CLXIX ... No. 58,630

© 2020 The New York Times Company

NEW YORK, THURSDAY, MARCH 12, 2020

\$3.00

# U.S. LIMITS TRAVEL AFTER W.H.O. CITES PANDEMIC



A drive-through testing station in Denver on Wednesday as the effects of the coronavirus pandemic began to come into stark relief.

## A Global Chorus of Responses, Without Harmony or a Conductor

By MARK LANDLER

LONDON — In Frankfurt, the president of the European Central Bank warned that the coronavirus could trigger an economic crash as dire as that of 2008. In Berlin, the German chancellor warned the virus could infect two-thirds of her country's population. In London, the

## A Baffling Virus Results in a Leadership Void

British prime minister rolled out a nearly \$40 billion rescue package to cushion his economy from the shock.

As the toll of those afflicted by the virus continued to soar and financial markets from Tokyo to New York continued to swoon, world leaders are finally starting to find their voices about the gravity of what is now officially a pandemic.

Yet it remains less a choir than a cacophony — a dissonant babble of politicians all struggling, in their own way, to cope with the manifold challenges posed by the virus, from its crushing burden on hospitals and health care workers to its economic devastation and rising death toll.

The choir also lacks a conductor, a role played through most of the post-World War II era by the United States.

President Trump has failed to work with other leaders to fashion a common response, preferring to promote his border wall over the scientific advice of his own medical experts. In an Oval Office address on Wednesday

## Colleges Tell Students to Pack and Go, but Some Can't Go Home

By ANEMONA HARTOCOLLIS

The day after colleges across the country suspended classes over fears of the coronavirus, Abigail Lockhart-Calipio, a freshman from San Antonio, ran across the Harvard campus trying to get answers.

Her lectures were being replaced by online classes. Her residence hall was being cleared out. She, like thousands of others in her shoes, had a million questions: What was going to happen to her financial aid? Where would she stay? What about her credits?

The abrupt disruption of the semester caused widespread concern and a feeling of chaos on campuses across the country. Administrators saw spring break as a chance to reset the clock in the battle against the coronavirus. One after the other, like dominoes,

## Dow Ends 11-Year Win Streak As Outbreak Menaces Economy

By BEN CASSELMAN

The broader S&P 500 was off nearly 5 percent for the day, though down less than 20 percent from its peak less than a month ago.

The full economic toll of the outbreak will not be clear for months. But there is mounting evidence that it will be severe.

The Dow closed with a loss of nearly 6 percent. That brought the decline from its most recent peak



The graph shows the Dow Industrials index starting at a peak of approximately 28,000 on Feb. 12. It then shows a sharp decline, reaching a low of about 24,000 by Wednesday. The text indicates a 'Correction' and a 'Bear market'.

## Trump Suspends Most Flights From Europe for 30 Days, but Excludes the U.K.

By PETER BAKER

WASHINGTON — President Trump on Wednesday night blocked most visitors from continental Europe to the United States and vowed emergency aid to workers and small businesses as the World Health Organization declared the coronavirus a global pandemic, stock markets plunged further and millions of people cut themselves off from their regular lives.

In a prime-time address from the Oval Office, Mr. Trump outlined a series of measures intended to tackle the virus and its economic impact as he sought to reassure Americans that he was taking the crisis seriously after previously playing down the scope of the outbreak. He said he would halt travelers from Europe other than Britain for 30 days and asked Congress to support measures like a payroll tax cut.

The virus will not have a chance against us, Mr. Trump declared in his 10-minute speech, reading from a teleprompter in an uncharacteristic monotone. "We are all in this together."

The president's address came as the virus sent stock markets deeper into a meltdown, prompted the N.C.A.A. to bar rowers from its iconic March Madness annual basketball tournament and forced the N.B.A. to suspend its season altogether after one of its players tested positive. Schools, universities, businesses, theaters and sports stadiums shut their doors. And the ac-

## Job losses mount as fear jams the gears of industry

Workers in protective suits and respirators enter the Life Care Center in Kirkland, Wash., to begin disinfection procedures. Washington state has the highest number of coronavirus cases and deaths in the United States, with many of the deaths linked to the Kirkland facility.

## NBA suspends season; NCAA bans fans from basketball tournaments

The World Health Organization on Wednesday declared the coronavirus a global pandemic as countries and municipalities took increasingly drastic measures to slow the spread of the deadly contagion, including President Trump's announcement that he is sharply restricting travel to the United States from Europe for 30 days, beginning Friday at midnight.

In an Oval Office address Wednesday night, Trump said that his European travel restrictions will not include the United Kingdom and will include exceptions for Americans who have received "appropriate screenings," the word administration of Britain later revealed that the restrictions apply only to people, not goods and trade, and will not include a ban on U.S. citizens or legal permanent residents.

Trump spoke sternly about what he called a "foreign virus" that "started in China, and is now spreading throughout the world."

"The virus will not have a chance against us," Trump said. "The nation is more prepared or more resilient than the United States."

The Washington Post

Democracy Dies in Darkness

THURSDAY, MARCH 12, 2020 \$4

# WHO declares virus a global pandemic

## D.C. calls state of emergency as cases rise

By JESSICA PURTON, PUNY NIKAPPO AND DEBORA SOLOV

The Mayor of New York City declared a state of emergency Wednesday night, joining her to enforce quarantines and cancellations to slow the spread of the coronavirus, as major churches and organizations to end around the nation's capital said they would shut down for the rest of the month.

The Episcopal Diocese of Washington and Virginia said churches including Washington National Cathedral would close for two weeks. The Walter E. Washington Convention Center canceled upcoming events, as did the promoter of concerts at the Ardmore, the 9:30 Club, the Lincoln Theater and U Street Music Hall.

Organizers said parts of the annual Cherry Blossom Festival would be shifted. The Rock & Roll Marathon had its city permit pulled, and the St. Patrick's Day parade scheduled for Sunday was postponed indefinitely.

Many colleges and schools announced plans to close for deep cleaning or move to online classes.

Bowen announced his new coronavirus cases, including two not linked to any known source of infection, bringing the total number of confirmed cases in the District, Maryland and Vir-



Workers in protective suits and respirators enter the Life Care Center in Kirkland, Wash., to begin disinfection procedures. Washington state has the highest number of coronavirus cases and deaths in the United States, with many of the deaths linked to the Kirkland facility.

## NATIONS RAMP UP THEIR RESPONSES

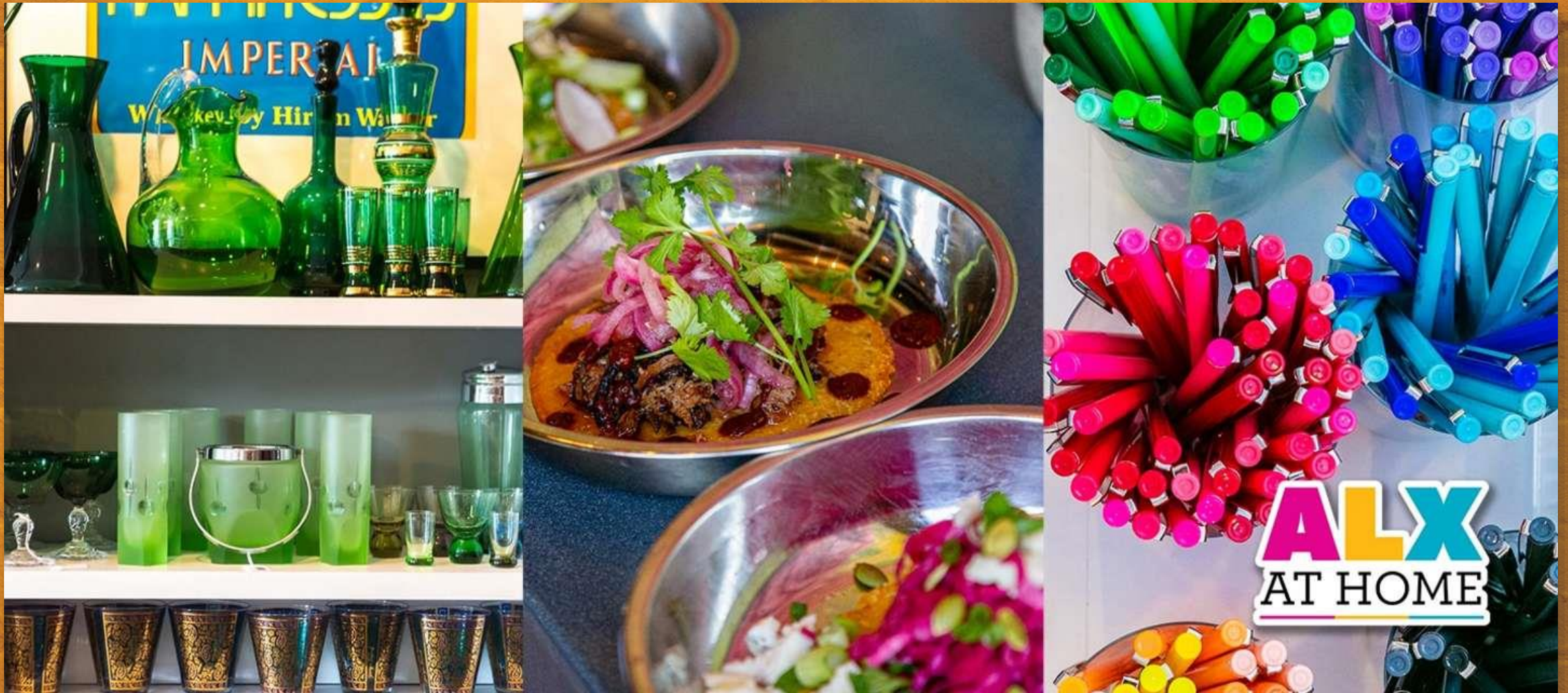
U.S. to clamp down on travel from Europe

By KATHY ZIEGLER, TIM CARROLL AND FELIX SCHWEDER

VISIT Alexandria



# March 16: ALX at Home Launches





# ALX at Home



## Retail Offerings

From virtual shopping to DIY projects to take home, see what Alexandria's independent boutiques are offering.

[Learn More >](#)



## Restaurant Offerings

From curbside pickup to ready-to-make dinners to take home, enjoy your favorite Alexandria restaurants at home.

[Learn More >](#)



## Attractions Offerings

Take a virtual tour of Mount Vernon, get some fresh air on an unlimited "Ride it Out" bike ride and more.

[Learn More >](#)



## Wellness Offerings

From free home workout plans to free live virtual Barre classes, stay fit from home.

[Learn More >](#)



## Arts Offerings

Enjoy the arts from home with virtual exhibits, at-home activities, special offers and more.

[Learn More >](#)



# ALX at Home



## COCKTAILS TO-GO

Tired of trying to play mixologist at home? Enjoy a cocktail to-go or delivered straight to your door from these Alexandria restaurants and bars. From a dark and stormy to get through this difficult time to a daiquiri that pairs perfectly with daydreaming, find your favorite drinks below and enjoy a toast at home. Pair your drinks with grab-and-go meals as each order must include a meal for every two cocktails purchased. Customers are limited to four cocktails per order. Visit the [ALX at Home](#) web hub to view restaurants with special offers as well as even more Alexandria experiences to enjoy from the comfort of your own home.

**Cheers!**



**BASTILLE: BATCHED  
LIBATIONS FOR AT-HOME  
HAPPY HOUR**



**CAPTAIN GREGORY'S:  
COCKTAILS TO-GO**

📍 Locations: CAPTAIN GREGORY'S



**CHADWICKS: 32 OZ.  
HIGHBALLS FOR \$12,  
BATCHED COCKTAILS TO-**



## FARMERS' MARKET TO-GO

Accessing fresh food from your favorite Alexandria Farmers' Market vendors just got easier. Through the Farmers' Market To-Go program you can pre-order items from dozens of local vendors and pick your order up at Alexandria's [regular farmers' market locations](#) during their regular times. **See below for a list of participating vendors you can order ahead from.** While Alexandria's Farmers' Markets have resumed on-site transactions, the to-go program is still a safe and easy way to shop. Customers are asked to wear face coverings and maintain six feet of physical distancing when picking up orders. Please follow safe food handling practices, including washing all fruits and vegetables in accordance with FDA guidance for cleaning produce.

### Enjoy More Alexandria Favorites From Home

Visit the [ALX at Home](#) web hub to experience even more of Alexandria from the comfort of your own home, and find more than 200 ways to support the independent businesses that make our city so special. From FaceTime shopping at local boutiques to curbside pickup at your favorite restaurants to virtual ghost tours, stay connected to what you love about Alexandria's small businesses.

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*Alexandria*



# ALX at Home



Weekly Virtual Experiences

[View Schedule >](#)



Old Town Books' Virtual Storytime

[April 21 >](#)



Mind the Mat's Wellness

[April 28 >](#)



ALX AT HOME ▾

[Share](#) 6 [Like 45](#) [Download](#)

## HOLIDAYS AT HOME

While the holidays look much different this year, there are still plenty of ways to **celebrate Mother's Day from home**. Purchase the perfect Mother's Day gift from one of Alexandria's independent [boutiques](#). Treat the lady in your life to a special meal ordered from one of Alexandria's [restaurants](#). Keep reading to learn about special offers from local businesses. For more ways to enjoy the best of Alexandria from the comfort of your own home, visit [ALX at Home](#).

## 6 At-Home Date Night Ideas

From taking a virtual ghost tour together by candlelight to setting up a speakeasy in your living room, there are plenty of creative ways to keep the romance alive.

[Get Inspired >](#)

## Upgrade Your At-Home Wardrobe

From milestone celebrations to date night, find looks for every occasion from Alexandria's boutiques.

[Shop Local >](#)

## Travel the World with Takeout

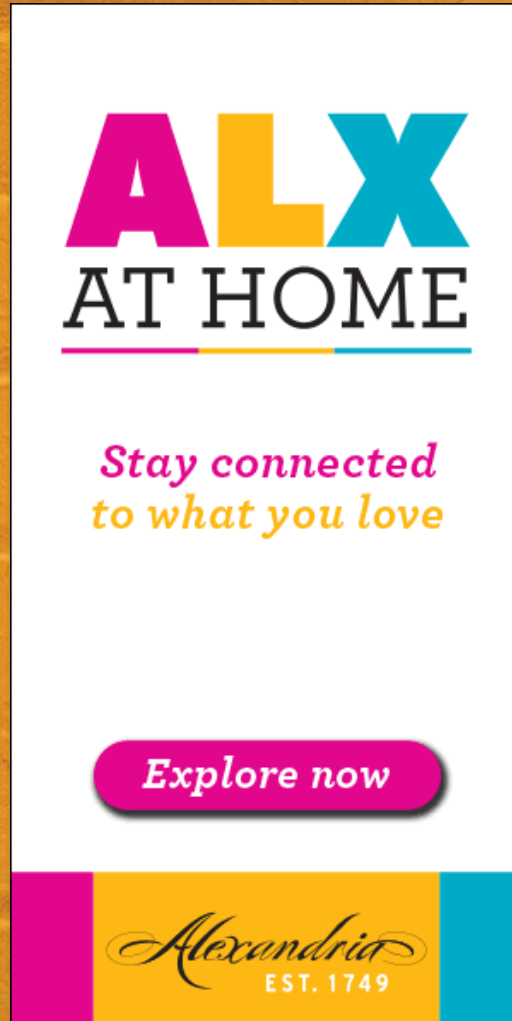
Enjoy a transcontinental culinary adventure without leaving home with takeout from these 20+ Alexandria restaurants.

[Bon Appétit! >](#)

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# ALX At Home By the Numbers



- 4.9 million paid marketing impressions
- 117 press hits
- 247,000 pageviews on ALX at Home landing pages
- 116,000 pageviews on member offer listings



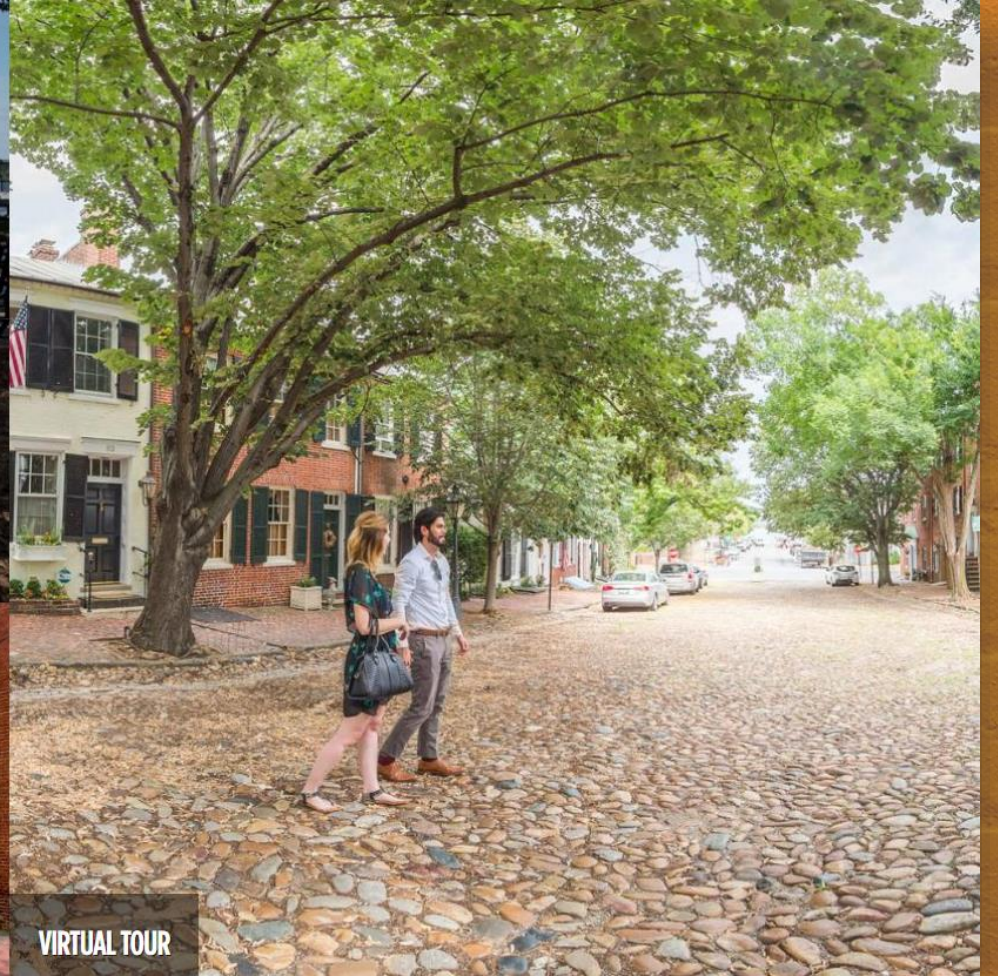
# Virtual Visitor Center



ITINERARY INSPIRATION



VIRTUAL VISITOR GUIDE



VIRTUAL TOUR



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**2020  
ANNUAL  
MEETING**

*Resilience, Innovation & Community*

**Marketing Responsibly**





- In partnership with the Alexandria Health Department
- Commitment to going above and beyond
- 400+ businesses participating







MEETINGS IN ALEXANDRIA ▾

Share

Like 0



# ALEXANDRIA HOTEL SAFETY PROTOCOL

Alexandria's hotels have a history of placing cleanliness and safety for employees and guests as a top priority. As meetings begin to return, our hotels are going above and beyond local, state and federal health requirements to ensure the wellbeing of your attendees and provide attendees a comfort level for them to attend. For a glance at our city-wide hotel commitment to you and your guests, please scroll down and feel confident that Alexandria is ready for you.

## Hotel Safety and Sanitation

Take a quick peek at Alexandria hotels' commitment to safety.

COURTYARD BY MARRIOTT - ALEXANDRIA PENTAGON SOUTH



EMBASSY SUITES BY HILTON ALEXANDRIA OLD TOWN



Share

5

Like 1



## TRAVEL INFORMATION

### Frequently Asked Questions about Coronavirus (COVID-19)

Updated: July 2, 2020 at 11 a.m. EST

Please find answers to frequently asked questions related to the novel coronavirus (COVID-19) situation below. For information for meeting planners, please click [here](#).

#### WHAT IS THE LATEST ON HOW COVID-19 IS IMPACTING ALEXANDRIA? +

#### ARE ANY MUSEUMS OR ALEXANDRIA?

#### HOW CAN I LEARN WHY ARE CURRENTLY OPEN?



Share

0

Like 0



## ALEXANDRIA'S COMMITMENT TO HEALTH & SAFETY

Alexandria is committed to reducing risk so visitors and locals alike can relax in our vibrant, historic city. From our ALX Promise program of above-and-beyond safety standards to face mask fashion tips, learn more about our health and safety efforts below.

Face coverings are required in Virginia at all indoor public places, except when eating, drinking or exercising, and businesses are maintaining 6 feet of physical distancing where appropriate. Please bring a face covering with you whenever go out, as it is not always possible to maintain 6 feet of physical distancing along the city's sidewalks, parks and paths.



# PHYSICAL DISTANCING GUIDE

*Alexandria examples of  
6 feet or more.*

[VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)

1 Spite House



1 Del Ray mural



30 Port City bottles



1 King Street Trolley



1 waterfront table



3 dogs



2 colorful doors



1 green torpedo at the  
Torpedo Factory  
Art Center



1 boutique window





visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



## 6 Tips for Making Face Masks Fashionable from Alexandria Style Experts



BY CAROLINE SECREST

JUNE 22, 2020

8706 VIEWS



## WHERE TO GET FACE MASKS IN ALEXANDRIA



Washable Face Masks

[Learn More >](#)



DIY Mask Making Kits

[Learn More >](#)



Bandanas & Scarves

[Learn More >](#)





**WHAT'S OPEN IN ALEXANDRIA**



**THINGS TO DO IN ALEXANDRIA NOW**

# Alexandria Restaurants Open for Outdoor Dining Right Now

Please remember that **face coverings** are required anytime you are unable to maintain six feet of physical distancing and must be worn indoors when not seated at your table.

**Del Ray and Arlandria Outdoor Dining**







THINGS TO DO ▾

Share 6 Like 1.6K

## THINGS TO DO IN ALEXANDRIA NOW

Whether you're a visitor coming to Alexandria for the first time, a local searching for the perfect activity for entertaining family from out of town or just looking to explore a new neighborhood, we're here to welcome you. Our independent restaurants and boutiques, historic sites and attractions and hotels are taking the necessary precautions to create a [responsible and welcoming](#) environment for visitors. Learn about reopening dates and phases [here](#) and read our [FAQs](#). Grab your [face covering](#) and explore the top things to do in Alexandria now.



### Stroll the King Street Mile

Known as one of America's "Great Streets," picturesque [King Street](#) is lined with more than 200 independent [shops](#) and [restaurants](#), with architecture dating back to the 18<sup>th</sup> and 19<sup>th</sup> centuries. Grab a scoop of your favorite flavor in the "Ice Cream Cone Capital of the U.S." Don a face mask for popping into boutiques along King Street, or enjoy window shopping and shop small from home, with online shopping and curbside pickup options available at many of the city's retail spots.



### See new public art at the waterfront

Head to Alexandria's revamped Waterfront Park to view Olalekan Jeyifous' [Wrought, Knit, Labors, Legacies](#), which frames Alexandria's African American history through the lens of the city's industrial and merchant history from the 17<sup>th</sup> to 20<sup>th</sup> centuries. Once a prosperous port city that was home to one of the largest domestic slave trading firms in the country, Alexandria was a major center for shipping and manufacturing with an economy inextricably tied to the work of enslaved and free African Americans. Read more about Jeyifous' thoughts on the piece in this [Forbes article](#).



### Get lost in Alexandria's architectural wonder

Founded in 1749, Alexandria is an architecture lover's dream destination with structures spanning several centuries and styles, from Georgian to Victorian to Mid-Century Modern. Grab a cool drink from locals' favorite, [Misha's Coffee](#), then stroll Alexandria's most picturesque block, Captain's Row, discover the skinniest historic house in the U.S., Spite House, and [more](#).



### Get spooked on an evening ghost tour

With centuries-old historic streets, Alexandria is filled with legends and lore. Take a lantern-led outdoor tour through Old Town with [Alexandria Colonial Tours](#).

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Alexandria





TWO  
PIZZA RESTAURANT

POP.

Two & More  
2 for  
2 for

**Silver Parrot**  
Jewelry

Violated "Be"  
4

Experience the Art of Jewelry  
[www.silverparrot.com](http://www.silverparrot.com)

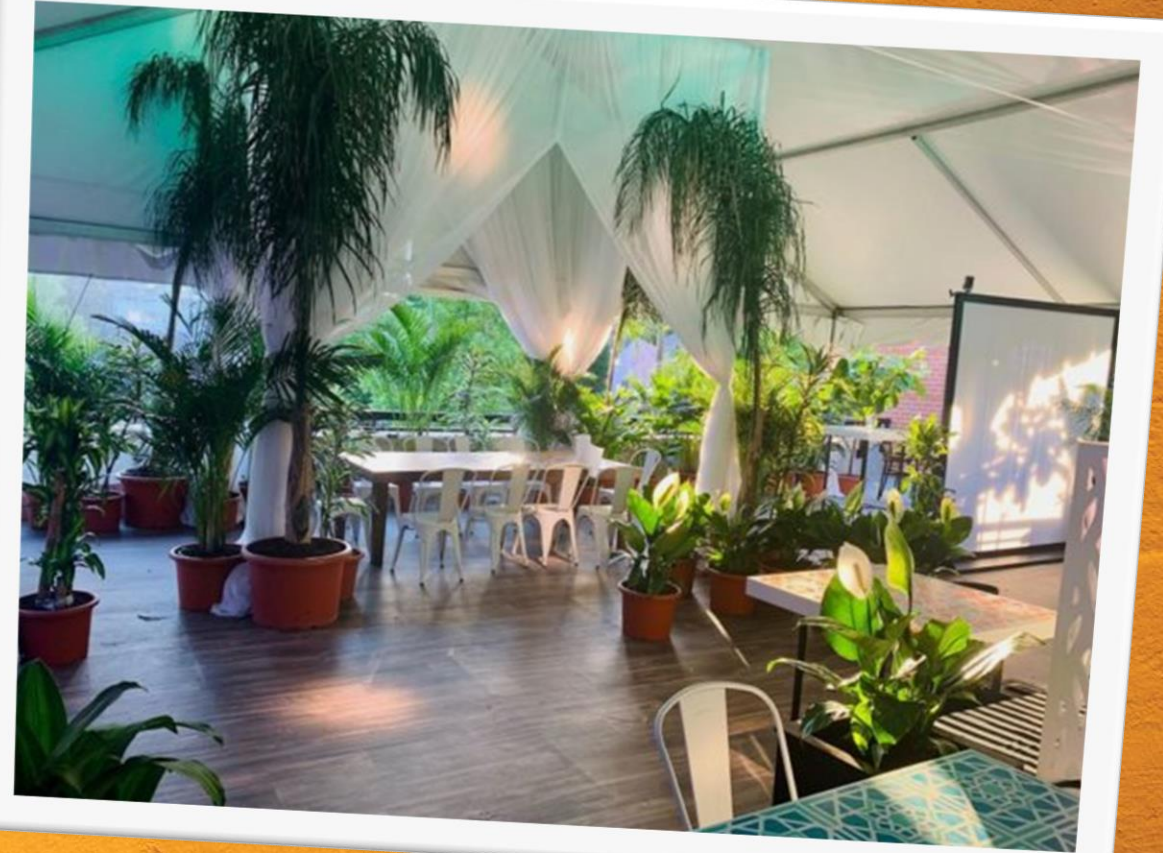
WATER ACTIVITIES AND  
ENTERTAINMENT FOR  
KIDS

1. Water Balloon Fight  
2. Water Gun Battle  
3. Water Toss  
4. Water Relay





**Sweet Fire Donna's in Carlyle**



**Lena's Wood Fired Pizza in Del Ray**



**Taqueria Picoso in West End**



# Visitor Center Reopened June 11





The New York Times

# How Black Lives Matter Reached Every Corner of America





# Social Equity Officer and Freedom House



Jaqueline N. Tucker Named City  
of Alexandria's First Race and  
Social Equity Officer



*Office of Historic Alexandria*



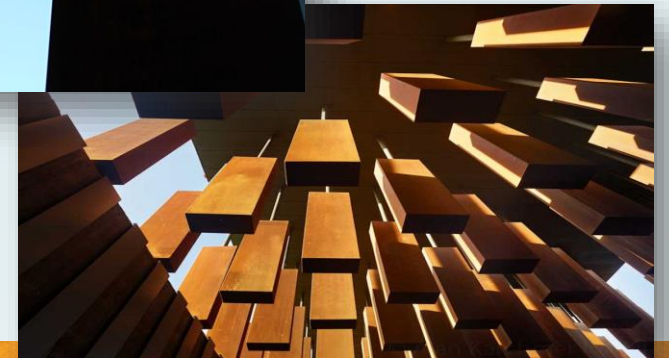


# Equal Justice Initiative



## The National Memorial for Peace and Justice

Located in Montgomery, Alabama



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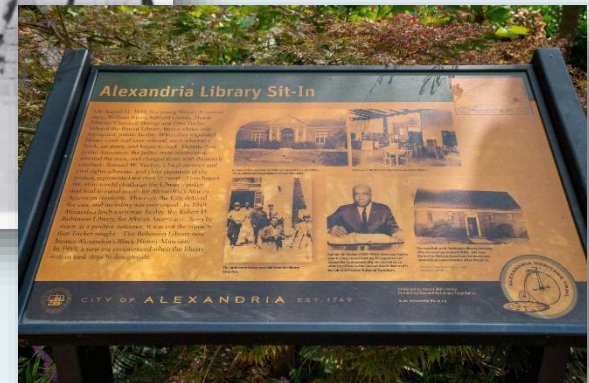
# Visit Alexandria Black History and Travel Initiative



New photography and video



New interpretive trails









# Black Lives Matter: Equity & Inclusion



## GREAT WALKS IN ALEXANDRIA

### Duke Street Black History Trail



### African American history tour in Alexandria makes a comeback for Juneteenth



COVERING ALEXANDRIA

AFRICAN AMERICAN HISTORY TOURS SET TO RESUME AFTER STOPPING DURING PANDEMIC

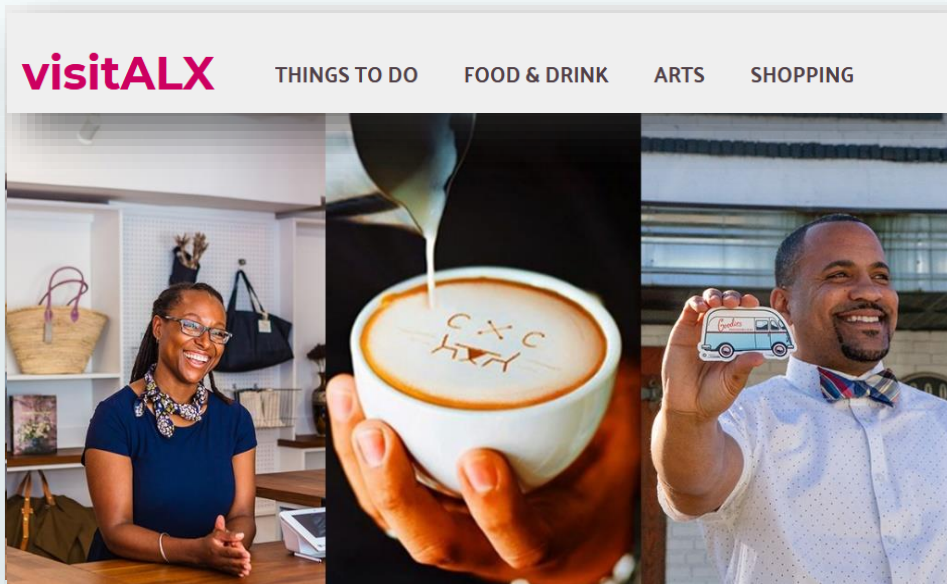
Old Town's Duke Street corridor is rich with historical significance, embedded with hidden narratives and plenty of plaques for the eagle-eyed passerby:

- Begin at the site of the **Bruton Slave Jail** for a reckoning of Alexandria's role in the domestic slave trade.
- Then, head east toward and look for the **Edmonson Sisters sculpture**, a tribute to two teenage sisters who were born into slavery and attempted escape, later becoming vocal and visible abolitionists. The piece was sculpted by bronze work artist Erik Blome.
- See **Freedom House Museum**, once the headquarters for one of the nation's largest internal slave trading firms and now a site sharing the stories of those who passed through it.
- Take a detour onto Prince St. to see the plaque for **L'Ouverture Hospital**, which served Black soldiers and those escaping enslavement during the Civil War.
- Stop by **Alfred Street Baptist Church**, Alexandria's oldest African American congregation, founded in the early 19th century within its first Black neighborhood, called "The Bottoms."
- Then, visit **Shiloh Baptist Church**, one of the city's oldest active churches. Drawing its name from a biblical term for "place of peace," the church was formed as an oasis during the Civil War for the formerly enslaved.
- End your journey at **African American Heritage Park** and linger by the bronze tree memorial titled "Truths that Rise from the Roots - Remembered," created by Jerome Meadows and carved with the names of Black Alexandrians who shaped the city.



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# 24 Black-Owned Businesses in Alexandria to Support Right Now



BY CAROLINE SECREST

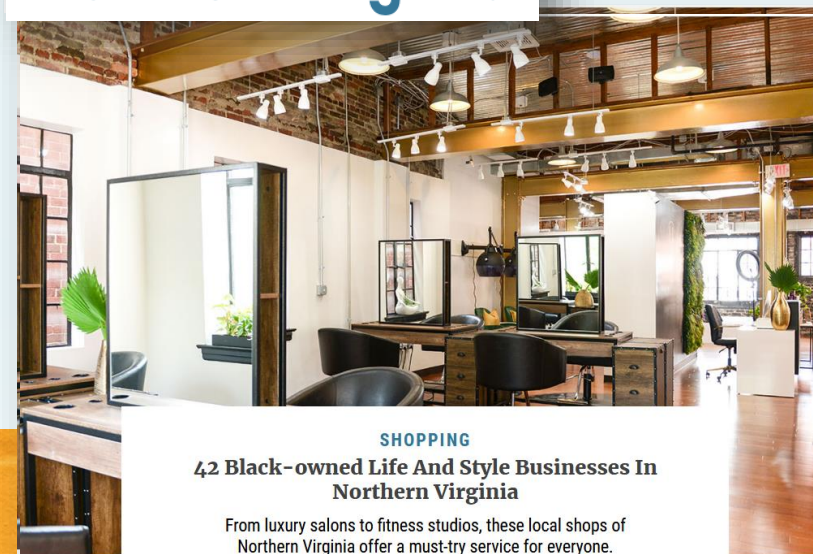
JUNE 15, 2020

56443 VIEWS

**4** WASHINGTON



## NorthernVirginia



SHOPPING

### 42 Black-owned Life And Style Businesses In Northern Virginia

From luxury salons to fitness studios, these local shops of Northern Virginia offer a must-try service for everyone.



Conde Nast  
**Traveler**

THE INTEL

## 7 Black History Museums Across the U.S. Worth Visiting

*These museums are dedicated to local heroes and legends.*

BY SHERYL NANCE-NASH  
July 23, 2020

### Alexandria Black History Museum, Virginia

In the heart of the Parker-Gray Historic District, the [Alexandria Black History Museum](#) is in a 1940s structure that was originally the Robinson Library, the Black community's first public library. Inside, you'll find stories like that of Ferdinand Day, the first Black chairman of a public school board in Virginia, who helped desegregate higher education. Then there's Lewis Henry Bailey, who was sold from the Alexandria Slave Pen—part of the headquarters for the largest domestic slave trading firm in the United States, Franklin and Armfield. When Bailey was emancipated in 1863, he walked from Texas back to Alexandria and went on to found five churches and two schools. "We tell the deep, wonderful, untold stories and hope mistakes and horrors aren't repeated," says museum director Audrey Davis.

**Forbes**

## Alexandria, Virginia's Waterfront Park Adds Olalekan Jeyifous Installation 'Wrought, Knit, Labors, Legacies'



**Chadd Scott** Contributor  
Arts

*I cover the intersection of art and travel.*



'Wrought, Knit, Labors, Legacies' by Olalekan Jeyifous at the Alexandria, VA waterfront. © LAURA HATCHER PHOTOGRAPHY LLC

How can art bridge America's racial divide? How can it empower underrepresented black voices? How can it encourage productive conversations leading to greater understanding and equality?

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# GREAT WALKS IN ALEXANDRIA



## Self-Guided Architecture Stroll

[Get Inspired >](#)



## Old Town Art Photo Walk

[Start Snapping >](#)



## Waterfront Walk

[Feel Refreshed >](#)



## Duke Street Black History Trail

[Dive Deeper >](#)



## Del Ray Mural Stroll

[Start Strolling >](#)



## Green Getaways

[Get Outside >](#)



# First Lady of Virginia Lauds Alexandria

WASHINGTON  
BUSINESS JOURNAL



VIRGINIA  
IS FOR  
LOVERS®

WANDERLOVE

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Some things you can find

# ONLY IN ALX

SEE THE LIST

*Alexandria*  
EST. 1749





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*Some things*

Watch Visit Alexandria's 15-second "Only in ALX" video ad [here](#).



# Meetings Shift to Regional Focus

SPECIAL ADVERTISING SECTION

DRIVE  
MARKET MEETINGS

# Alexandria

## An Idyllic Destination for Small Meetings

**N**amed a "Top 3 Small City in the U.S." by the 2019 Condé Nast Traveler Readers' Choice Awards, historic Alexandria, Va., offers a relaxed, walkable setting with a small town feel and the amenities of a cosmopolitan city. Situated just minutes from Washington, D.C., this waterfront city is easily accessible to major highways, Reagan National Airport and AMTRAK.

Tap into the city's entrepreneurial spirit that dates back to George Washington and continues today. Choose among a diverse collection of hotels and meeting facilities with state-of-the-art technology for hybrid events. Enjoy the ease of planning with our full-service team of destination experts providing concierge service to you and your delegates. Alexandria has a community-wide dedication to your well-being and is ready to welcome you back.

50  
Hotels  
& UNIQUE VENUES

#3  
Small City in the U.S.  
(Condé Nast Traveler Readers' Choice Awards, 2019)

Baltimore 1 hr, 46 miles  
New York 4 hrs, 235 miles  
Philadelphia 2.5 hrs, 146 miles  
Pittsburgh 4 hrs, 249 miles  
Richmond 1.5 hrs, 105 miles  
Raleigh 4 hrs, 274 miles



3  
Nationally Recognized  
LEADERSHIP  
INSTITUTES

15  
Hotels Offering  
ALX Extra  
Perks

3rd  
oldest  
HISTORIC DISTRICT IN U.S.

Over 200  
Restaurants, Shops & Attractions

CONTACT

Lorraine Lloyd, Sr. VP Sales and International Marketing  
(703) 652-5360  
LLloyd@VisitAlexVA.com  
VisitAlexVA.com/WhyMeet



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ALEXANDRIA

# RESTAURANT WEEK TO-GO

EXTENDED THROUGH **SEPT. 7!**

Bring Alexandria Restaurant Week home this year and enjoy special menus from **50+** restaurants.

**\$49**  
takeout dinners for two

#ALXRestaurantWeek

80,000+ page views



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# Flex Getaway Package



44,000+ page views







Our Editors' Favorite  
Cities of the Year  
**DEPARTURES**

Pay a virtual visit to these locations  
right from your screen

**Forbes**

How to support Southern eateries  
during the COVID-19 crisis

**Southern Living**

Can't go to Europe?  
You can still get your Old World fix



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#PeterAlexander #KristenWelker #TodayShow

Peter And Kristen Share How They're Spending The Summer During The Pandemic | TODAY

Best weekend escapes from Washington, D.C.

**ESSENCE**

The best girlfriend getaways around the world

**TRAVEL+**  
**LEISURE**

Why Alexandria, Virginia, is a safe, smart choice  
for a roadtrip right now

**Forbes**

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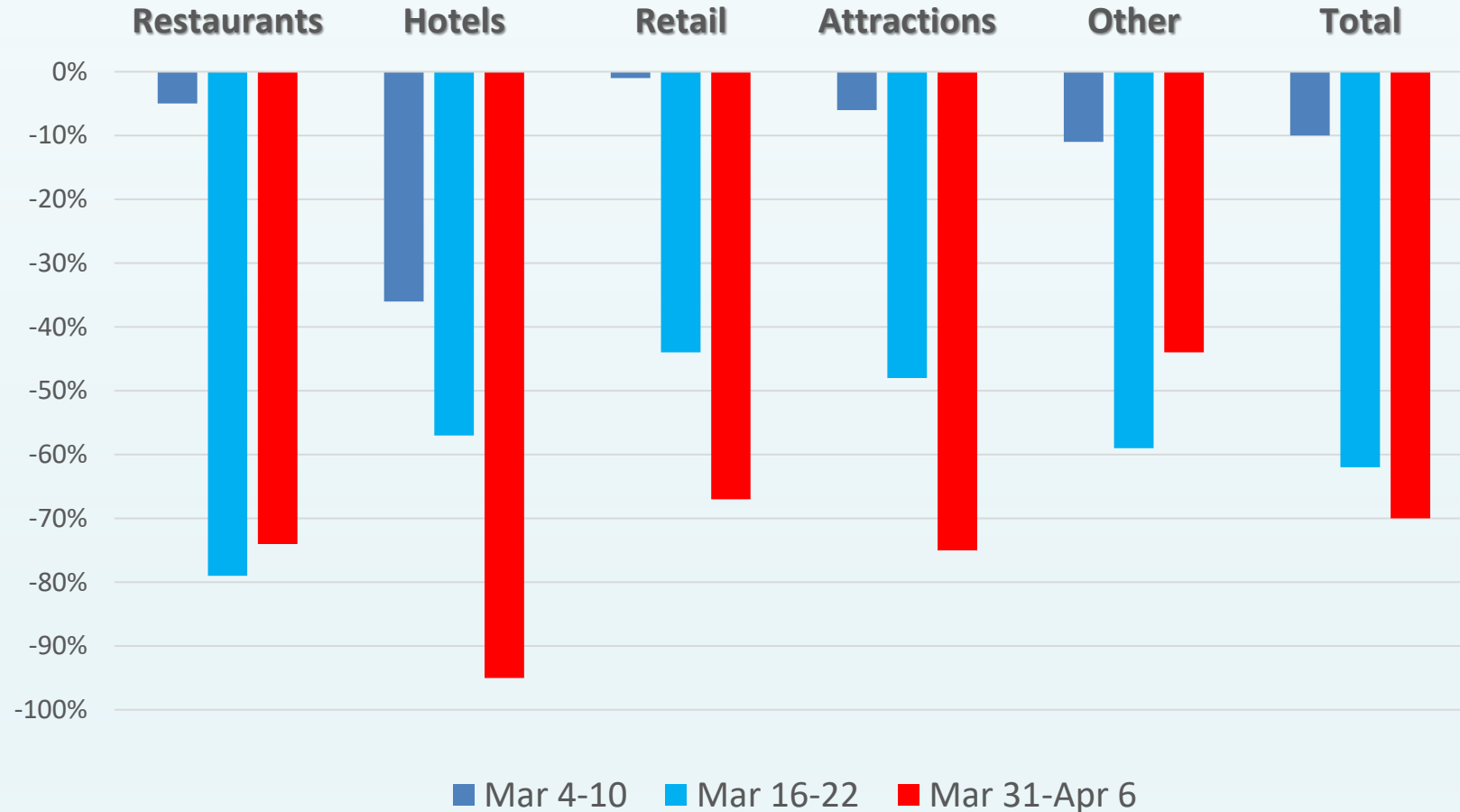
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**Member Support**



# Alexandria Business Impact Survey





# Virtual Convenings

EXECUTION

### First Pandemic Campaign

\$100 online; \$20 to shop when we open (514 conv; \$68.8K; AT \$133)

### New Ways to Communicate

Zendesk (web bots/knowledge center)  
Nuna (phone)  
Online store enhancements

### Shoe Renewal

6% click through; 8 campaigns; personalized

### Digital Product Ads

Only ad spend now

### Apparel Custom Make Up Capsules

Landmark Collection (est 4-6 weeks) to move apparel

## Managing Change

- Risk/Anxiety: the inherent denominator of change
- The importance of strategic vision
- The importance of effective communication
- Credibility: the inherent source of leadership authority
- Collaboration/compromise the essential force multiplier

GEORGE WASHINGTON LEADERSHIP INSTITUTE

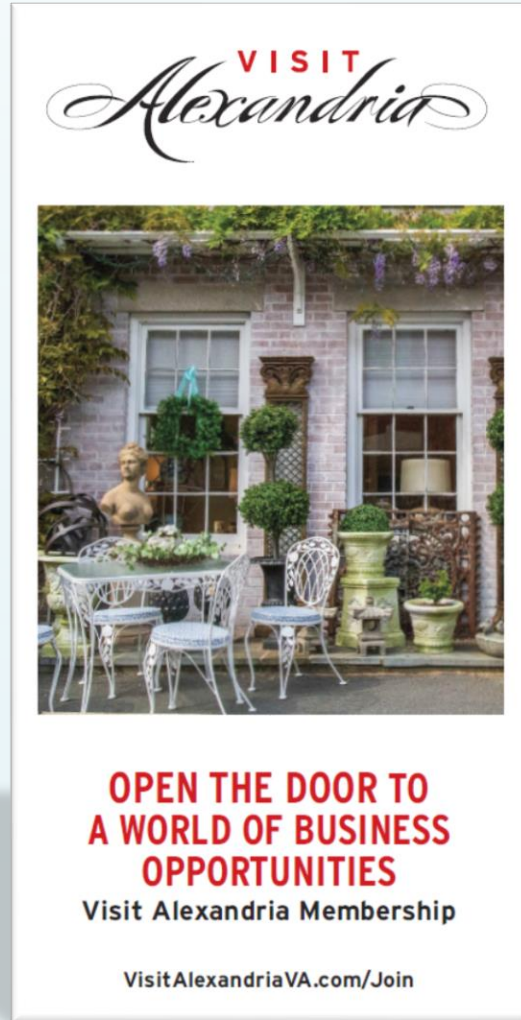
## ► McChrystal's Four Behaviors for High Performing Leaders



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# Dues Relief Plan



- Dues reduced by 50%
- Five extra months



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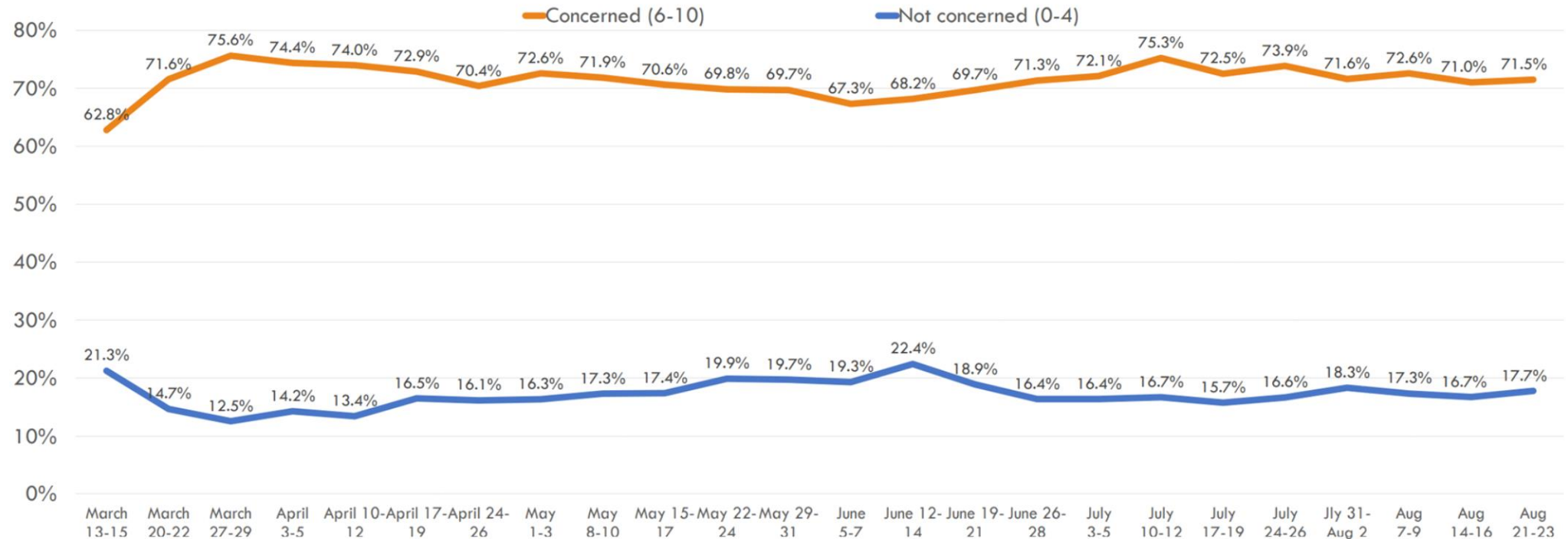
*Resilience, Innovation & Community*

**Data-Driven Planning**



# Safety Concerns Persist

**Question:** Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)



(Base: Waves 1-24. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys. Data collected March 13-15 20-22 27-29 April 3-5 10-12 17-19 24-26 May 1-3 8-10 15-17 22-24 29-31 June 5-7 12-14 19-21 26-28 July 3-5 10-12 17-19 24-26 July 31-Aug 2 Aug 7-9 14-16 and 21-23 2020)





# Early Travel Positivity Signs

## AMERICANS' TRAVEL STATE-OF-MIND

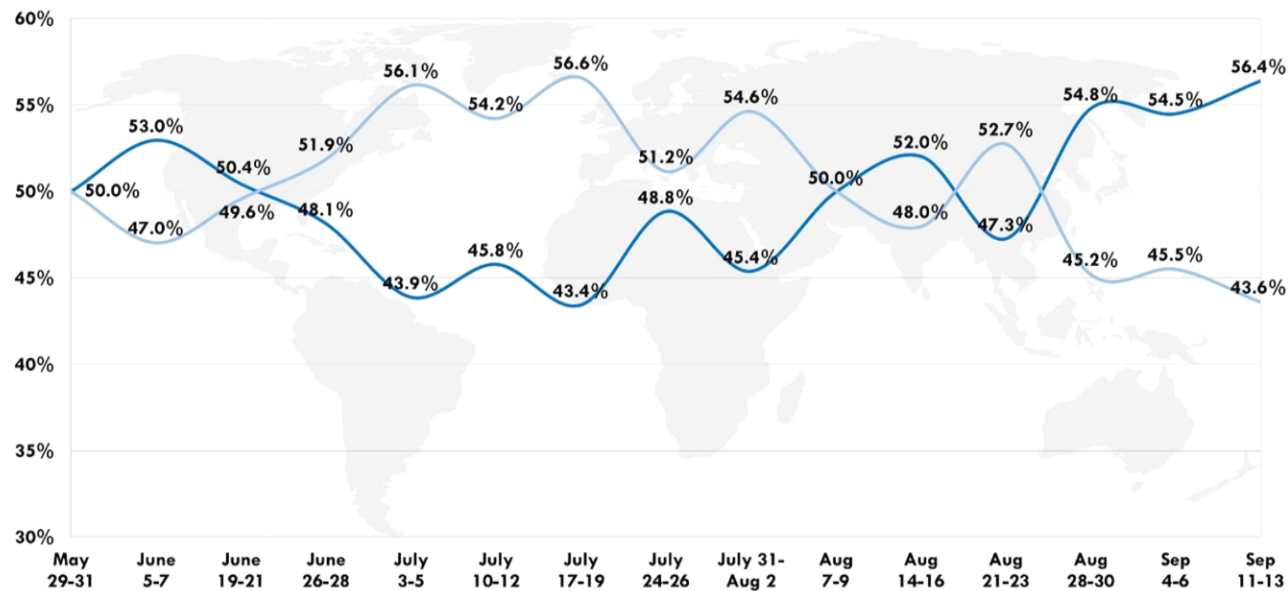
MAY 29 – SEPTEMBER 13



READY TO TRAVEL



NOT READY TO TRAVEL



**QUESTION: WHEN IT COMES TO GETTING BACK OUT AND TRAVELING AGAIN, WHICH BEST DESCRIBES YOUR CURRENT STATE OF MIND? (SELECT ONE)**

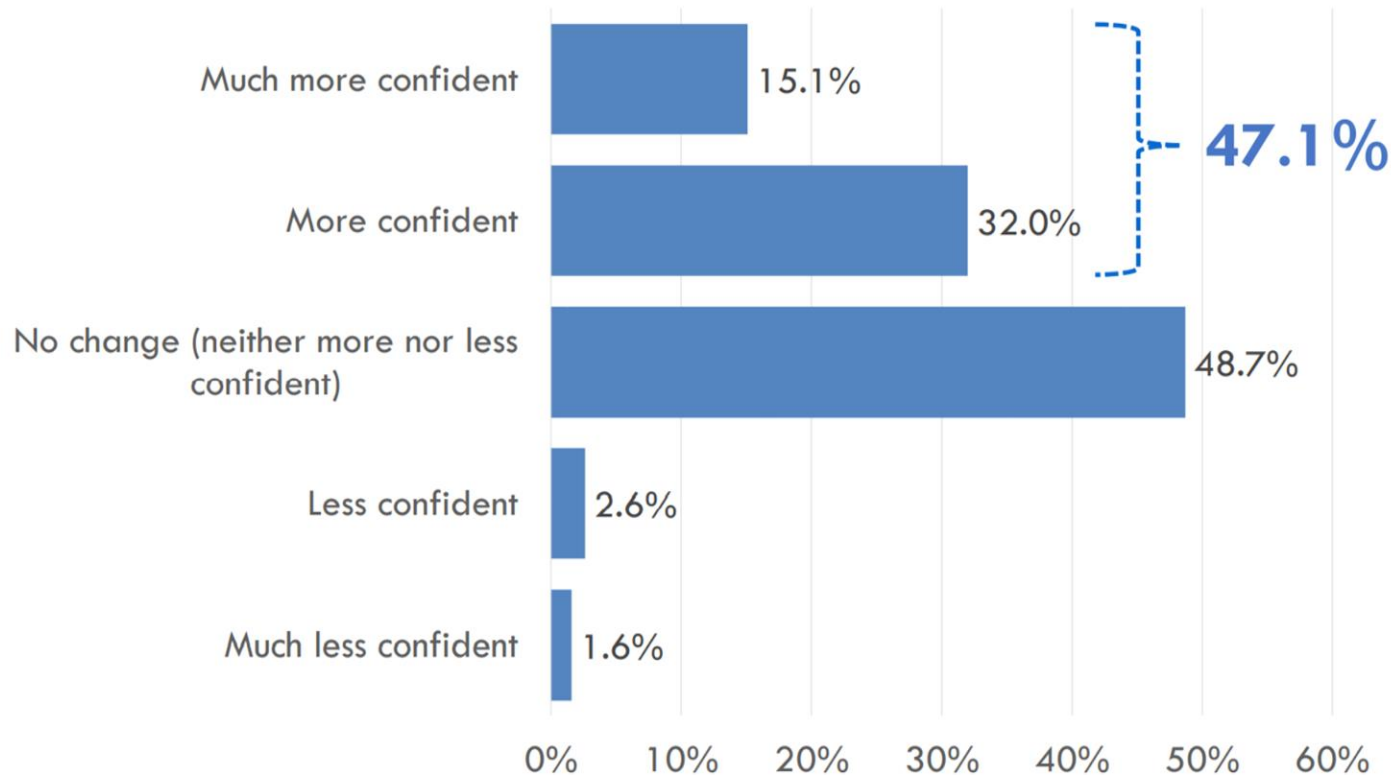
(Base: Waves 12-13 and 15-27. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

Destination  Analysts  
DO YOUR RESEARCH

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# Travel Inspires Confidence



**Question:** Did taking this trip(s) make you more or less confident that you can travel safely in the time of the Coronavirus? (Select one)

My experiences on my summer leisure trip(s) have made me \_\_\_\_\_ I can travel safely.

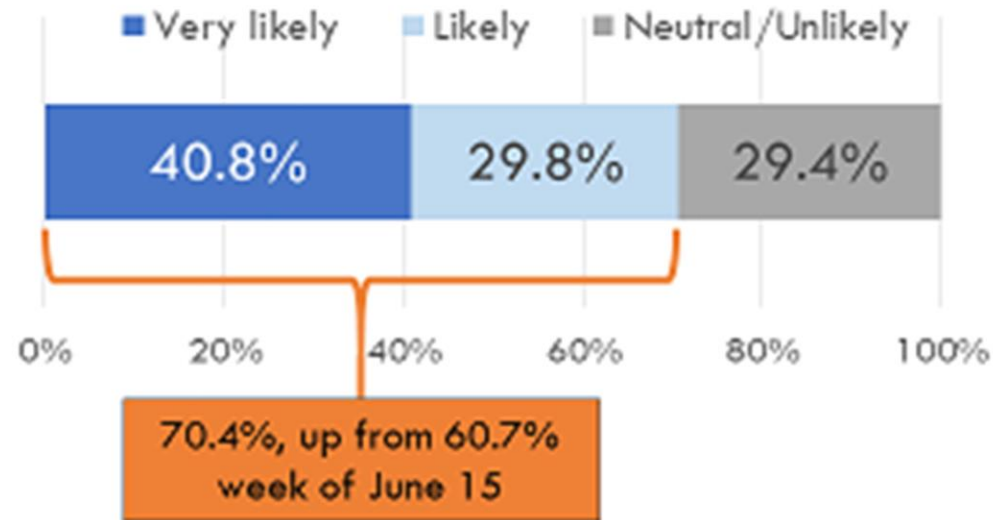
(Base: Wave 27. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



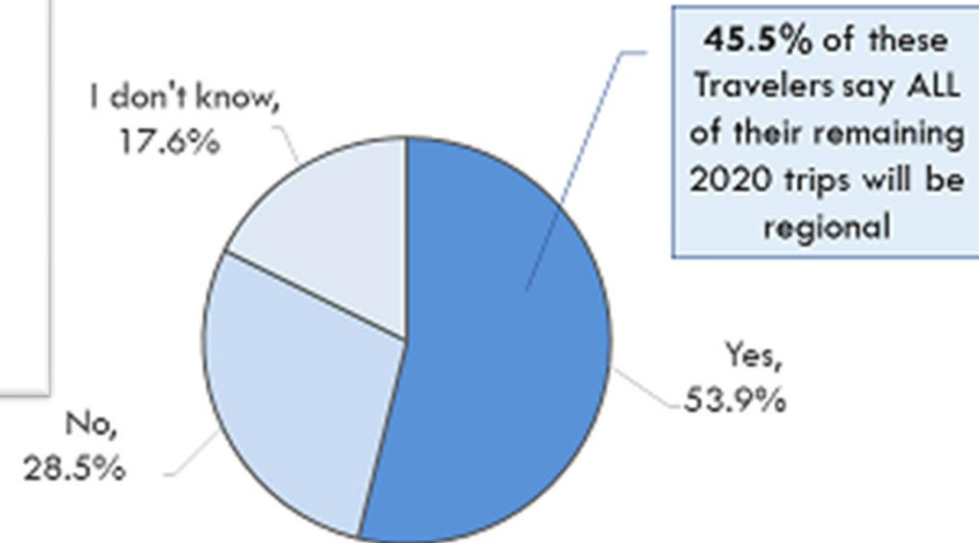


# Familiar and Close

## LIKELIHOOD OF TRAVELING TO A PREVIOUSLY VISITED DESTINATION

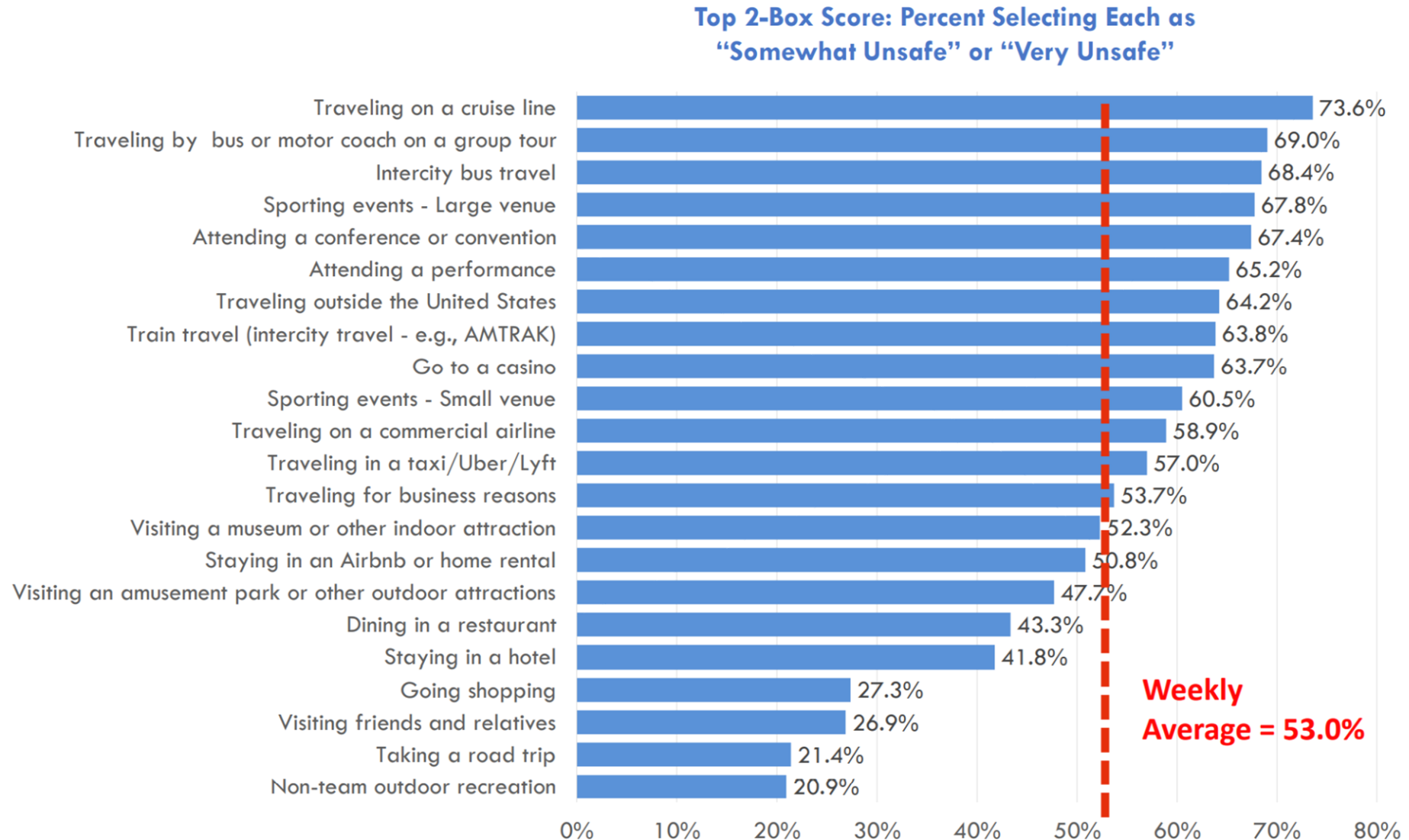


## TAKING REGIONAL TRIPS



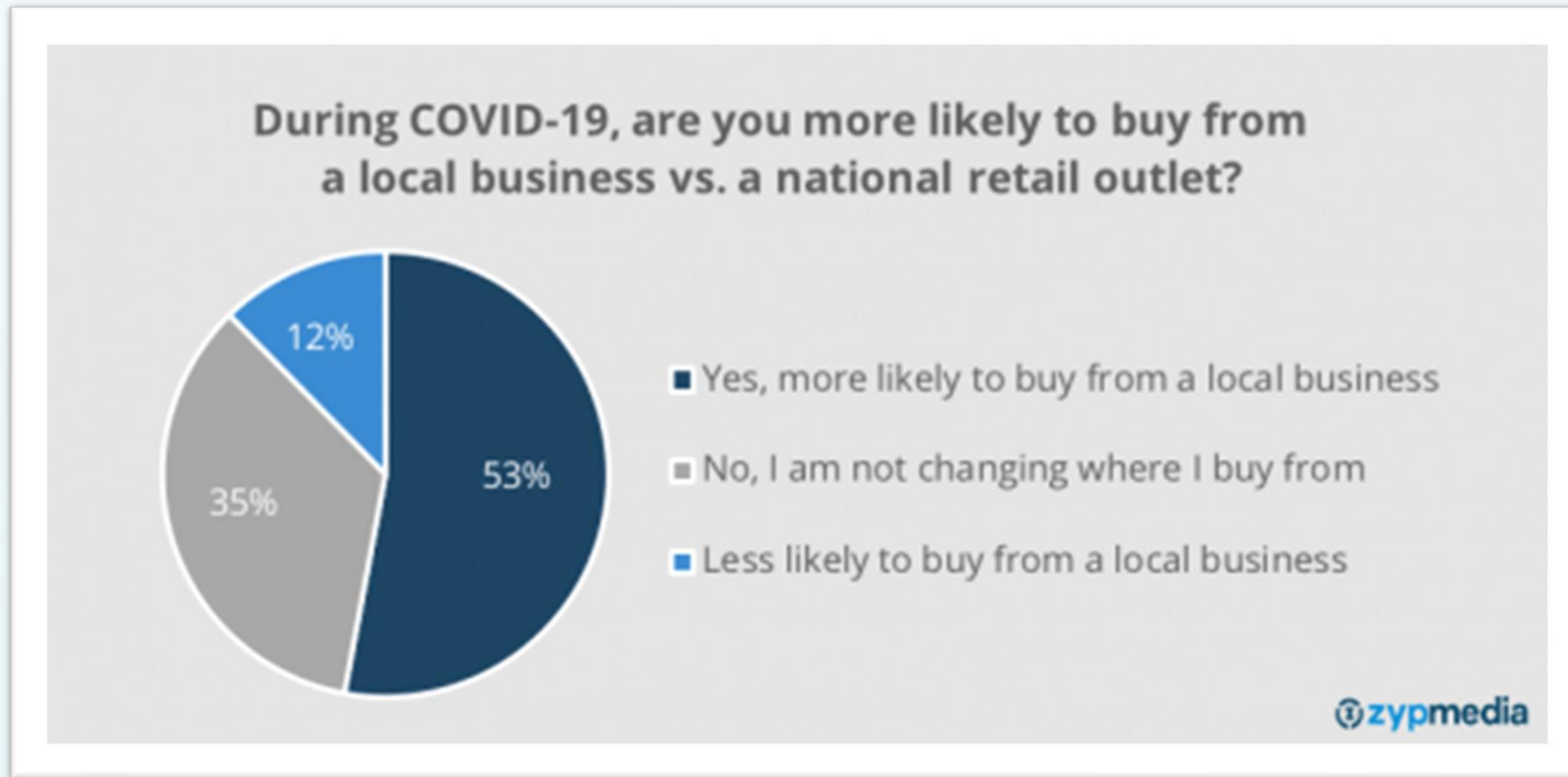


# Perception of Relative Risk



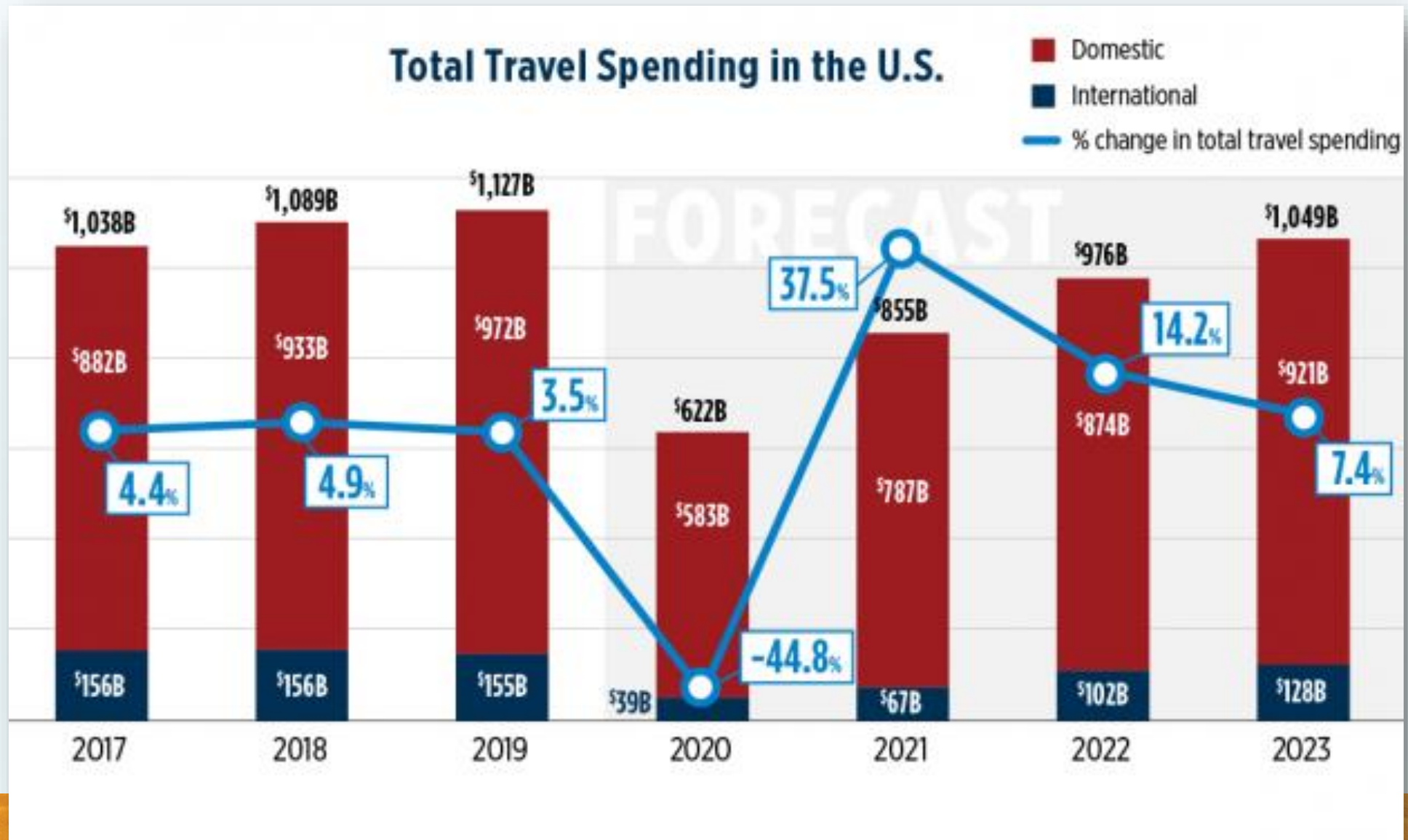


# Supporting Local Businesses



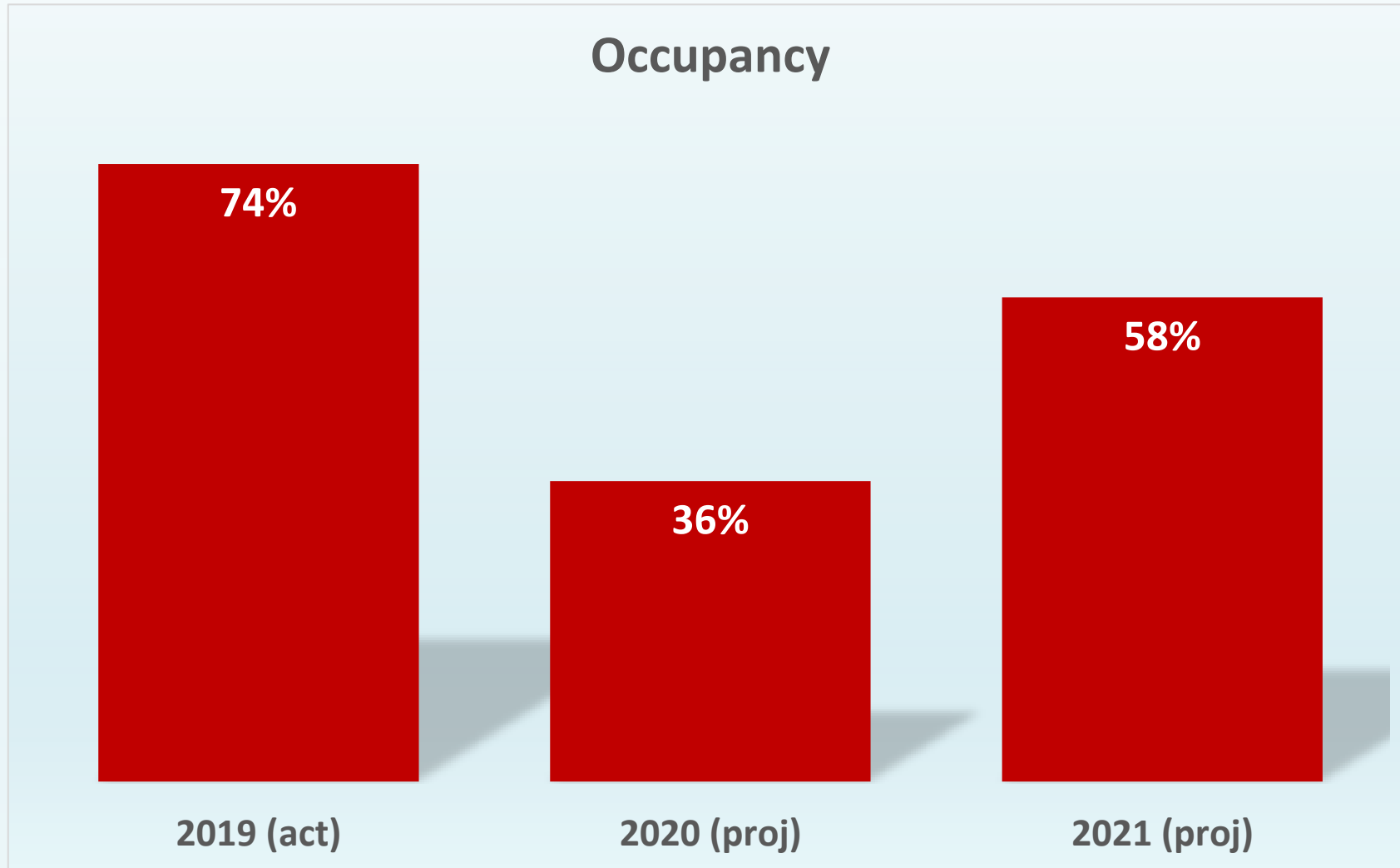


# Travel Recovery Outlook





# Alexandria Hotel Forecast





## How Much Do You Miss the Following?

(% Saying “Miss Terribly” or “Miss A Lot”)



**Vacations**  
(68.4%)



**Dining in Restaurants**  
(59.9%)



**Planning Travel**  
(56.1%)



**Weekend Getaways**  
(52.8%)



**Live Concert/Musical Performance**  
(35.1%)



**Going to Museums**  
(33.4%)



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**What's Ahead?**

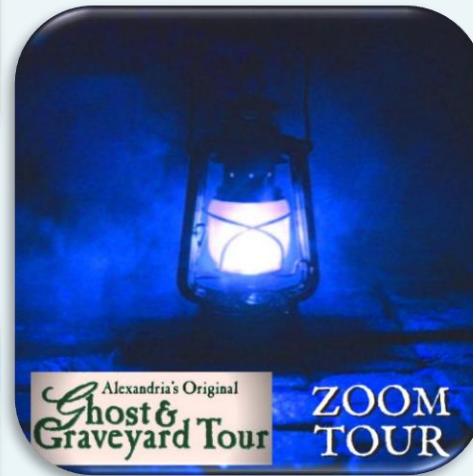


# Hybrid Meetings and Micro-Weddings





# Virtual Experiences & Resources for Meeting Planners





# Regional Promotions

## Expanded Shop Small Initiative for the Holidays



## Alexandria Virtual Holiday Program



## Winter Restaurant Week To-Go





# Black History and Travel Initiative

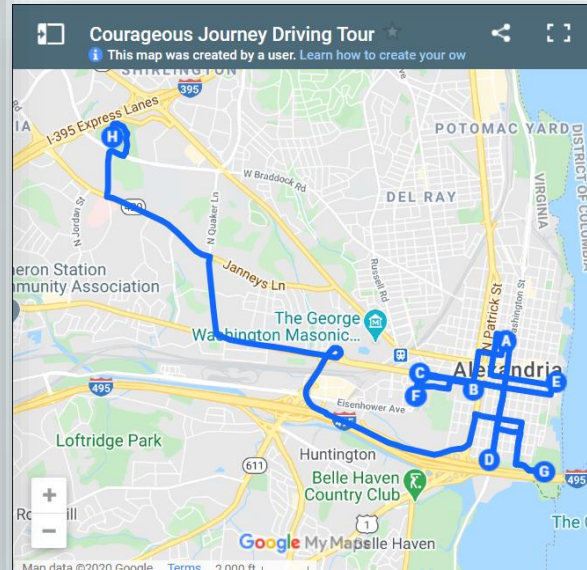
## COURAGEOUS JOURNEY DRIVING TOUR



### 1. Barrett Branch Library, Site of 1939 Alexandria Sit-In

717 Queen St.

In 1939, [Barrett Branch Library](#) hosted one of the nation's earliest recorded civil rights [sit-ins](#), organized by then 26-year-old lawyer Samuel W. Tucker. Five young African American men separately entered the library and requested a card. When denied, they each quietly sat and began to read. Once Tucker's teenage lookout informed him that the police were en route, Tucker ensured that local press outlets were in place to photograph the young men leaving, unforced. The sit-in catalyzed the creation of the segregated Robert Robinson library, which Tucker refused in principle to patronize, now the site of [Alexandria's Black History Museum](#). Robinson Library remained in use until desegregation in the 1960's. Look for the interpretive panels near the entrance to learn more.



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# Drive Market Advertising Emphasis

- 3-hour radius  
(Virginia, Maryland, Washington, DC, Delaware, and Pennsylvania)
- Expand outward as conditions improve
- Ad spend ramps up in spring

## Message:

#3 Best Small City in U.S.  
Close, distinctive getaway  
Historic character  
Value  
Safety  
Flexibility

**#3 BEST SMALL CITY  
IN THE U.S. 2019**  
*Condé Nast Traveler Readers' Choice Awards*

**NEARBY.  
AFFORDABLE.  
FLEXIBLE.**





Resilience.

Innovation.

Community.





**Watch Visit Alexandria's 2-minute "Tribute to the Resilience of the Alexandria Community" video [here](#).**



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 marina. Behind the marina, a row of historic and modern buildings lines the waterfront. The sky is filled with soft, colorful clouds.

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VisitAlexandriaVA.com | #visitALX

Thank you.

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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 pier. Behind the pier are several large, modern buildings with glass facades. The city skyline extends into the background under a hazy sky.

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VisitAlexandriaVA.com | #visitALX

Please contact us at **ask@visitalexva.com** with any comments, questions, or ideas.

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