



## Visit Alexandria: 2021 Member Promotions & Marketing Programs Summary

Each year, Visit Alexandria offers its members the opportunity to participate in members-only marketing programs and promotions. This document includes a short summary of each opportunity to help you better understand and take advantage of those that will support your business. You will receive additional correspondence with specific details and deadlines closer to the actual date(s) for each promotion. Please reach out to Trisha Meisner with any questions.

Trisha Meisner, Member Relations Manager  
(703) 652-5368 | [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com)

Note: Due to the ongoing COVID-19 pandemic, many of the promotions and events will be modified to comply with safety procedures and regulations. Please use this summary as a general guide but be sure to review the sign-up emails from Trisha for the most up-to-date information and participation guidelines.

Members are also encouraged to review the monthly "News You Can Use" member newsletter, sent by Trisha on the first business day of every month. Newsletters will include calls for content, marketing opportunities and sign-up information for our promotions throughout the year. Be sure to add "@visitalexva.com" to your email's safe senders list so you do not miss any communications from our team!



## Customized Listings on VisitAlexandriaVA.com



### ALEXANDRIA BLACK HISTORY MUSEUM

902 Wythe Street



### ALEXANDRIA VISITOR CENTER

221 King Street



### ATHENAEUM

201 Prince Street  
Alexandria, VA 22314

## ALEXANDRIA VISITOR CENTER



#### ADDRESS:

221 King Street  
Alexandria, VA 22314

#### PHONE:

(703) 838-5005



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#### DETAILS

Named for Scottish merchant and city founder William Ramsay, the Alexandria Visitor Center is the go-to place for sightseeing brochures, attraction tickets and maps.

When: Ongoing throughout the year

Our website is carefully designed and organized to help users plan their trip, with numerous pages highlighting Alexandria's unique experiences, restaurants, shops, hotels and more. Members can edit their customized listings via the [Visit Alexandria extranet](#). We can provide access for multiple users to the extranet, if necessary.

The [Calendar of Events](#) includes listings for events with an interactive component or experience. Our [Deals & Happenings](#) page includes listings for discounts, promotions and sales. Members are



encouraged to add their events and happenings to these pages. If you have questions about listings or the extranet, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

### Online Advertising on VisitAlexandriaVA.com

## THINGS TO DO IN ALEXANDRIA, VA

Whether you're spending a long weekend or making a day trip from Washington, D.C., you're in for an unforgettable experience in Alexandria, Virginia, named the [#1 Best Value U.S. Travel Destination 2018](#) by Money magazine and a [Top 3 Best Small City in the U.S. 2019](#) by the Condé Nast Traveler Readers' Choice Awards. A nationally designated historic district founded in 1749 that George Washington called home, [Old Town Alexandria](#) hums with more than 200 independent [restaurants](#) and [boutiques](#) alongside intimate [historic museums](#) and new happenings at the waterfront. At the heart of it all is bustling [King Street](#), a walkable mile recognized as one of the "Great Streets" of America. Whether you are here for a girlfriends' getaway, an [anniversary trip](#), or a [family vacation](#), there is plenty to do. Check out our ideas, from [boat cruises](#) to [specialty tours](#), below. The best way to unlock



**AUTOGRAPH COLLECTION OF OLD TOWN**

Exactly Like Nothing Else Package: Breakfast, parking & Key to the City passes. Use code "9EZ" for The Alexandrian or Morrison House.



When: Ongoing throughout the year

Each year, Visit Alexandria's website receives more than two million visits per year. That's more traffic than the websites of Savannah and Richmond combined! As a member, you have an exclusive right to advertise through this cost-efficient, highly targeted vehicle that reaches people who have already expressed an intent in coming to Alexandria. Plus, nearly 73% of those users are new to VisitAlexandriaVA.com, representing potential new business and ready-to-spend prospects. Your ads will also reach the critically important smart phone and tablet users, who are likely in the area and ready to book a room, dine out or be entertained right now! Advertising click-through-rates (CTR) on travel sites like ours are typically three to six times the national average, or higher, than banner advertising on other sites like Google or Yahoo.

To schedule a one-on-one web advertising consultation and discover the options that would work best for your budget and business, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

### King Street Trolley & Visitor Center Advertising – Visit Alexandria Member Exclusive



When: Ongoing throughout the year

Through an exclusive agreement with DASH, only Visit Alexandria members are eligible to purchase digital display advertising on the King Street Trolley to its 900,000 annual riders. The ad program utilizes

high-definition color digital monitors, ensuring a vibrant display, and can be easily updated. Editorial copy about weather, transit and events are also included alongside your ad, giving visitors another reason to pay attention to your message. Your ad will appear a minimum of three times per trip. As a bonus, your ad will also appear on the video message board in the Visitor Center, which attracts an additional 75,000 visitors serviced annually.

To make the enrollment process both simple and affordable, production and design are included in the cost. The cost to advertise is based on the industry standard of \$3/thousand impressions, however discounts are offered for terms of six to 12 months. If interested, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

### **The Official Alexandria Menu Book**



When: Ongoing throughout the year

[The Official Alexandria Menu Book](#) is posted on our website's [Restaurants page](#) and makes it easy for visitors to explore menus from all of Alexandria's beloved restaurants in one place. Menus are listed alphabetically by restaurant.

Please send an 8 ½ x 11-inch copy of your menu(s) in either a PDF or Word document to Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com). To simplify the reader experience, menu covers will not be included. It would be helpful if you could paste your restaurant's logo or name on every page of your menu, so that users can easily identify which one they are looking at as they scroll through the book. If your restaurant is already included, be sure to send your updated menus to Trisha as they become available throughout the year!



## Visitor Center Brochure Distribution



When: Ongoing throughout the year

As a member of Visit Alexandria, you are entitled to a dedicated rack space in our Visitor Center. With over 75,000 visitors serviced annually, this is a great opportunity to promote your business to guests who are already in Alexandria and looking for ideas of what to do and where to dine, shop and stay. Distributing your brochure in the Visitor Center also enables our welcoming staff to become more familiar with your business and provide guests with tangible take away information about you. There is no additional cost for rack space—it is included as part of your annual membership dues.

If you have questions regarding rack space, please contact Melanie Fallon at [mfallon@visitalexva.com](mailto:mfallon@visitalexva.com).

## Annual Member Events & Networking Opportunities



When: Four events throughout the year

Each year, Visit Alexandria hosts four annual member-focused events, allowing you the opportunity to network with one another and providing an outlet for you to share feedback with us.

At our “What’s New” in January, our team will present information on new events and major openings specific to the City of Alexandria, plus valuable marketing and tourism research and members-only marketing opportunities. Our Summer Social in mid-summer is Visit Alexandria’s opportunity to celebrate our members and thank you for your support and partnership all year long. At our Annual Meeting in September, our team will share the latest visitation statistics, reflect on the past year, and look ahead to plans for the upcoming one. The last of the four major events is our Breakfast with the

President. Visit Alexandria offers separate events for each of our member business categories (restaurants, hotels, etc.), with an agenda and topics tailored specifically to each group.

You will receive an email invitation with additional details and RSVP/ticket information closer to the actual date of each event. Note: this year's events will likely be virtual.

### Seasonal Content Submissions



When: Ongoing throughout the year

Each season, Visit Alexandria puts out a seasonal content request to members. For example, this winter we requested content for “What’s New in 2021” and Wonder Woman-themed offerings. The upcoming spring request will be focused on cherry blossom-themed offers. Please review the monthly “News You Can Use” member newsletter for guidelines, details and deadline information on the next season’s request.

### Alexandria’s Seasonal Hotel Packages – Winter & Summer



When: Offered twice per year

Planning begins: Two months prior to promotion start date

Alexandria’s seasonal hotel package promotions are offered twice per year. Examples of our seasonal hotel packages include the original “Alexandria Extras”, offering guests a discounted rate and free parking, last year’s “3rd Night Free”, which was like the former package, but with a longer stay, and



most recently the “Flex Getaway”, which allowed guests the flexibility to cancel their stay for a full refund, if necessary. All packages include two Key to the City Attractions Passes.

All participating hotels will be listed on the hotel package page of Visit Alexandria’s website. There is no fee to participate, and guests will book directly with your hotel. The rates will be controlled by you, and you are free to restrict availability as you see fit. Hotels must provide a discount code and direct link to the offer on their website to be listed on our website. You will receive an email with additional details and sign-up instructions closer to the actual promotion dates.

### **Summer Sidewalk Sale**



When: Late summer (approximately first or second week in August)

Planning begins: Late May or early June

The annual Summer Sidewalk Sale is Alexandria’s inventory-clearing, deal-grabbing, tradition. Boutiques throughout Old Town and Del Ray offer a wide range of deeply discounted summer merchandise, from fashion and jewelry to home décor and gift items. All participating stores must agree to display merchandise outside on the sidewalk. You will receive an email with additional details and a link to the sign-up form closer to the actual promotion date.

### **Alexandria Restaurant Week – Winter & Summer**

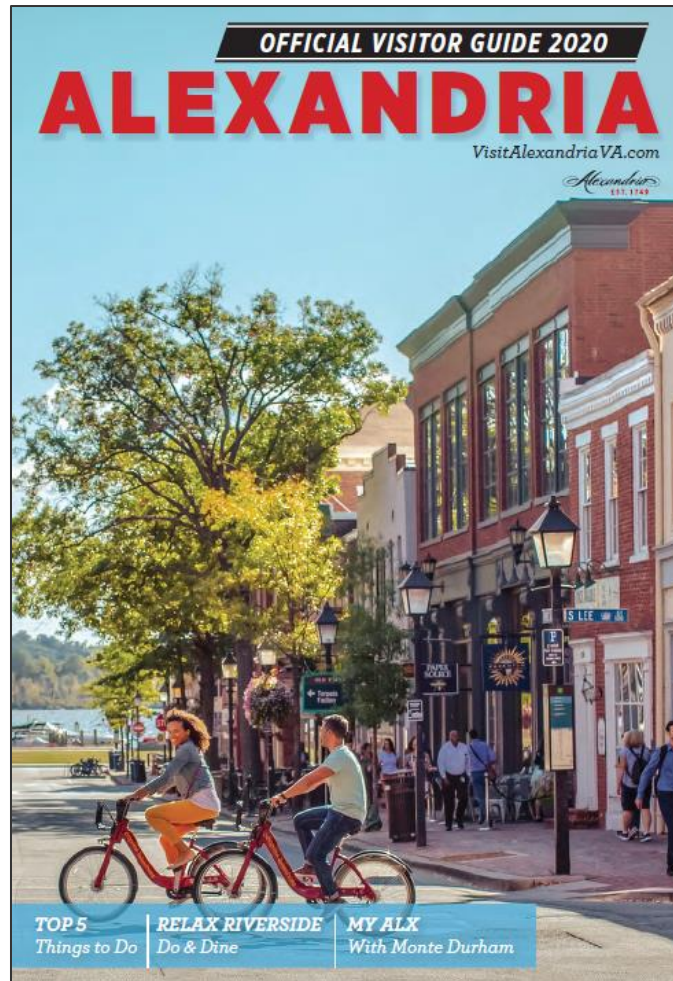


When: Offered twice per year, once in the winter (end of January to mid-February) and once in the summer (end of August)

Planning begins: Two months prior to promotion start date

Enjoy meals from Alexandria's restaurants at home with Alexandria Restaurant Week To-Go, happening twice per year. Restaurants will offer a \$49 takeout dinner for two and have the option to also offer a \$25 takeout dinner for one. The dates for each Restaurant Week will be announced later in the year. You will receive an email with additional details and a link to the sign-up form closer to the actual promotion dates.

### **The Official Visitor Guide – Customized Listing & Advertising**



When: Printed annually in March

Planning begins: Late July to early August

The Official Visitor Guide makes exploring Alexandria fun and easy for our visitors, with suggestions on things to do, events and area information. Each year, more than 250,000 copies of the Visitor Guide are distributed throughout the city, at local hotels and various locations in Washington, D.C., plus Visitor Centers and to groups outside of the D.C. area. The Visitor Center also fulfills single guide requests submitted through our website to visitors all over the country.

Each member is entitled to a free listing in the Visitor Guide. You will receive an email notification when it is time to sign up and review your listing. If you are a new Visit Alexandria member and were not



included in the most recent version of the Visitor Guide, Trisha will reach out to you separately with information about your listing. If you have any questions regarding your Visitor Guide listing, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

In addition to the customized listing, members can purchase ad space in the Visitor Guide, starting at \$2,049. For additional details, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

### **Holiday Shopping – Plaid Friday, Small Business Saturday & Museum Store Sunday**



When: The Friday, Saturday and Sunday after Thanksgiving

Planning begins: Mid-September

As the D.C. region's Shop Small destination for independent boutiques, Alexandria invites shoppers to opt small and shop local throughout the holiday season, kicking off on Plaid Friday: Alexandria's Small Business Black Friday and continuing with Small Business Saturday and Museum Store Sunday. Visit Alexandria will provide free metered parking on Small Business Saturday and marketing throughout the holiday season to help attract visitors to the area. You will receive an email with additional details and a link to the sign-up form closer to the actual promotion dates.

### **Restaurant Openings & Dining on Major Holidays**



When: Thanksgiving through New Year's Day

Planning begins: Mid to late October

Between shopping for gifts, decorating the tree and snapping photos with Santa, planning a holiday meal can get lost in the shuffle. Lucky for those looking to skip spending hours in the kitchen, many Alexandria eateries will be open for business on major holidays, with some even offering special menus.

Will your restaurant be open on any of the following major holidays: Thanksgiving Day, Christmas Eve, Christmas Day, New Year's Eve or New Year's Day? If so, please send the dates the restaurant will be open, plus the hours and reservation requirements to Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

**Visit Alexandria**

625 N. Washington Street, Suite 400  
(703) 652-5369

**Alexandria Visitor Center**

221 King Street  
(703) 838-5005

**Connect with us!**

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