



## Visit Alexandria: 2022 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, some of the promotions and events may be modified to comply with safety procedures and regulations. Please use this summary as a general guide but be sure to review individual 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


Visit Alexandria's website is being redesigned for 2022, so look for the all-new version in the spring. But, whether it's the current or new version, the website is the number one vehicle to reach visitors, with web traffic on track to reach a record three million visits in the coming 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

If you want your business to stand out, but need to spend your marketing dollars efficiently, advertising on the Visit Alexandria website should be your first investment, if space is available. Ad space is extremely limited, because the site is designed to maximize the user experience, not ad revenues. Be sure to ask Trisha about space that may be available in your industry category. First preference is always given to existing advertisers, but openings do emerge.

In 2022, we expect that the website redesign will include formatting changes that will result in new formats being created and old ones being retired. We will work initially with all current advertisers to convert them over to the best new option, and then open up remaining spaces on a first-come, first-serve basis to other members.

As noted above, Visit Alexandria's website receives nearly three 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!

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).



As a member of Visit Alexandria, you are entitled to a dedicated rack space in our Visitor Center. 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.

## Annual Member Events & Networking Opportunities



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 the fall, 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, retail, attractions, 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.

### Seasonal Content Submissions



When: Ongoing throughout the year

Visit Alexandria shares upcoming seasonal content requests with members in the monthly “News You Can Use” member newsletter. For example, this winter we requested content for “What’s New in 2022” and Super Bowl offerings. In the new year we requested cherry blossom-themed offers. Please review the monthly “News You Can Use” newsletter for guidelines, details, and deadline information on the next season’s request.

Below find a general outline of some of our themes and when to expect deadlines throughout the year (subject to change).

JANUARY	MAY
Super Bowl specials and watch parties	Father's Day specials
Black History Month happenings	Graduation offerings
Romantic packages and experiences	4th of July offerings
FEBRUARY	JUNE
Cherry blossom-related offerings	Bastille Day offerings
St. Patrick's Day happenings	JULY
Spring happenings	Fall events and packages
MARCH	AUGUST
Easter offerings	Halloween events
Tours (spring and summer offerings)	Oktoberfest
APRIL	SEPTEMBER/OCTOBER
Mother's Day specials	Holiday events and happenings
Summer events and packages	NOVEMBER
LGBTQ Pride Month happenings	What's New for 2023



## Alexandria's Seasonal Hotel Promotions



When: Offered twice per year

Planning begins: Two months prior to promotion start date

Alexandria's seasonal hotel promotions are typically offered twice per year. Examples of our seasonal hotel packages include the original "Alexandria Extras", offering guests a discounted rate and free parking, and most recently the "Love Alexandria", which included two unlimited ride, two day water taxi passes and free parking. All packages include two Key to the City Attractions Passes. In spring 2022, we anticipate testing a new hotel promotion that adds value for all Alexandria hotel guests, not just those booking a package.

All participating hotels will be listed on the hotel promotion 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**

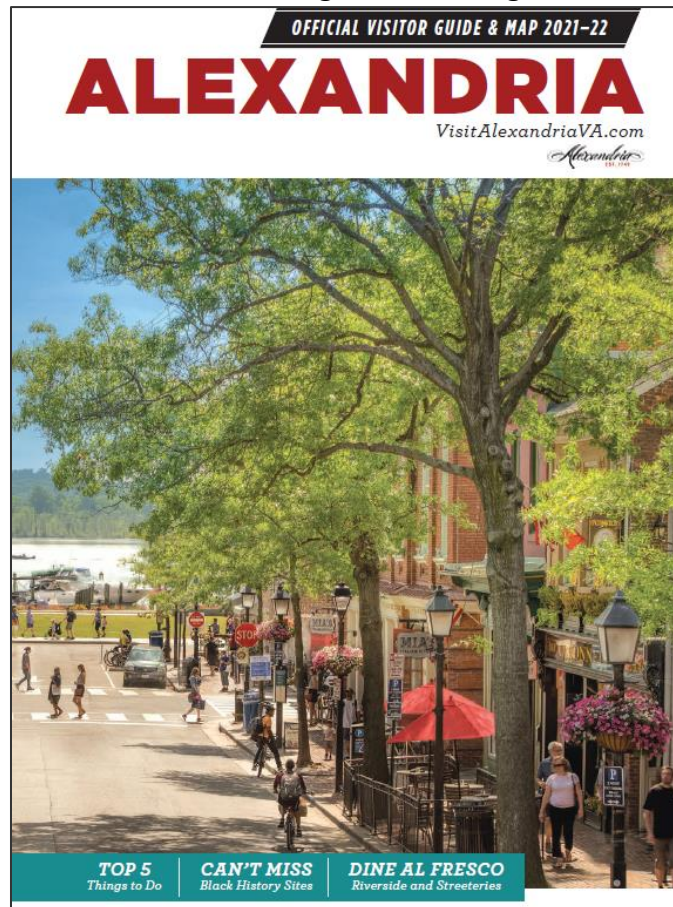


When: Offered twice per year, once in the winter (end of January to mid-February) and once in the summer (end of August)

Planning begins: Two months prior to promotion start date

Enjoy meals from Alexandria's restaurants at home with Alexandria Restaurant Week, happening twice per year. Restaurants will offer either a prix-fixe dinner for one menu or a dinner for two menu. The dates and consumer pricing 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. Because of its popularity, we anticipate increasing the print run by 10% in 2023-24. More than 275,000 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.

Like website advertising, the Visitor Guide is a highly targeted and cost-efficient medium. Advertising in the guide begins at \$2,250 and the publication completely *sold out* in 2022. First right of refusal is given to all renewing advertisers, with additional spaces opened on a space-available basis, so submit your request to advertise early. For additional details, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

In addition, each member is entitled to a free line 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).



## The Official Alexandria Menu Book



When: Relaunching in fall 2022

The Official Alexandria Menu Book makes it easy for visitors to explore menus from all of Alexandria's beloved restaurants in one place. Menus are listed alphabetically by restaurant.

Visit Alexandria will be relaunching the Menu Book on a new platform this fall. Please look for an email with sign-up information and menu formatting requirements later this year.

## Holiday Shopping – Shop Small Week



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. Our expanded Shop Small Week includes an exciting week of promotions kicking off with Plaid Friday (Alexandria's version of Black Friday), then continuing with Small Business Saturday, Museum Store Sunday, Cyber Monday, Giving Tuesday, Giveaway Wednesday and Moonlight Merriment. The City of Alexandria typically provides free parking on Small Business Saturday. Visit Alexandria continues 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

277 S. Washington Street, Suite 210  
(703) 652-5369

### Alexandria Visitor Center

221 King Street  
(703) 838-5005

### Connect with us!

Web: [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)  
Blog: [blog.VisitAlexandriaVA.com](http://blog.VisitAlexandriaVA.com)  
Facebook: [Facebook.com/VisitAlexandriaVA](https://Facebook.com/VisitAlexandriaVA)  
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