



# 2019 Annual Meeting

SEPTEMBER 23, 2019  
BIRCHMERE MUSIC HALL

VISIT  
*Alexandria*

**Karen Kotowski**  
Visit Alexandria Board Chair

*The* **Bitchmeete**

No 22305

GENERAL ADMISSION

MONDAY  
SEPTEMBER 23, 2019

VISIT  
*Alexandria*  
PRESENTS

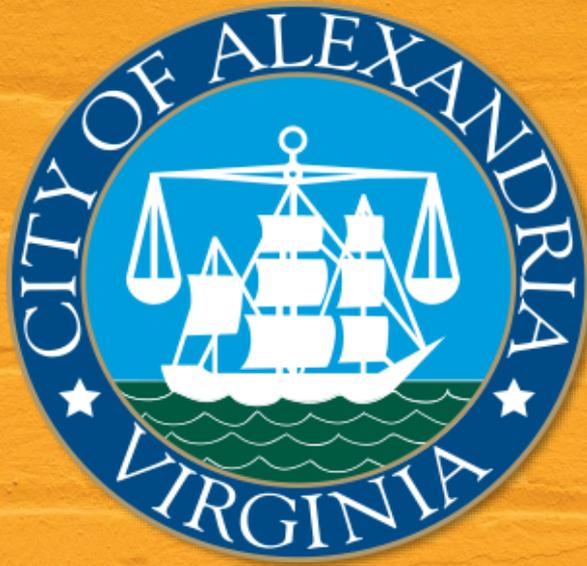
**GARY OELZE**



Thank you for entertaining music  
lovers at your legendary music  
hall for over 50 years.

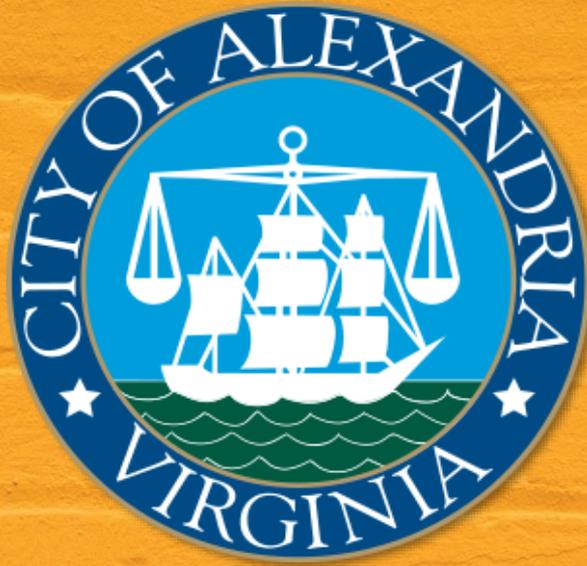
ADMIT ONE • NO REFUNDS • NO EXCHANGES





**Elizabeth Bennett-Parker**

**Vice Mayor  
City of Alexandria**



**Mark Jinks**

**City Manager  
City of Alexandria**

# **Burke & Herbert Bank**

---

At Your Service Since 1852®

**David Boyle**

President

Burke & Herbert Bank

**VIRGINIA  
IS FOR  
LOVERS<sup>®</sup>**

**50**  
YEARS  
OF LOVE



Watch the Virginia is For Lovers “50 Years of Economic Impact” video at:  
[https://www.youtube.com/watch?v=y\\_dfEDOPrX8](https://www.youtube.com/watch?v=y_dfEDOPrX8)



**Rita McClenny**

President & CEO

Virginia Tourism Corporation

# 50 Years of Tourism Promotion Makes a Difference



- Virginia tourism \$1.3 billion (1969)  
↑ to \$26 billion (2018)
- 6.4% annual growth rate
- **Virginia is for Lovers®** was established in 1969
- Inducted into the Madison Avenue Advertising Walk of Fame

# Power of Tourism Promotion



**VIRGINIA**  
**50** IS FOR **LOVERS**  
YEARS OF LOVE



- Tourism = Sound investment for local government
- Tourism = Instant revenue generator
- \$1 Virginia tourism → \$7 in tax revenue (Alexandria ROI similar 6:1)
- Brands (including travel destinations) require consistent investment
- One of **Amazon's** six decision drivers was finding a “community where employees will enjoy living with recreational and educational opportunities.”

VISIT  
*Alexandria*

VISIT  
*Alexandria*

**Patricia Washington**

**President & CEO**

**Visit Alexandria**

**VIRGINIA  
IS FOR  
LOVERS<sup>®</sup>**

**50**  
YEARS  
OF LOVE



# 50 Years Makes a Difference

1969



**\$42 million**

2018



~~\$287 million~~  
**\$859 million**

VISIT  
*Alexandria*

**FY 2019 Headlines**

# Federal Government Shutdown



# Metro Summer Platform Improvement



# Amazon & Virginia Tech



The 20 HQ2 finalists



VISIT  
*Alexandria*

# Best Small City

Condé Nast  
**Traveler**

## 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



Getty

### 4. 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.

VISIT  
*Alexandria*

# “Best Small City” Tourism Budgets



VISIT  
*Alexandria*

**FY 2019 Economic Impact**

# Visitor Spending in Alexandria

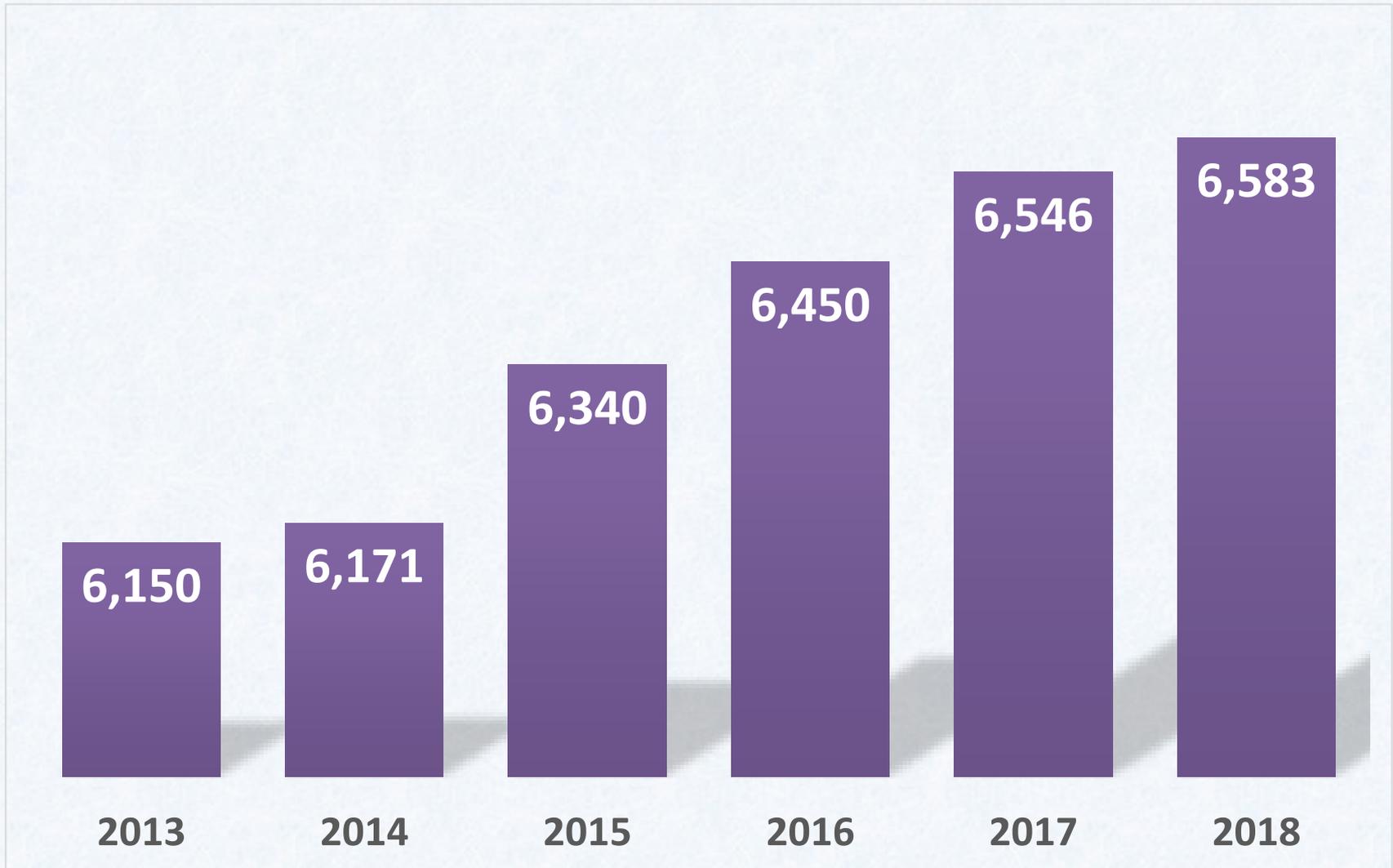
(Home location = 50+ miles)



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



# Jobs Supported by Tourism



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



# Alexandria Tax Receipts from Tourism

(Home location: 50+ miles)

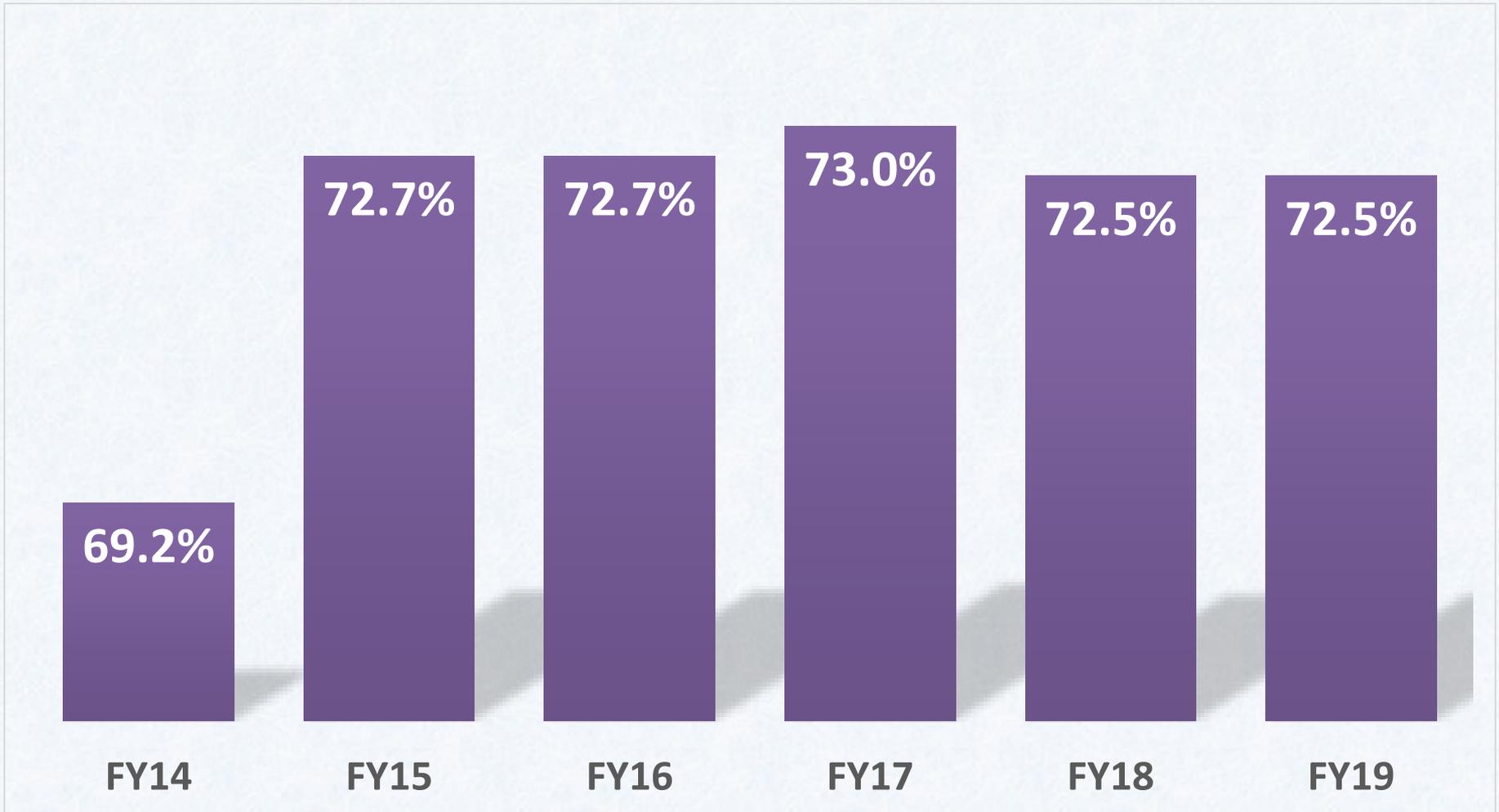


Source: 2018 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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

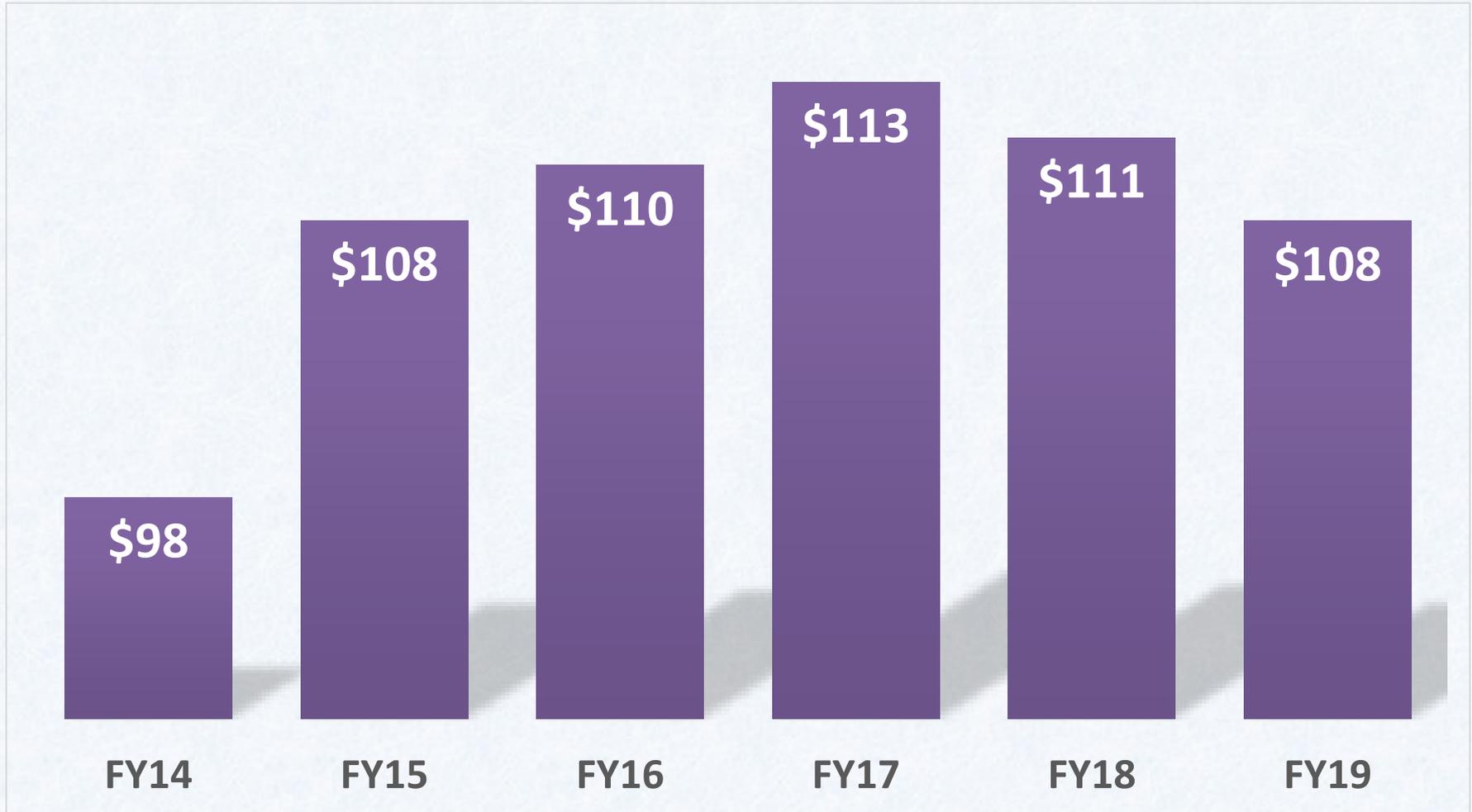


# Occupancy

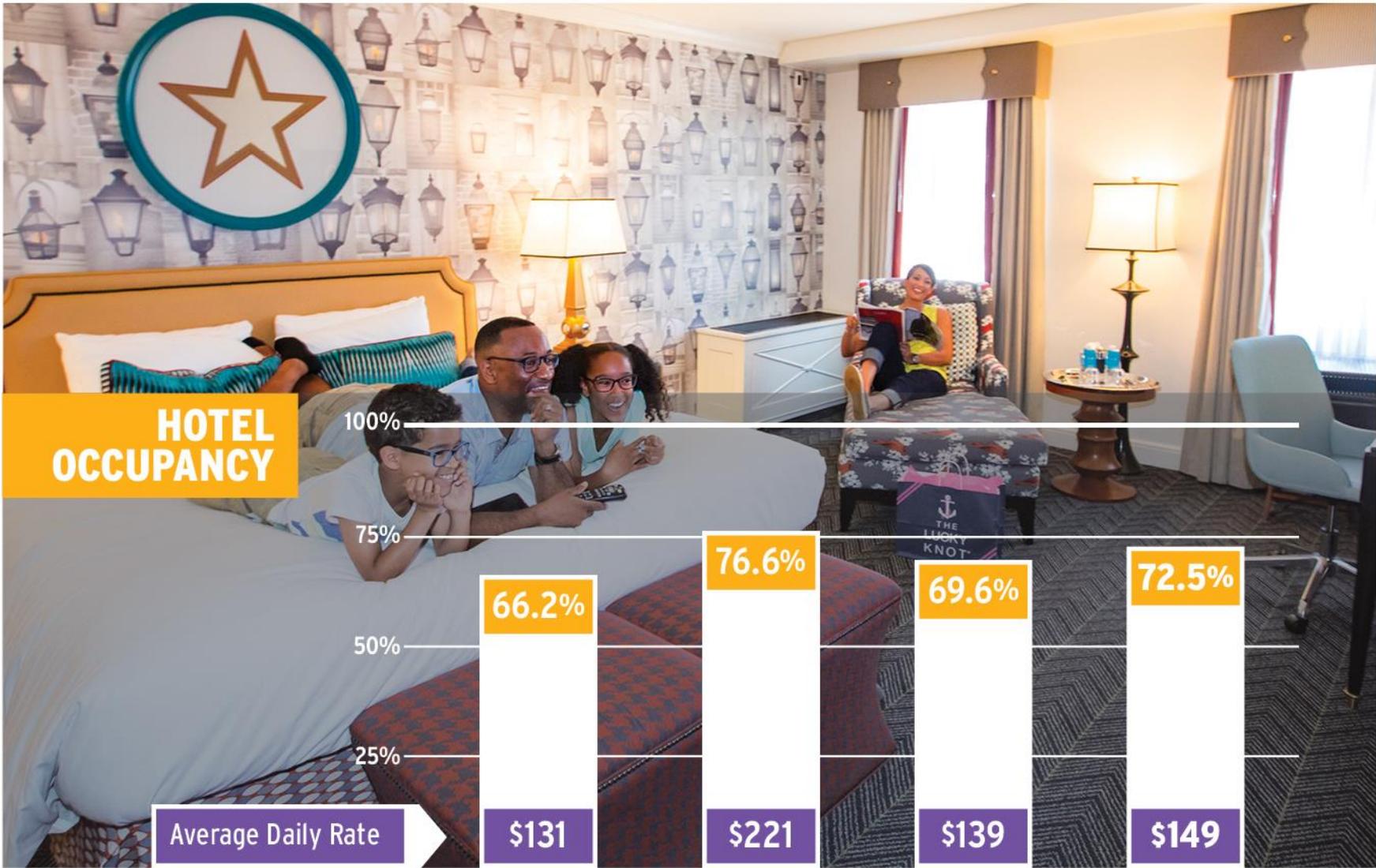


Source: STR; Fiscal years run July through June

# Revenue Per Available Room (RevPAR)



Source: STR; Fiscal years run July through June



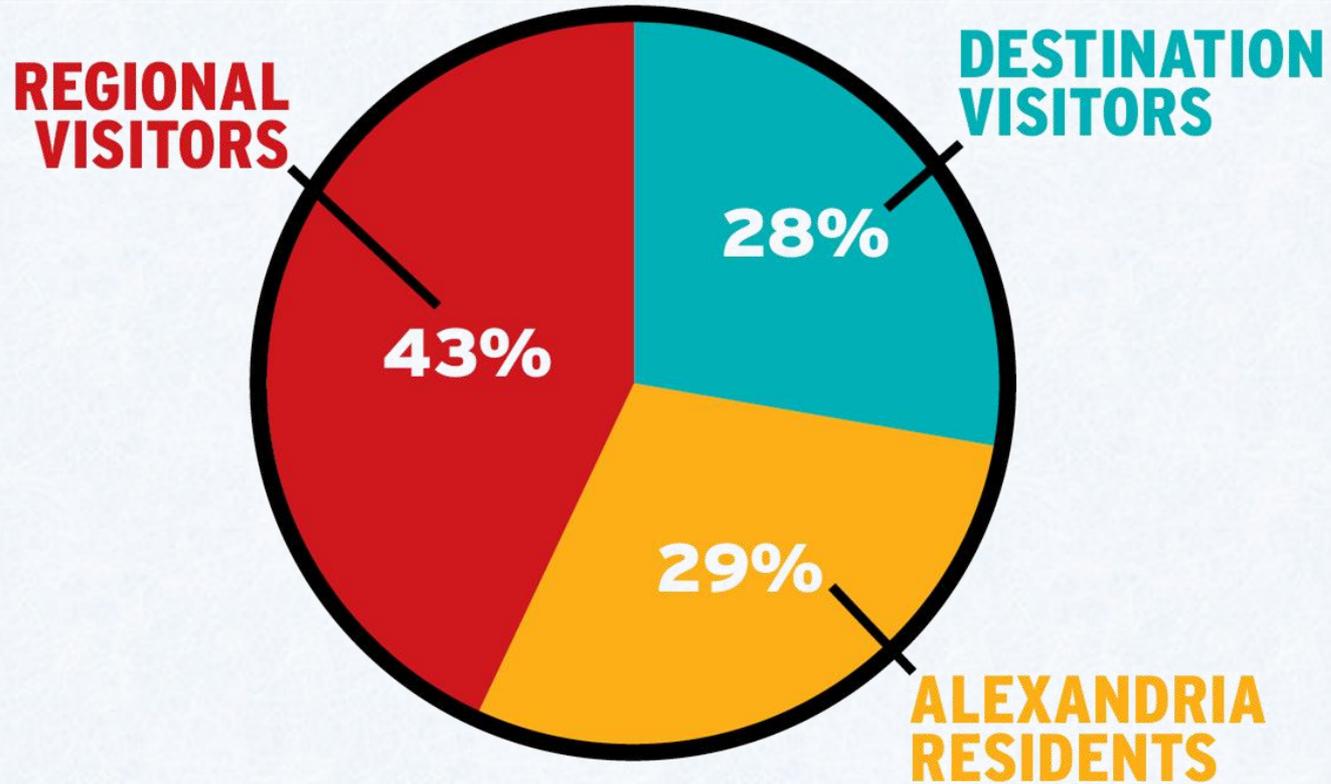
**NATIONAL**

**D.C.**

**D.C. SUBURBS**

**ALEXANDRIA**

# Non-Residents Pay 71% of Consumption Taxes



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

# Visitors Support All Alexandrians

Non-residents generated  
**\$46 million in city tax revenue, which equals**



Saving the  
average household  
**\$673**  
per year



Educating  
**2,691**  
Alexandria  
public school  
students

Source: 2016 Visa credit card transaction data extrapolation, VisaVue

VISIT  
*Alexandria*

**FY 2019 Initiatives**

# MARKETING MIX



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

# Top 5 Best Small City

## *Leveraging the Accolade*



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

– Condé Nast Traveler Readers' Choice Awards, 2018

1. Charleston, SC
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9. Greenville, SC
10. Key West, FL
11. Portland, ME
12. Napa, CA
13. Palm Springs, CA
14. Newport, RI
15. Santa Barbara, CA

Watch the “Alexandria Named Top 5 Small City by Condé Nast Traveler”  
video at:

<https://www.youtube.com/watch?v=FVy5aK9-ISM>

# New Video & Photo Assets



# New Video & Photo Assets



# Metro Shutdown Mitigation

## TRAVEL OPTIONS DURING SUMMER 2019 ALEXANDRIA METRO STATIONS CLOSURE

Provided by Visit Alexandria

### CONNECTING ALEXANDRIA TO WASHINGTON, D.C.

	<b>WATER TAXI</b> Connecting Alexandria and the Wharf Additional service available to: Georgetown, Nationals Park, National Harbor, Mount Vernon	Est. Cost: <b>\$10.00 – \$12.00 one way</b> More info: <a href="http://PotomacRiverboat.com">PotomacRiverboat.com</a>	<b>30 MINUTES</b>
	<b>RIDESHARE</b> (Lyft/Uber) First time Lyft users, save \$5 with this code: VISITALK19	Est. Cost: <b>\$15.00 – \$20.00 one way</b> More info: <a href="http://Lyft.com/Uber.com">Lyft.com/Uber.com</a>	<b>20 MINUTES</b>
	<b>TAXI</b> Connecting Old Town Alexandria to Downtown D.C.	Est. Cost: <b>\$17.00 – \$21.00</b> More info: <a href="http://AlexandriaYellowCab.com">AlexandriaYellowCab.com</a>	<b>20 MINUTES</b>
	<b>VIRGINIA RAILWAY EXPRESS</b> Connecting the Alexandria Amtrak Station with L'Enfant Plaza and Union Station in Washington, D.C.	Est. Cost: <b>\$7.00 one way</b> More info: <a href="http://VRE.org">VRE.org</a> <small>Note: Not available midday or weekends</small>	<b>25 MINUTES</b>
	<b>CAR</b> Various locations throughout Alexandria and Washington, D.C.	Est. Cost: <b>Fuel \$2.00+; parking garage \$15 - \$20 (all day garage) or \$2.30/hour (invoiced)</b> More info: <a href="http://DCParking.org">DCParking.org</a>	<b>20 MINUTES</b>
	<b>CAPITAL BIKESHARE</b> Various locations throughout Alexandria and Washington, D.C.	Est. Cost: <b>\$4.00 one way</b> More info: <a href="http://CapitalBikeshare.com">CapitalBikeshare.com</a>	<b>45 MINUTES</b>
	<b>METROBUS</b> Various stops throughout Alexandria and Washington, D.C.	Est. Cost: <b>\$1.75 one way</b> More info: <a href="http://WMATA.com">WMATA.com</a>	<b>60 MINUTES</b>
	<b>METROWAY</b> Connecting Braddock Road Metro with Crystal City Metro. Features dedicated coach-only lanes to beat traffic. Service every 6-15 minutes.	Est. Cost: <b>\$1.75 one way</b> More info: <a href="http://MetroWayVA.com">MetroWayVA.com</a>	<b>30 MINUTES</b>
	<b>CARSHARE</b> (Zipcar)	Est. Cost: <b>\$10.00/hour</b> More info: <a href="http://Zipcar.com">Zipcar.com</a>	<b>20 MINUTES</b>

VISIT  
*Alexandria*  
[VisitAlexandriaVA.com/MetroOptions](http://VisitAlexandriaVA.com/MetroOptions)

## Businesses Report Mixed Impacts from Metro Shutdown

A new survey reveals some businesses are seeing a decrease in revenue from the closure of all Metro stations in the Alexandria area.

BY BETH LAWTON  
JUN. 24, 2019 9:00 A.M.



### Parking Garages

1 S. Union St Garage   115 S. Union St   \$10 flat rate, overnight parking available (additional cost may apply) \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate	6 N. Union St Garage   200 N. Union St   \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate	11 King St Station Garage   1800 Diagonal Rd   \$10 flat rate, evening and weekend hours only \$10 flat rate, evening and weekend hours only
2 Thompson's Alley Garage   10 Thompson's Alley   \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate	7 Market Square Garage   100 N. Fairfax St   \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate	12 The Strand Building Garage   110 S. Union St   \$10 flat rate, evening and weekend hours only \$10 flat rate, evening and weekend hours only
3 The Alexandria Hotel Garage   104 S. Pitt St   \$15 flat rate, overnight parking available (additional cost may apply)	8 Courthouse Square Garage   111 S. Pitt St   \$7 flat rate, overnight parking available (additional cost may apply)	13 Tavern Square Garage   1418 Cameron St   \$5/hr (\$13 daily max, \$5 evening/weekend Max), closed Sunday
4 Soley Garage   225 S. Union St   \$7 flat rate	9 N. Alfred St Garage   117 N. Alfred St   \$5/hr (\$25 daily max, \$10 evening max)	14 King St Garage   1150 Cameron St   \$5/hr (daily max \$14), closed weekends
5 Torpedo Factory Garage   102 N. Union St   \$7/hr (\$14 daily max)	10 Hilton Hotel Garage   1787 King St   \$6/hr (daily max \$14)	15 Diagonal Rd Garage   1700 Diagonal Rd   \$5/hr (daily max \$14), closed weekends

### Surface Parking Lots

17 The Strand Lot   206 Strand St   \$5-10 flat rate	19 Cameron St Asphalt Lot   517 Cameron St   \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate	21 Henry/Patrick Lot   116 S. Henry St   \$2.50/hr (\$10 daily max), \$2 evening/weekend flat rate
18 Queen N. Lee Lot   300 N. Lee St   \$2 flat rate, evening/weekend hours only	20 King St Lot   1500 King St   \$1.75/hr (3 hour max time)	22 Union Station   110 Catharine Dr   \$2.50/hr (\$15 daily max), \$2 evening/weekend flat rate

On-street parking is also available at metered spaces along King St and most side streets (\$1.75/hr for max of 2 or 3 hours). Please refer to specific restrictions on the signage for more details.  
\*Evening/weekend parking rates discounted during MetroRail Platform Improvement Project Summer 2019

### Parking Entrances

- Trolley/Bus Stops
- Bikeshare
- Area Attractions
- Visitor Center
- Water Taxi



**ALEXANDRIA SPECIAL OFFERS FOR METRO RIDERS**

VISIT Alexandria

GO Alex

The City of Alexandria is grateful for your patience during Metro's Platform Improvement Project.

As a thank you, you'll find special offers for Metro riders when you show your Metro SmartTrip card at participating Alexandria restaurants, shops, attractions and more September 9-15, 2019. You can even get a free Key to the City museum pass that can be used through December 31.

Learn more at [VisitAlexandriaVA.com/Metro](http://VisitAlexandriaVA.com/Metro).

Sign up for free news and emergency alerts at [alexandriava.gov/eNews](http://alexandriava.gov/eNews).



VISIT  
*Alexandria*

# “50 Ways to Love Your Summer” Campaign

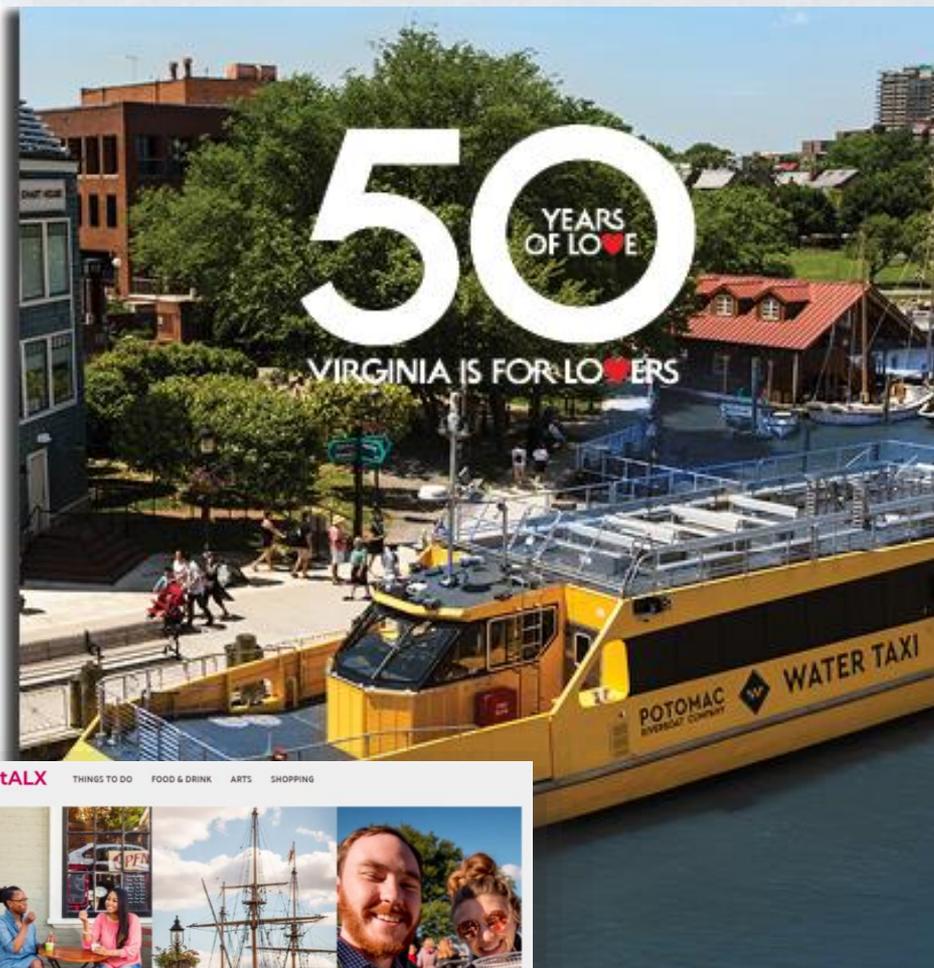
**LOVE YOUR SUMMER**  
HOTEL PACKAGE

**WITH \$200**  
IN ADDED VALUE



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

*Alexandria*  
EST. 1749

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*

# Updated Meetings Strategy



# Visitor Center Garden Redesign



# Waterfront Park Opening



# King Street Corridor Initiative

## Beautification



## Programming



## Marketing



**STOP SCROLLING.  
START STROLLING.**

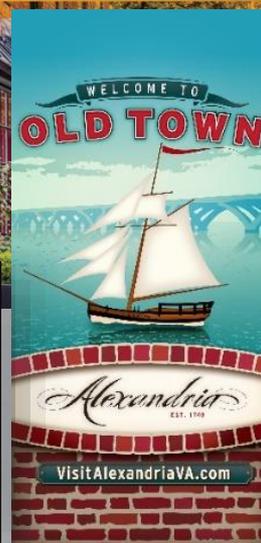
Next time, browse without a browser. Spend an afternoon strolling Old Town's King Street mile, the largest collection of independent boutiques in the D.C. region. Step inside local shops offering curated selections of stationery, vintage ware, sustainable fashion and more. Shop national favorites like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

OLD TOWN  
*Alexandria*  
VisitAlexandriaVA.com/OldTown  
#VISHALX



**STOP SCROLLING.  
START STROLLING.**

OLD TOWN  
*Alexandria*  
BROWSE  
INDIE  
SHOPS



VISIT  
*Alexandria*

# Portside in Old Town Programming



Portside in Old Town Fall Festival

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Port City Fall Beer Garden

---

Boat Parade of Lights

---

Portside in Old Town Summer Festival

---

Port City Summer Beer Gardens

# Portside in Old Town Programming



## SUMMER FESTIVAL RESULTS

**12,000** attendees

---

**60%** from beyond Alexandria

---

**70%** said Portside was the main reason they were in Old Town

---

**87%** more likely to visit Old Town in the future

---

**76%** patronized local restaurants and bars

---

**44%** shopped at local stores

# Portside in Old Town Programming

*“Art installations, concerts and festivals have helped turn Old Town Alexandria’s revamped Waterfront Park into one of the area’s coolest outdoor event spaces.”*

**The Washington Post**

# King Street Corridor Initiative Marketing



## MARKETING

New regional ad campaign:  
**"OLD TOWN, NEW VIBE"**

**5.5 MILLION**  
advertising impressions (first four months)

**24% INCREASE**  
in unique page views for Old Town content

**66% INCREASE**  
in time on site for Old Town content



VISIT  
*Alexandria*

**FY 2019 Results**

# 2.3 MILLION WEB VISITS ↑ 14%

*Alexandria*  
EST. 1749

MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

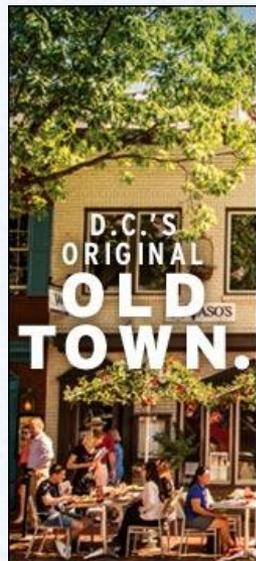


*Minutes from DC yet*  
**A WORLD AWAY**



VISIT  
*Alexandria*

# 281,000 ENGAGED WEB VISITS FROM ADVERTISING ↓ 4%



YouTube

## LOOK WHO MADE THE LIST.

1. Charleston, SC
2. Santa Fe, NM
3. Savannah, GA
4. Alexandria, VA
5. Sarasota, FL
6. Sedona, AZ

Alexandria, VA Named Top 5 Small City by Condé Nast Traveler

OLD TOWN Alexandria

Just minutes from D.C.

Visit Alexandria VA

Sponsored

...e to Alexandria for summer happenings, from tall ship pirate cruises to filled beer gardens!

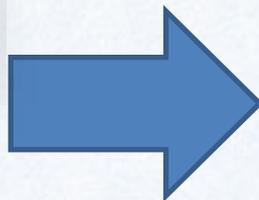
BLOG.VISITALEXANDRIAVA.COM

### 7 Ways to Soak Up Alexandria's Waterfront This Summer

From new waterfront dining to Potomac river boat cruises, live music,...

2.4K 207 Comments 630 Shares

Like Comment Share



Alexandria

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

### SPRING IN ALEXANDRIA

As the cherry blossoms bloom, seasonal activities abound in Alexandria, Virginia, located minutes from Washington, D.C. on the Potomac River and connected via water taxi, historical, bikepaths and more. Named the #1 Best Value U.S. Travel Destination 2018 by Money magazine, a Top 5 Best Small City in the U.S. 2018 by the Condé Nast Traveler Readers' Choice Awards and one of the South's Best Cities 2018 by Southern Living, Alexandria is the perfect setting for a springtime getaway.

Stay in Alexandria as you take part in seasonal events and celebrate one of the D.C. region's most beloved traditions, the National Cherry Blossom Festival. A nationally designated historic district founded in 1799 that George Washington called home, Old Town Alexandria boasts more than 200 independent restaurants and boutiques alongside intimate historic courtyards and cozy bars/cafés at the waterfront. View

visitALX

THINGS TO DO FOOD & DRINK ARTS SHOPPING

### Top 13 Reasons to Visit Alexandria This Holiday Season



# 1,190 PRESS HITS ↑ 2%

ARCHITECTURAL  
DIGEST

BuzzFeed

Chicago Tribune

 Expedia®

Forbes

meetings  
PEOPLE • PLACES  
TODAY

MEN'S JOURNAL

METRO.co.uk

The  
National

Newsweek

 ALL  
THINGS  
CONSIDERED

SHAPE

ShermansTravel

Southern Living

Today's  
Parent

TRAVEL+  
LEISURE

 USA TODAY

The  
Washington  
Post

Women'sHealth

VISIT  
*Alexandria*

# What They're Saying About Us

## THE BEST CITIES IN THE U.S. – 2018 READERS' CHOICE AWARDS

“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.”

Condé Nast  
**Traveler**

“Alexandria, Virginia, a very charming city, is quite affordable [and a] lovely, quick escape in the lower 48 in the U.S.”



“Discover this Northern Virginia city's rich African-American history through a tour of sites including the Freedom House Museum and the Contrabands and Freedmen Cemetery Memorial.”



## WHY YOU SHOULD VISIT ALEXANDRIA, PART OF AMAZON'S NEW NEIGHBORHOOD

“And if Alexandria has a talent for innovation now, it will be kicked up another gear with the highly-anticipated arrival of Amazon HQ2. The global giant's second headquarters will open in National Landing, an area that includes Alexandria's burgeoning Potomac Yard neighborhood.”

**The Telegraph**

# What They're Saying About Us

“Alexandria is a history lesson come to vibrant, exhilarating life. You'll also find a thriving scene of independent restaurants and one-of-a-kind boutiques housed in beautifully preserved historic buildings.”



“Alexandria has the charm of a small town and the food and entertainment scene of a big city. Its well-preserved history, trendy vibe, and proximity to the power of Washington, D.C., afford the suburb its unique flavor.”



## WHY ALEXANDRIA, VIRGINIA IS YOUR NEXT LGBTQ DESTINATION

“This is Alexandria, located outside D.C. and easy to get to. I was left feeling with a sense of superb happiness that I'm still thinking about to this day.”



# What They're Saying About Us

## ACCOLADES

**Top 5 Best Small City in the U.S.**

Condé Nast Traveler  
Readers' Choice Awards, 2018

**Top Trending Destinations of 2018**

Expedia, 2018

**The Coolest Suburbs in America**

Apartment Therapy, 2019

**America's Greenest Cities**

CubeSmart, 2019

**Most Dog-Friendly Vacation  
Destinations in the U.S.**

Expedia, 2019

**Safest Cities in America**

SmartAsset, 2018

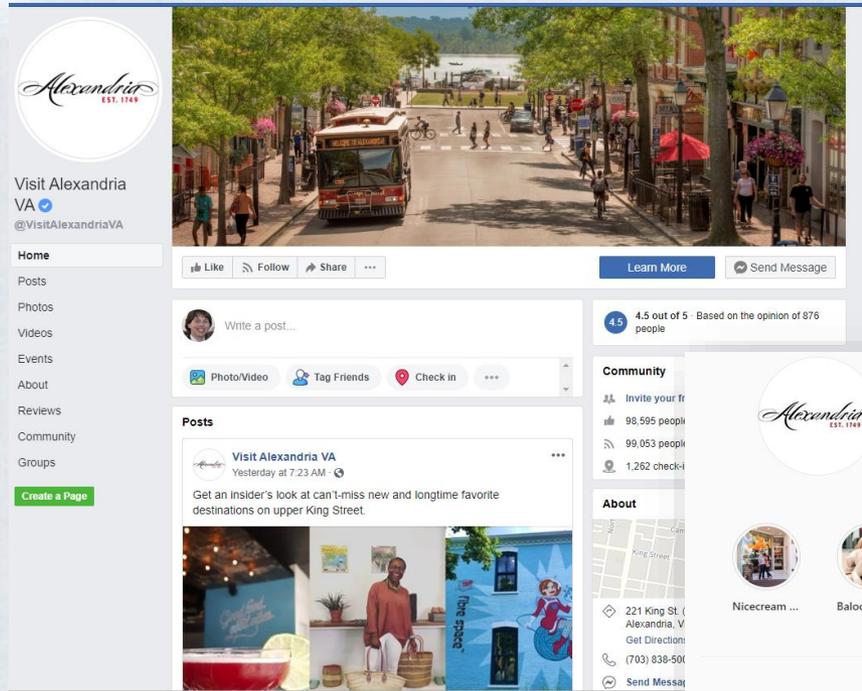
**Ice Cream Cone Capital Of The United States**

Forbes, 2019

**Best Bike Cities in America**

Bicycling, 2018

# 141,000 SOCIAL MEDIA FOLLOWERS ↑ 8%

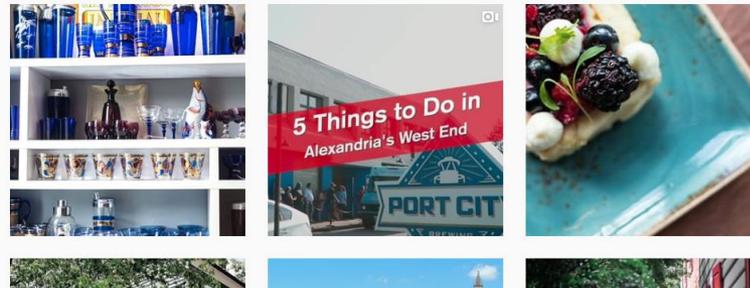


Facebook profile for Visit Alexandria VA. The profile picture is the Alexandria logo. The cover photo shows a street scene with a bus. The bio reads: "Visit Alexandria VA @VisitAlexandriaVA". The page has 98,595 likes, 99,053 people who have checked in, and 1,262 check-ins. A recent post from yesterday at 7:23 AM says: "Get an insider's look at can't-miss new and longtime favorite destinations on upper King Street." The post includes a photo of a woman in a red shirt standing in front of a blue wall with a sign that says "Bonds Day".



Twitter profile for visitalexva. The profile picture is the Alexandria logo. The bio reads: "Visit Alexandria VA Official Instagram of Alexandria, VA tourism. Tag #visitALX to be featured. visitalexandriava.com". The profile has 1,973 tweets, 23.8k followers, and 812 following. A recent tweet from @AlexandriaVA - Sep 15 says: "Best City" and @TheHourShop "Best Boutique" in South's Best 2020! Voting ends September 16. Celebrate all of your favorite places. southernliving.com".

## #visitALX



VISIT  
*Alexandria*

# \$46 MILLION MEETING LEADS $\uparrow$ 2%



# 78,500 VISITOR CENTER GUESTS ↑ 1%



382 MEMBERS ↑ 6%



VISIT  
*Alexandria*

**FY 2020 Preview**

# Neighborhood Promotion



OLD TOWN



DEL RAY

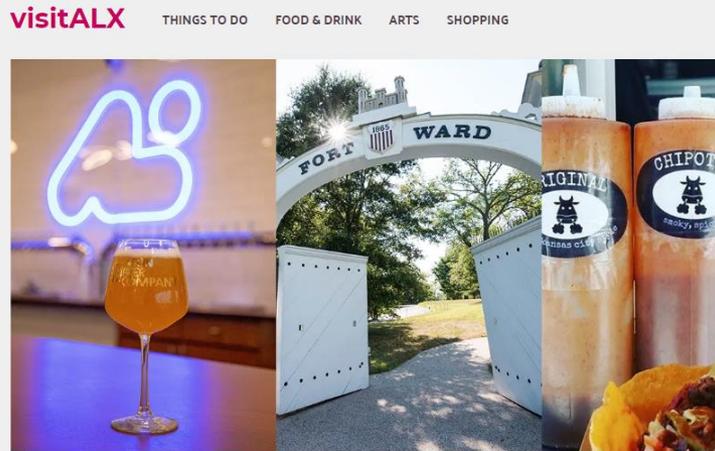


CARLYLE/  
EISENHOWER



WEST END

# Neighborhood Promotion

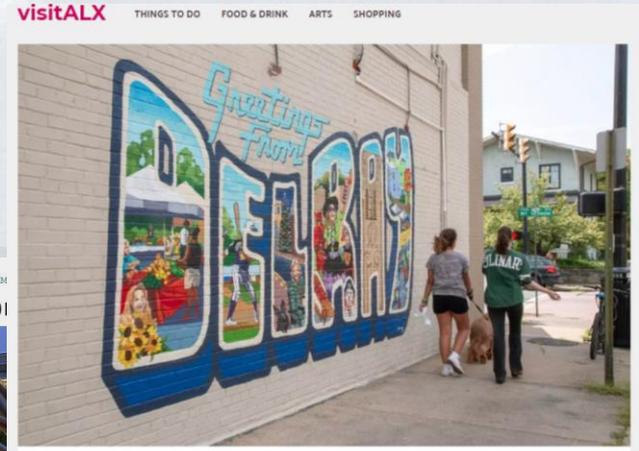


## Things to Do in Alexandria's West End

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 Ethio



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



PLAN

[Share](#) [Like](#) [Comment](#)

### 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.



#### GHOST & GRAVEYARD TOUR

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

# Neighborhood Videos

Watch the “Things to Do in the West End” video at:

<https://www.youtube.com/watch?v=r9dRCTGdkK4>

Watch the “Things to do in Carlyle and Eisenhower” video at:

<https://www.youtube.com/watch?v=MRggXUQDos0>

Watch the “Things to do in Del Ray” video at:

<https://www.youtube.com/watch?v=Q0Z5F52AYWM>

# Tall Ship *Providence* Arrival



# King Street Corridor Growth & Sustainability Plan



# New Consumer Research



Destination  Analysts

VISIT  
*Alexandria*

# Topline Research Takeaways

## Product strengths:

- Waterfront
- Walkability
- DC proximity

## Opportunities:

- Accolades
- ↑ Length-of-stay
- ↑ Awareness

## Personas:

- Historic/Small-town charm
- Active/High-energy
- High quality/High value



# New Destination Ad Campaign



# New Strategic Direction for Meetings

# The Leadership Collection™ at Alexandria

George Washington Leadership  
Institute at Mount Vernon

Building Momentum



McChrystal Group





# 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](http://AlexandriaLeadershipCollection.com) or (703) 652-5360.

*Alexandria*  
EST. 1749

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

VIRGINIA IS FOR LOVERS



Watch the “Meet in Alexandria” 3-minute video here:  
<https://www.youtube.com/watch?v=Nhdlx2ee1ZI>

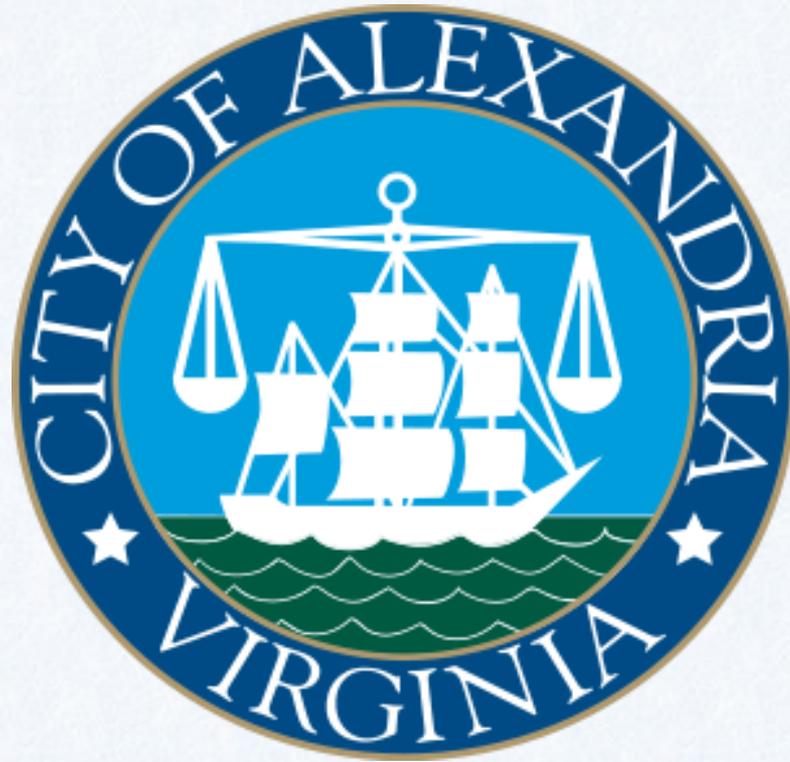
An aerial photograph of the Alexandria waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, a marina is filled with numerous white boats docked at wooden piers. Behind the marina, several large, multi-story buildings with modern architecture line the waterfront. The sky is a mix of orange, yellow, and blue, with some light clouds. The overall scene is peaceful and scenic.

**VISIT**  
*Alexandria*

**VisitAlexandriaVA.com | #visitALX**

**Thank you.**

# Thanks to Our Valued Partner



**City of Alexandria**

# Thanks to Our Valued Partner

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**MOUNT ★ VERNON**

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RIVERBOAT COMPANY

**Burke &  
Herbert  
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Alexandria Hotel Association

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*Alexandria*

**Thanks to Our Host for This Evening**

*The* **Birchmeete**

# King Street Corridor Initiative

## Thanks to Our Partners



*City Manager's Office*

*Department of Project  
Implementation*

*Department of Recreation, Parks &  
Cultural Activities*

*Department of Transportation &  
Environmental Services*

*Office of Historic Alexandria*



### **FOUNDING FUNDERS**

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*Alexandria Restaurant Partners*

*Asana*

*Carr Hospitality*

*TTR Sotheby's International Realty*

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*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*