

EXTRAORDINARY

Alexandria

Visit Alexandria

September 14, 2017

Alexandria City Academy

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Alexandria

Patricia Washington

President & CEO

Visit Alexandria

Patricia@VisitAlexVA.com

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Mission

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets

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Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - Over **300** members, including restaurants, shops, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitors Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Works in alignment with city government and economic development partners

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Visit Alexandria Board of Governors

Representatives from the following categories:

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

What We Do



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Economic Impact of Visitors

\$771 million
in Visitor Spending

6,340
Jobs

\$25+ million
in Local Tax Receipts*

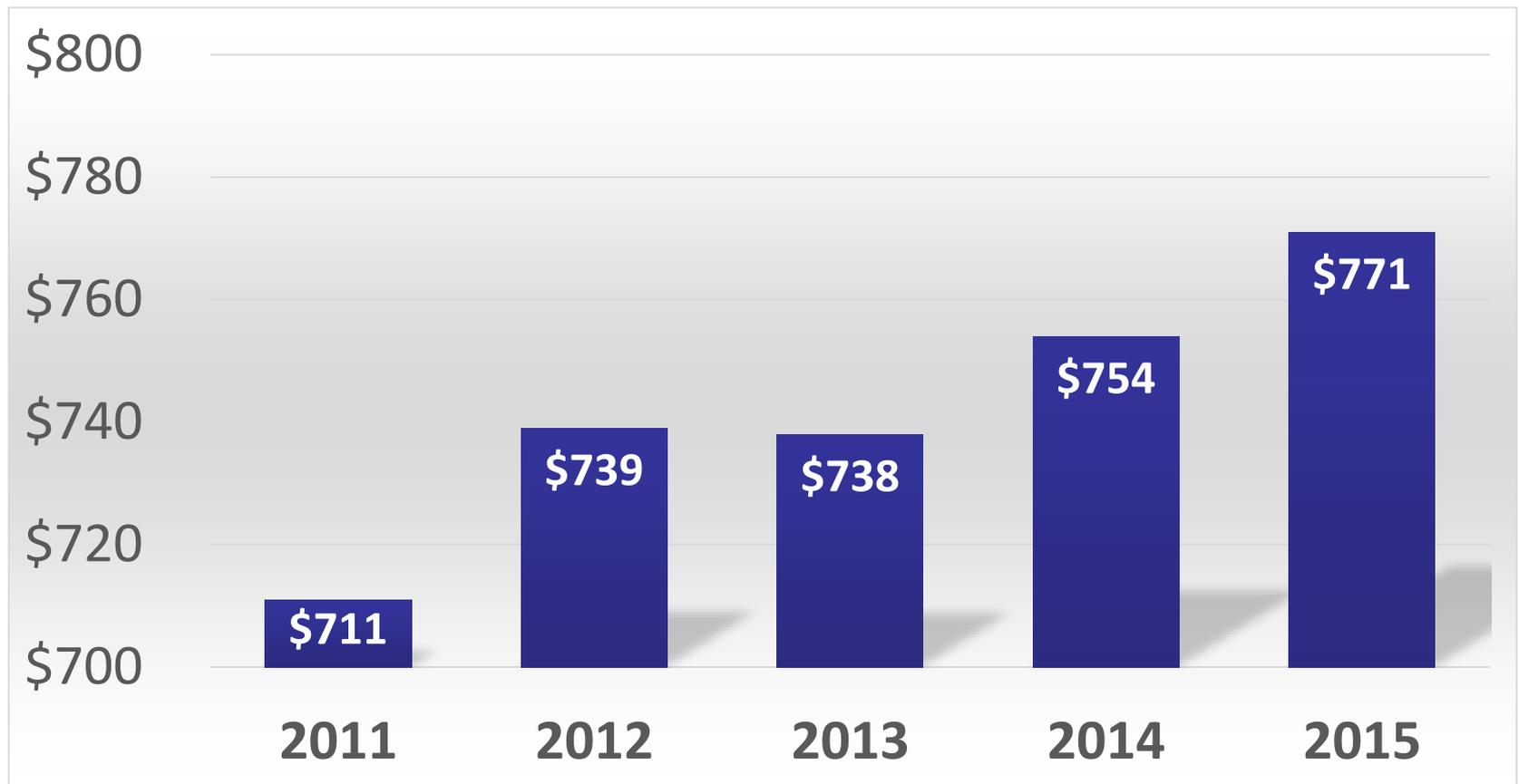
Source: *2015 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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

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Visitor Spending in Alexandria (millions)

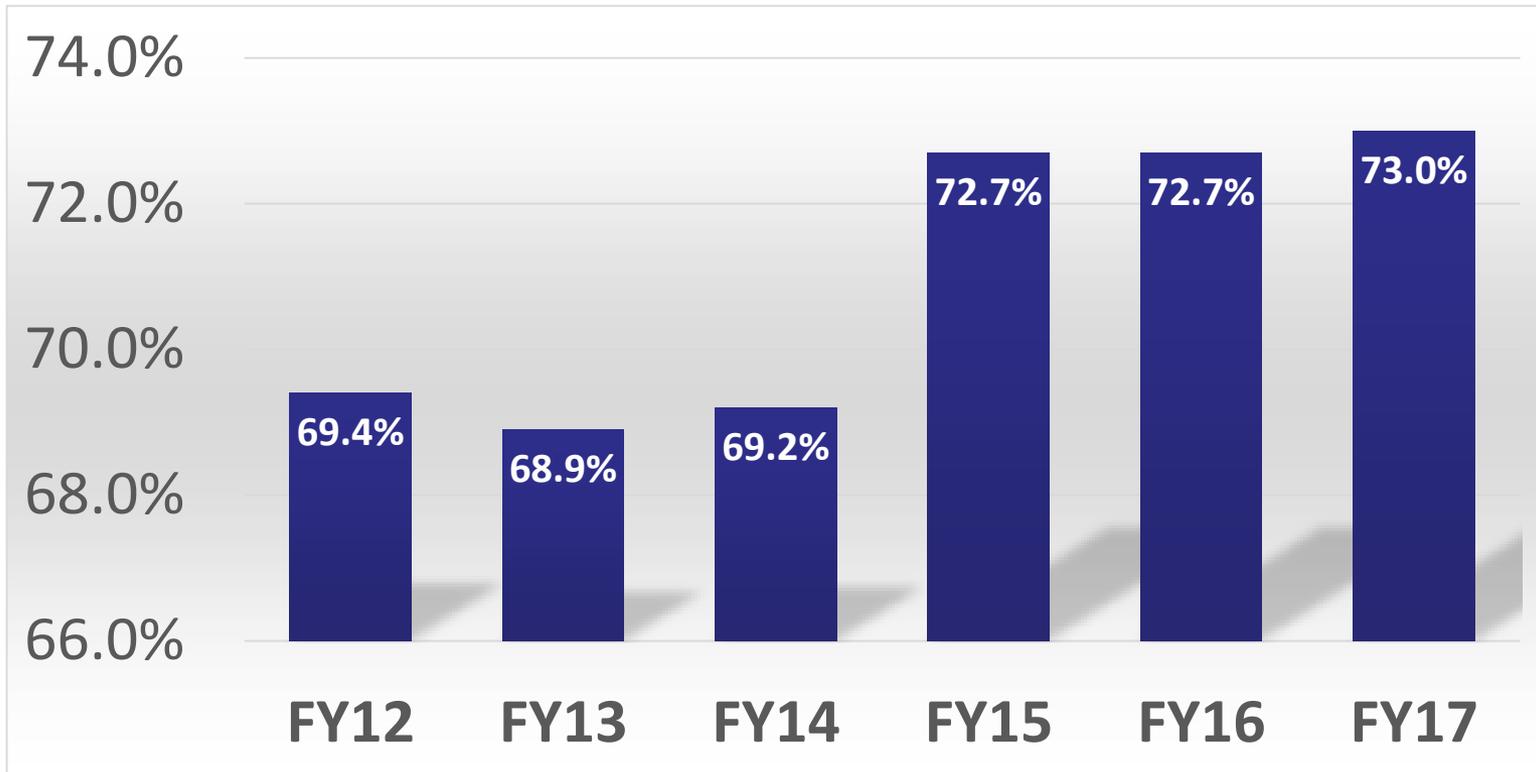


Source: *2015 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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Hotel Occupancy

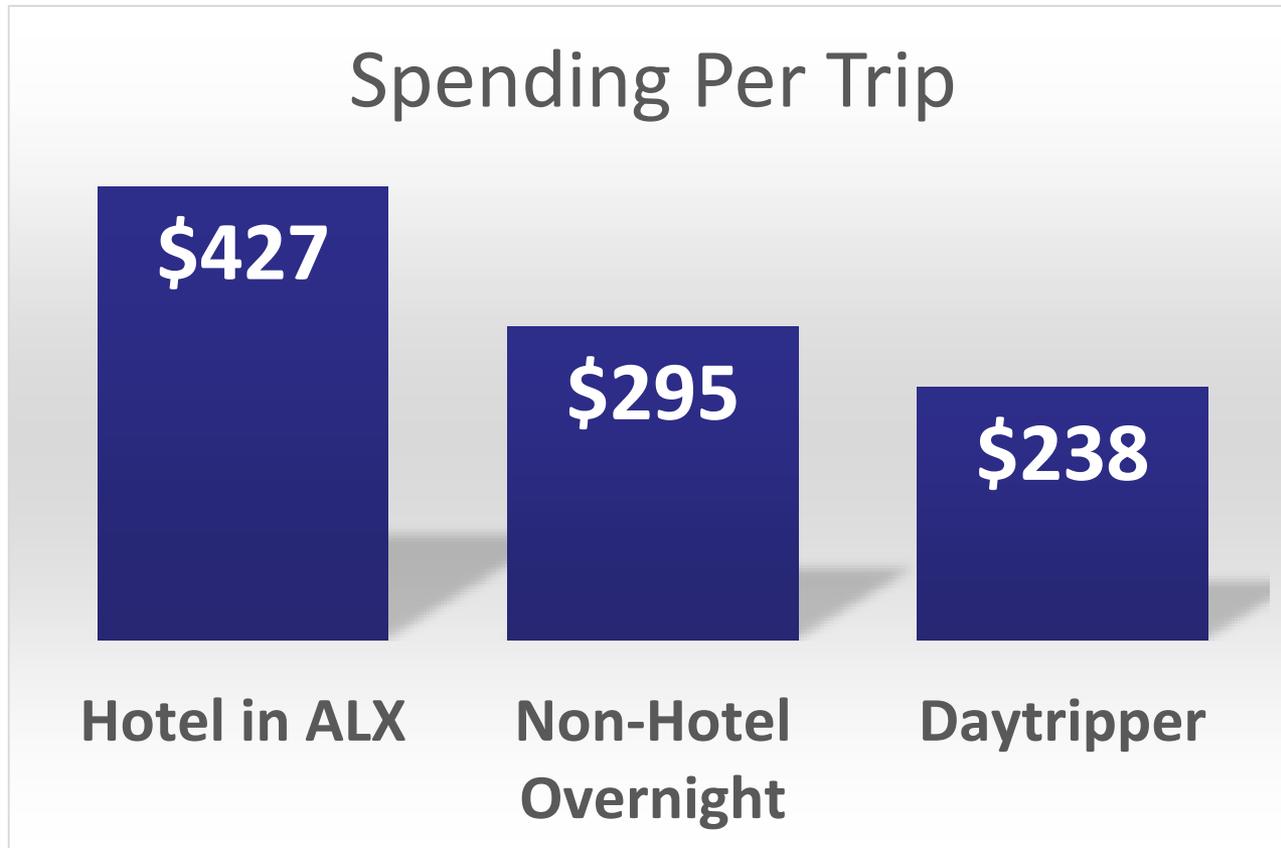


**FY17
Occupancy:
Highest in
over a
decade.**

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Visitor Spending by Accommodation



Source: 2016 Website ROI Study, Destination Analysts for Visit Alexandria

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Visit Alexandria By The Numbers

VisitAlexandriaVA.com

1.94 million visits per year

Social Media

110,000 followers

Meetings and Sales

\$5.1 million in group bookings through Visit Alexandria alone

Public Relations

1,000+ total media stories generated

Visitor Center

65,000+ walk-ins

Top Reasons People Come to Alexandria

Question: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA?

Alexandria's restaurants and food scene is a key tourism motivator.

Its proximity to DC and easy access are also key factors driving visitation.

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
Base	512

Target Geographic Markets

Destination:

Targeting Those Interested in DC Travel

National

Awareness

Raleigh / Durham

Norfolk / Virginia Beach

Richmond

Regional:

DC Metropolitan Area

International:

Canada

Europe



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FY18 Destination Media Channels



TV Everywhere

facebook

Instagram



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Alexandria

FY18 Regional/Tourist-in-Market Media Channels

WASHINGTONIAN

 tripadvisor

Mount Vernon Gazette

The Washington Post

Alexandria  Times

destination
DC

Instagram

Zebra

 Bing

facebook

Google

THE WASHINGTON
Informer

where
MAGAZINE

Alexandria
Gazette Packet 

OldTownCrier

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Alexandria

FY17 Press Hits

VOGUE

Parade



USA TODAY

COSMOPOLITAN

GARDEN & GUN

CONDÉ NAST

Southern Living

Traveler

lonely planet

THRILLIST

the knot

& WORLD REPORT
U.S. News

france
2 TÉLÉ
MATIN

Fodor's Travel

Website

WEB AWARDS 2016

**Outstanding Web
Site Award
Travel Category**



Minutes from DC yet A WORLD AWAY

On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Alexandria is the relaxed and refined home base for your DC vacation and an unforgettable getaway of its own.



*How Will
Alexandria
Move You?*

LET'S GET CARRIED AWAY



10 Reasons to Visit this Fall

There's no better time to paint the town than during Alexandria's most colorful season.

[Learn More >](#)



King Street Art Festival

King Street is transformed into an outdoor art gallery with artwork by more than 200 artists from the US and abroad

[Learn More >](#)



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Alexandria

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Email or Phone

Password

Log In

Forgot account?



Visit Alexandria VA

@VisitAlexandriaVA

Home

Posts

Photos

Videos

Events

Info

Reviews

Community

Create a Page



Like Recommend ...

Learn More

Message

Posts



Visit Alexandria VA

9 hrs · 🌐



Love hiking, biking or paddle boarding? Here's how to escape to the great outdoors without leaving town.



The Outdoor Enthusiast's Guide to Alexandria, VA

Hiking and biking trails with Potomac River views, and parks, nature trails, and specialty activities.

Blog: VISITALEXANDRIA.COM

Tourist Information Center in Alexandria, Virginia

4.5 ★★★★★ - Always Open

Community

See All

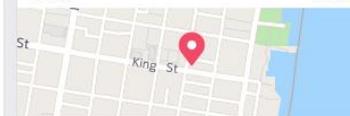
81,551 people like this

80,336 people follow this

1,017 people have visited

About

See All



221 King St.
Alexandria, Virginia, VA 22314

(703) 838-5005

VisitAlexandriaVA.com

Tourist Information Center - Local & Travel

EXTRA Alex

A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

Blog.VisitAlexandriaVA.com

ASK AN INSIDER: BEST PLACES FOR LIVE MUSIC IN ALEXANDRIA

September 15, 2016
Posted by Sara Stanton



11 SPOTS FOR CREATIVE COMFORT FOOD IN ALEXANDRIA

September 1, 2016
Posted by Sara Stanton



YOUR ALEXANDRIA SUMMER SIDEWALK SALE QUESTIONS ANSWERED

August 4, 2016
Posted by Sara Stanton



THINGS TO DO IN ALEXANDRIA'S PARKER-GRAY/BRADDOCK NEIGHBORHOOD

June 23, 2016
Posted by Sara Stanton



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Alexandria

OFFICIAL VISITOR GUIDE 2017
ALEXANDRIA
VisitAlexandriaVA.com #ExtraordinaryALX

MUST-SEE ALEXANDRIA

THE DISH ON DINING

NEW THINGS TO DO IN 2017

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Alexandria

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Alexandria
OFFICIAL MAP
2017/2018

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ALEXANDRIA
MINUTES FROM D.C.
YET A WORLD AWAY

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Video available at <https://www.youtube.com/visitalexdria>



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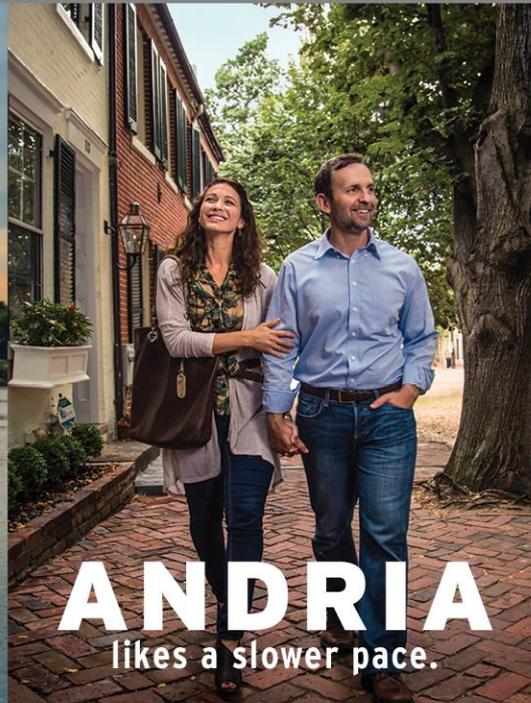
Video available at <https://www.youtube.com/visitalexandria>

Video available at <https://www.youtube.com/visitalexdria>





ALEX
likes a quick ride to D.C.



ANDRIA
likes a slower pace.

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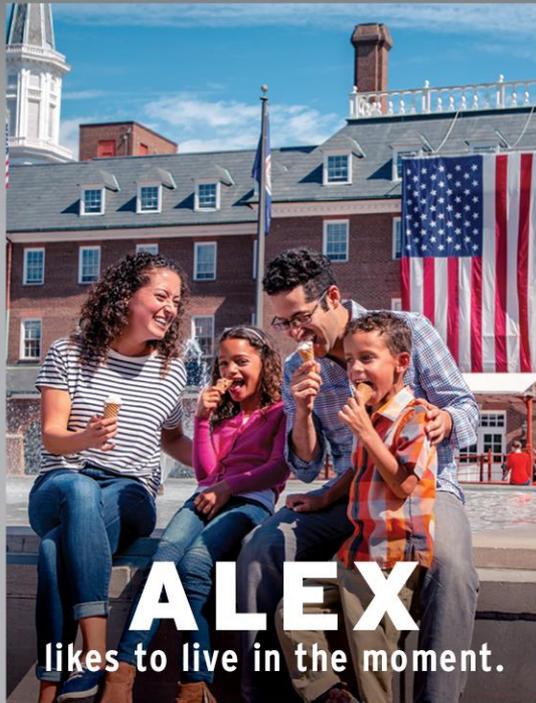
Alexandria

Let's get together.

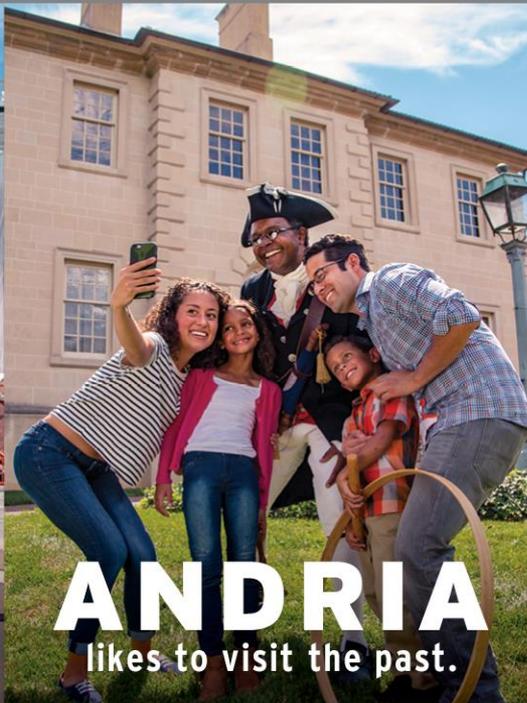
Looking for a getaway that's the best of both worlds? Check out Alexandria. You'll find romantic restaurants and a lively bar scene. Hand-crafted cocktails and homemade gelato. Contemporary shopping and historic fun.

And a bustling waterfront that's just a short ride from D.C. So if you're up for a little bit of this and a little bit of that, visit the town where it all comes together.

Just minutes from D.C. | VisitAlexandriaVA.com | [#ExtraordinaryALX](https://twitter.com/ExtraordinaryALX)



ALEX
likes to live in the moment.



ANDRIA
likes to visit the past.

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Alexandria

Let's get together.

Looking for a relaxed home base for your DC family vacation? Think Old Town Alexandria. After all, we're just a quick ride to the National Mall, the monuments, and Mount Vernon. Yet we feel a world away with an authentic charm all our own. You can hop on and off a free trolley to yummy restaurants, eclectic shops, historic landmarks and a scenic waterfront. So after each day of getting your D.C. fill, you can come back here to chill.

Just minutes from D.C. | VisitAlexandriaVA.com | [#ExtraordinaryALX](https://twitter.com/ExtraordinaryALX)



ALEX
likes a quiet dinner for two.

ANDRIA
likes to turn it up a notch.

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Alexandria

Let's get together.

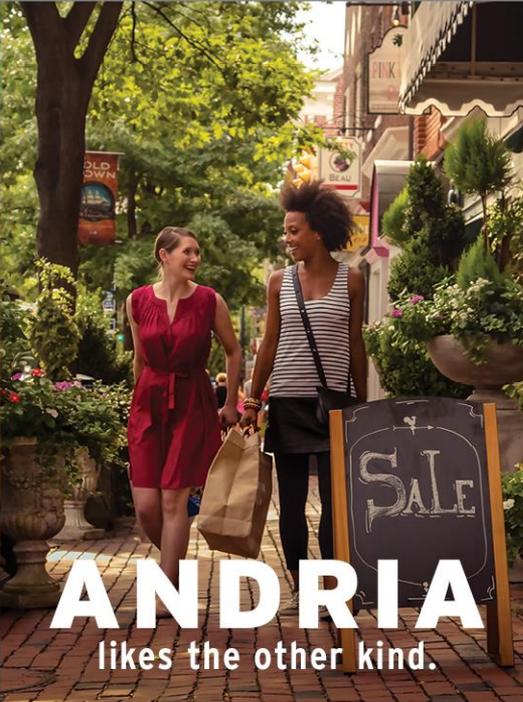
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ALEX
likes sails.



ANDRIA
likes the other kind.

EXTRAORDINARY

Alexandria

Let's get together.

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YOU DON'T HAVE TO BE
THE BIG DOG
— TO HAVE THE —
PERFECT D.C. MEETING.



Looking for the perfect spot for your next small to mid-size meeting? Sniff around Alexandria, Virginia. We have a range of unique meeting options - from boutique hotels to state-of-the-art facilities - that can comfortably accommodate groups up to 800. And after the meeting? Well you're smack dab in the middle of all the shopping, dining and fun Alexandria is famous for. (Oh, and we're just a quick trip to D.C. if there's time.)

Contact our team of destination experts to make your next meeting extraordinary.

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Alexandria

MeetAlexandriaVA.com | (703) 652-5369

5 miles to Washington, D.C./1 mile to the Ronald Reagan National Airport/4 Metro stations



Just minutes from D.C.

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Just minutes from D.C.

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Let's get together.



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Let's get together.



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New Initiatives

- International
- LGBT
- Weddings
- MGM
- NSF

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