



WHAT'S NEW IN 2021 IN ALEXANDRIA?

Virtual Meeting
January 28, 2021

Thanks to Our Valued Partners



City of Alexandria



Virginia Tourism Corporation

Thanks to Our Charter Members



Alexandria Hotel Association

GEORGE WASHINGTON'S
MOUNT ★ VERNON

Burke &
Herbert
Bank

At Your Service Since 1852®

VISIT
Alexandria



Patricia Washington

President & CEO

Visit Alexandria

Agenda

Research and Trends Update

New Openings and Experiences

Development Update

2021 Marketing Tools

Breakout Rooms for Q&A

**Burke &
Herbert
Bank**

At Your Service Since 1852®

Alexis Santin

**Director of Treasury Services
Burke & Herbert Bank**



Research and Trends Update

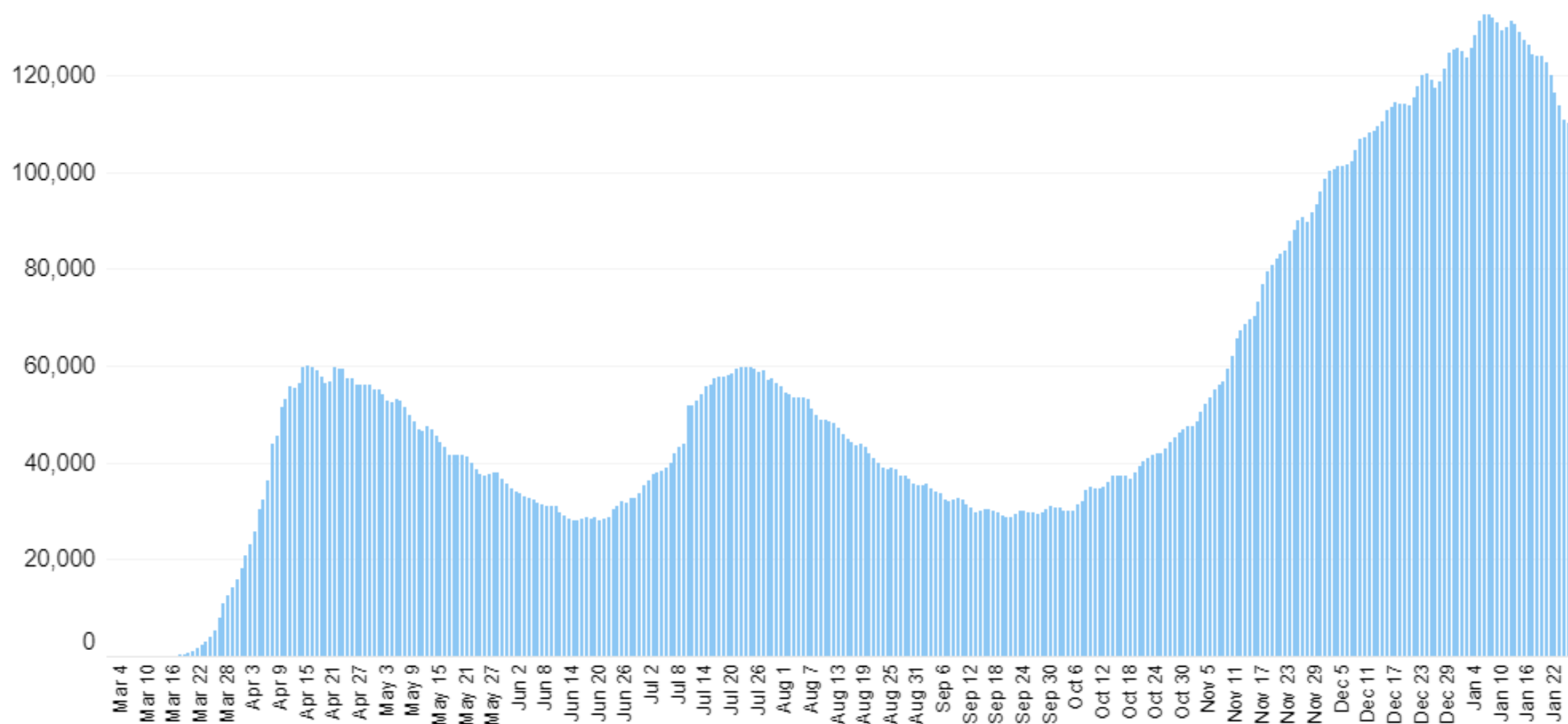
Vito Fiore

Vice President of Marketing & Research

COVID-19

US CURRENTLY HOSPITALIZED WITH COVID-19

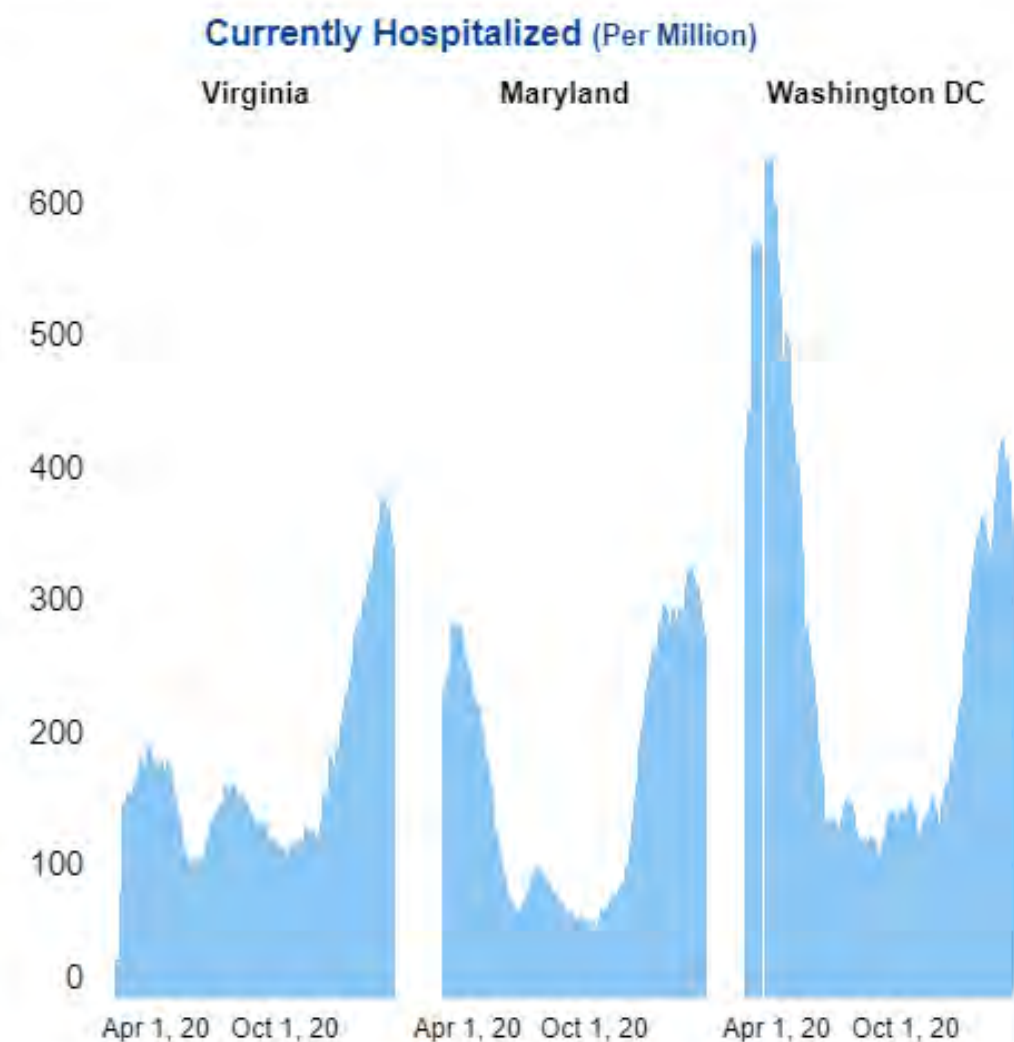
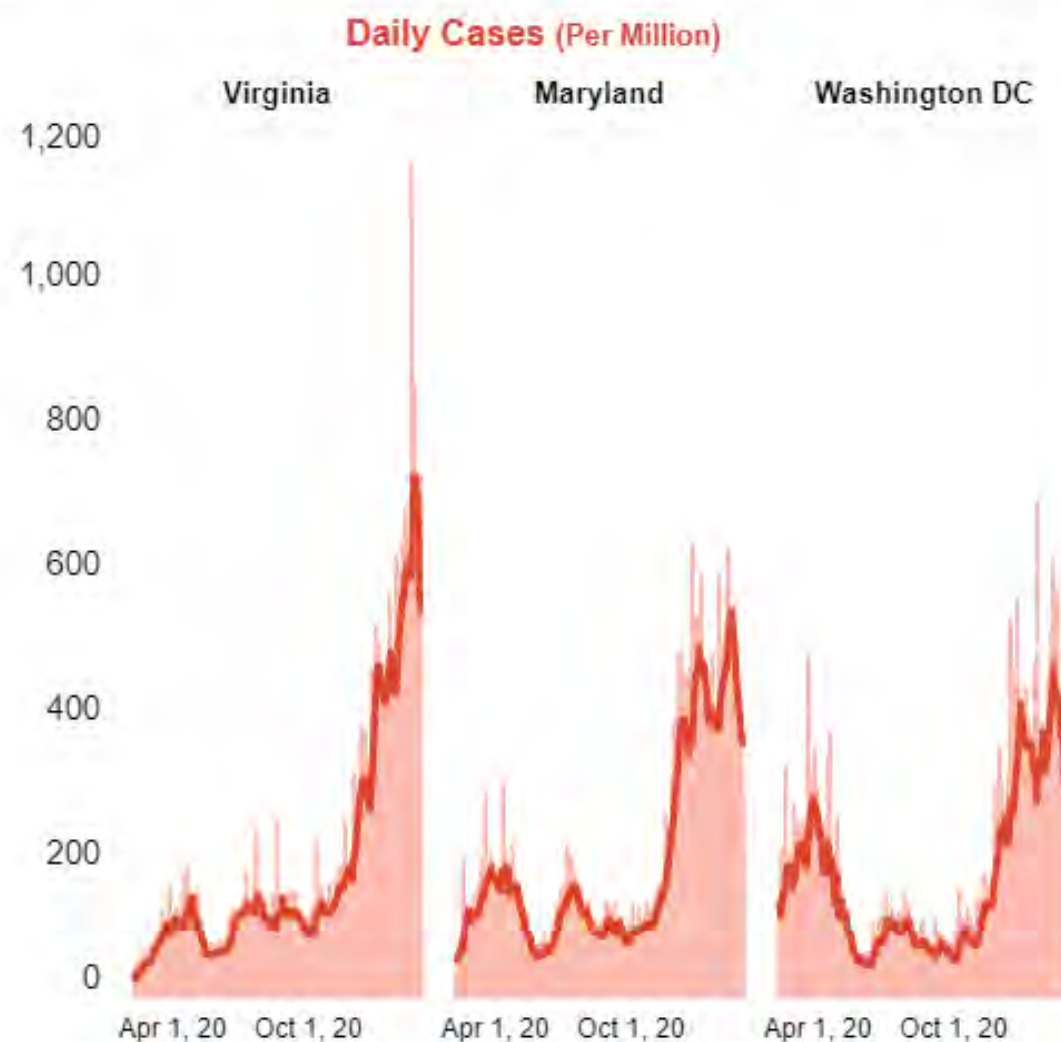
Mar 1 Jan 25



DAILY CASES & CURRENTLY HOSPITALIZED. 7-DAY AVERAGE LINES

Choose States

(Multiple values)



City of Alexandria COVID-19

Cases, Deaths and 7-Day Moving Average

7-Day Moving Average
COVID-19 Cases

54.3

Change since last Tuesday: **26.0** ↓

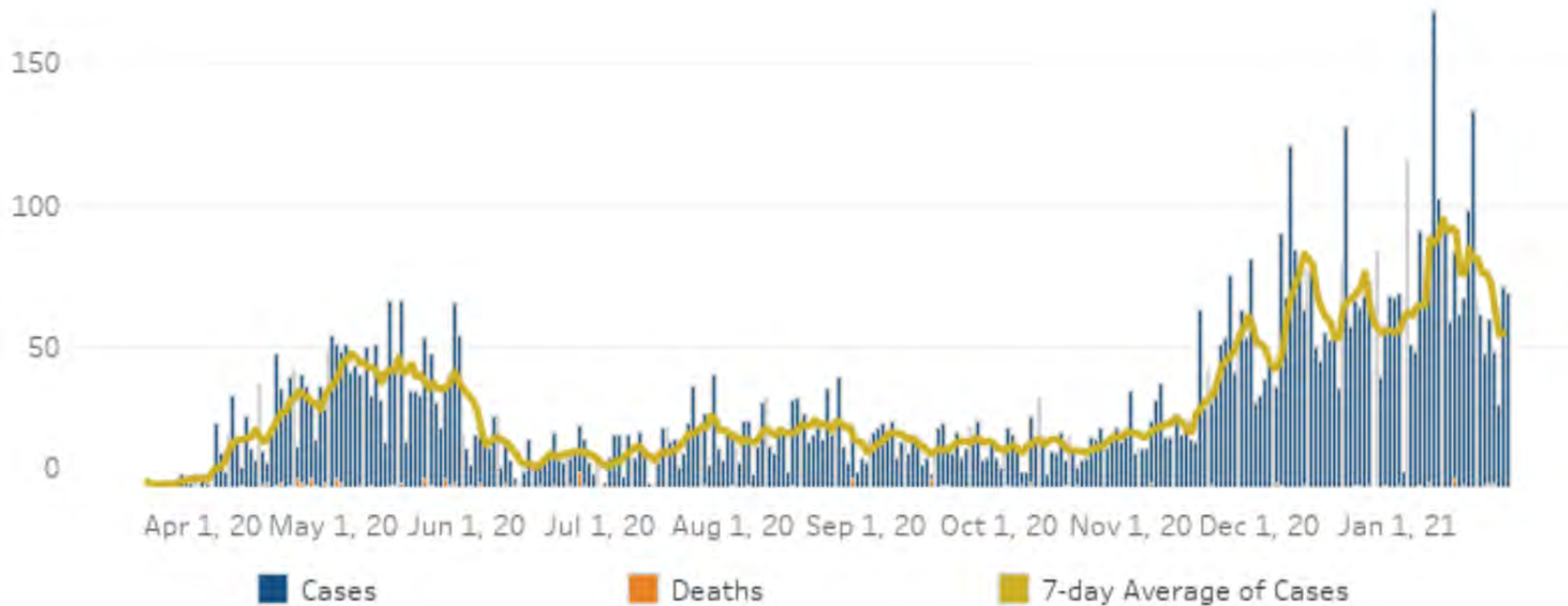
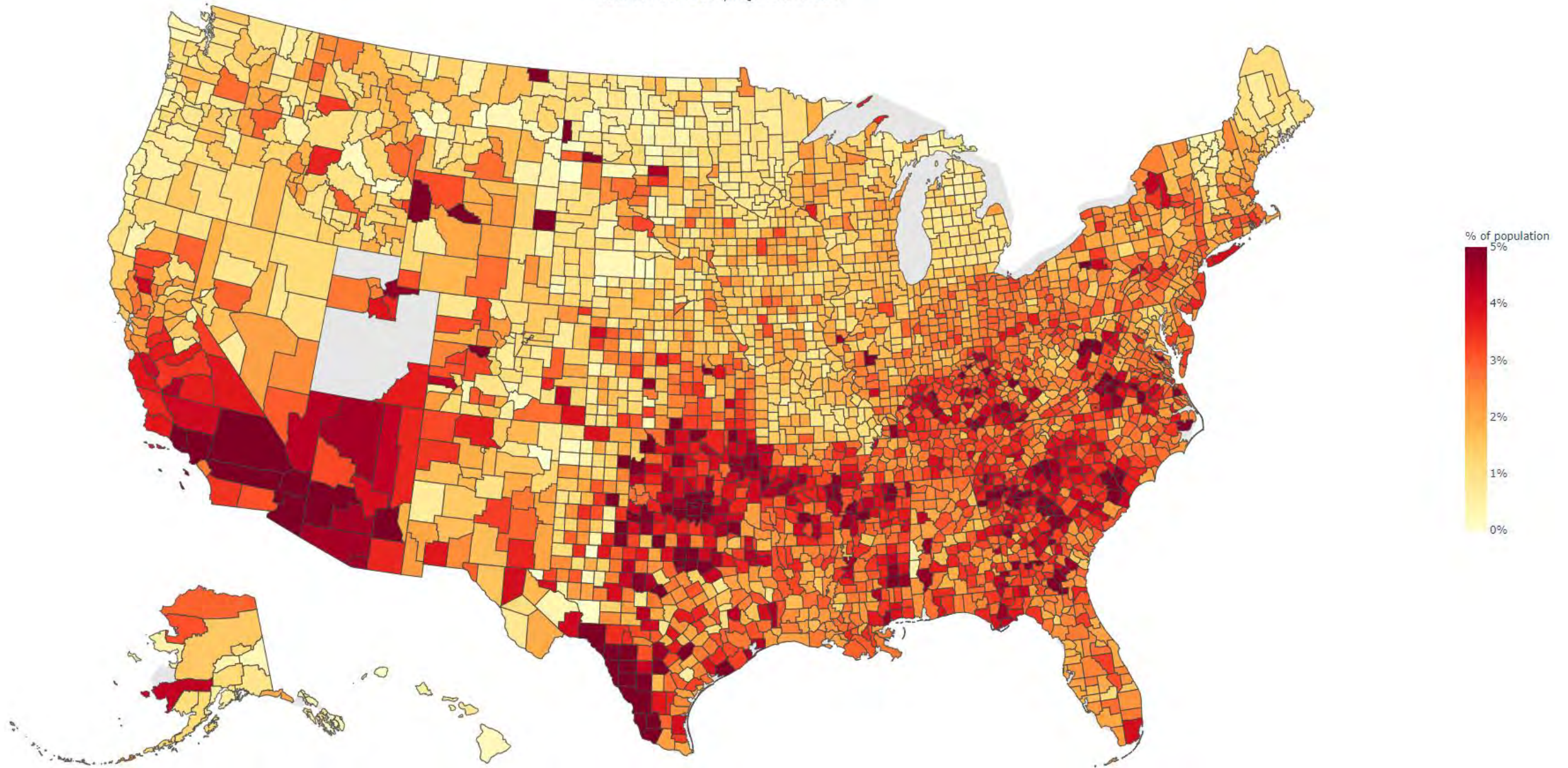


Chart Source: City of Alexandria

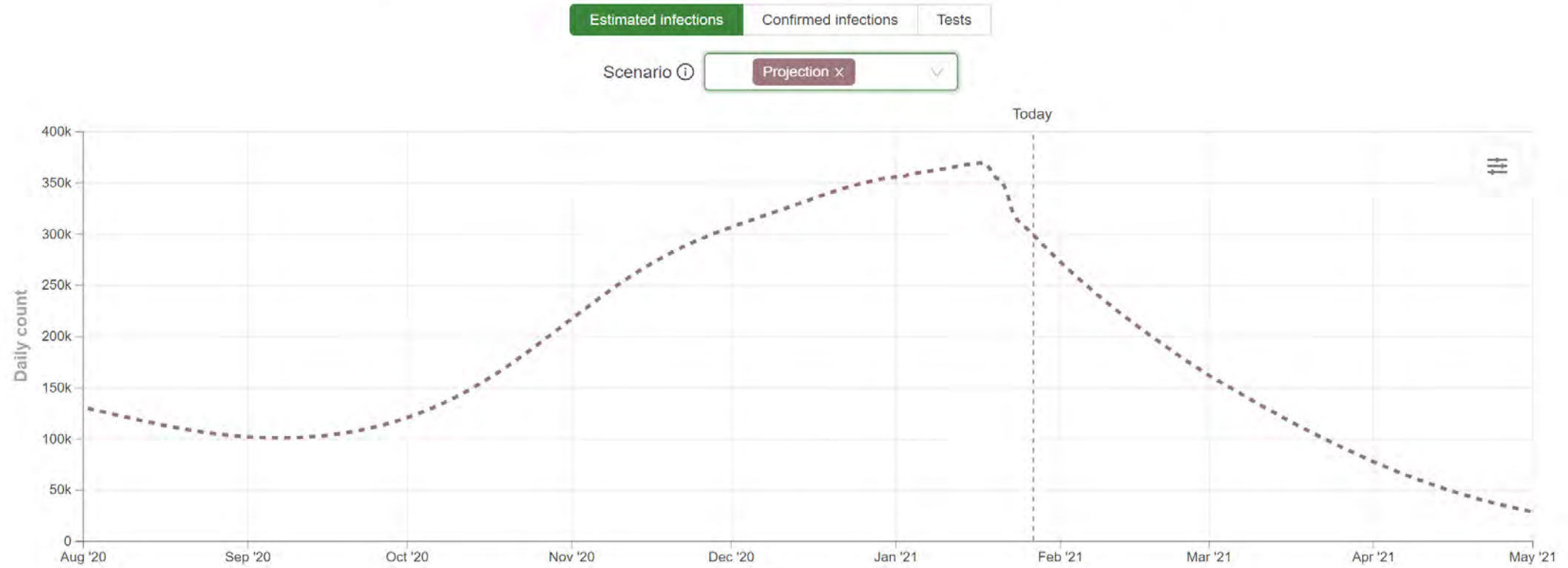
US Counties Currently Infected

As of Jan 11 (Updated Jan 26)

Source: covid19-projections.com



Estimated infections are the number of people we estimate are infected with COVID-19 each day, including those not tested.



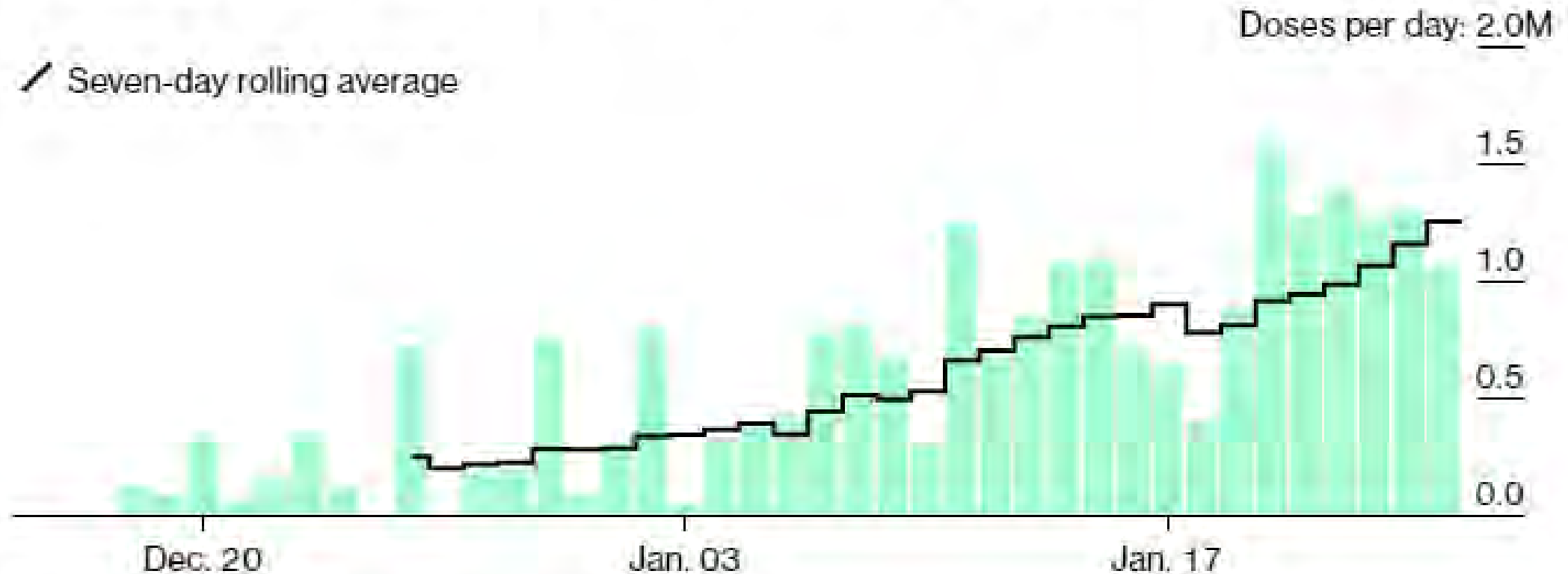
Unknowns:

- Impact of new COVID-19 variants – another spike?
- Transmissibility after vaccination?
- Rate of vaccination?

Chart Source: Institute for Health Metrics and Evaluation

Daily Vaccinations in the U.S.

An average of 1.25 million shots were recorded each day for the last week

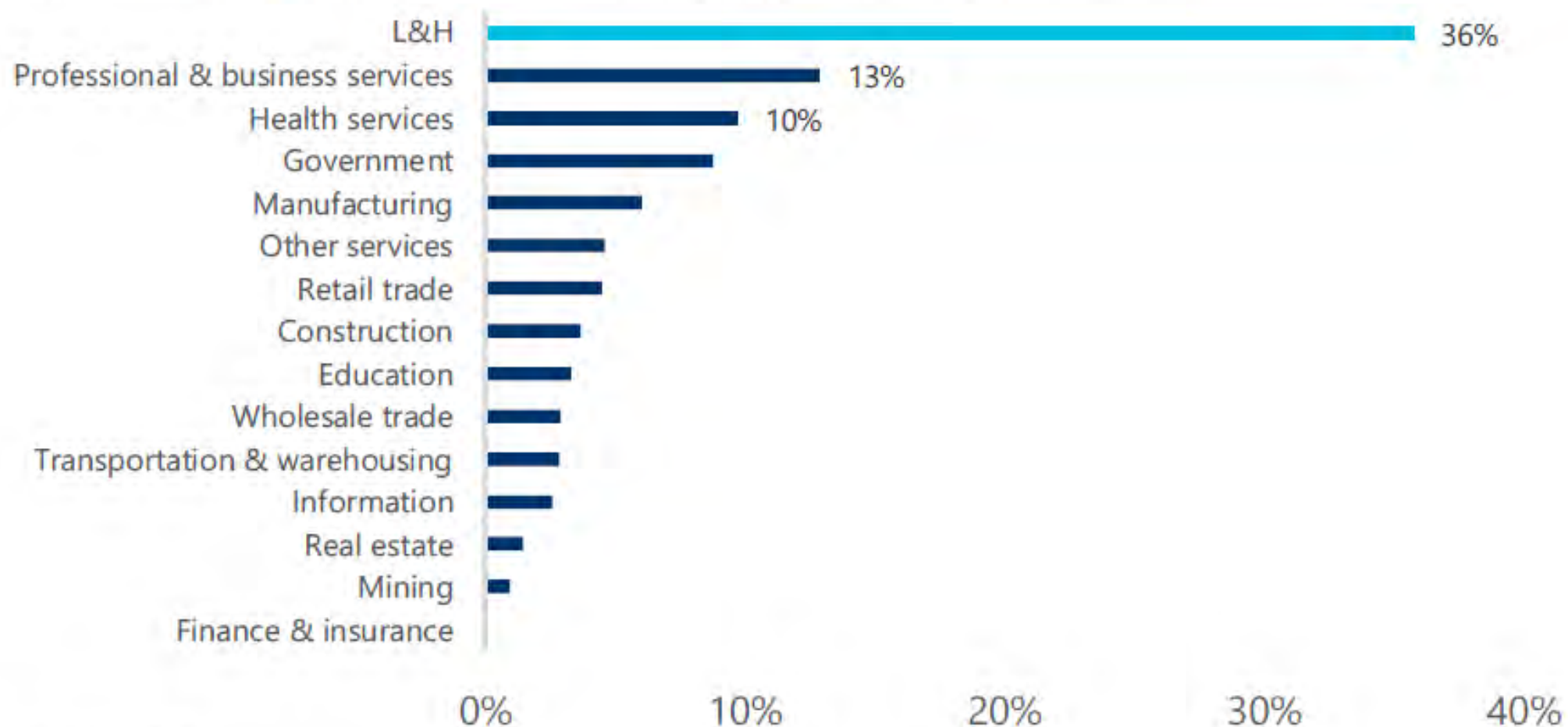


Note: Data from Bloomberg's Covid-19 Vaccine Tracker

Impact of the Pandemic

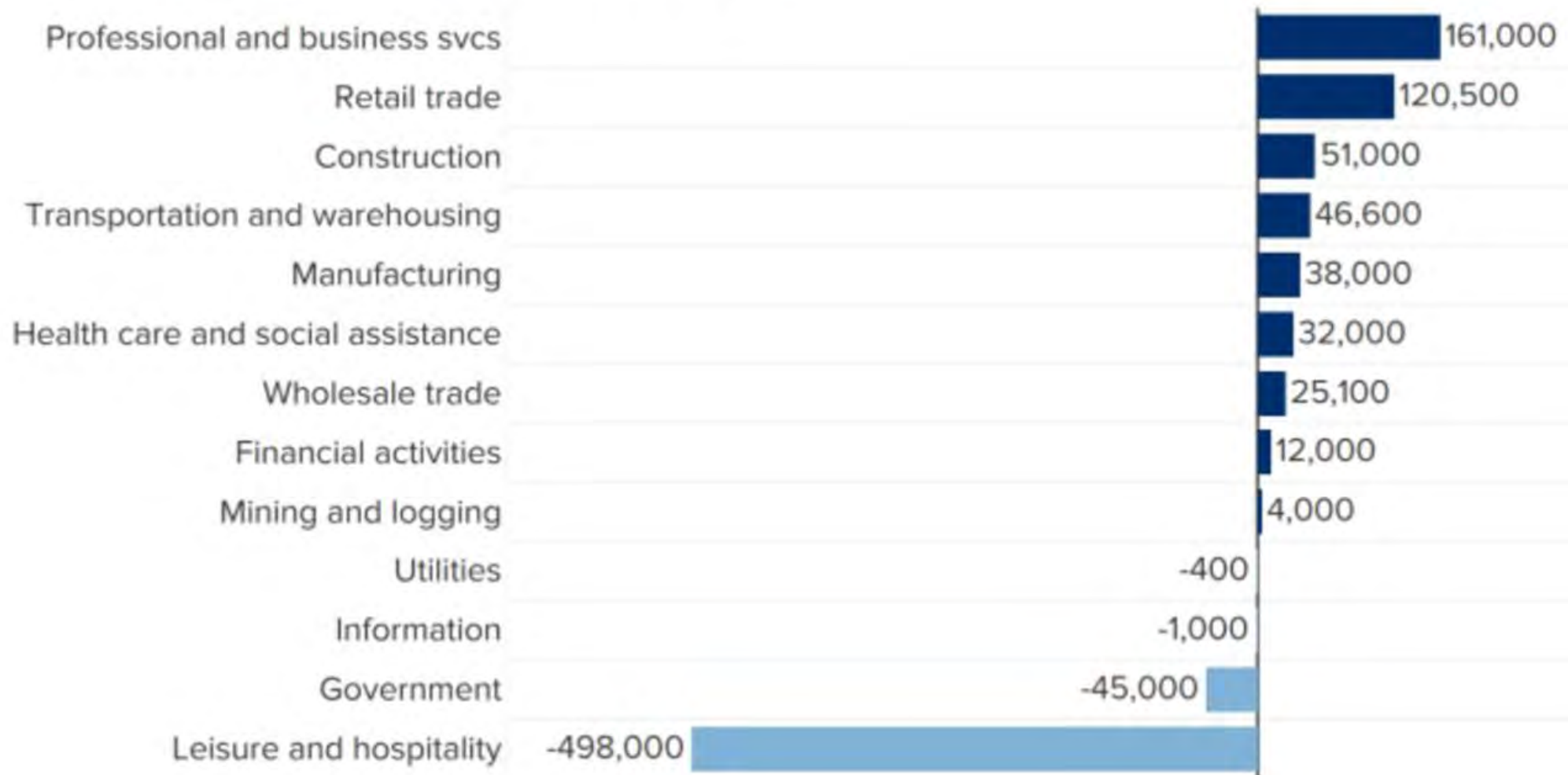
Share of total US employment loss by industry

% of all US jobs lost from February-September 2020



Source: BLS

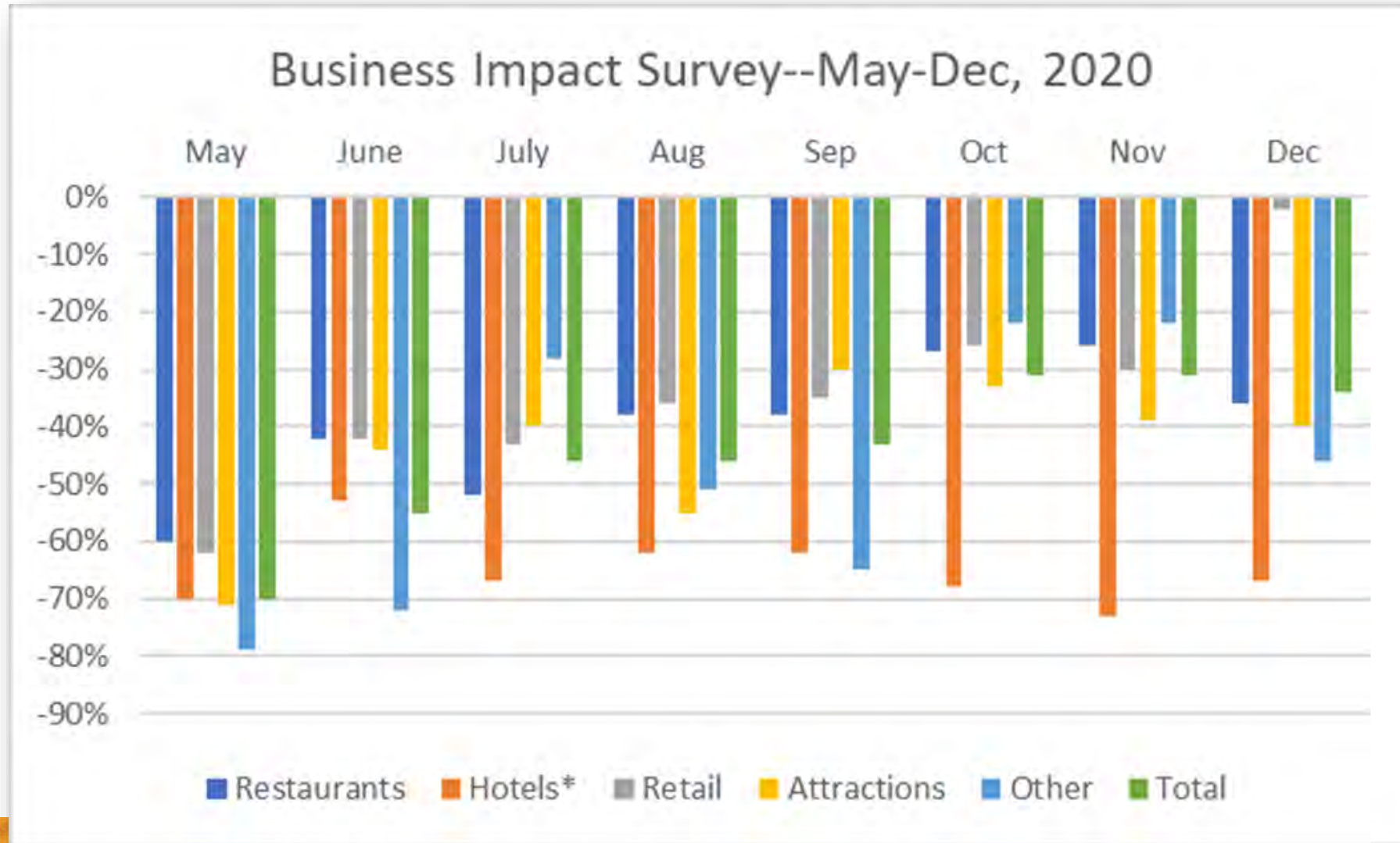
December jobs one-month net change



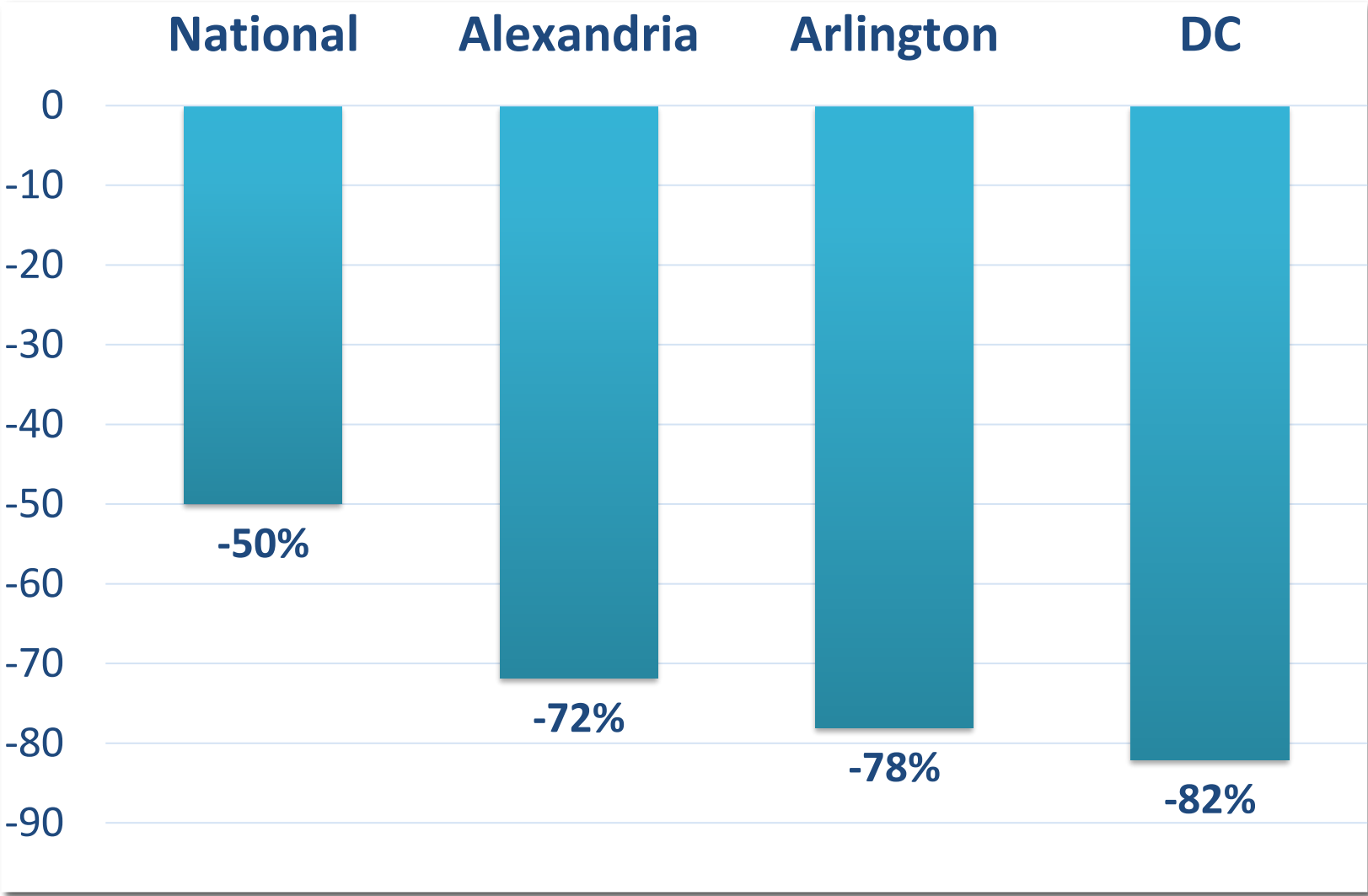
SOURCE: Bureau of Labor Statistics



Our Survey of Alexandria Member Businesses



YoY Hotel RevPAR Change, July-December 2020



Source: STR



Travel Industry Recovery and Consumer Behavior

High Savings Rate = Pent-up Demand?



Source: Federal Reserve Bank of St. Louis

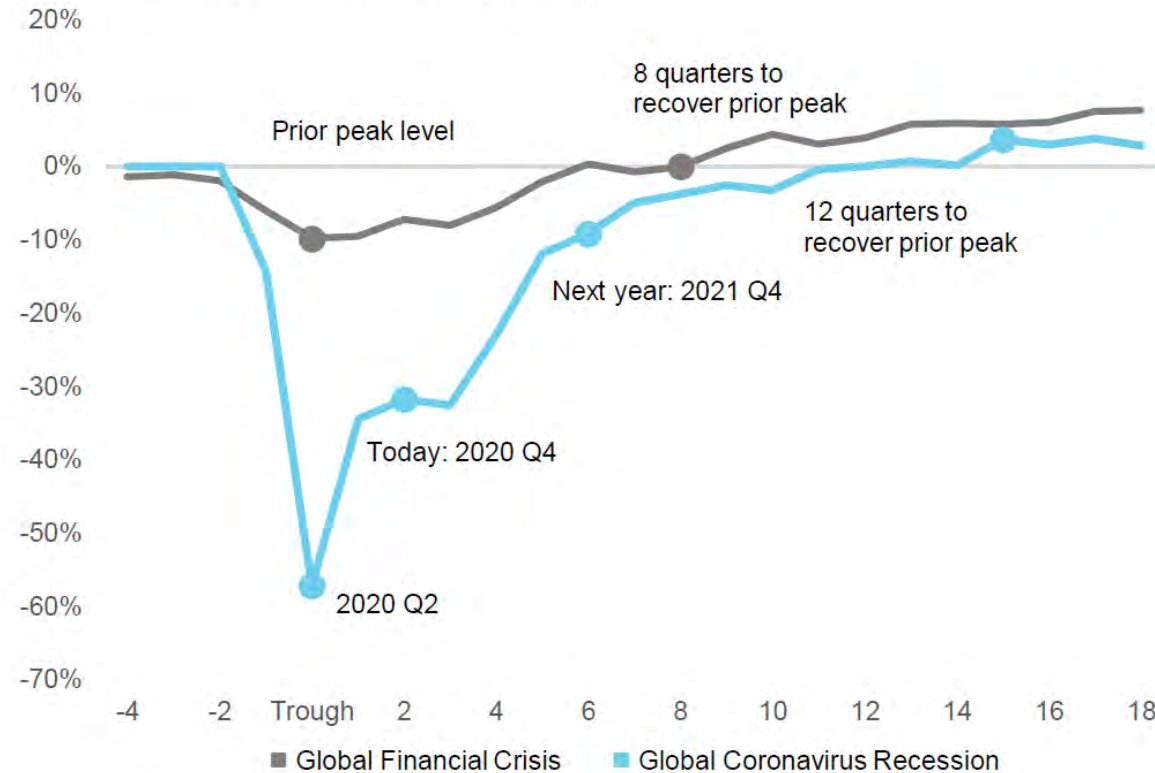


Source: US Travel Association

Approximately three years to recover room demand levels

Room demand: US

Quarters relative to trough, level relative to prior peak



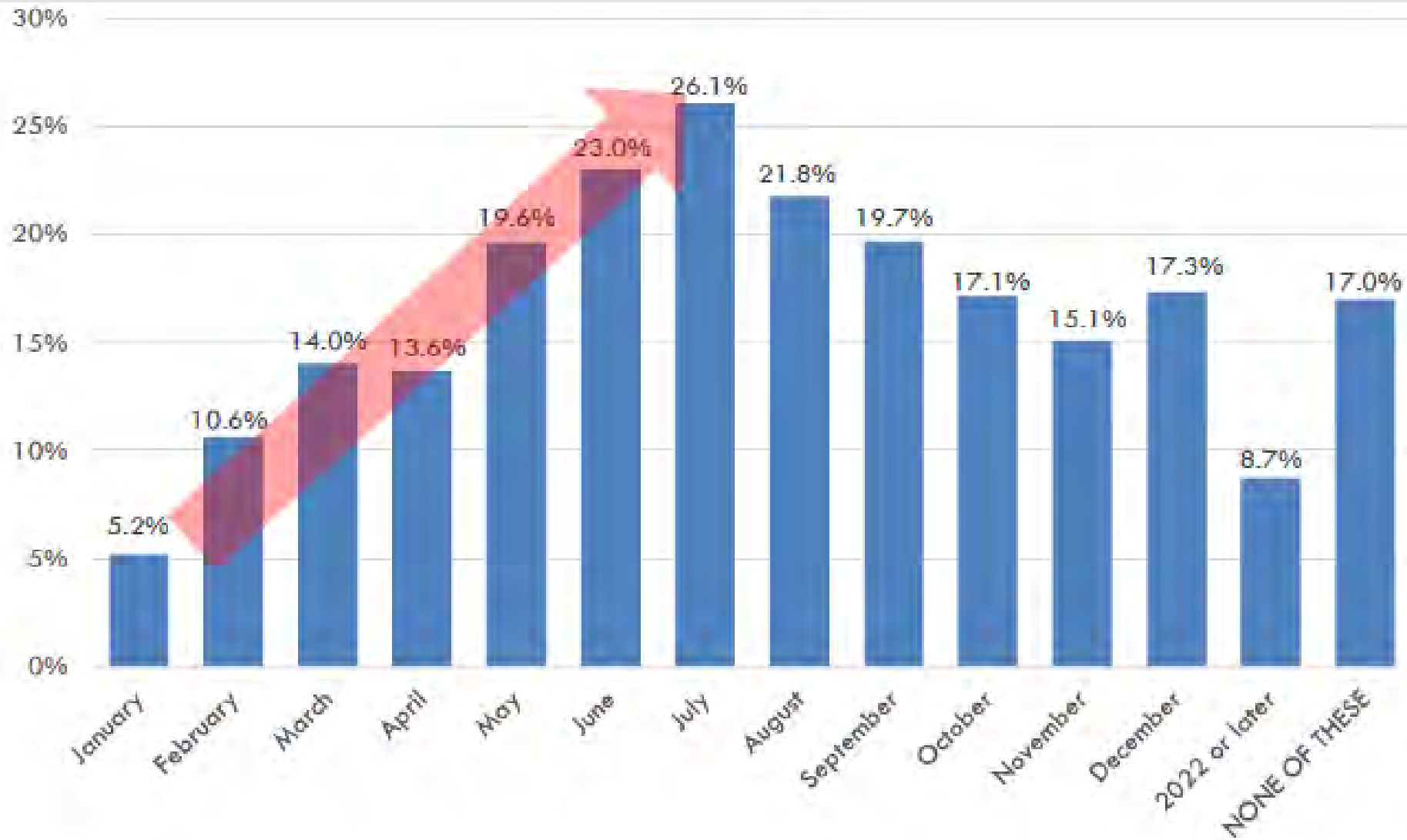
Room revenue is expected to recover to its prior peak level in early 2024, about four years after prior peak.

Source: STR; Tourism Economics



Source: STR, Tourism Economics

MONTHS OF EXPECTED LEISURE TRIPS IN 2021

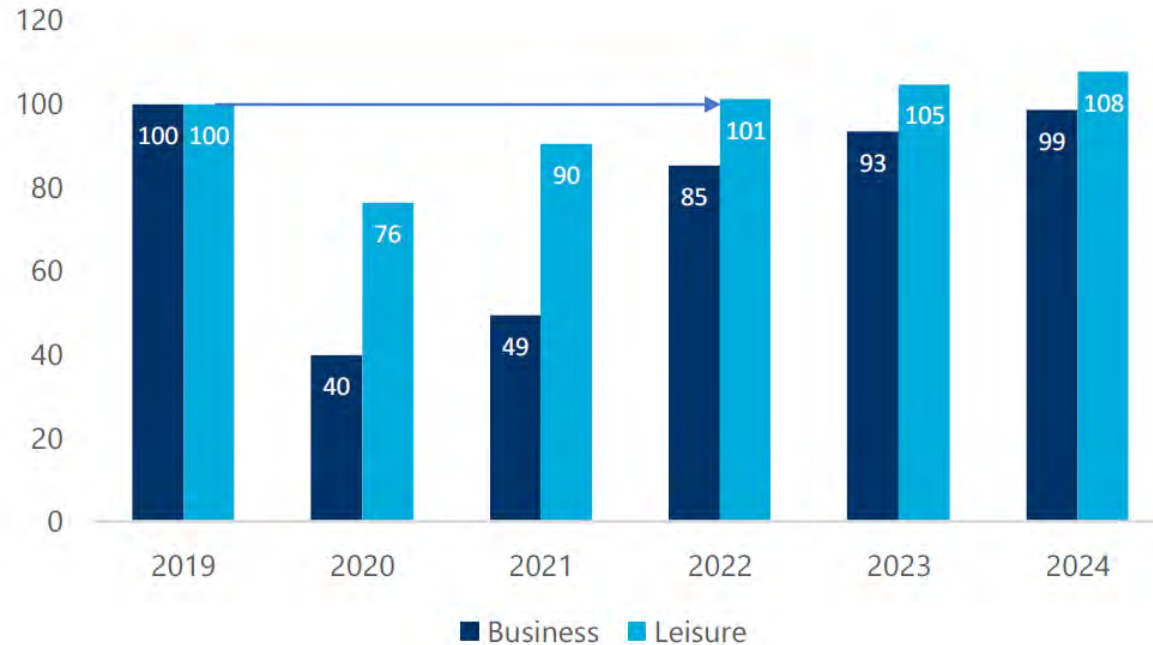


Source: Destination Analysts, Jan. 22-24, 2021

Leisure travel will fuel the recovery

Business and leisure trips

Index (2019=100)



Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics

**Leisure back to 2019 levels
in 2022**

**Business nearly back in
2024**

What Meeting Planners are Thinking

WHEN DO YOU ANTICIPATE YOUR BUSINESS WILL BE COMPLETELY BACK TO PRE-PANDEMIC LEVELS?

Q4 2020.....	1.1%
Q1 2021.....	1.3%
Q2 2021.....	4.4%
Q3 2021.....	9.6%
Q4 2021.....	9.8%
2022.....	38.1%
2023.....	26.4%
2024 or later.....	9.2%

DESIRED ELEMENTS FROM CVB DESTINATION ADVERTISING



Images of socially
distanced meetings
(60.8%)



Highlights of what is
new in the destination
(51.9%)



Images of
outdoor group
meeting venues
(39.4%)



Short, succinct
message about
their meetings
product (39.0%)



Imagery of
people wearing
masks in the
destination
(34.3%)

Question: Which of the following would be most important for CVBs to include in their destination advertisements to meeting and event planners? (Select up to 3)
Base: All respondents, 578 consolidated answers

Most Desired Domestic Destinations

2019

Domestic Hotlist

% of American Leisure Travelers

NEW YORK CITY 17.4%

LAS VEGAS 15.8%

ORLANDO/DISNEY WORLD 10.1%

FLORIDA 9.1%

LOS ANGELES 7.1%

HAWAII 6.1%

WASHINGTON DC 5.7%

CALIFORNIA 5.6%

CHICAGO 5.5%

MIAMI 5.1%

SAN FRANCISCO 4.9%

ATLANTA 4.9%

SAN DIEGO 4.3%

SEATTLE 4.2%

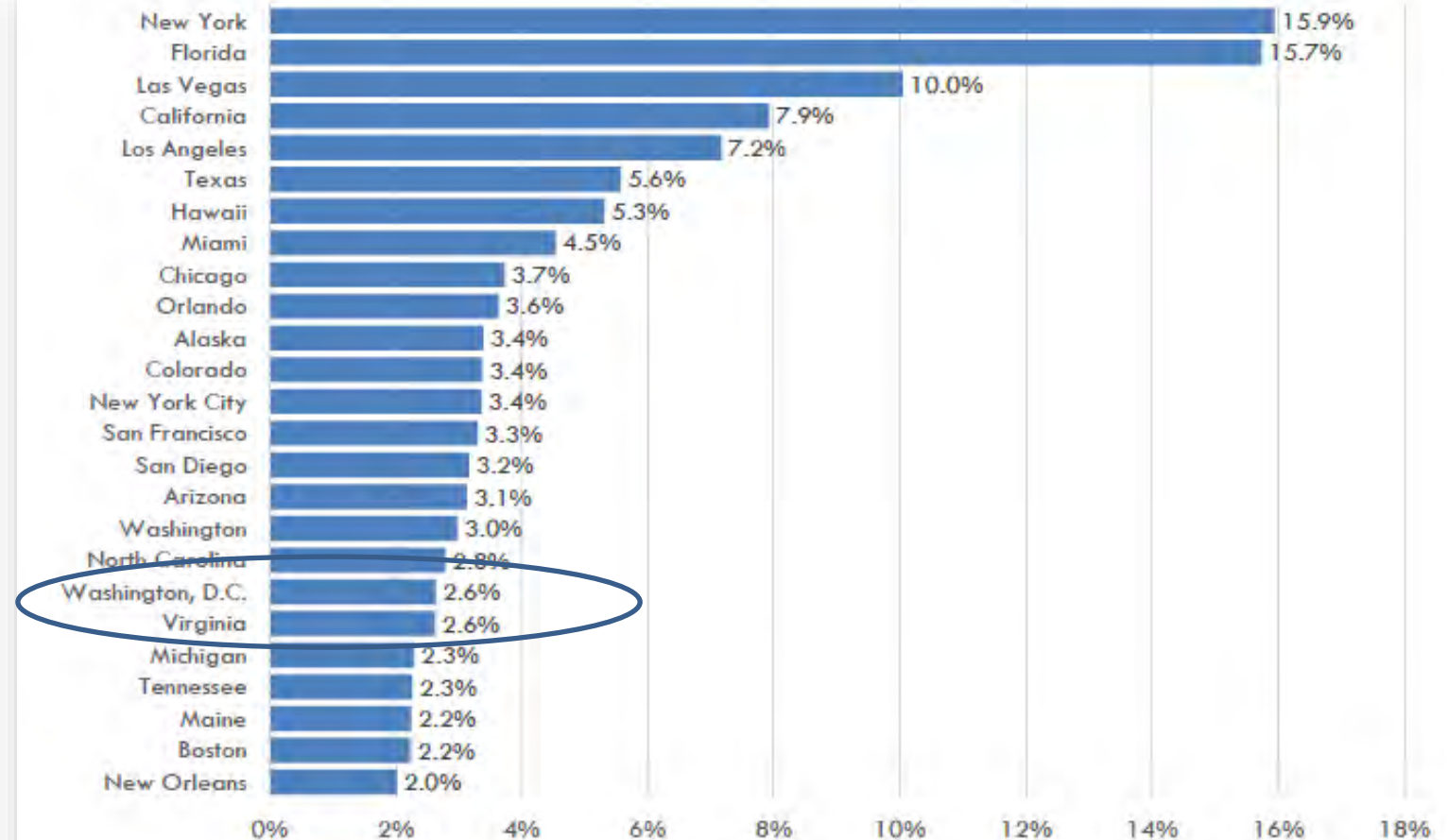
NEW ORLEANS 3.7%

YELLOWSTONE NP 3.7%

GRAND CANYON NP 3.7%

BOSTON 3.3%

2021



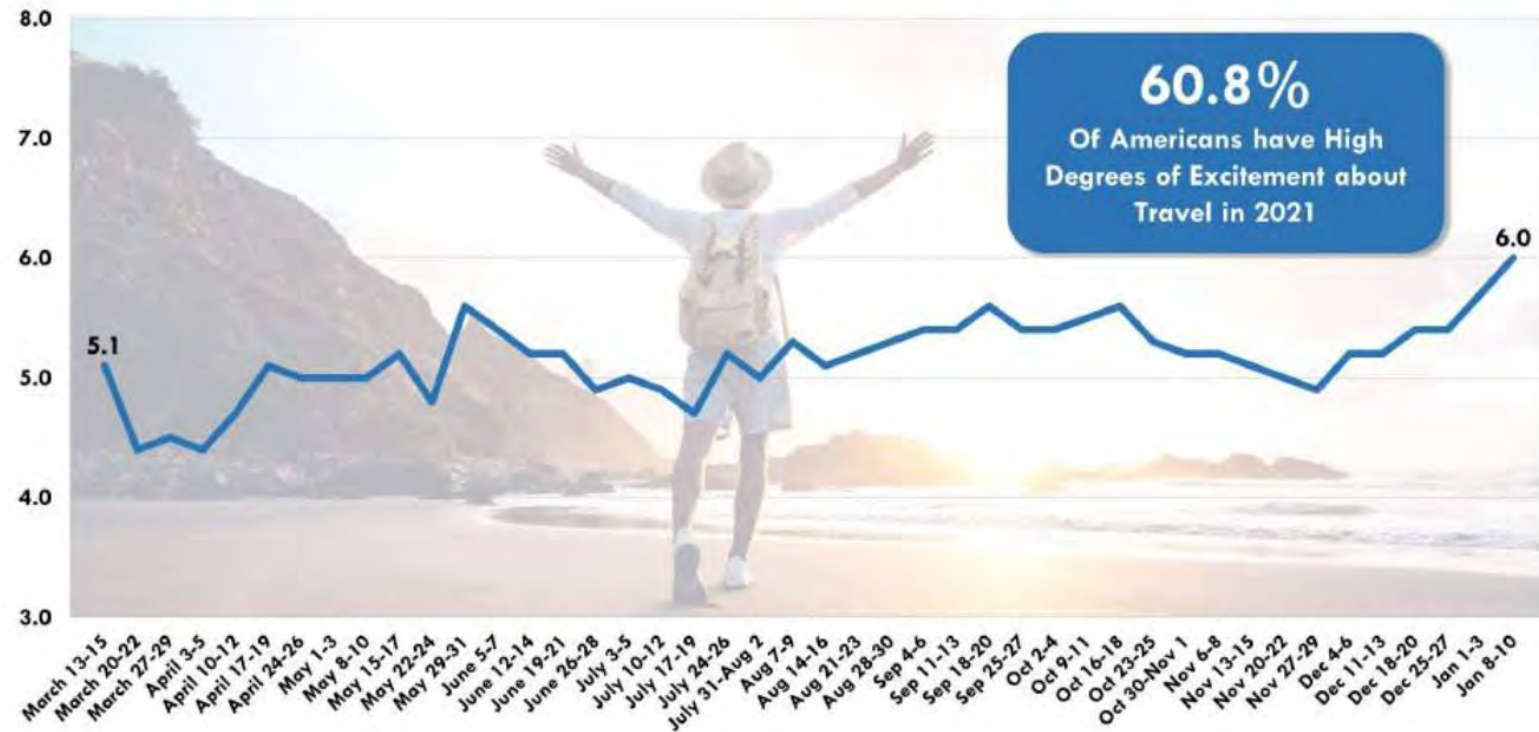
Source: Destination Analysts Fall 2019 (left), January 22-24, 2021 (right)

OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – JANUARY 10, 2021



OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)



Question: At this moment, how interested are you in learning about new, exciting travel experiences or destinations to visit?

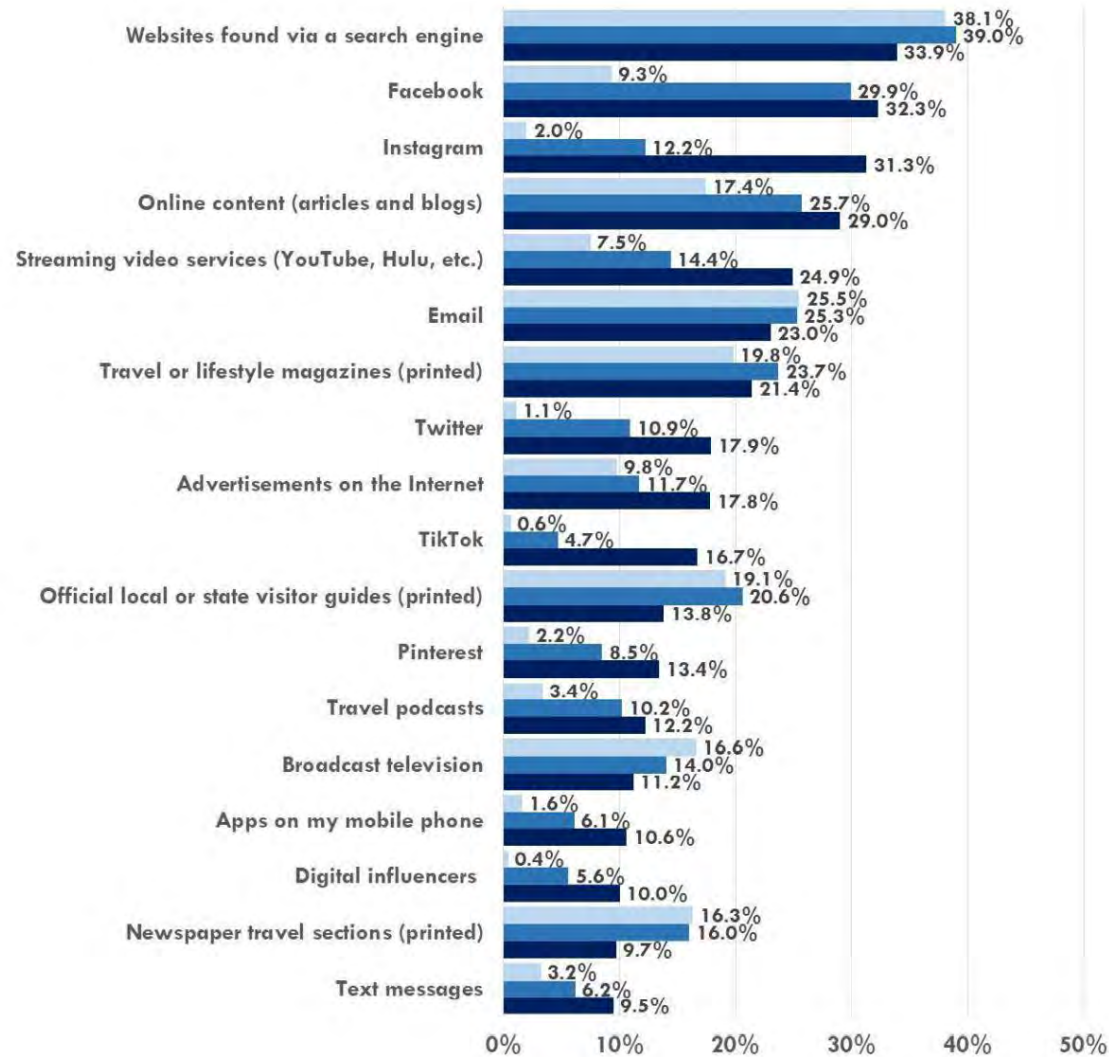
CHANNELS AMERICANS FEEL RECEPTIVE TO TRAVEL MARKETING IN—BY GENERATION

AS OF JANUARY 10, 2021

MILLENNIALS OR YOUNGER

GEN X

BOOMERS OR OLDER



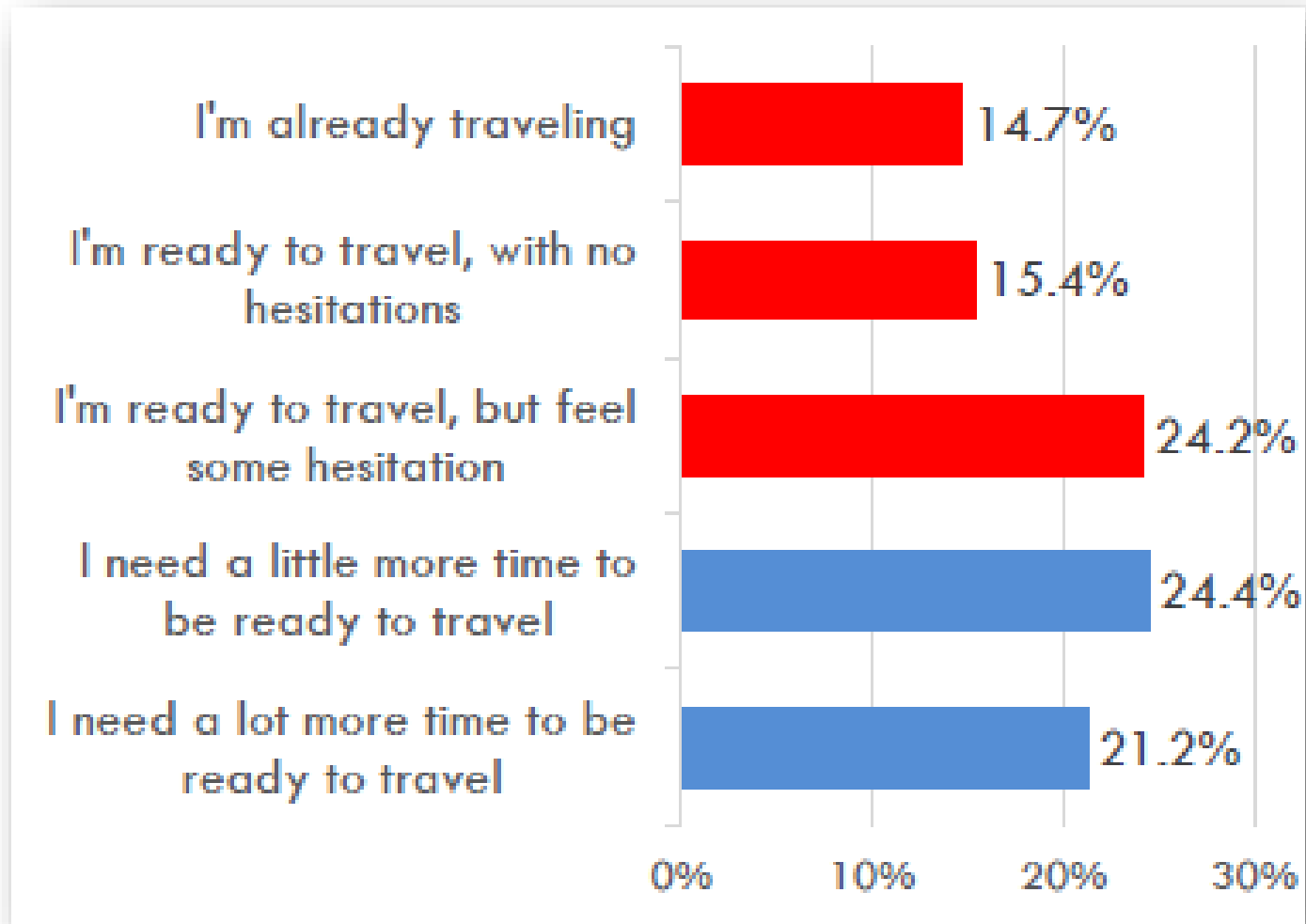
Source: Destination Analysts

IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2021

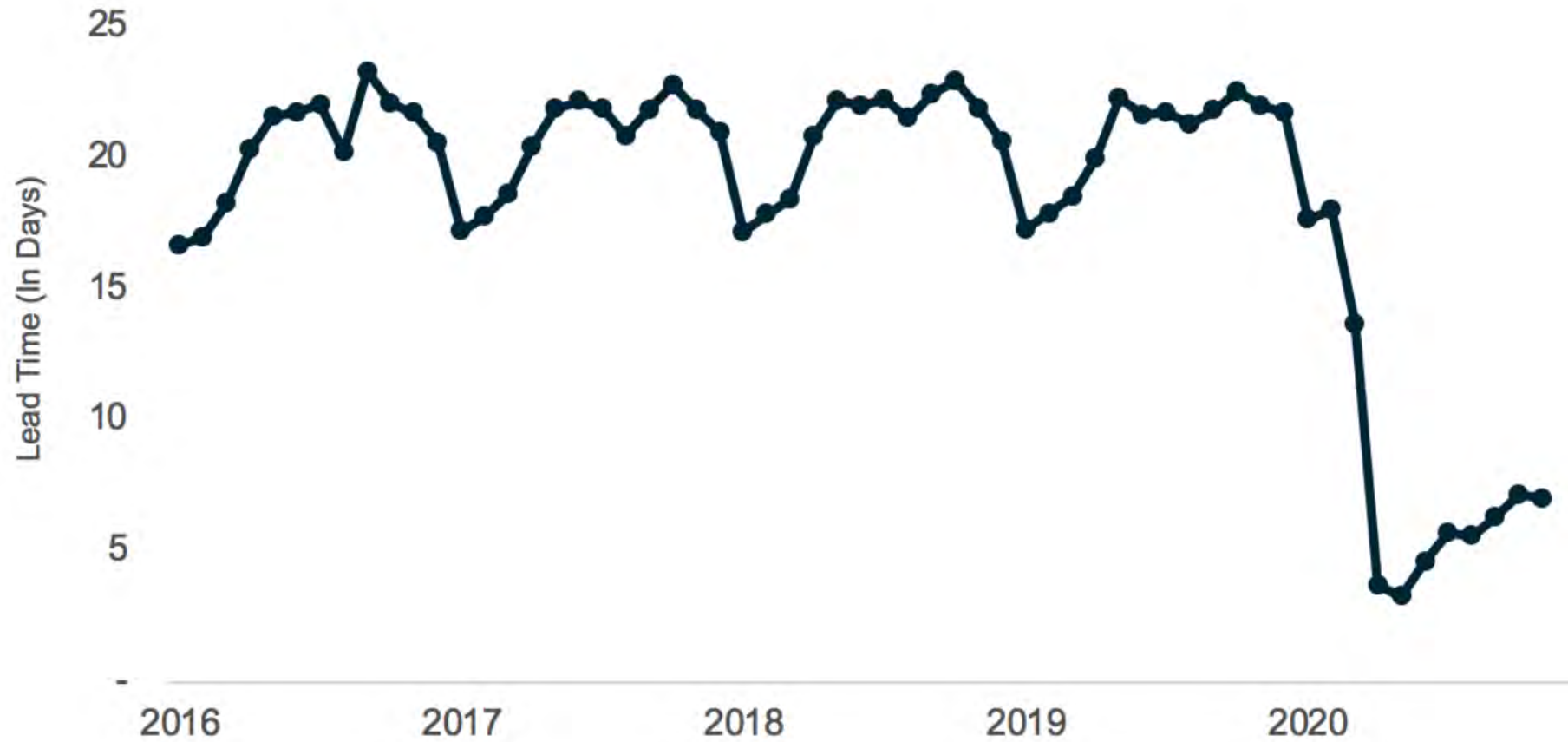


Traveler Risk Management



Source: Destination Analysts, Jan. 22-24, 2021

Average Lead Time Trend: Transient Rate Categories - Top 50 U.S. Markets



Source: Kalibri Labs

VISIT
Alexandria

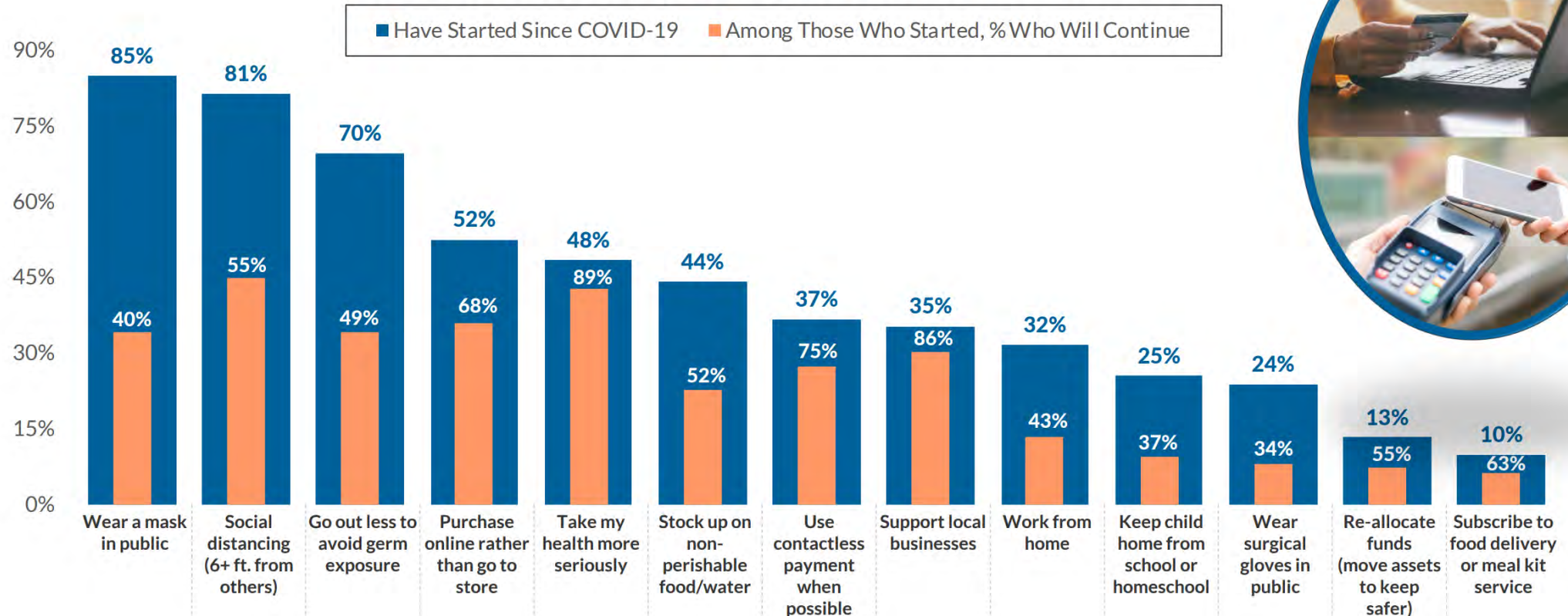
COVID Consumer Behaviors Here To Stay

New COVID-19 habits become the norm

MRI | SIMMONS

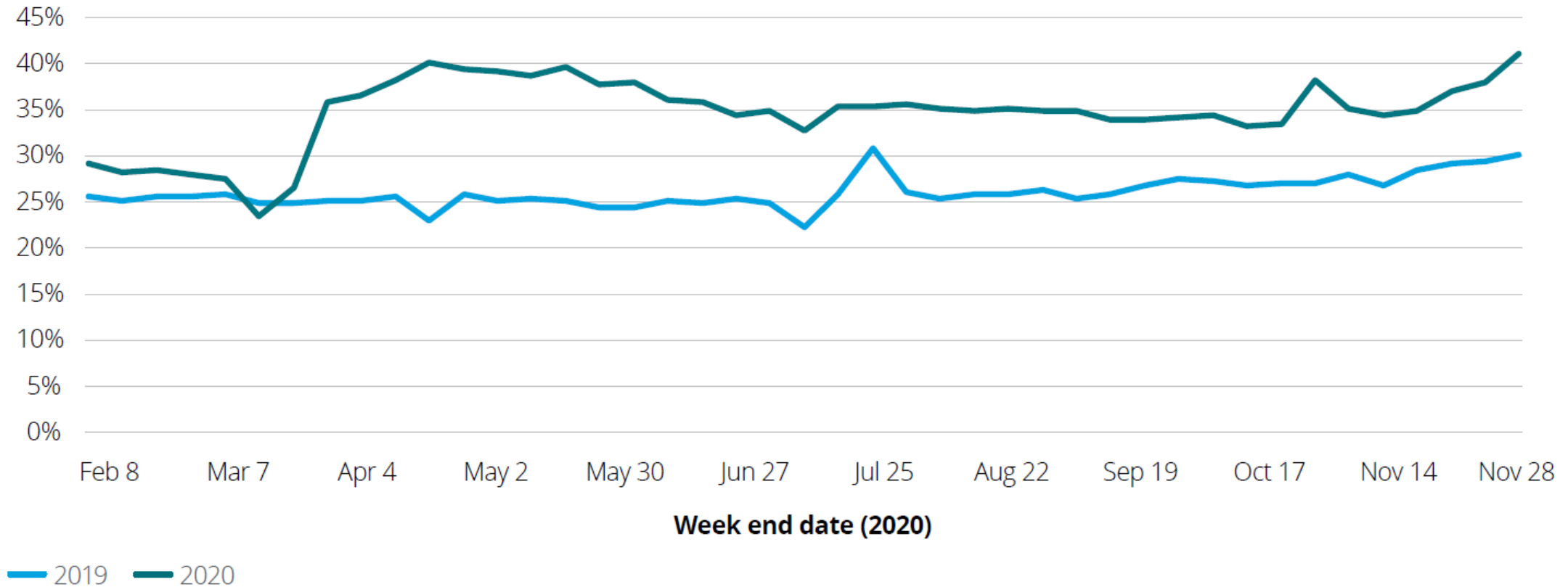
While online purchases and contactless payment were rising, the crisis has accelerated adoption

Envisioning a Post-Pandemic World: What People Have Started Doing, and What They'll Continue to Do



COVID Consumer Behaviors Here To Stay

US retail spending – % of total spend online (Online share of total retail spend by week)



Source: Affinity Solutions spending data, Deloitte InSightIQ analysis

Note: "Retail" = a representative mix of ~500 individual retailers; dates aligned by retail 4/5/4 week structure, beginning week 1 as week end 2/8/2020; unique spikes in July 2019 and October 2020 correspond to Prime Day.

Retail and Restaurant Outlook

***Six in 10** retail executives expect recovery in the next **one to two years**—but a quarter see a longer timeline of two to five years.*

- Deloitte 2021 Retail Industry Outlook

***11% increase** in restaurant revenue for 2021, but **still 15% below 2019** levels.*

- National Restaurant Association 2021 State of the Restaurant Industry Report



New Openings and Experiences

Claire Mouledoux

Senior Vice President of Communications



Waterfront

Ada's
ON THE RIVER

BARCA
PIER & WINE BAR



From Alexandria Restaurant Partners



Executive Chef Randall J. Matthews



Open January 2021



BARCA

PIER & WINE BAR



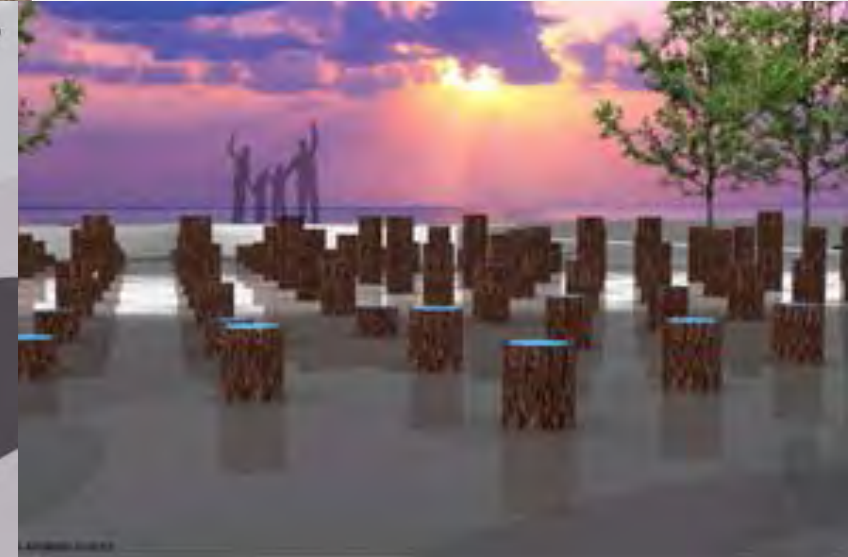
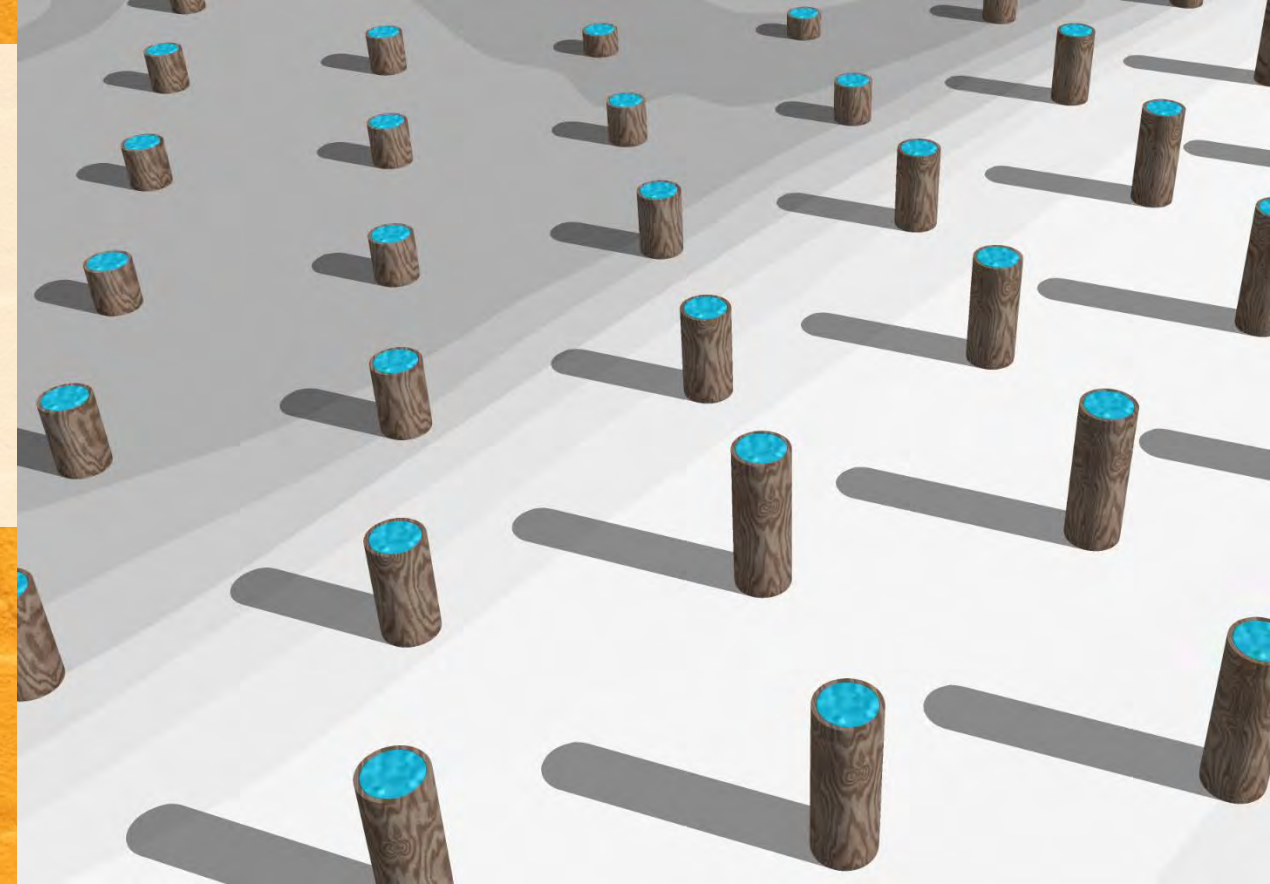
Opening Spring 2021

Waterfront Public Art Installation: *Groundswell*

- By artist Mark Reigelman
- Third in annual *Site See: New Views in Old Town* series presented by the City's Office of the Arts



March to November 2021





Tall Ship ***Providence***

New Pier and Visitor Center Summer 2021

TV and Film Buffs

WW84
WONDER WOMAN 1984

FILMED IN
ALEXANDRIA

In association with the release of the Warner Bros. film *Wonder Woman 1984* on December 25 in theaters and on HBO Max, enjoy this display celebrating Alexandria's role in this much anticipated major motion picture.

EXHIBITION SPONSORS

6 ROUTE 66
CENTERTOWN

VIRGINIA IS FOR FILM LOVERS
VIRGINIA FILM OFFICE

VISIT Alexandria

Special thanks to the City of Alexandria staff who were instrumental in supporting the production while filming occurred in Alexandria.

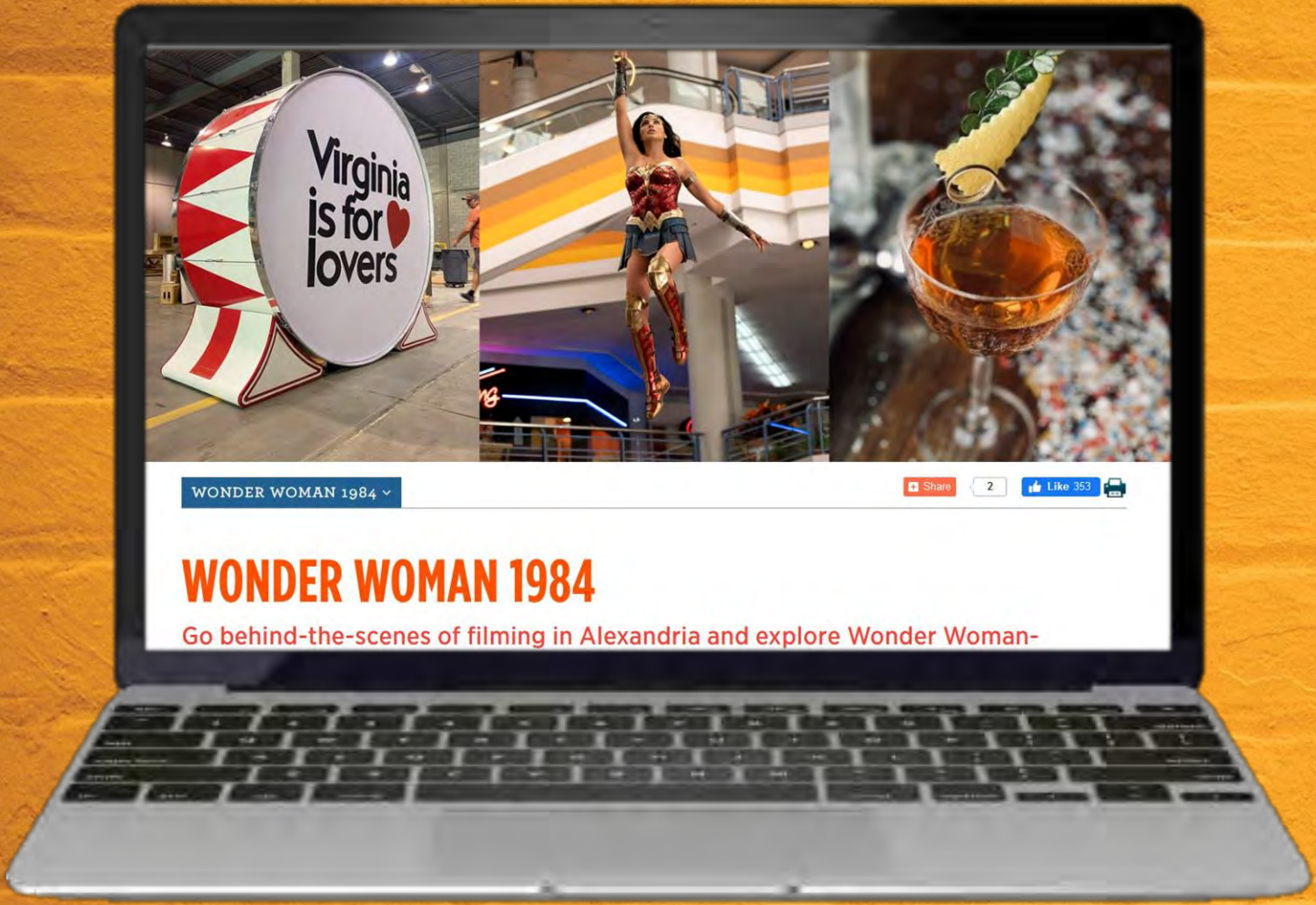
The Film Office for the City of Alexandria is operated by Visit Alexandria. Film permits are issued annually for a variety of projects including TV shows and commercials that contribute economic impact and raise the profile of the city. For more details about filming in Alexandria visit VisitAlexandriaVA.com/film.

TAKE A PICTURE & USE THE HASHTAG
#WW84xALX

#WonderWoman1984 #visitALX #LoveVA #filmvirginia



Through February 2021



Elizabeth's Counter
Wonder Woman donuts



inq temporary or
permanent tattoos

visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



The Ultimate Guide to Alexandria's Celebrity Connections



BY CAROLINE SECREST

DECEMBER 28, 2020

3528 VIEWS

visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



Take a Self-Guided Stroll Through Old Town Alexandria's TV & Movie Sites



BY CAROLINE SECREST

JANUARY 7, 2021

1279 VIEWS

More Content to Explore

Black History and Culture

GREAT WALKS IN ALEXANDRIA

Duke Street Black History Trail



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 **Bruin 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.



Artist Olalekan Jeyifous with Wrought, Knit, Labors, Legacies

visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



24 Black-Owned Businesses in Alexandria to Support Right Now

 **BY CAROLINE SECREST** JUNE 15, 2020 56443 VIEWS

Featured in 2020

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.



New tour from Manumission Tour Co.



African American Heritage Trail

North Waterfront Route from the Foot of King Street

at the Alexandria Torpedo Station,
and Wicklef Jackson, who moved to
the Production Department.

Page Three
Photos by Helen Joyce, S 1/c



HUBERT P. WRIGHT, helper trainee 1st class Shop 32, Automatics, is shown above performing a drilling operation on a turret lathe. Hubert is from Moultrie, Georgia. Hubert came to work at this plant April 1st, 1942. He was a construction worker and farmer. Having five children, he says, does not afford him time for hobbies, as all of his time is occupied with his family.

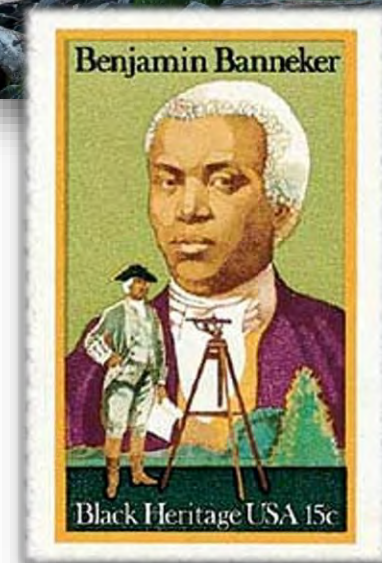
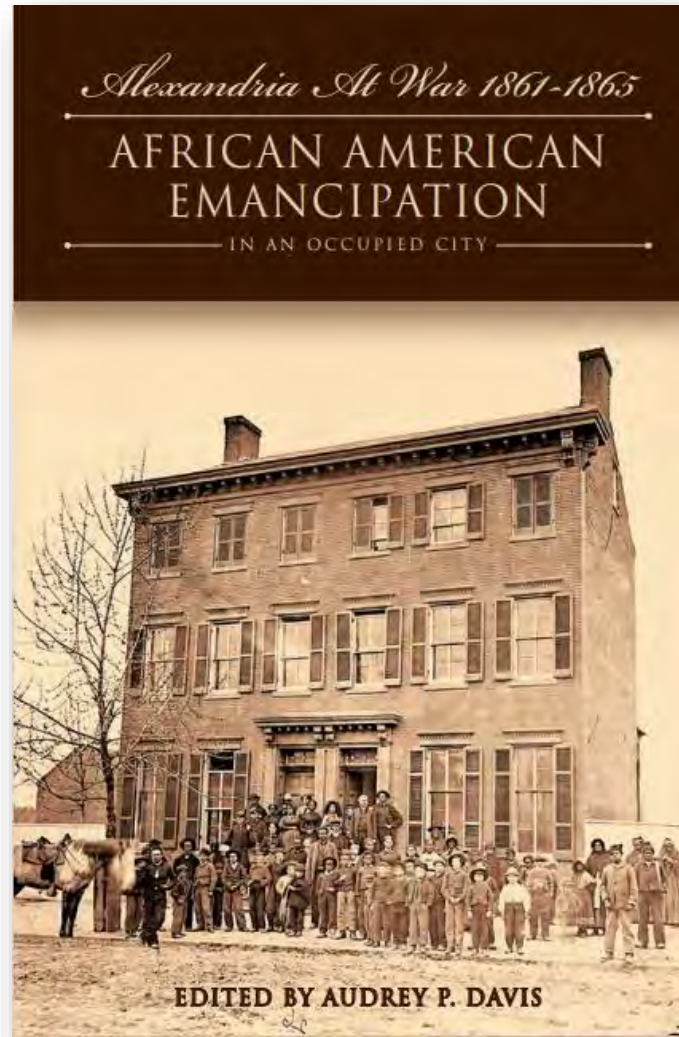
82
BITS O' NEWS (SHOP 14)
By J. P. Leary
Who is the guy who likes to wear

"Introducing—People You Ought to Know," in The Torp, employee newsletter of the

New in Late 2020

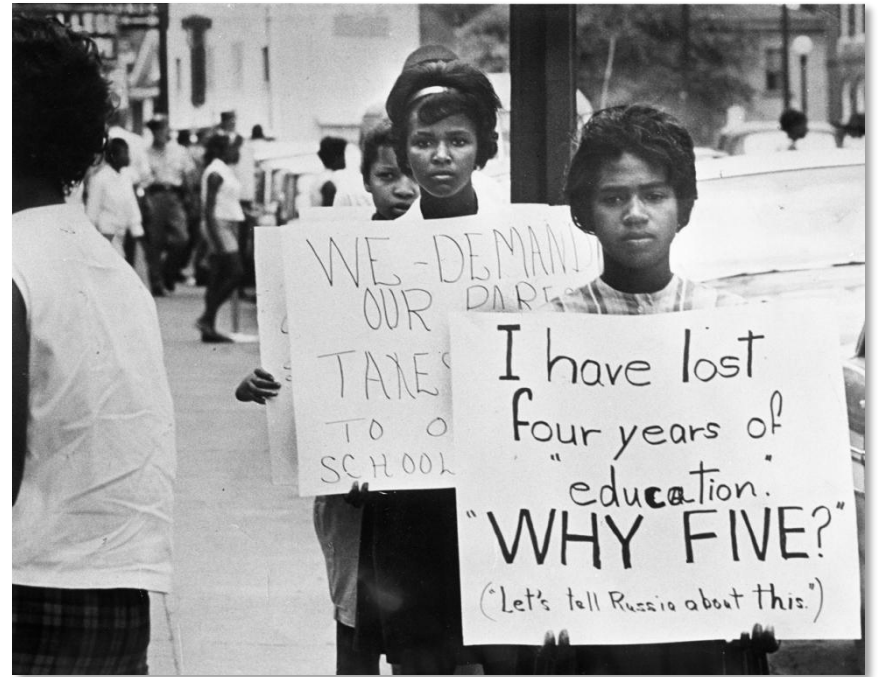


"Agents of Change" video series from the Office of Historic Alexandria, featuring Samuel Tucker and more



Southern waterfront route of the African American Heritage Trail, featuring Benjamin Banneker and more

New in 2021



Traveling Exhibition

**Determined: The 400-Year Struggle
for Black Equality**

Summer through December 2021

Freedom House Museum Reopening Summer 2021

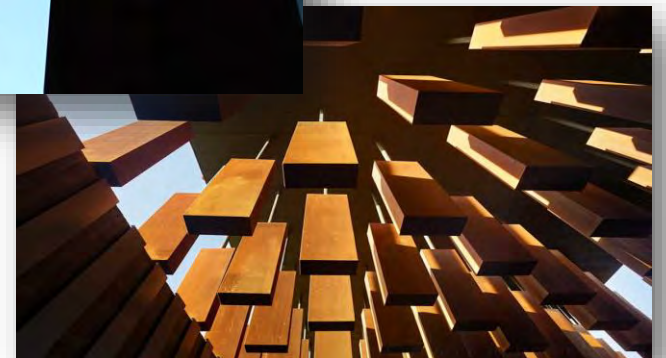
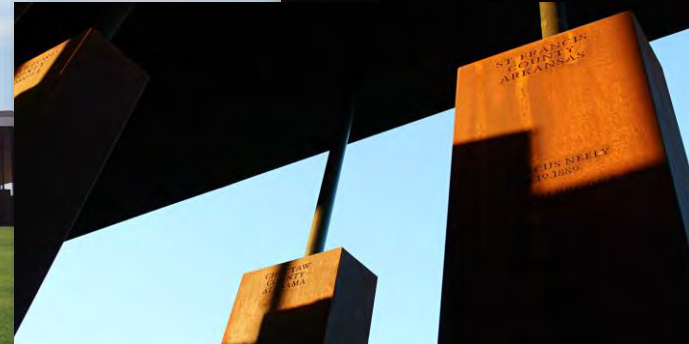
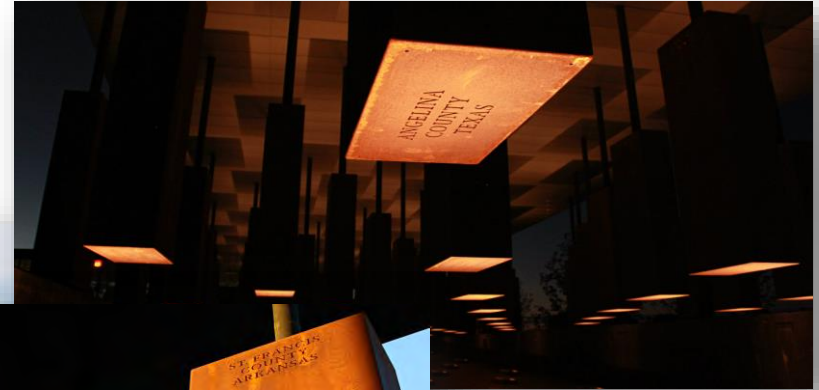


Equal Justice Initiative

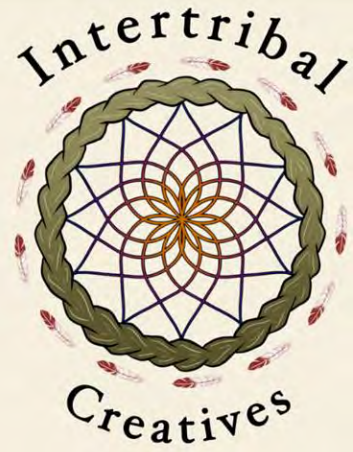


The National Memorial for Peace and Justice

Located in Montgomery, Alabama



Intertribal Creatives Collective



Online Gallery January 2021 / Renovated Gallery Space Spring 2021

The image features a textured, yellowish-gold background that resembles a brick wall or a coarse paper surface. A horizontal red banner is centered across the middle of the frame. The banner has a slight 3D effect with a dark shadow underneath. The word "Sustainability" is written in a bold, black, sans-serif font, centered within the red banner.

Sustainability



Mason & Greens

Threadleaf



OLD TOWN

calico

patagonia

home planet

Buy Less,
Demand
More.

we people and the planet. We don't
everything you buy. The clothing
industry contributes up to 10% of the
pollution during the lifetime cycle.
Fast apparel workers are among the
lowest paid in the world. That's why
we make high-quality clothes with
recycled materials and promote fair
and safe labor conditions for workers.
We're committed to making
the world a better place. Buy Less. Buy smart. Repair what
you own. Buy from brands that
use the best people and the planet.
www.patagonia.com/repair



Vía Volcán



PLNT Burger



Outdoor Art



Wrought, Knit, Labors, Legacies

PARKER-GRAY – Next to Durant Arts Center
Wrought, Knit, Labors, Legacies by Olalekan Jeyifous relocated from Waterfront Park to a new temporary location in fall 2020 through Office of the Arts

WEST END - Ellen Coolidge Burke Branch Library
by Project One Studio. Coming in spring 2021 through Office of the Arts

DEL RAY – Pat Miller Square
by Kirk Seese. Coming in spring 2021 through a partnership of the Del Ray Community Partnership, Del Ray Citizens Association and the Del Ray Business Association

Outdoor Art Installations

OLD TOWN

- *Come Together* by Shelby Bavin and Caroline Mitchell on Rubini Jewelers
- *Kismet* by Len Garon on Imagine Artwear
- *fibre girl* by Matthew McMullen on fibre space

DEL RAY

- Mural by Rives Wiley on Kaizen Tavern
- Vote-themed mural by Cory Bernat near CVS

ARLANDRIA

- Tenants and Workers United building, created by artist MasPaz and youth team



Come Together



*Mural by MasPaz
and a youth team*

Outdoor Murals

Old Town North



EDENS Development at 530 First Street



Wooboi Hot Chicken



St. Elmo's Coffee Pub

New

- Wooboi Hot Chicken, October 2020
- Sisters Thai and the Magnolia Dessert Bar, October 2020
- St. Elmo's Coffee Pub, January 2021
- Cut and Shave Barbershop, June 2020

Coming Soon

- Loyal Companion pet store, February 2021

New at EDENS



*Chef Chris Edwards
Hank & Mitzi's*



*Chef Mimi Huynh
Sunday in Saigon and Yagút St.*

Food Network's "Chopped"



Images by CS3 Photography.

Sheraton Suites Old Town Alexandria

New Restaurants

Pan-Asian Flavors



Sisters Thai



Magnolia Dessert Bar

New

- Sushi Jin Next Door, January 2021, West End
- Sisters Thai and Magnolia Dessert Bar, October 2020, Old Town North
- Pho Nam, October 2020, Old Town
- Krunch & Noodles, October 2020, West End
- Hinata Sushi Bar & Grill, September 2020, Old Town North
- Thai Signature, July 2020, Old Town

Café Culture

New

- Vía Volcán Coffee, November 2020, Old Town
- Chewish Deli, October 2020, Old Town North
- Mount Purrnon Cat Café and Wine Bar, August 2020, Old Town
- Café du Soleil, March 2020, Old Town

Coming Soon

- Mae's Market & Café, February 2021, Old Town



Chewish Deli

Flavorful Fast Casual Spots



Wooboi Hot Chicken

New

- Wooboi Hot Chicken, October 2020, Old Town North
- PLNT Burger, October 2020, Carlyle
- Krunch & Noodles, October 2020, West End

Italian-Inspired Eateries

New

- Hank & Mitzi's Italian Kitchen, August 2020, Old Town North
- Piece Out Del Ray, July 2020, Del Ray

Coming Soon

- Del Ray Boccato, TBD Winter 2021, Del Ray
- Emmy Squared, TBD 2021, Old Town



Hank & Mitzi's Italian Kitchen

Drinks Destinations



King & Rye

New

- King & Rye, September 2020, Old Town
- Barkhaus, October 2020, Potomac Yard/Del Ray

Coming Soon

- Old Hat, TBD 2021, Old Town

Classic American Fare

New

- Silver Diner, August 2020, West End



Silver Diner

Coming Soon

- Goodies Frozen Custard & Treats, Spring 2021, Old Town
- Joe's Kitchen, TBD 2021, Del Ray
- Virginia's Darling Restaurant, Late 2021, Old Town



Goodies Frozen Custard & Treats

Retail Update



Recent National Additions



FATFACE



Opened in 2020



Old Town Books

MADE IN ALX
ARTISTS ∙ CREATORS ∙ MAKERS

[Shop](#) [Search](#) [About](#)



[Shop the complete candle collection here!](#)

Shop local. Shop small. Easy.

Expansion & New Online Retail



The Hour



Mint Collective

Redesign & New Concept Launch

More Retail

Experiential Retail

- Kidcreate Studio, March 2020, Old Town
- inq Tattoos, August 2019, Old Town



Consumables

- Old Virginia Tobacco Company, Dec. 2020, Old Town
- Your CBD Store, February 2020, Old Town

Gifts and More

- Old Town Sock Co., May 2020, Old Town
- King Street Souvenirs, January 2020, Old Town



Micro-Weddings



Carlyle House



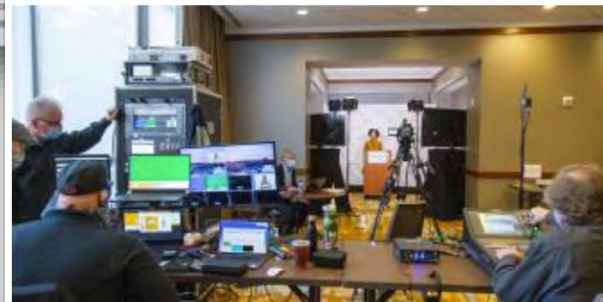
The Rectory on Princess Street

Micro-Weddings

Meetings



King Street Tour



Hybrid Meeting Resources

Planning a flawless event is easy. Connect with local vendors and meeting facilities for top-notch streaming and audiovisual resources and seamless hybrid events.



Hotel Property Tours

Meeting Planner Resources and Virtual Visits



PIES Fitness



J. Shea



Alexandria Restaurant Partners

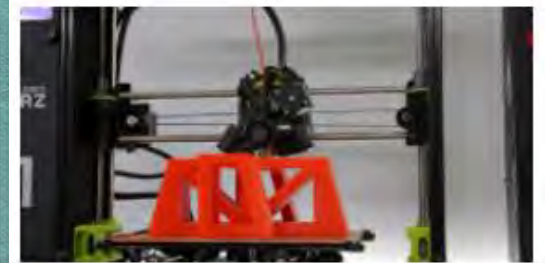
Virtual Group Experiences



*Enhancing the leaders of today,
using lessons learned from the
past and tools of the future*



Crisis Recovery – Build a Stronger Organization



Crisis Recovery – Athena Rapid Response Innovation Lab



Step Into a Historic Crisis Scenario

Step into the ultimate leadership role and “Be Washington” in a historic crisis scenario from Washington’s time as Commander-in-Chief of the Continental Army or as the first President of the United States. Faced with the same choices as Washington, you must make your own decisions on how to lead.

The Leadership Collection at Alexandria™

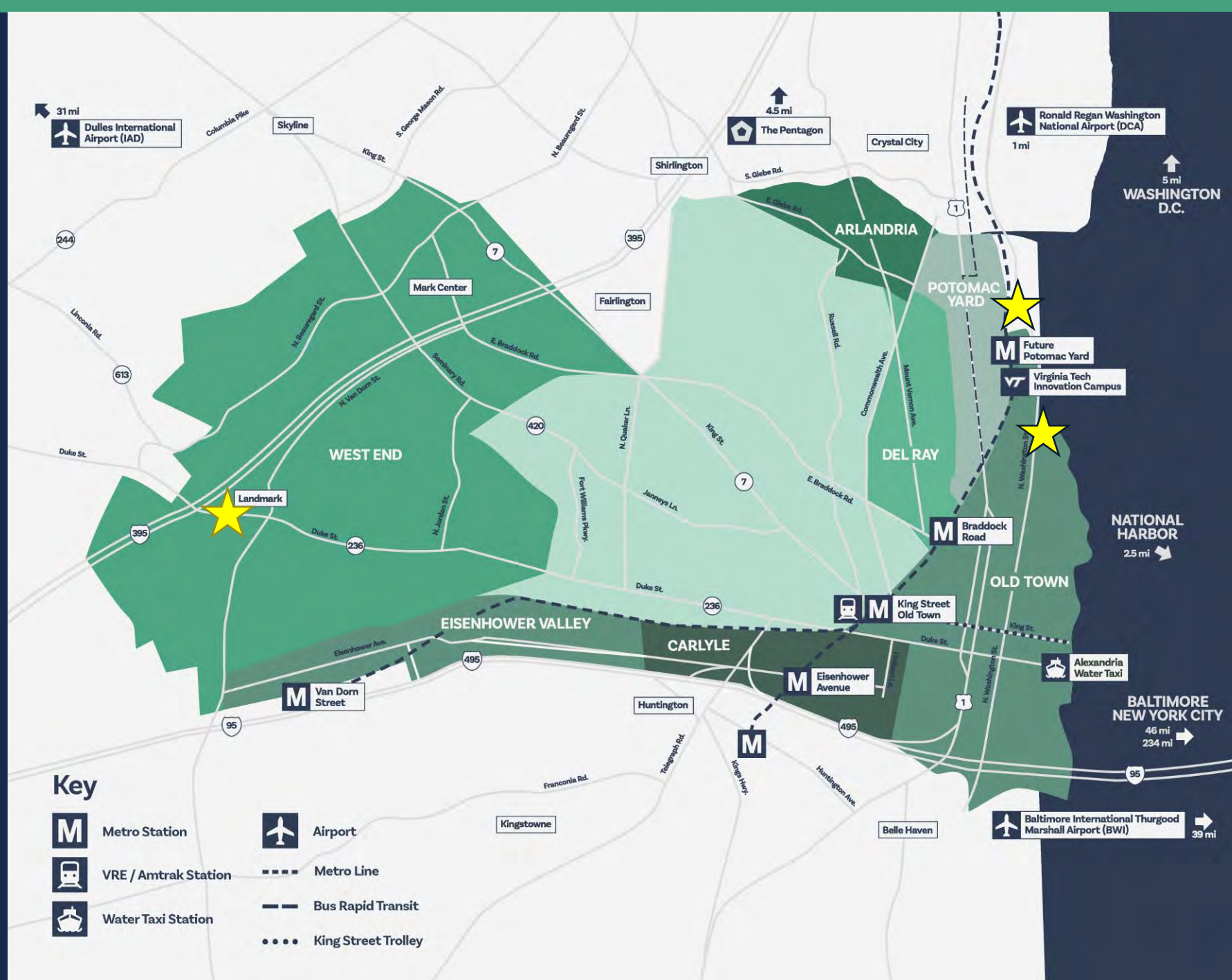


**Alexandria
Economic
Development
Partnership**

Development Update

Christina Mindrup

Vice President, Real Estate





LANDMARK MALL

LANDMARK

Project Information

- **Inova Health Systems and City of Alexandria**
- \$1 Billion investment
- 230 bed hospital in 2 seven story in-patient towers, a cancer center, level two trauma center, and a medical office building.
- 4 million sq ft total development - include residential, medical office, retail and entertainment
- **Developer:** Folger Pratt/Howard Hughes Corporation/Seritage Growth Properties
- **Delivery:** Hospital target 2028 with several buildings delivering in the 2025 range.



VT INNOVATION DISTRICT

Project Information

- **Developer:** JBG Smith
- **Delivery:** October 2024
 - Phase 1: 300,000 SF
 - Phase II and III: Additional 300,000 SF
- Anchoring 1.2 million square feet of additional mixed-use office, residential and retail development
- Potomac Yard/VT Metro Station



VT INNOVATION DISTRICT – PHASE I



POTOMAC RIVER GENERATING STATION

- **Location:** Old Town North Waterfront
- **Developer:** Hilco Redevelopment Corporation
- **Delivery:** 10+ years
- Envisioned as a mixed use/Innovation District
- 2.1+ million SF of development on 15 acres of waterfront





**L STREET STATION – BOSTON, MA
(CURRENT)**



L STREET STATION – BOSTON, MA (PROPOSED)



THANK YOU!

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P



2021 Marketing Tools

Tom Kaiden

COO, Visit Alexandria

Alexandria Marketing Funnel



ALEXANDRIA

2021 Official Visitor Guide & Map | VisitAlexandriaVA.com



TOP 5
Things to Do

CAN'T MISS
Black History Sites

DINE AL FRESCO
Riverside or Public Parks

Alexandria
EST. 1749

Official Visitor Guide

- New publisher, Madden Media
- 2021 issue released March 15
- 250,000 copies
- Distribution - 95 locations: Alexandria, Arlington, National Harbor, DC, I-95 & VA rest areas
- Paid advertising from \$170/month (½ the rate of comparable publications)
- Timing: Sept. 1 listings, Nov. 1 ads


VISIT
Alexandria

VisitAlexandriaVA.com

Alexandria
EST. 1749

MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



TOP 5 SMALL CITY
Condé Nast Traveler Readers' Choice Awards

Minutes from DC yet
A WORLD AWAY

Alexandria
EST. 1749

MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

ALEXANDRIA RESTAURANT WEEK TO-GO

TWO WEEKS JAN 22-FEB 07

Bring Alexandria Restaurant Week home and enjoy special menus from **60+ restaurants**.

#ALXRestaurantWeek

\$49
takeout dinners for two

Plus, \$25 takeout dinners for one.



WONDER WOMAN 1984

ALX AT HOME

ALEXANDRIA'S COMMITMENT TO HEALTH & SAFETY

VISIT
Alexandria

VisitAlexandriaVA.com

2.1 million annual visits

***Paid Web Advertising
From \$100/month***

VISIT
Alexandria

Visitor Center

- 75,000 visitors served annually
 - Walk-In
 - Phone
 - E-mail
 - Mail
- Free brochure slot
- Tour meeting site
- Ticketing events & attractions
- Promotional merchandise sales



Member Marketing Tools

Sales:

- Meeting & group sales
- Weddings
- The Leadership Collection™

Promotions:

- Winter & Summer Restaurant Weeks
- Flex Getaway Hotel Package
- Sidewalk Sale & Shop Small Week
- Key to the City Attractions Pass



Communications:

- Public relations
- Social media
- visitALX blog

Membership:

- *News You Can Use*
- Research briefings
- Annual Meeting
- What's New
- Summer Social
- Sector meetings



Visit Alexandria: Member Promotions & Marketing Programs Annual Planner

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This form is intended for internal use to help you plan your participation for the year by checking off the ones you are interested in. An estimated timeline is also included, so you can keep an eye out for correspondence with specific sign up details and deadline information closer to the actual date(s) for each promotion. If you would like additional information or if you have any questions, please contact Trisha Meisner at tmeisner@visitalexva.com or (703) 652-5368.

Program Name	Member Category	Cost	Member Sign-Up*	Event/Launch Date	Yes	No
Customized Listings on Visit Alexandria's Website	All	Free	Ongoing	Ongoing		
Online Advertising on Visit Alexandria's Website	All	\$100-\$1000/mo	Ongoing	Ongoing		
King Street Trolley & Visitor Center Advertising	All	\$133-\$200/mo	Ongoing	Ongoing		
The Official Alexandria Menu Book	Restaurant	Free	Ongoing	Ongoing		
Visitor Center Brochure Distribution	All	Free	Ongoing	Ongoing		
Breakfast with the President	All	Free	Varies	Varies		
Seasonal Content Submissions	All	Free	Varies by Season	Varies by Season		
What's New Meeting	All	\$15	January	January		
Summer Seasonal Hotel Package	Hotel	Free	April	June-September		
Summer Social	All	\$15	June	June		
Sidewalk Sale	Retail	Free	June	August		
Summer Restaurant Week	Restaurant	Free	June	August		
The Official Visitor Guide Customized Listing	All	Free	August	December		
Annual Meeting	All	\$25	September	September		
The Official Visitor Guide Advertising	All	\$2,410-\$17,600	September	December		
Holiday Shopping Weekend	Retail	Free	September	November		
Restaurant Openings & Dining on Major Holidays	Restaurant	Free	October	November-January		
Winter Restaurant Week	Restaurant	Free	November	January/February		
Winter Seasonal Hotel Package	Hotel	Free	November	January-March		

*The sign-up month listed is estimated based on previous years' events.



2021 Programs Summary



Visit Alexandria: 2021 Member Promotions & Marketing Programs Summary

Each year, Visit Alexandria offers its members the opportunity to participate in a number of 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

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 don't miss any communications from our team!



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



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.

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



Learn More Today—Breakout Rooms

1. **Communications** — Media relations, Blog, Social, New content
2. **Research**--Travel sector and Consumer trends
3. **Sales**—Meetings, Groups, Facility rentals, International, Weddings
4. **Membership**—Benefits, Visitor Guide, Web site, Visitor Center

E-mail Melanie or Trisha... anytime!

MFallon@visitalexva.com

TMeisner@visitalexva.com