



# **What's New in 2019?**

**January 28, 2019**

**Sheraton Suites Old Town Alexandria**

# Thanks to Our Corporate Partner

**Burke &  
Herbert  
Bank**

At Your Service Since 1852®

VISIT  
*Alexandria*

# Thanks to Our Marketing Partner



# Thanks to Our Charter Members

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**

**POTOMAC**  
RIVERBOAT COMPANY



Alexandria Hotel Association

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*Alexandria*

# Thanks to Our Host



**Sheraton Suites Old Town Alexandria**

# 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**

#### **Lead Partners**

*Alexandria Hotel Association*  
*Alexandria Restaurant Partners*  
*Carr Hospitality*  
*TTR Sotheby's*  
*Virginia Tourism Corporation*

#### **Community Contributors**

*EYA*  
*Tall Ship Providence Foundation*

#### **Neighborhood Partners**

*Asana*  
*Chadwicks Restaurant*  
*Pizzeria Paradiso*  
*Port City Brewing Company*  
*Potomac Riverboat Company*  
*Urbano 116 and Augie's Mussel House*

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**Patricia Washington**

**President & CEO**

**Visit Alexandria**

# Agenda

**What's New 2019**

**Development Update**

**Data and Trends Update**

**Metro Shutdown Response**

**2019 Marketing Tools**





# **What's New 2019**

**Claire Mouledoux**  
**Vice President of Communications**

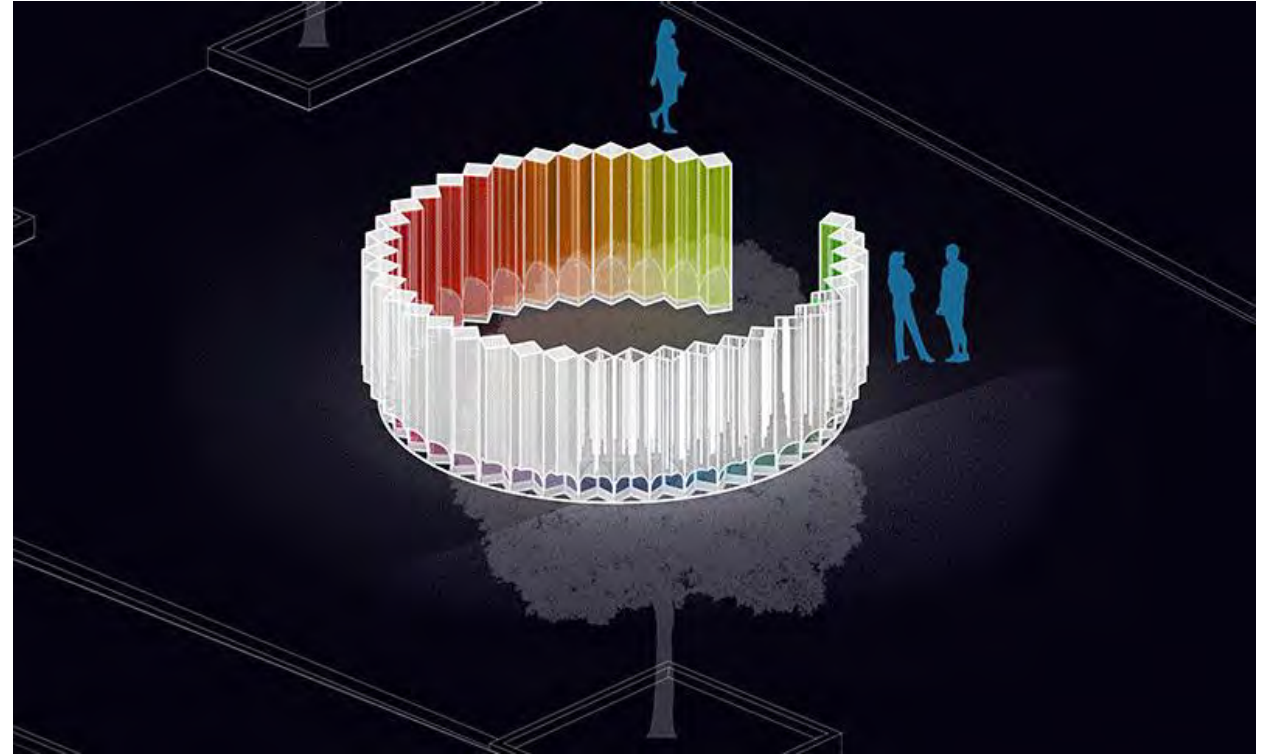
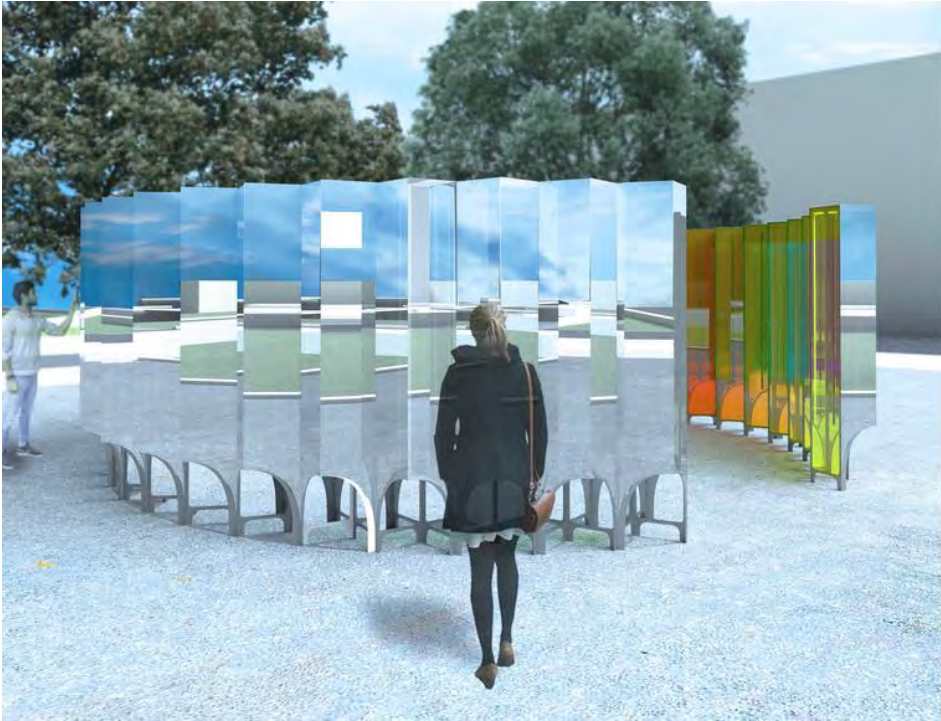
# New at the Waterfront

# New Waterfront Park Area



Opening Celebration March 2019

# Public Art Installation



*Mirror Mirror* by SOFTlab / March to November 2019

# Portside Programming



WATERFRONT HAPPENINGS  
AT KING STREET

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# Tall Ship Providence

Clair Sassin, Executive Director



Arriving Summer 2019

# New Tours

# Carpe DC Food Tours



Old Town Food Tour / March 2019



# Pedego Alexandria



Guided Electric Bike Tours / Spring 2019

# Breweries and Beer Gardens

# Brewery and Cidery



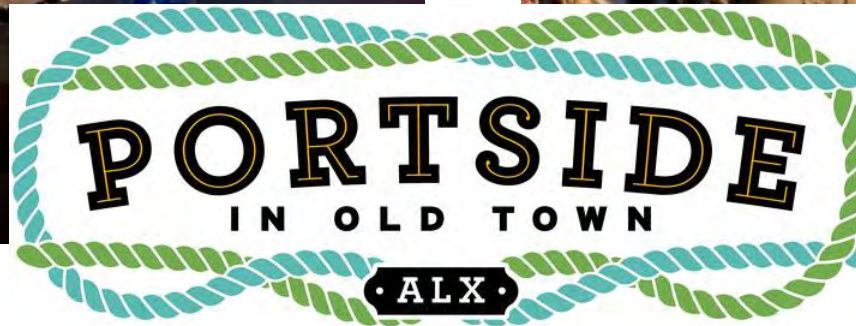
Aslin Beer Co. / Summer 2019



Lost Boy Cider / Summer 2019



# Beer Gardens



WATERFRONT HAPPENINGS  
AT KING STREET

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# Beer Gardens



January 2019



Spring 2019



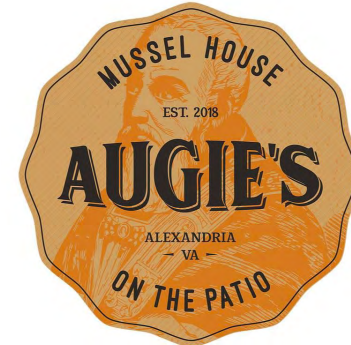
Spring 2019

# Common Plate Hospitality

Justin Sparrow, Partner



*Urbano 116*



Spring 2019



January 2019



December 2018



February 2015

# Dining Trends

# Creative Tacos



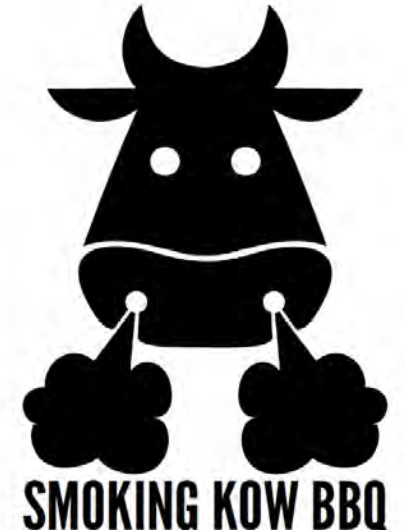
Jan. 2019



Winter 2019



April 2018



March 2018



# Collective Concepts



## Madison Collective

2018 - 2019

- Chop Shop Taco / Winter 2019
- Grateful Kitchen Co.
- Marlowe Ink
- Zweet Sport Total Fitness



## Pendleton Carryout Co.

October 2018

- Laoban dumplings
- Pizza and burgers
- Killa Cakes
- Breakfast sandwiches

# More New Restaurants

## New

- **Bistro Sancerre**, *Jan. 2019, Old Town*
- **Java Grill**, *Jan. 2019, Old Town*
- **Casa Tequila Bar & Grill**, *Aug. 2018, Carlyle*
- **Diya Indian Cuisine**, *Aug. 2018, Old Town*
- **Rus Uz**, *Aug. 2018, Carlyle*
- **Glory Days Grill**, *Aug. 2018, West End*
- **The People's Drug**, *July 2018, Old Town*
- **B. Doughnut**, *July 2018, Old Town*
- **Pho Huy**, *July 2018, West End*

## Coming Soon

- **Village Brauhaus**, *Feb. 2019, Old Town*
- **Whiskey & Oyster**, *Spring 2019, Carlyle*
- **Oakville Steakhouse**, *2019, N. Old Town*
- **Duke Street Ice House**, *2019, Carlyle*

# New Boutiques

# Newest Boutiques



November 2018

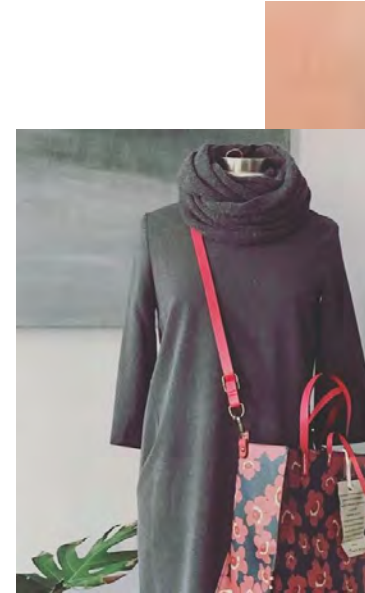


December 2018

# Independent Designers



The Modern Home Bar / Sept. 2018



Threadleaf / May 2018

# Handcrafted Pieces



Wear Ever Jewelry / August 2018



Cromwell's Wood Products / July 2018

# Hotel News

# The George Mason Hotel



**PRIM**

Work Begins 2019 / Projected Opening 2021



# King Street Hyatt Centric



Projected Opening Late 2019 / Early 2020

# Meetings and Groups

# Building Momentum

## the GARDEN



August 2018

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# Development Update

**Christina Mindrup**  
**Vice President, Business Development**  
**Alexandria Economic Development Partnership**



**ALEXANDRIA**  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP



## What's New In 2019

January 2019

# City of ALEXANDRIA



ALEXANDRIA  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP



## KEY LANDMARKS



1. Landmark Mall
2. BRAC-133 - Mark Center
3. Inova Alexandria Hospital
4. T.C. Williams High School
5. George Washington Masonic Temple
6. United States Patent and Trademark Office
7. The Birchmere Music Hall
8. Potomac Yard Shopping Center
9. Alexandria City Hall
10. Torpedo Factory Art Center



Metro Station  
BLUE LINE  
YELLOW LINE



Residential Area



King Street Trolley



Public Park



VRE / Amtrak Station



Ronald Reagan Washington National Airport

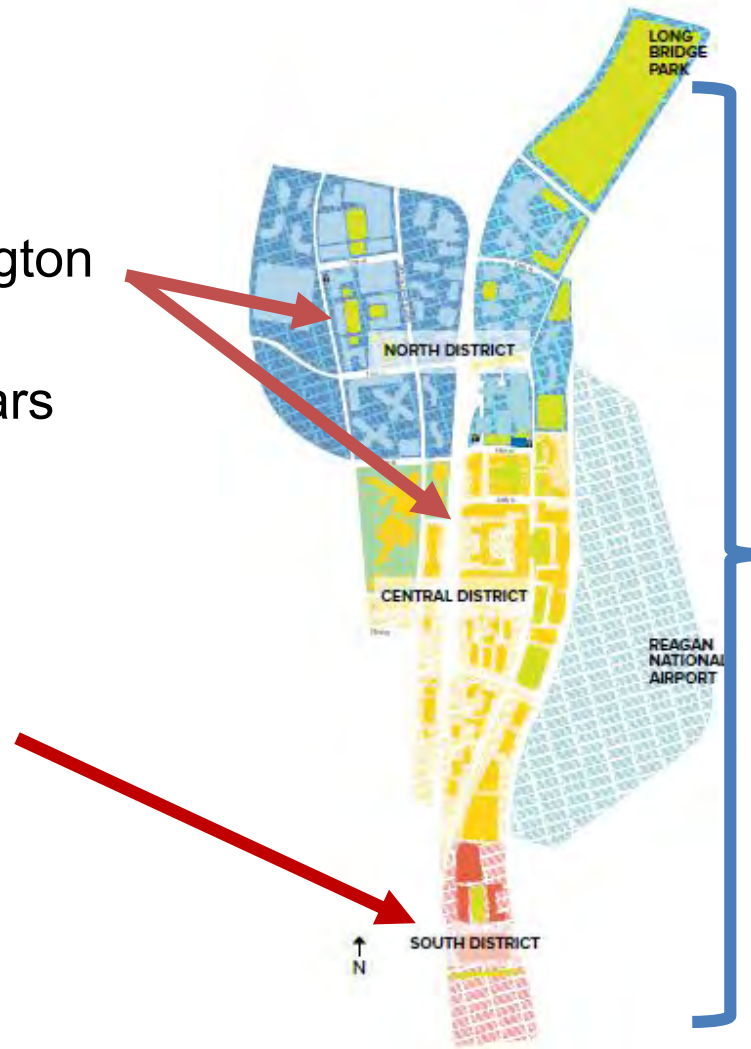
# Amazon Selects Northern VA for HQ2 Site

## Amazon selects NOVA for HQ2 site after 14 month search

- \$2.5 billion investment by Amazon in Arlington County
- At least 25,000 new HQ jobs within 12 years

## New Virginia Tech Innovation Campus to locate in Alexandria

- \$1 billion investment by VT
- 1 million square foot mixed-use campus
- Phase 1 delivery in 2022



**New State investments** in transportation, higher education, and K-12 education for National Landing and NOVA

# Virginia Tech Innovation Campus

**~300K SQUARE FEET OF  
ACADEMIC SPACE, HOME TO  
CUTTING-EDGE R&D FACILITIES**



**~350K SQUARE FEET OF  
HOUSING SPACE FOR  
STUDENTS AND FACULTY**



**~250K SQUARE FEET OF PARTNER  
SPACE, DEDICATED TO STARTUPS  
AND CORPORATE FACILITIES**



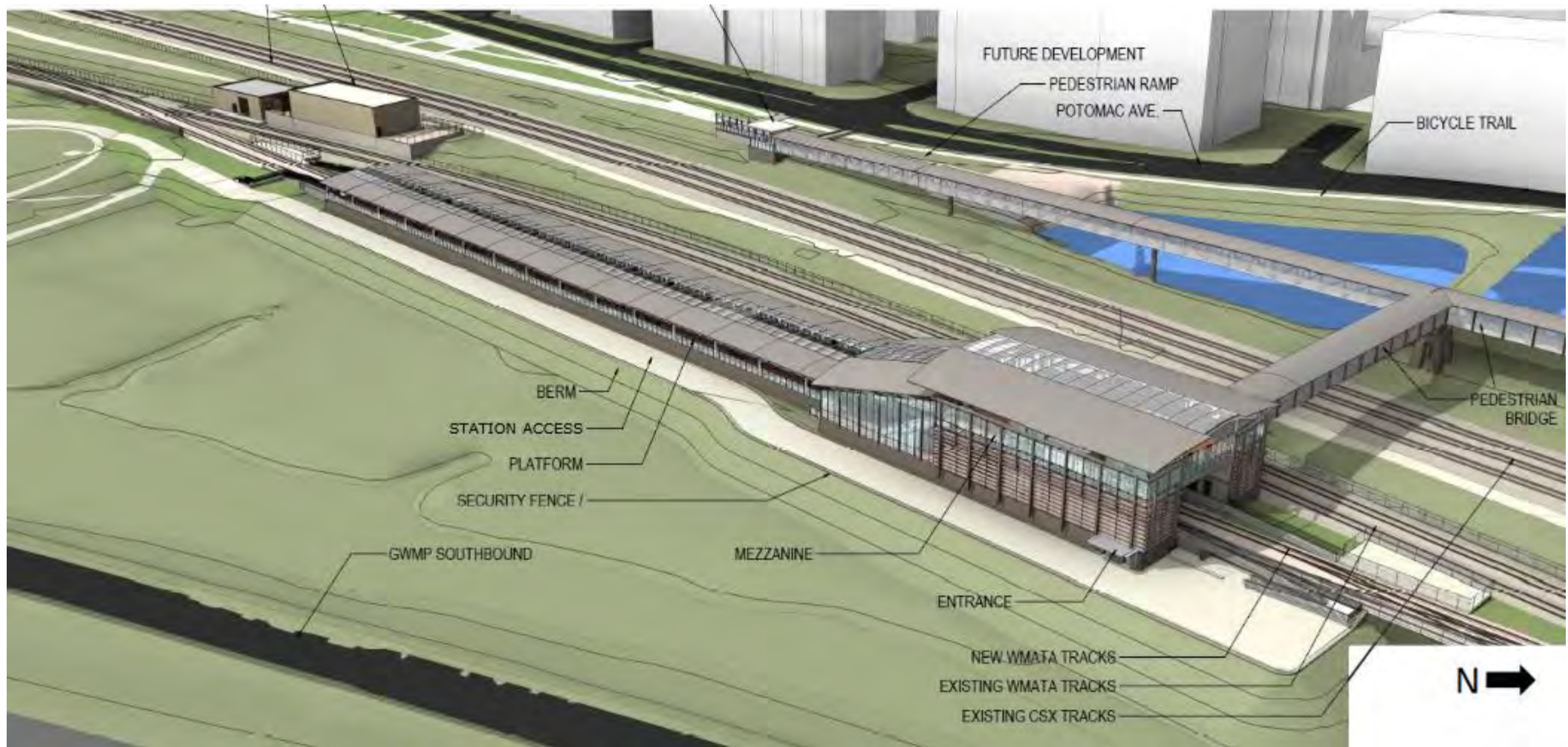
**~100K SQUARE FEET  
OF RETAIL AND  
SUPPORT SPACES**



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ECONOMIC  
DEVELOPMENT  
PARTNERSHIP



# Potomac Yard Metro





# Old Town North: City's first Arts & Cultural District



Repurposing old buildings and adding density to surface parking lots

Edens' 530 First Street- full city block



# Old Town – Robinson Landing





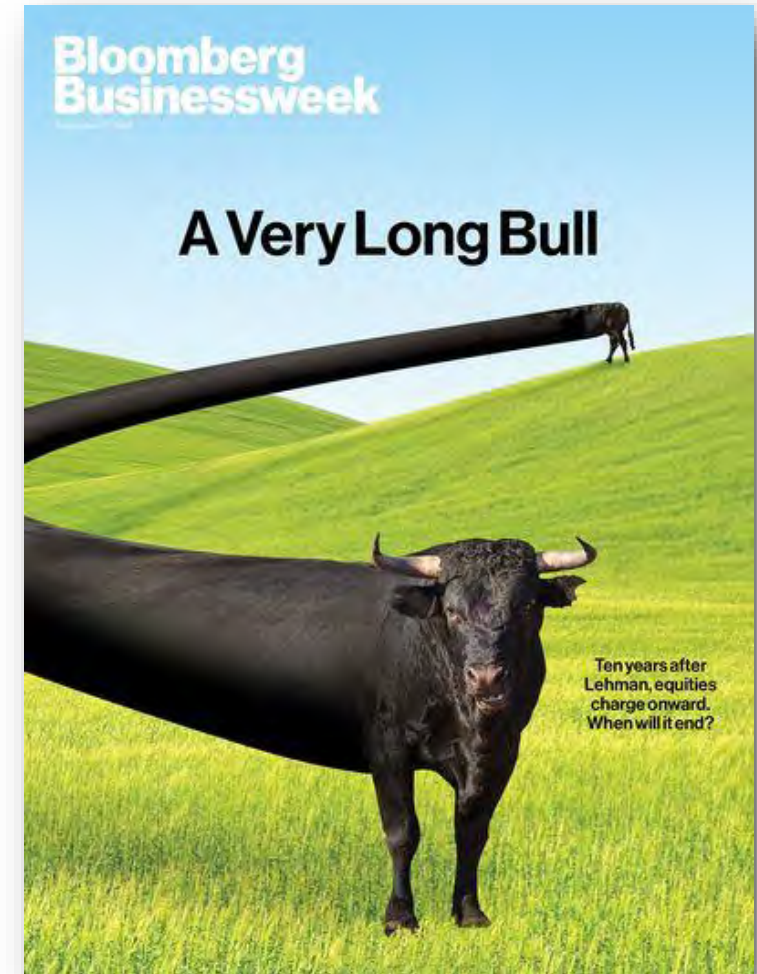
# **Data and Trends Update**

**Vito Fiore**

**Director of Marketing and Research**

# 1 Economy: Strong 2018/2019, Risks 2020

- Risks: Deficits, Interest Rates, Trade Wars → Recession in 2020?
- Past 10 years – increasing share of wallet on travel
  - Will that continue?



# 2

## DC and the Case of Missing Compression

- July-Dec 2018 room demand\*:
  - DC proper **↑** 1.2%
  - Surrounding area **↓** 1.3%
  - (22nd out of top 25 metros\*\*)
- DC rates fall, absorbing business that used to go to suburbs



\*Smith Travel Research. Surrounding area based on Alexandria, Arlington, Fairfax County, Prince George's County (MD)

\*\*October 2017-September 2018 lodging demand, STR

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**‘Hoping that this will end soon’: D.C. tourists, residents find workarounds as shutdown drags on**

*The Washington Post*

How the shutdown has snarled Americans' travel plans



**D.C.-area economy nears dangerous tipping point from shutdown**

**Air safety measures are ‘unraveling’ due to shutdown, says air traffic union**

Jan 24, 2019 6:48 PM EST

**PBS**  
**NEWS**  
**HOUR**

**WASHINGTON**  
**BUSINESS JOURNAL**

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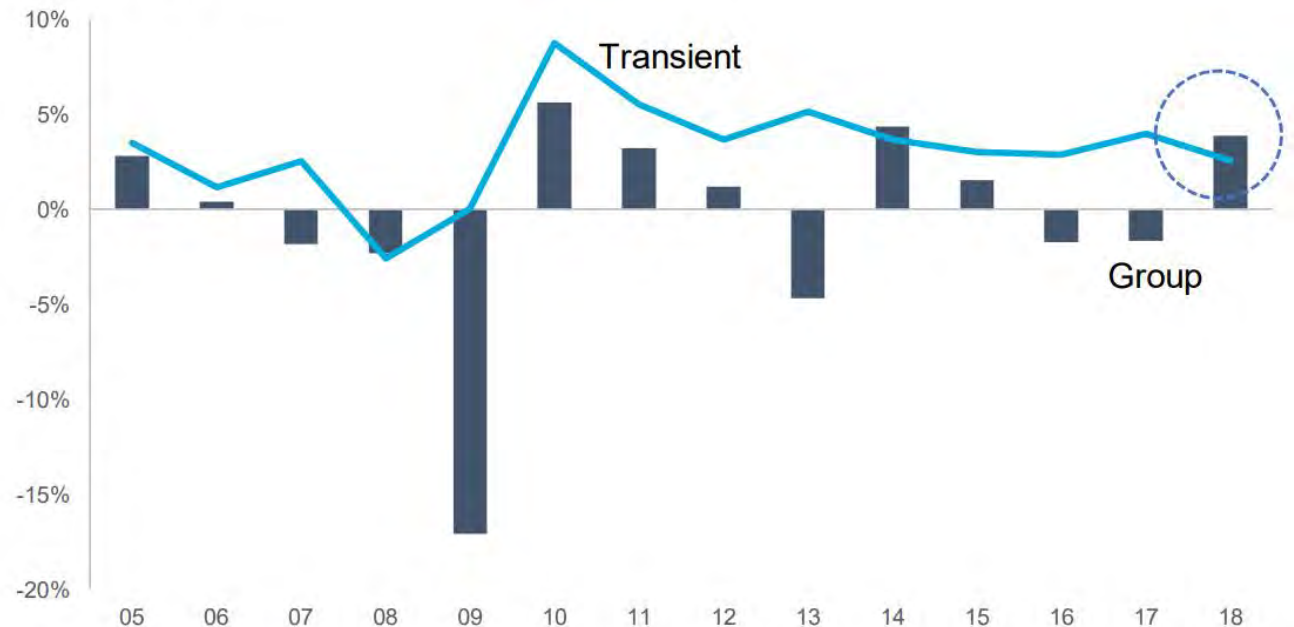
# 3

## Business Travel Shifts

- Corporate more sensitive to economic swings
- Shift to group/assoc

Transient and group room demand

US, annual growth



Note: Capital expenditures measured as nonresidential fixed investment, private, real.  
Source: STR; BEA; Oxford Economics



# 4

## Int'l: Smaller Slice, Bigger Pie

- US market share of global travel\*:  
13.8% ('15) → 11.5% ('24)
- Weaknesses: exchange rate, safety, politics, competition
- Virginia\*\* : +2.7% in '17 (vs. +1.3% national)



\*US Travel Association

\*\*Virginia Tourism Corporation

# 5

## Short-Term Rentals Plateau, Integrate

- Airbnb growth slows
  - BUT, pockets of explosive or periodic growth
- \$300k+ expected in room tax collected by Alexandria\*



# 6 The Importance of Quick Hit Travel

- Friends/Relatives still biggest reason to travel
- Road trips, shorter weekend getaways, regional drive ↑
- Add-ons to business travel



# 7

## Workforce Crisis

- Community workforce issues hits hospitality
- Affordable housing, training, labor market
- Risk: Declining service, increased cost and turnover



## .. And The Fight For Talent Drives Up Hourly Wages



Total U.S., Leisure and hospitality, Accommodation, Average hourly earnings of production and nonsupervisory employees, not seasonally adjusted <https://www.bls.gov/data>  
CEU7072100008

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# 8

## The Bar is Higher: Make it Epic

- Social media + infinite content → Need a good reason to “go out”
- Need for distinctive “wow” experiences
- Generation Z goes out less

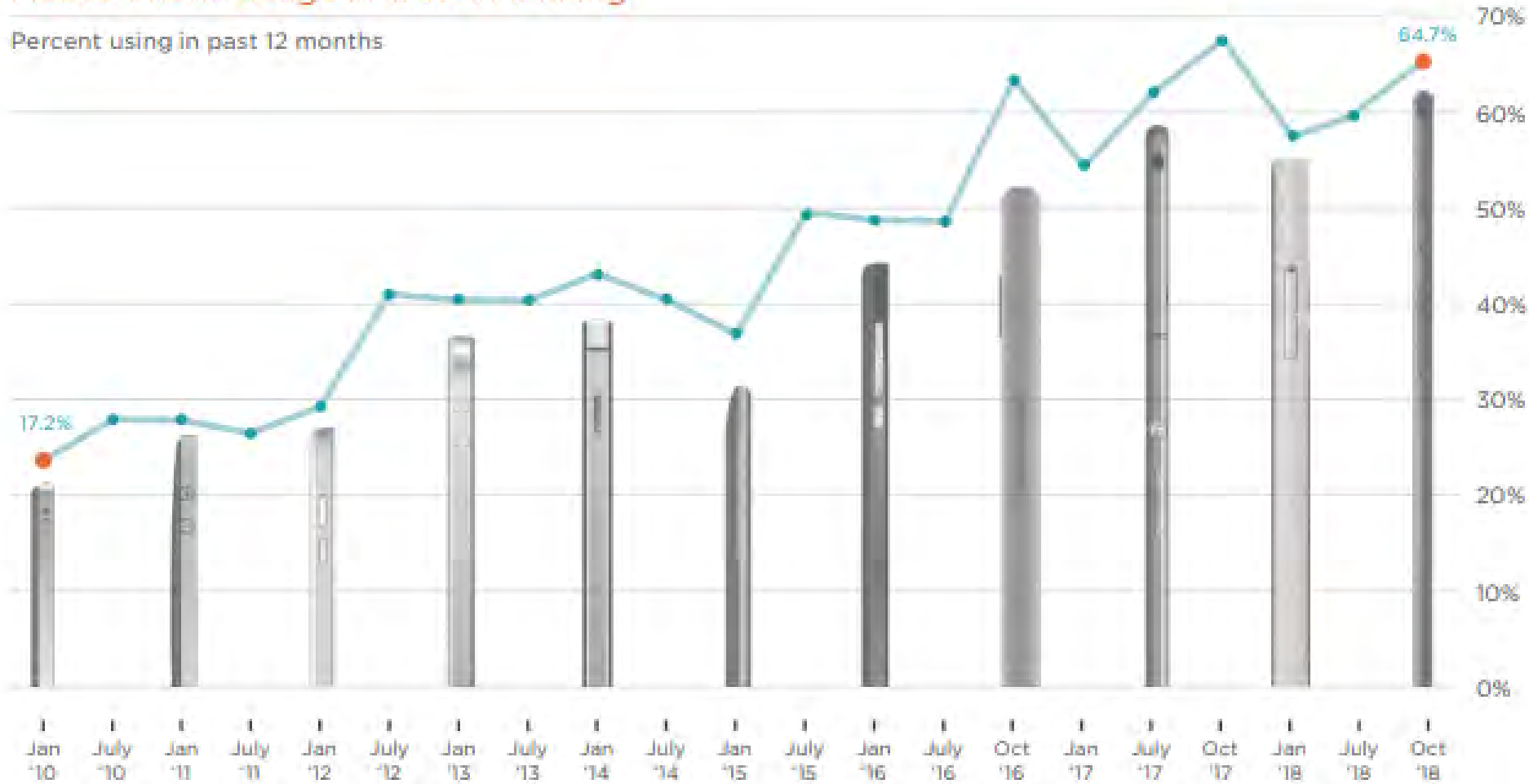


# 9

# Mobile First! And Second, and Third...

## Mobile Phone Usage in Travel Planning

Percent using in past 12 months



**17.2% in 2010 →  
64.7% in 2018**

Source: Destination Analysts "State of the American Traveler", Fall 2018



# Attraction to Distraction

Q: In the normal course of your day, if you become bored or momentarily have some free time, how often will you feel the urge to pick up your mobile phone to entertain yourself?

**Always**  
45.3%



**Often**  
35.1%



**Sometimes**  
14.0%



**Rarely**  
4.8%



**Never**  
0.8%





# **Metro Shutdown Response**

**Tom Kaiden**  
**Chief Operating Officer**

# Metro Shutdown Summary

- **Essential Safety Platform Repairs**
- **Memorial Day-Labor Day**
- **Forecast hotel impact (STR):**
  - ↓ 13.5% RevPAR
  - ↓ \$8.6 million in hotel revenue
  - ↓ \$576 thousand in hotel tax receipts
- **Mitigation Plans:**
  - Free shuttle service added
  - Current bus routes expanded
  - HOV lane changes
  - Water taxi morning expansion likely
  - Transit options flyer
  - Lyft discount code
  - Hotel packaging



King Street Station



Braddock Road Station



# Free Shuttle Routes

Shuttle 1: Franconia → Pentagon

Shuttle 2: “Blue Line” Franconia-  
Old Town-Airport

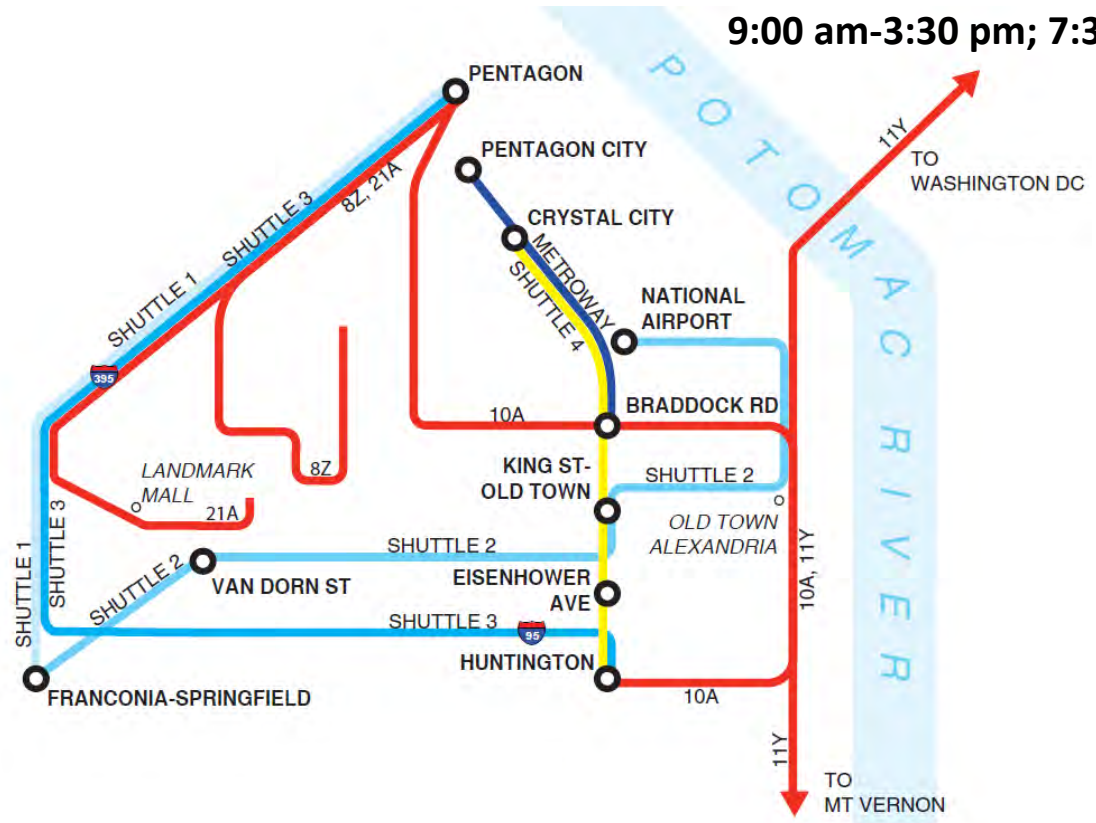
Shuttle 3: Huntington → Pentagon

Shuttle 4: “Yellow Line”  
Huntington → Crystal City

Metroway: Existing (paid)  
Braddock → Pentagon City

**Peak**  
5 minutes or less  
5:30-9:00 am; 3:30-7:30 pm

**Off Peak**  
10 minutes or less  
9:00 am-3:30 pm; 7:30 pm-Midnight



# Travel Options Flyer & Link

## TRAVEL OPTIONS DURING SUMMER 2019 ALEXANDRIA METRO STATIONS CLOSURE

Provided by Visit Alexandria

### MEMORIAL DAY – LABOR DAY 2019



Alexandria's Metrorail stations will be closed for renovation during the summer of 2019. Fortunately, there are many convenient ways to travel the seven miles between Washington, D.C. and Alexandria. Keep reading to learn about our favorite alternative transportation options, including the most convenient routes to and from Washington, D.C.

### FREE SHUTTLES TO NEARBY METRO STATIONS

If you prefer taking Metrorail, you can continue to do so during the shutdown of Alexandria's four Metrorail stations by catching one of the following free shuttles from Alexandria's stations to other nearby stations. From there you will be able to continue your journey on Metro throughout the D.C. region.



- SHUTTLE 1**  
Franconia ⇄ Pentagon
  - SHUTTLE 2**  
Franconia ⇄ Old Town ⇄ Airport
  - SHUTTLE 3**  
Huntington ⇄ Pentagon
  - SHUTTLE 4**  
Huntington ⇄ Old Town ⇄ Crystal City
- PEAK**  
5 mins or less  
5:30 am – 9:00 am  
3:30 pm – 7:30 pm
- OFF PEAK**  
10 mins or less  
9:00 am – 3:30 pm  
7:30 pm – Midnight

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VisitAlexandriaVA.com/MetroOptions

## 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	<b>Est. Cost:</b> \$10.00 – \$12.00 one way More info: PotomacRiverboast.com	<b>30 MINUTES</b>
	<b>RIDESHARE</b> (Lyft/Uber) First time Lyft users, save \$5 with this code: VISITLX19	<b>Est. Cost:</b> \$15.00 – \$20.00 one way More info: Lyft.com/Uber.com	<b>20 MINUTES</b>
	<b>TAXI</b> Connecting Old Town Alexandria to Downtown D.C.	<b>Est. Cost:</b> \$17.00 – \$21.00 More info: AlexandriaYellowCab.com	<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.	<b>Est. Cost:</b> \$7.00 one way More info: VRE.org Note: Not available midday or weekends	<b>25 MINUTES</b>
	<b>CAR</b>	<b>Est. Cost:</b> Fuel \$2.00+; parking garage \$15 - \$20 (all day garage) or \$2.30/hour (meters) More info: DCParking.org	<b>20 MINUTES</b>
	<b>CAPITAL BIKESHARE</b> Various locations throughout Alexandria and Washington, D.C.	<b>Est. Cost:</b> \$4.00 one way More info: CapitalBikeshare.com	<b>45 MINUTES</b>
	<b>METROBUS</b> Various stops throughout Alexandria and Washington, D.C.	<b>Est. Cost:</b> \$1.75 one way More info: WMATA.com	<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.	<b>Est. Cost:</b> \$1.75 one way More info: MetroWayVA.com	<b>30 MINUTES</b>
	<b>CARSHARE</b> (Zipcar)	<b>Est. Cost:</b> \$10.00/hour More info: Zipcar.com	<b>20 MINUTES</b>

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VisitAlexandriaVA.com/MetroOptions

[VisitAlexandriaVA.com/MetroOptions](http://VisitAlexandriaVA.com/MetroOptions)

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# “Love Your Summer” Package

Valid Memorial Day-Labor Day

Includes:

- Voucher for unlimited ride Potomac Riverboat Company 2-day water taxi passes for 2 people (\$78 value)
- Voucher for 2 Key to the City Museum Passes (\$88 value)
- Free hotel parking (\$60 value)



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**2019 Marketing Tools**

# Visit Alexandria Marketing Funnel



- Advertising
  - P.R.
  - Meetings Sales
  - International
  - Web
  - Social Media
- 
- VisitAlexandriaVA.com
  - Publications
  - Visitor Center
  - Local Advertising
  - Social Media
- 
- Product/Service Line
  - Pricing & Promotions
  - Customer Service
  - Invitation to Return



**WINTER GETAWAY**

Take advantage of some of the best hotel rates of the year and special deals with our Winter Getaway package.

Minutes from DC yet  
**A WORLD AWAY**



**VisitAlexandriaVA.com**  
**2 million annual visits**

MAP EXPLORER

VIEW A-F | G-L | M-R | S-Z | ALL



**ALEXANDRIA  
ARCHAEOLOGY**

105 N. Union Street, Torpedo Factory



**BIKE AND ROLL  
ALEXANDRIA**

One Wales Alley



**MOUNT VERNON BY BIKE  
& BOAT**

221 King Street

**BIKE AND ROLL ALEXANDRIA**



WHAT'S NEARBY

ADDRESS

One Wales Alley  
Alexandria, VA 22314

PHONE

(202) 842-2453



[View Website >](#)

[+ ITINERARY](#)

< 1/4 >

DETAILS

Bike and Roll encourages locals and tourists alike to hop on two wheels and Bike the Sites® of Alexandria! We have hybrid bikes or kids equipment available to rent by the day. Rent a bike and cruise the George Washington Parkway to Gravelly Point and feel the rush as you watch planes take-off, or ride along the Potomac River to tour Historic Mount Vernon. Sign up for our popular Bike and Boat package, which includes a bike ride



# VisitAlexandriaVA.com Paid Advertising



## Seafood

Taste how Alexandria celebrates its waterfront location with fresh seafood.

[Learn More >](#)



## Bars & Pubs

Casual evening out or chic night on the town—immerse yourself in a vibrant bar and pub scene....

[Learn More >](#)



## Private Event Spaces

Alexandria is filled with unique dining spaces that offer tailored group menus and separate rooms perfect for business events.

[Learn More >](#)



## Presidential Hotspots

First Family favorites from the Obamas to George Washington....

[Learn More >](#)

**CREATE UNFORGETTABLE EVENTS**  
Sail in style with Entertainment Cruises, offering a variety of options for your next personal or business event. [Learn more](#)



## A PERFECT PAIRING!

Sonoma Celler has amazing food and wine, but did you know we have a stellar brunch? Join us every Saturday and Sunday from 10am to 3pm. [More](#)

## Extras

[George Washington's Mount Vernon >](#)

[Happy Hour Half Off Burgers & more - USPH Taproom >](#)

[Exclusive hotel deals at Kimpton Lorien Hotel & Spa in Old Town >](#)

[Discover one-of-a-kind clothing, gifts, & more at Twist Boutique >](#)



RESTAURANTS >

Share 160 Like 6

## ALEXANDRIA RESTAURANTS

Bite into a booming culinary scene praised by *Food & Wine*, *Bon Appetit* and *The New York Times*. Minutes from Washington, DC, our culinary oasis has served US presidents and Washington elite, as well as couples and families seeking a dining experience away from the norm. The city is known for its chef-driven and independently owned eateries, serving the freshest catch at seafood restaurants while others boast creations with an international flair. Discover locally owned restaurants and artisan-owner specialty shops. Craft your own culinary itinerary or let a food tour lead the way. [Check the blog](#) for the latest foodie news.

[Find the latest about restaurants >](#)



## GHOST & GRAVEYARD TOUR

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



## Official Visitor Guide

- 350,000 copies
- Free listing
- Paid advertising from \$200/month
- Timing: July 1 (listing)  
October 1 (ads)



# Official Menu Book

- Over 70 restaurants participating!
- Organized by:
  - Name
  - Neighborhood
  - Cuisine

# Visitor Center

- Visitor Center garden redesign
- 76,000 visitors served annually
- Free brochure slot
- Ticketing events & attractions



# Other Marketing Tools

- Meeting & group sales
- Wedding Showcase
- Public relations
- Social media
- Sidewalk Sale
- Holiday promotion
- Restaurant Weeks
- Visitor Map
- Trolley advertising
- Hotel packages
- Key to the City
- Breakfast with the President
- Annual Meeting
- Summer Social

# Annual Planner & Programs Summary



## Visit Alexandria: 2019 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](mailto:tmeisner@visitalexva.com)

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.



## Visit Alexandria: Member Promotions & Marketing Programs Annual Planner

Business Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This form is intended to help you plan your participation for the year by checking off the ones you are interested in. If you would like additional information before making your decision, or if you have any questions, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com) or (703) 652-5368. You will receive additional correspondence with specific details and deadlines closer to the actual date(s) for each promotion.

Program Name	Member Category	Cost	Member Sign-Up*	Event/Launch Date	Yes	No	Tell Me More
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			
What's New Meeting	All	\$20	January	January			
The Official Visitor Map Advertising	All	\$1,750-\$5,950	February	May			
The Official Visitor Map Listing	All	Free	March	May			
"Summer Saver" Hotel Package	Hotel	Free	April	June-September			
Summer Social	All	\$20	June	June			
Summer Sidewalk Sale	Retail	Free	June	August			
Summer Restaurant Week	Restaurant	Free	June	August			
Alexandria Wedding Showcase	All	\$275-\$1,500	July	February			
Marine Corps Marathon Hotel Package	Hotel	Free	August	October			
The Official Visitor Guide Customized Listing	All	Free	August	December			
Annual Meeting	All	\$20	September	September			
The Official Visitor Guide Advertising	All	\$2,410-\$17,600	September	December			
Holiday Shopping - Black Friday	All	Free	September	November			
Holiday Shopping - Small Business Saturday	All	Free	September	November			
Restaurant Openings & Dining on Major Holidays	Restaurant	Free	October	November-January			
Elf Prize Patrol Gifts	All	In-Kind	October	November-December			
Winter Restaurant Week	Restaurant	Free	November	January/February			
Winter "Alexandria Extras" Hotel Package	Hotel	Free	November	January-March			

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



# Learn More Right Now...

1. Web Advertising & Member Promotions—Trisha  
Visitor & Member Services—Melanie
2. Meetings, Groups & Wedding Showcase—Lorraine, Robin, Carla, Jen
3. Research—Vito
4. PR, Web, Social Media & Content—Claire, Leah, Misha
5. Visitor Guide and Map Advertising—Chris Dunham, Morris Publications
6. Metro Shutdown Planning—Thomas Hamed & Janice Fortunato, T&ES
7. Recruiting & Staffing—Linda Gilmore, Workforce Development Center

Call or e-mail Melanie/Trisha... anytime!

[mfallon@visitalexva.com](mailto:mfallon@visitalexva.com) | 703-838-4725

[tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com) | 703-652-5368

**VisitAlexandriaVA.com | #VisitALX**

