

EXTRAORDINARY

Alexandria

VISIT ALEXANDRIA PRESENTS
WHAT'S NEW IN 2017?

January 25, 2017
Hilton Alexandria Old Town



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Alexandria

Patricia Washington
President & CEO
Visit Alexandria



SPECIAL THANKS TO OUR CORPORATE SPONSOR

**Burke &
Herbert
Bank**

At Your Service Since 1852

AND OUR CHARTER MEMBERS

GEORGE WASHINGTON'S
MOUNT ★ VERNON



Carluccio's



Alexandria Hotel
Association

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Florian Kunkel
General Manager
Hilton Alexandria Old Town



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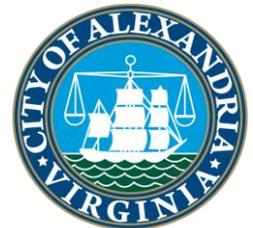
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Patricia Washington
President & CEO
Visit Alexandria

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Mark Jinks
City Manager
City of Alexandria



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Patricia Washington
President & CEO
Visit Alexandria

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2017 New Initiatives

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IPW 2017—June 3-7



LOCAL IMPACT



1,500

International
Buyers / Customers

IPW will...



HIGHLIGHT
WASHINGTON DC

and the region as a world class destination



500

International
Journalists



INCREASE VISITATION

With higher-spending international travelers



DIRECTLY SUPPORT

Local jobs



4,000

U.S. Suppliers

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Wedding Initiative

Alexandria Wedding
SHOWCASE

The Westin Alexandria • February 19, 2017 • 11AM - 3PM



Alexandria, VA has been the backdrop of storybook and history book weddings for centuries. See why Alexandria is the perfect destination for your biggest day.

Go to ALXWeddingShowcase.com for tickets.

#ALXWedding

This event was made possible through the support of the Alexandria Marketing Fund.



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LGBT Initiative

- Launched November 2016
- 10% of U.S. travelers
- \$57 billion market
- Human Rights Campaign ranks Alexandria a top LGBT-friendly city in Virginia
- Enhance that reputation in 2017
- 48 LGBT-friendly designated businesses on VisitAlexandriaVA.com



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Old Town Business Improvement District (B.I.D.)

What It Does:

- Branding & Marketing
- Activation & Events
- Public Space Management
- Streetscape Improvement & Beautification

How It's Funded:

- \$2.2 million budget
- \$0.10 per \$100 of assessed value for commercial property
- Initial 5-year term

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Claire Mouledoux

Vice President of Communications

Visit Alexandria

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What's New in 2017

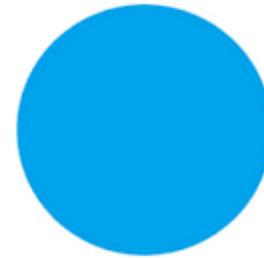
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Media Coverage and Accolades

SMARTERTRAVEL

10 Must-Visit U.S. Hotspots for 2017



**USA
TODAY™**

Top Cities to Explore American History
America's Top Holiday Towns

VOGUE

CONDÉ NAST

Traveler

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New at the Waterfront



Hotel Indigo
Opening Spring 2017

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New at the Waterfront



**Vola's Dockside Grill and
The Hi Tide Lounge
Opened Late August 2016**

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New at the Waterfront



**NH2 Bus Connects to
MGM and National Harbor
Started Oct. 2016**



**New Potomac Riverboat Co.
Water Taxi Service
To DC Southwest Waterfront
Starting Fall 2017**

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PBS' Mercy Street Season Two

40 New Alexandria Experiences

PBS Premiere Sunday, January 22, 8 pm ET



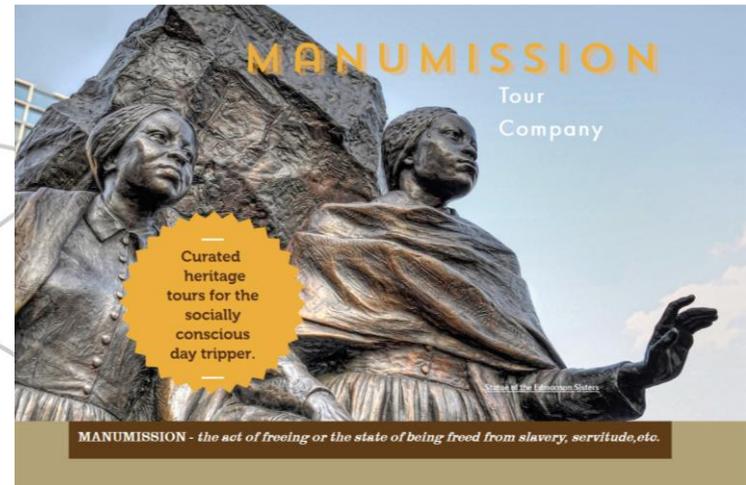
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New Niche Tours



FETCHING PHOTOS



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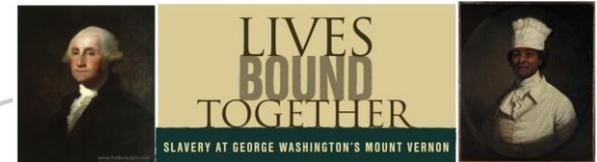
Hub of African-American Heritage Travel



New Smithsonian



**Alexandria
History on
PBS' Mercy Street**



**New Mount Vernon
Exhibition**

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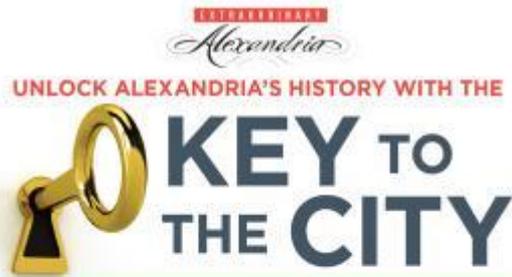
New Key to the City Attractions



40% Off
Mount Vernon



Observation Deck
at George
Washington
National Masonic
Memorial



\$49 Value for \$15

Museum Pass Includes 12 Historic Alexandria Sites
Plus 40% discount to Mount Vernon

- Alexandria Archaeology Museum
- Alexandria Black History Museum
- Carlyle House Historic Park
- Fort Ward Museum & Historic Site
- Freedom House
- Friendship Firehouse Museum
- Goddard's Tavern Museum
- George Washington Masonic Memorial Observation Deck
- Lee-Fendall House Museum & Garden
- National Inventors Hall of Fame
- Stabler-Leadbeater Apothecary Museum
- The Lyceum, Alexandria's History Museum
- George Washington's Mount Vernon (40% discount)

Purchase your Key to the City at the Alexandria Visitor Center at 221 King St in Old Town. Or go to: VisitAlexandriaVA.com/KTC

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Brew News



**Portner Brewhouse
Opens Feb. 2017**



**Port City Brewing Co.
Expands in 2017**

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New Restaurants: Creative Comfort Food



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New Restaurants: Creative Comfort Food



Opening Jan. 30



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New Restaurants: Creative Comfort Food



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New Restaurants: Sweet Spots for Desserts



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New Restaurants: Sweet Spots for Desserts



Dolce & Bean



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New Restaurants



New and Coming Soon in 2017

- Northside 10 – Jan. 2017
- EatsPlace – Jan. 2017
- Salt | Bagel Pop-up – Jan. 2017
- Whiskey & Oyster – Spring 2017
- Old House – Spring 2017



New in Late 2016

- Namaste – Dec. 2016
- Flat Top Burger – Dec. 2016
- BurgerFi – Nov. 2016
- Nasime – Oct. 2016

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New Shops



Feb. 2017



March 2017

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New Shops



The Hive

Donna Lewis YogaSport

Crooked Beats Records

La Brocante

ArtTrue Décor

Sept. 2016

Sept. 2016

Sept. 2016

Sept. 2016

July 2016

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Alexandria

Vito Fiore

Director of Marketing & Research

Visit Alexandria

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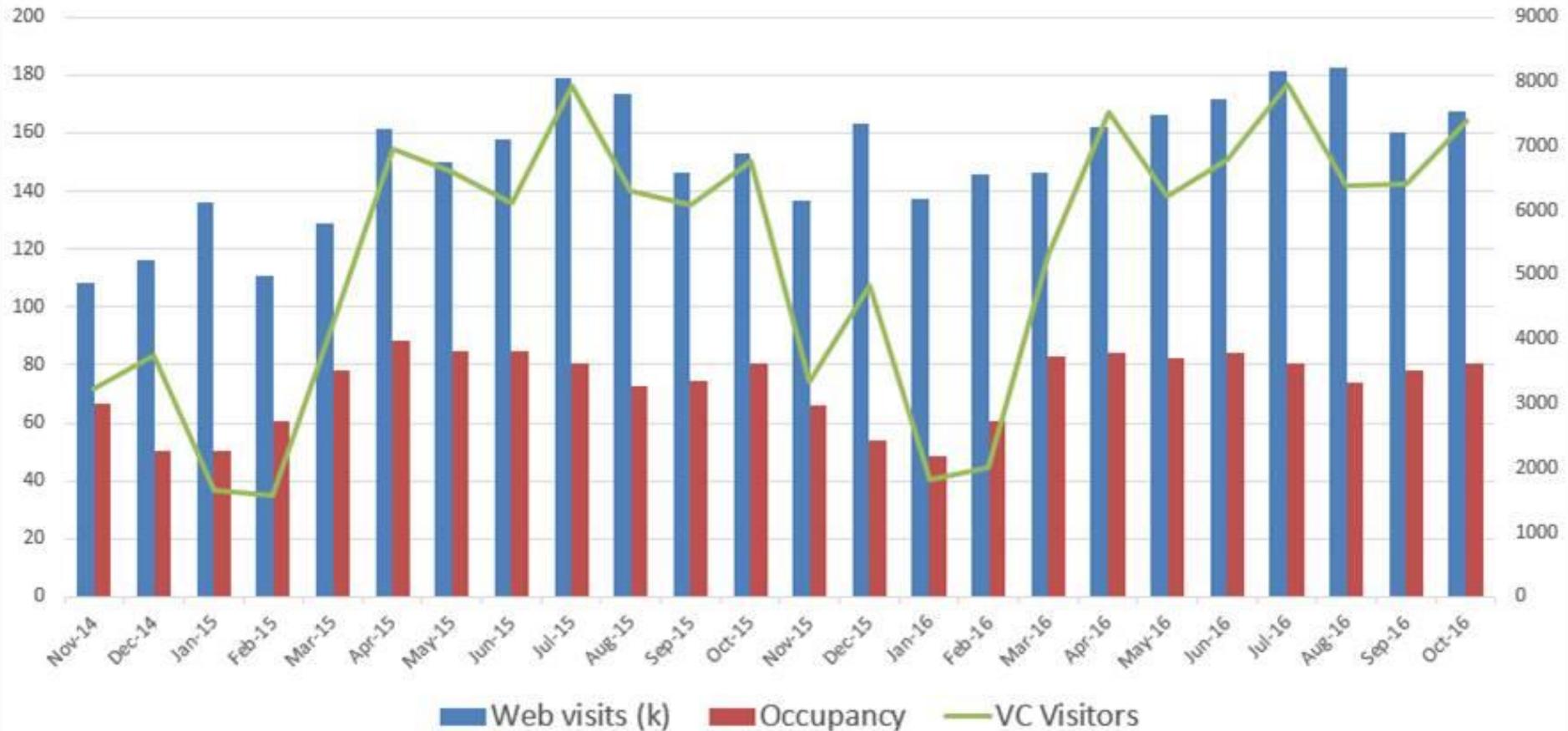
Consumer & Travel Trends 2017

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#1: Seasonality

Alexandria: Nov 2014-October 2016



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#2: Slow Economic Growth Amidst Uncertainty

- Expected continued GDP growth of +2% annually
- Federal government uncertainty
- Travel industry continues to gain share of consumer spending

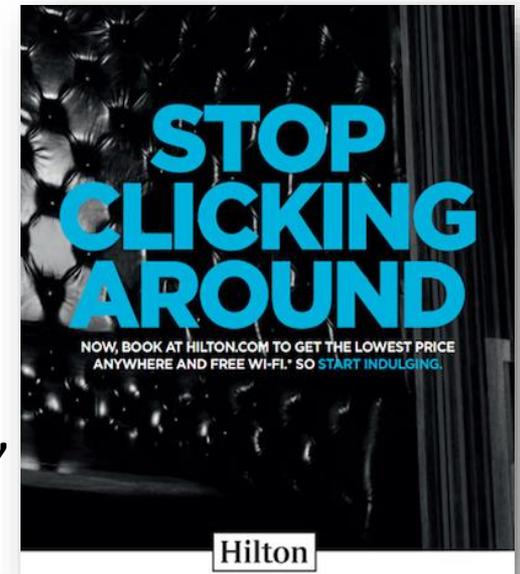


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#3: Lodging Outlook

- Direct vs. Indirect booking wars
- Consolidation and brand proliferation
- At peak occupancy (2016: 65.5% US, 73.5% ALX),
but now Supply growth > Demand growth
- US forecast for 2017:
 - Flat/Declining occupancy
 - Slow rate growth
 - Not building conference space



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#4: The Need for Conversation and Connection

- High Tech + High Touch
- “What can’t Amazon do?”
- Storytelling of product
- Building Trust



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#5: The Evolution of Business Travel

- The Big Blend – blurring the lines between business and leisure, solo and group travel
- “Bleisure” plays well to our strengths – our assets support each other



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#6: International Outlook

- Global tourism demand still growing
- Strong dollar = unfavorable exchange rates for inbound travel
- Canada down 10% in 2016
- China surpass UK by 2021
- Countries to watch: Mexico and India



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World Population
Split in Half

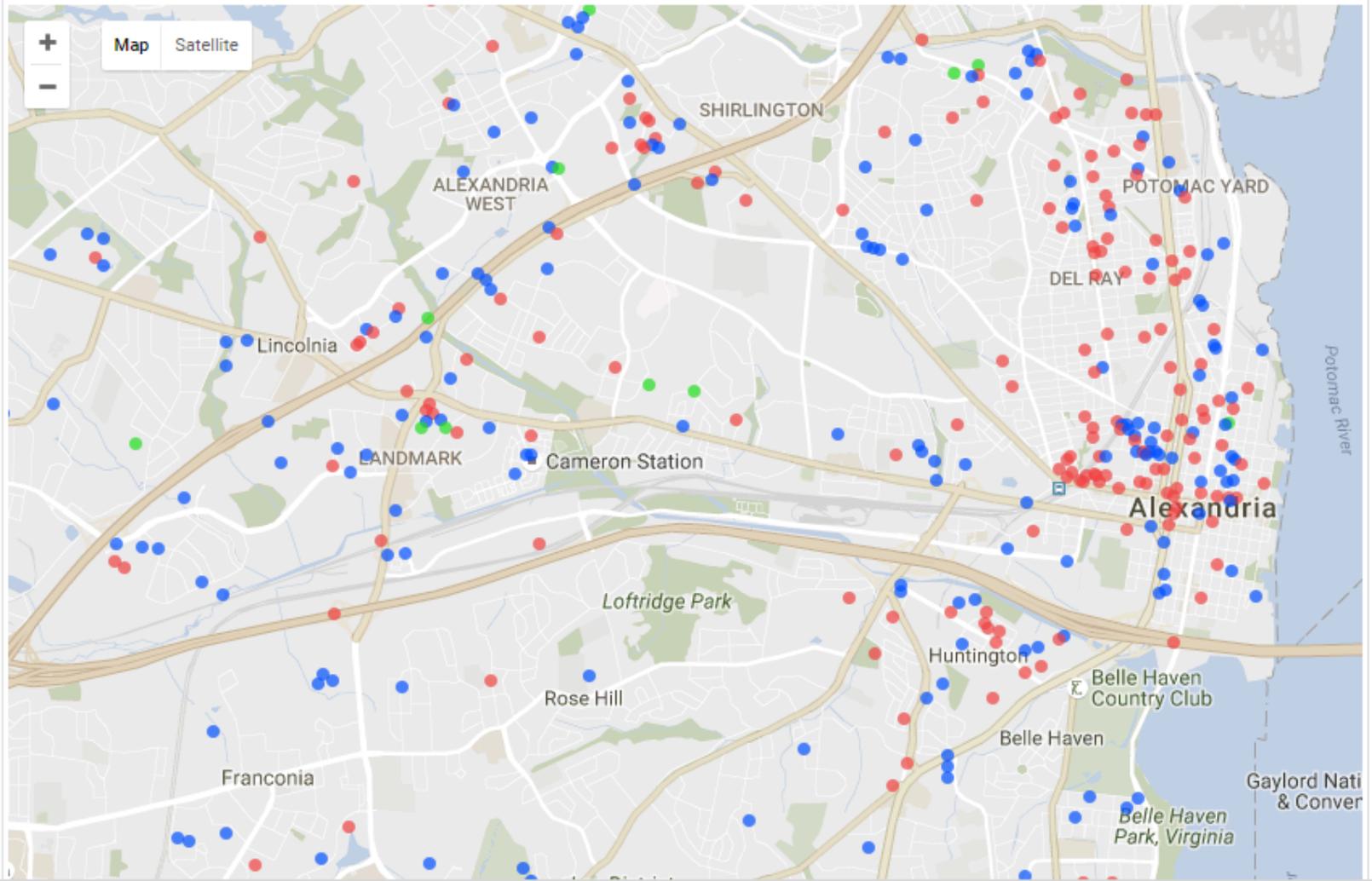


Alexandria, Virginia

Airbnb Data and Analytics - November 2016

Active Airbnb rentals in Alexandria, Virginia

Entire place Private room Shared room



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#7: Short-term Rentals: Explosive Growth

- 7.2% of travelers use in 2015 → 12.1% in 2016
- Why: Price, location, larger party, ability to cook
- Problems? Tax revenue, real estate market impacts, unfair playing field, safety, lack of transparency, noise, transient guests
- Visit Alexandria position: Tax, regulate, and put on a level playing field with hotels



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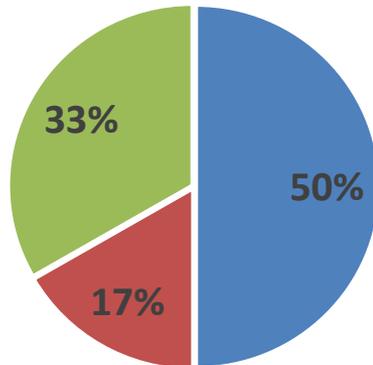
#8: Food Travel—Local & Fun

- Food media educating travelers; celebrity chefs, reality TV competitions, blogs, etc.
- 49% of travelers are food travelers
- Millennials more likely to be food travelers
- Not just about gourmet – casual can be local, authentic, eclectic



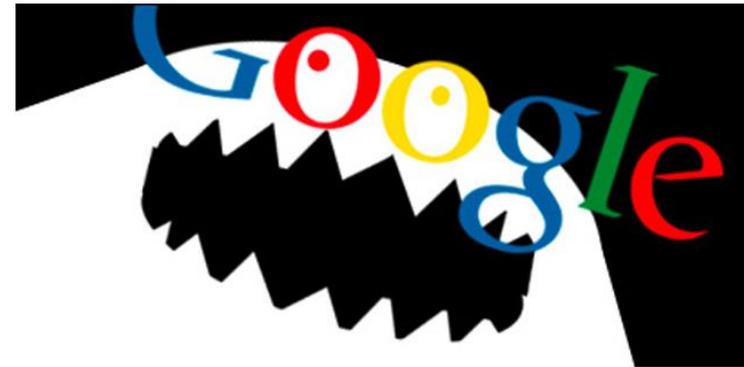
#9: Google + Facebook Rule the World

Digital Ad Dollars



■ Google ■ Facebook ■ All Others

- Top 7 Apps are ALL Google or Facebook
- User-friendly for advertisers

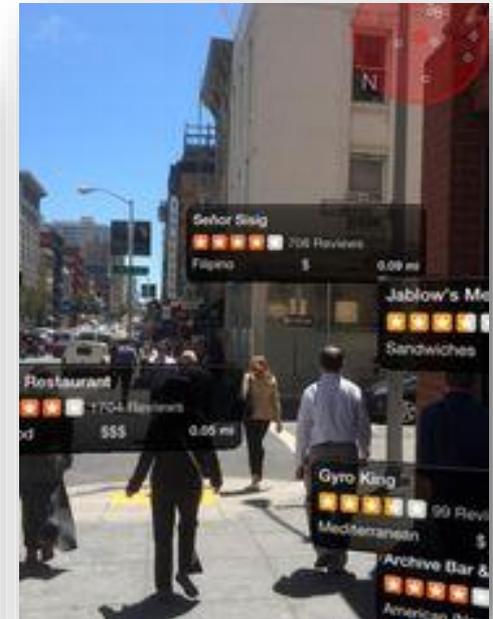
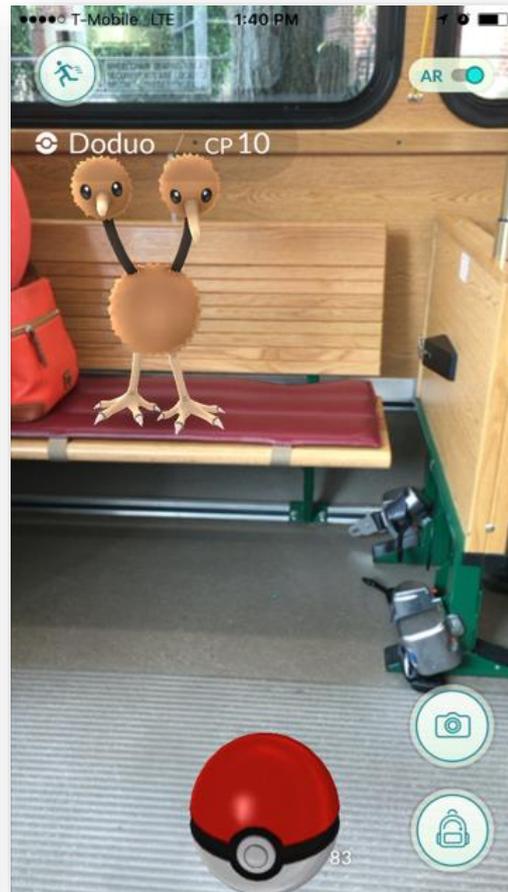


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#10: What's Next?

- Augmented Reality
 - Filter on the real world
 - Uses existing hardware (smartphone)
- Programmatic ads: New ways to target customers





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Stephanie Landrum

President & CEO

Alexandria Economic Development Partnership

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2017 Development Outlook

City of ALEXANDRIA



ALEXANDRIAideal.com



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. Torredo Factory Art Center



Metro Station
 BLUE LINE
 YELLOW LINE

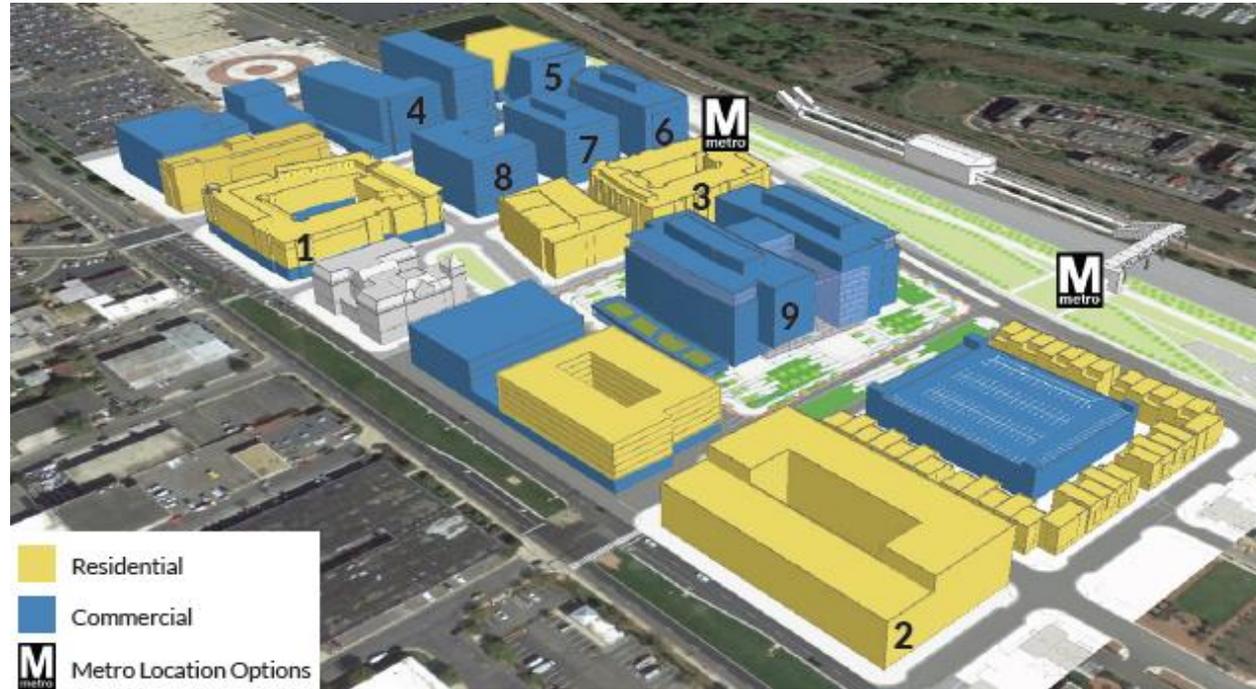


VRE / Amtrak Station

Residential Area

Public Park

Ronald Reagan Washington National Airport



JBG and MRP
825 Multifamily residential units
1.5M of office development
200,000 SF retail space
Under construction

CHARRETTE OPTION TWO: TEST FIT



US ROUTE 1

TOTAL DEVELOPMENT: 7,525,000 sf total

Retail: 930,000 sf

Office: 1,930,000 sf

Residential: 1,100,000 sf

Hotel: 170,000 sf

Flex (Office or Residential): 3,395,000 sf



• Oakville Triangle

StoneBridge Carras mix of residential, office and retail
Reuse of warehouses

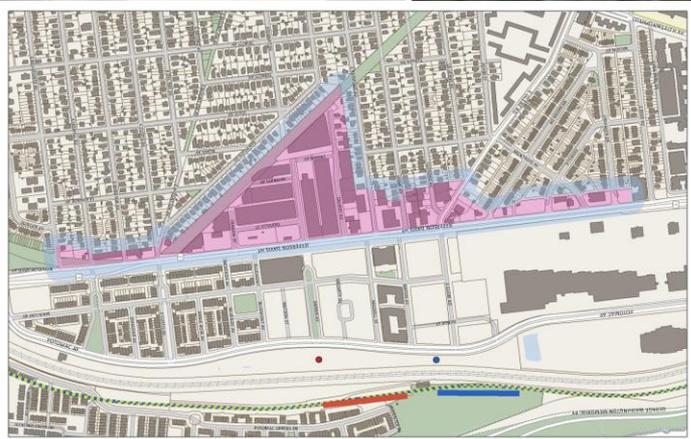
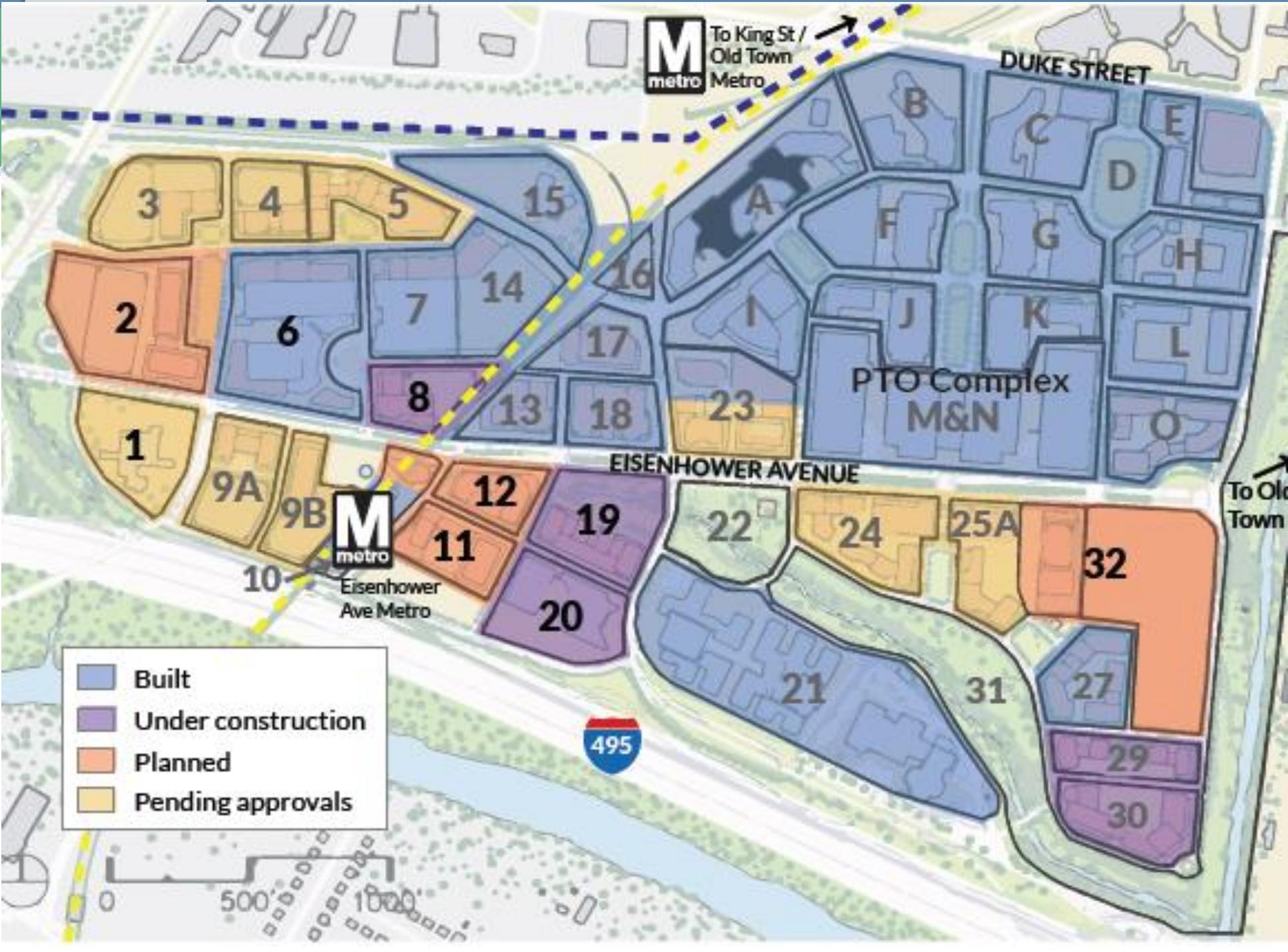


Image Credit: KLN Retail



Eisenhower East – Carlyle



Landmark Mall Phase I



Mid Plaza

South Plaza

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Tom Kaiden
Chief Operating Officer
Visit Alexandria

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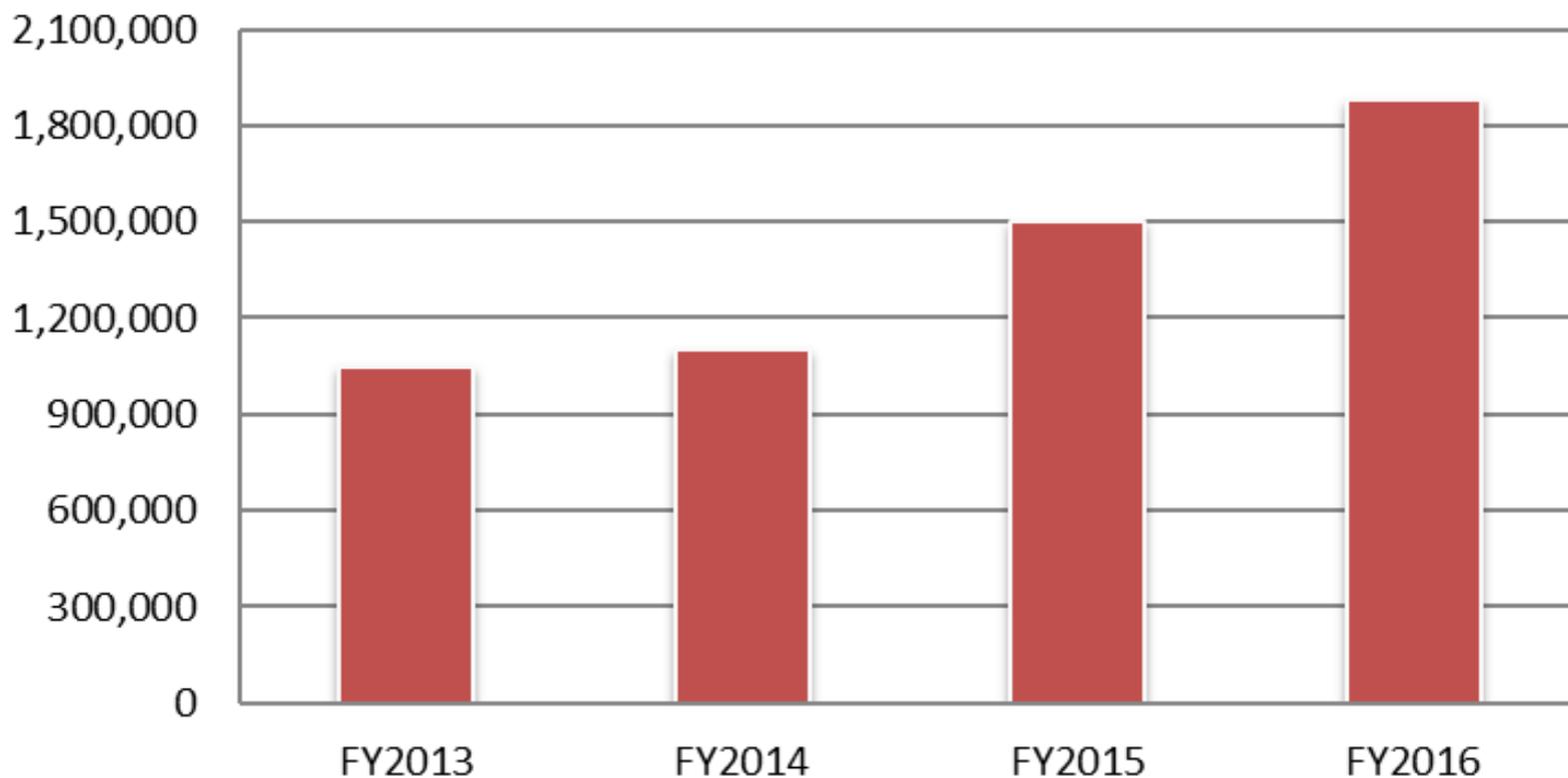
2017 Marketing Tools

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VisitAlexandriaVA.com

Web Traffic



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Alexandria

VisitAlexandriaVA.com—Free Listing

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



< 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



WHAT'S NEARBY

ADDRESS:

One Wales Alley
Alexandria, VA 22314

PHONE:

(202) 842-2453



[View Website >](#)

[- ITINERARY](#)

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VisitAlexandriaVA.com—Paid Advertising

OLD TOWN ▾

Share

210

Like 271

Share

OLD TOWN ALEXANDRIA

A beautifully-preserved historic district on the Potomac River, Old Town Alexandria is the [heart of the city](#) George Washington called home. Today Old Town's cobblestone streets and red brick sidewalks hum with an energy that attracts everyone from presidents to pet lovers to some of the best [Old Town Alexandria restaurants](#), [arts](#), [events](#), [shopping](#) and historic attractions. Be sure to celebrate [New Years Eve](#) in Old Town Alexandria.

- The area is anchored in the west by the majestic [George Washington Masonic Memorial](#) and in the east by the [Potomac River waterfront](#), where you'll find restaurants with waterfront views, the nationally renowned [Torpedo Factory Art Center](#) as well as numerous [boat tours and water taxis](#).



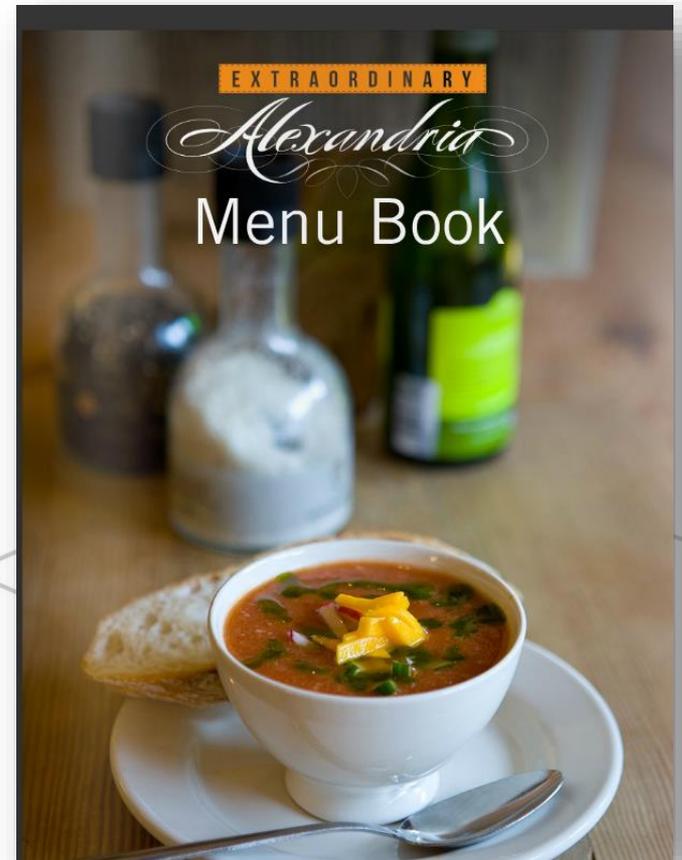
1 ROOM, 60 MINUTES, CAN YOU ESCAPE?

Unique, interactive fun for families, friends & co-workers. Book your EscapeQuest experience today! [More...](#)



Official Alexandria Menu Book

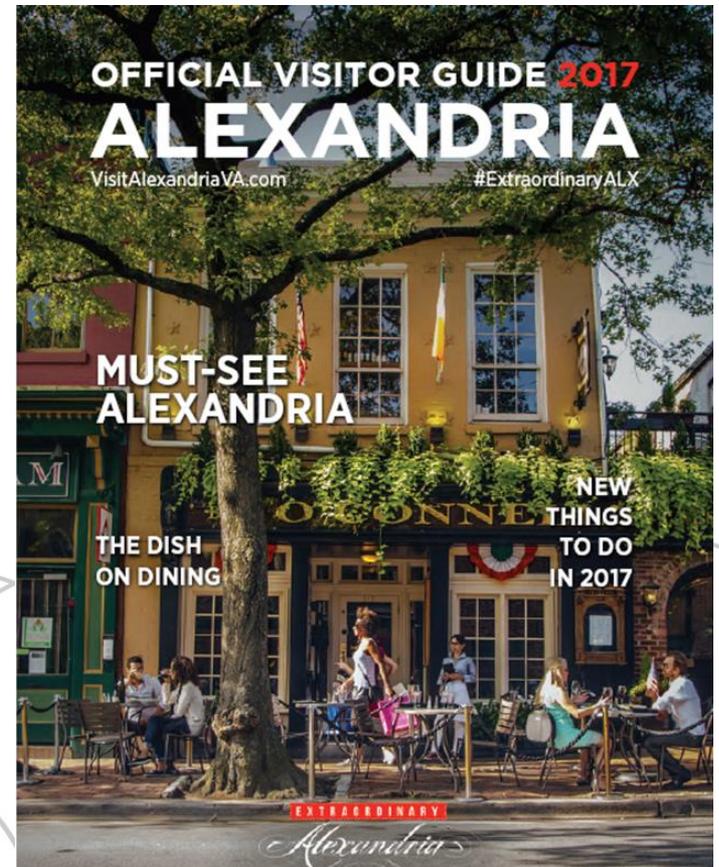
- Over 70 Restaurants Participating!
- Organized by:
 - Name
 - Neighborhood
 - Cuisine





Official Alexandria Visitor Guide

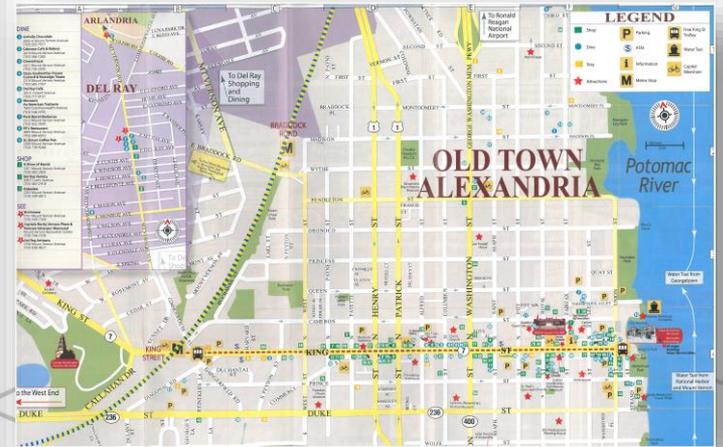
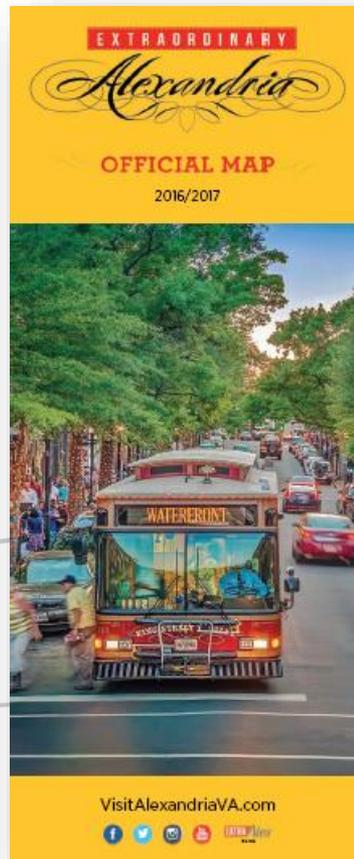
- 350,000 copies
- Free Listing
- Paid Advertising from \$200/month
- Timing: July 1 (listing)
October 1 (ads)





Official Alexandria Map

- 315,000 copies
- Free Listing
- Paid Advertising from \$125/month



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Visitor Center

- 65,000 Walk-in Visitors/Year
- Free Brochure Slot
- Ticketing Events & Attractions



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King Street Trolley

- 900,000 Passengers/yr
- Digital Advertising Signboard
- Design Included



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Business Partner Programs

- AEDP—Newsletter, Commercial Real Estate, Development Planning
- SBDC—Consultation, Training
- Alexandria Chamber—Advocacy, Awards, Networking
- Workforce Development Center—Hospitality Job Fair



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Other Marketing Tools

- Meeting & Group Sales
- Public Relations
- Social Media
- Sidewalk Sale
- Holiday Promotion
- Restaurant Weeks
- Hotel Packaging
- Key to the City
- Breakfast with the President
- Annual Meeting
- Summer Social



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. Please indicate which ones you are interested in, or if you would like additional information before making your decision. You will receive additional correspondence with specific details and content 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 (free in 2017)	Restaurant	\$75/month	Ongoing	Ongoing			
Visitor Center Brochure Distribution	All	Free	Ongoing	Ongoing			
Breakfast with the President	All	Free	Ongoing	Ongoing			
What's New Meeting	All	\$20	January	January			
The Official Visitor Map Advertising	All	\$1,750-\$5,950	February	April			
Summer "Alexandria Extras" Hotel Package	Hotel	Free	May	July			
Summer Sidewalk Sale	Retail	Free	June	August			
Summer Alexandria Restaurant Week	Restaurant	Free	June	August			
Summer Social	All	\$20	June	June			
The Official Visitor Map Placement	All	Free	July	April			
The Official Visitor Guide Customized Listing	All	Free	July	December			
Annual Meeting	All	\$20	September	September			
Black Friday	All	Free	September	November			
Small Business Saturday	All	Free	September	November			
The Official Visitor Guide Advertising	All	\$2,410-\$17,600	October	December			
"Mercy Street"-Inspired Experiences	All	Free	October	January			
Restaurant Openings & Dining on Major Holidays	Restaurant	Free	October	November-January			
Random Acts of Holiday Cheer	All	In-Kind	October	November-December			
Winter Alexandria Restaurant Week	Restaurant	Free	November	January/February			
Winter "Alexandria Extras" Hotel Package	Hotel	Free	November	January			

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

If you have questions about any of the member promotions and marketing programs listed, please contact Trisha Meisner at tmeisner@visitalexva.com or 703-652-5368.



Visit Alexandria: 2017 Member Promotions & Marketing Programs Summary

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. Here is a summary description to help you better understand and take advantage of those that will support your business. Please reach out to us with any questions. You will also receive additional correspondence with specific details and content deadlines closer to the actual date(s) for each promotion.



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Visit Alexandria: 2017 Content Themes & Major Events by Season

Member Content Needed:

1. **Events** loaded to the Calendar of Events section of our website with a compelling image
2. **Special offers (promotions, discounts, hotel packages)** loaded to the Deals & Happenings page of our website with an image

Member Content Needed Timeline:

Please keep the following general topics and timeframes in mind. Visit Alexandria will email all members and share announcements in our monthly member newsletter with details on each request noted below as well as specific deadlines.



Content Needed:	Date Content Due:	Notes:
	<i>Note: This is several months in advance of the event/when the content will be live so we can prepare web pages, promotional materials, etc.:</i>	
Super Bowl specials and watch parties	January	
Cherry blossom-related offerings	January	Food/drink specials, tours, etc.
St. Patrick's Day deals and happenings	February	
Spring events	February	
Spring hotel packages	February	
Easter brunch specials	February/March	
Tours (spring and summer offerings)	March	
Mother's Day specials and happenings	April	
Dog-friendly happenings	April	
Summer events	April	
Summer hotel packages	May	
Summer hours	May	
Summer Sidewalk Sale	June	
Summer Restaurant Week	June	
Fall events	July	
Fall hotel packages	August	
Halloween events	August	
Holiday signature events	September	
Shop Small retail promotions	September	Black Friday & Small

2017 Key Events:

January:

-1/22: Mercy Street Season 2 Premiere

February:

-Throughout: George Washington's Birthday Celebration
 -2/4: Alexandria Boutique Warehouse Sale
 -2/5: Super Bowl
 -2/17-2/26: Winter Restaurant Week
 -2/20: George Washington Birthday Parade

March:

-3/4: St. Patrick's Day Celebration & Parade
 -3/20-4/16: National Cherry Blossom Festival in DC
 -3/22: Alexandria Historic Home and Garden Tour
 -3/22-3/29: VA Historic Garden Week

April:

-3/20-4/16: National Cherry Blossom Festival in DC
 -4/16: Easter

May:

-5/14: Mother's Day
 -5/26-5/29: Memorial Day Weekend

June:

-6/18: Father's Day

July:

-Throughout: An American Celebration at Mount Vernon
 -7/8: USA/Alexandria Birthday Celebration

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Learn More Today!

- New: 2017 Marketing Planner & Handbook
- Info tables today
 - Member Marketing/Visitor Center
 - Web, Visitor Guide and Map Advertising (DTN & Where)
 - Meetings/Sales
 - Web/PR/Social Media
 - Partners—SBDC, Alexandria Chamber, Workforce Development
- Call or e-mail Melanie/Trisha... anytime!
mfallon@visitalexva.com | 703-746-3313
tmeisner@visitalexva.com | 703-652-5368

Thank you!

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Visit AlexandriaVA.com

**Burke &
Herbert
Bank**

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