

New Destination Ad Campaign 2020

Goals

- 1. Raise awareness
- 2. Increase length of stay
- 3. Home base for a DC-region vacation & destination in itself
- 4. Highlight historic character, walkability, and waterfront setting
- 5. Express the feeling





POTOMAC TAXII

Stav in the moment.

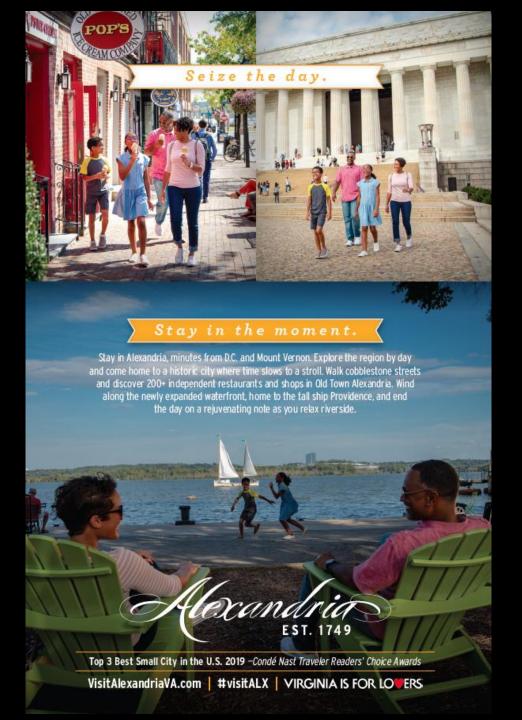
Stay in Alexandria, minutes from D.C. and Mount Vernon. Explore the region by day and come home to a historic city where time slows to a stroll. Walk cobblestone streets and discover 200+ independent restaurants and shops in Old Town Alexandria. Wind along the newly expanded waterfront, home to the tall ship Providence, and end the day on a rejuvenating note as you relax riverside.

Alexandria EST. 1749

Top 3 Best Small City in the U.S. 2019 -Condé Nast Traveler Readers' Choice Awards

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Digital







Just minutes from D.C.



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