



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



Seize the day.



Stay 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

VisitAlexandriaVA.com | #visitALX | VIRGINIA IS FOR LOVERS



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Digital

*Stay in
Alexandria.*

Alexandria
EST. 1749

GET STARTED

*Just minutes
from D.C.*

Seize the day.



Click below to view digital
banner animations:

1
2
3

*Stay in
the moment.*

**GET
STARTED**

Alexandria
EST. 1749

:15 Video



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[Click here for the Friends :15 video ad](#)



[Click here for the Family :15 video ad](#)

Thank You!

VISIT
Alexandria

VisitAlexandriaVA.com | #visitALX

