



**What's New in 2020?**

**January 24, 2020**



# Thanks to Our Valued Partner



**City of Alexandria**

VISIT  
*Alexandria*

# Thanks to Our Valued Partner

**VIRGINIA  
IS FOR  
LOVERS**

**Virginia Tourism Corporation**

VISIT  
*Alexandria*

# Thanks to Our Charter Members

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**

**POTOMAC  
RIVERBOAT COMPANY**  
BY HORNBLOWER®

**Burke &  
Herbert  
Bank**

At Your Service Since 1852®



Alexandria Hotel Association

VISIT  
*Alexandria*



# Thanks to Our Marketing Partner



VISIT  
*Alexandria*

# Thanks to This Morning's Host



VISIT  
*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*



*ACT for Alexandria*

*Alexandria Chamber of Commerce*

*Alexandria Hotel Association*

*Alexandria Restaurant Partners*

*Alexandria Seaport Foundation*

*Asana*

*Carr Companies*

*Chadwicks Restaurant*

*Common Plate Hospitality*

*Dolci Gelati*

*EYA*

*Pizzeria Paradiso*

*Port City Brewing Company*

*Tall Ship Providence Foundation*

*TTR Sotheby's International Realty*







**Patricia Washington**

**President & CEO**

**Visit Alexandria**





**Karen Kotowski**  
**Visit Alexandria Board Chair**

# Amending the Bylaws

**“Will the members approve the updates to the Visit Alexandria Bylaws that were sent earlier this month?”**

## **Key Changes:**

- Increasing Board member length of term from 2 years to 3 years, consistent with most nonprofits
- Establishing a Nominating Committee of 3-5 people, at least one of whom must be a non-board member and at least one of which must be a board member, and excluding any nominating committee member from nominating themselves
- Revising the name of the organization from Alexandria Convention & Visitors Association to Visit Alexandria throughout the document





**Patricia Washington**

**President & CEO**

**Visit Alexandria**





# Major Openings and New Experiences

**Claire Mouledoux**

**Vice President of Communications, Visit Alexandria**



# Waterfront Evolution Continues in 2020

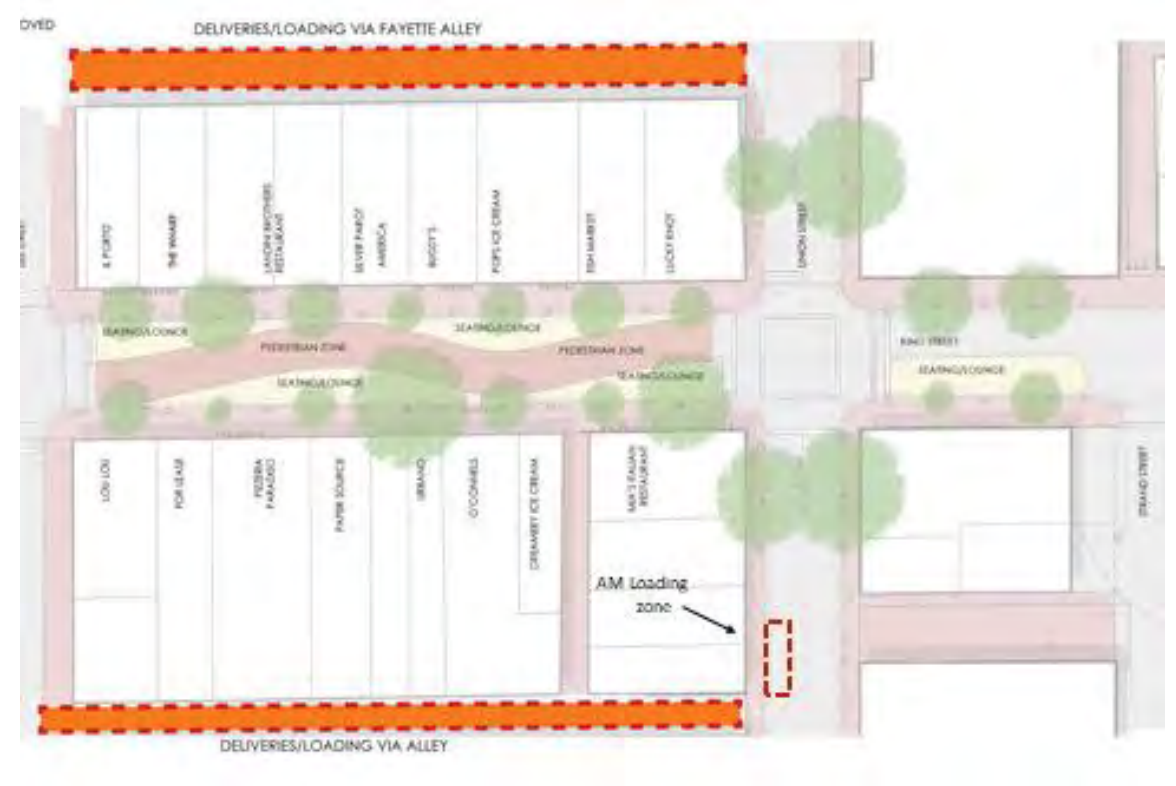
# Waterfront Park Expansion at King Street



**Opened Late March 2019**



# King Street Place – Pedestrian Block



**Pilot Program Proposed for April to October 2020**



# Barca Wine Bar and Barca Pier



**Construction Begins Late Feb./Early March 2020**



# Misha's Coffee Second Location



**Late Spring 2020**

# MONTE Salon and Haircare Line



**Monte Durham, Owner**



# Monte Headlining Wedding Showcase



*Now presented by:*  
Alexandria Living Magazine (NEW)  
and The Westin Alexandria Old Town

# Tall Ship *Providence*



- 30-minute tours on docked ship
- Cruises on the river

**Launching in 2020**



# 2020 Public Art Installation



***Wrought, Knit, Labors, Legacies* by Olalekan Jeyifous**  
**March to November 2020**

# **New and Expanded African American History Experiences**



# New from Office of Historic Alexandria



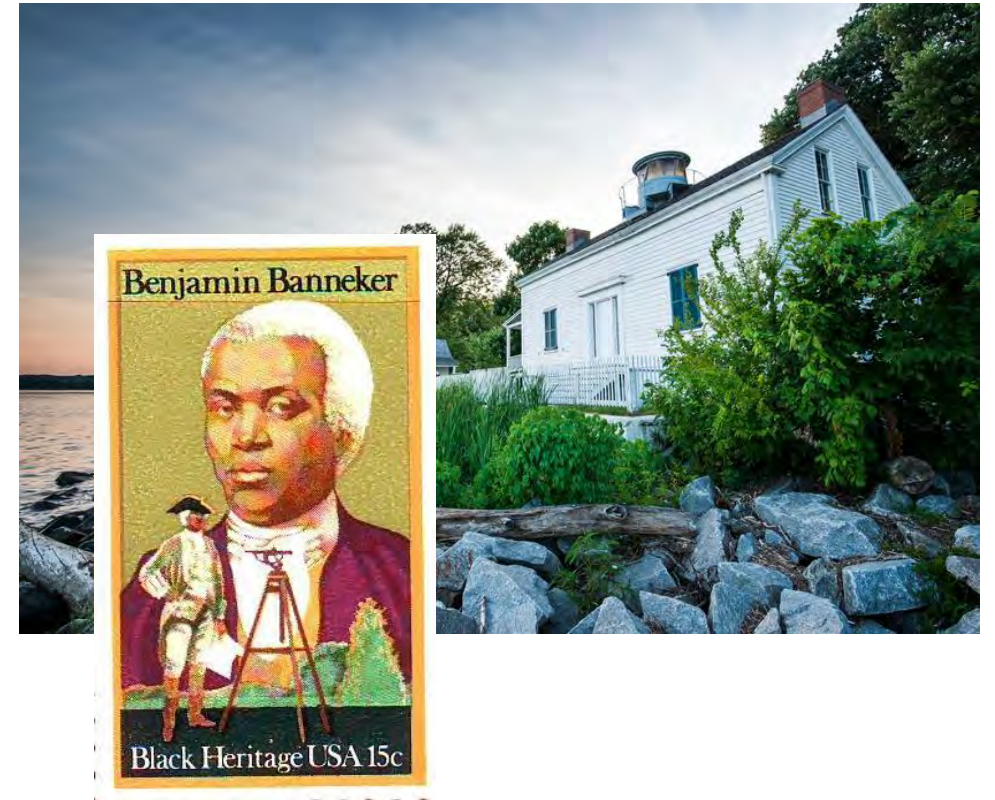
- City of Alexandria to gain ownership of Freedom House Museum
- New interpretative kiosks on the Duke Street corridor

**Audrey Davis, Alexandria Black History Museum**

# African American Heritage Waterfront Trail

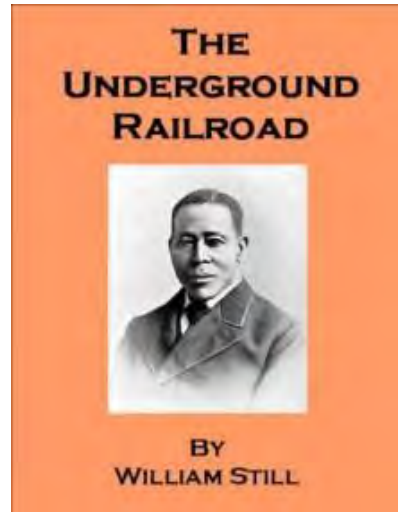
- Self-guided online “StoryMap”
- Community initiative supported by the Office of Historic Alexandria

**Launching 2020**





# New from Manumission Tour Company



- New tour about Alexandria and the Underground Railroad
- Based on the writings of abolitionist William Still



**Spring 2020**

# ***Wonder Woman 1984***



# ***Wonder Woman 1984***

- Filmed at Landmark Mall and in Washington, D.C.
- Virginia Tourism Corp. and Visit Alexandria are leveraging the movie release
- Visit Alexandria members are invited to submit *Wonder Woman* or '80s-inspired experiences by April 15



**Release Date June 4, 2020**

# Summer Olympics in Tokyo



- World champion sprinter Noah Lyles is a proud T.C. Williams graduate
- Poised to join the American Olympics team
- Could win 3 gold medals like Usain Bolt and Carl Lewis
- Visit Alexandria members are invited to submit Olympics-inspired experiences by May 15

**July 24 to August 9, 2020**



# New Attractions

# Mount Purrrnon Cat Café + Wine Bar



**Spring 2020**



# Doyle's Outpost



January 2020



# Get Air Trampoline Park



**Spring 2020**

VISIT  
*Alexandria*



# Dining Trends

# Asian Flavors



*Yunnan by Potomac Noodle House*

## New

- Ya-Gút St., January 2020, Old Town North
- Spill the Tea, December 2019, NW Old Town/Braddock
- Kung Fu Kitchen, December 2019, West End
- Spice Kraft Indian Bistro, August 2019, Del Ray (ribbon cutting Jan. 2020)
- Yunnan by Potomac Noodle House, March 2019, Old Town North



# Asian Flavors

## Coming Soon

- Hinata Sushi Bar & Grill, March 2020, Old Town North (Edens)
- Sisters Thai, Spring 2020, Old Town North (Edens)
- Pho Nam, Spring 2020, Old Town
- Sushi Jin Next Door, May 2020, West End
- The Handover, TBD 2020, Old Town
- Choong Man Chicken, TBD 2020, West End
- Thai Signature, TBD 2020, Old Town
- Wooboi Hot Chicken, TBD 2020, Old Town North (Edens)



*Sushi Jin Next Door*

# Old Town North Dining District



## New

- Ya-Gút St., January 2020, Old Town North
- Yunnan by Potomac Noodle House, March 2019, Old Town North

## Coming Soon

- Hank & Mitzi's Italian Kitchen, Winter 2020, Old Town North
- Hinata Sushi Bar & Grill, March 2020, Old Town North (Edens)
- Sisters Thai, Spring 2020, Old Town North (Edens)
- St. Elmo's Coffee Pub (second location), late Spring/Summer 2020, Old Town North (Edens)
- Wooboi Hot Chicken, TBD 2020, Old Town North (Edens)



# Sweets Scene Expands

## New

- Ya-Gút St., January 2020, Old Town North
- Spill the Tea, December 2019, Northwest Old Town/Braddock
- Jeni's Splendid Ice Creams, November 2019, Old Town
- Smallcakes, October 2019, Del Ray

## Coming Soon

- Goodies Frozen Custard & Treats, TBD 2020, Old Town



*Ya-Gút St.*



*Smallcakes*

# Goodies Frozen Custard & Treats



**Brandon Byrd, Owner**



# Goodies Frozen Custard & Treats



[Click here to view the Goodies promotional video](#)

# More New Restaurants

## New

- The Rub Chicken & Beer, January 2020, Old Town (pop-up at Hen Quarter)
- Bastille (renovation), January 2020, Northwest Old Town/Braddock
- French & Southern, January 2020, Old Town (at Hyatt Centric)
- Michael's Little Italy, January 2020, Old Town (formerly La Trattoria)
- For Five Coffee Roasters, December 2019, Old Town
- El Saltado Restaurant & Carryout, December 2019, West End
- Taquería Señora Lolita, October 2019, Arlandria
- Augie's Mussel House and Beer Garden, October 2019, Old Town
- Bagel Uprising, August 2019, Del Ray
- Oak Steakhouse, July 2019, Old Town North (Edens)
- Aslin Beer Co., July 2019, West End



*El Saltado Restaurant & Carryout*



# More New Restaurants

## Coming Soon

- Carlyle Diner, January 2020 (soft opening), Carlyle
- Taquería Picoso, Winter 2020, West End
- Silver Diner, Summer 2020, West End (West Alex development)
- Old Hat, TBD 2020, Old Town
- Crafty Crab Seafood, TBD 2020, West End
- Yates Pizza Palace, TBD, West End

# Retail Scene



# Retail Scene

## National/International

### Now Open

- Sephora, January 2020, Old Town

### Coming Soon

- FatFace, TBD 2020, Old Town
- Patagonia, Fall 2020, Old Town

### Recent Additions

- West Elm, April 2019, Old Town North
- Warby Parker, October 2018, Old Town



# Retail Scene



## Independent/Local

### Coming Soon

- Old Town Books (expansion), TBD 2020, Old Town

### Recent Additions

- Praha Beads & Jewelry, November 2019, Old Town
- Sassy Boutique, October 2019, Old Town
- Boxwood, April 2019, Old Town
- Goldfinch, March 2019, Old Town North



# New Executive Leadership Program

THE  
LEADERSHIP  
COLLECTION  
AT ALEXANDRIA™



**George Washington Leadership  
Institute at Mount Vernon**



**McChrystal Group  
Leadership Institute**



**Building Momentum**

**Launched January 2020**

VISIT  
*Alexandria*



# Alexandria's Hotel Portfolio Expands

# Hyatt Centric Old Town Alexandria



**Now Open: January 2020**





# **Development Update**

**Christina Mindrup**

**Vice President, Real Estate, Alexandria Economic Development Partnership**





ALEXANDRIA  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP

# GROW

ALEXANDRIA

What's New In 2020

January 2020



# 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



King Street Trolley



VRE / Amtrak Station



Residential Area



Public Park



Ronald Reagan Washington National Airport

# REGAL POTOMAC YARD THEATER





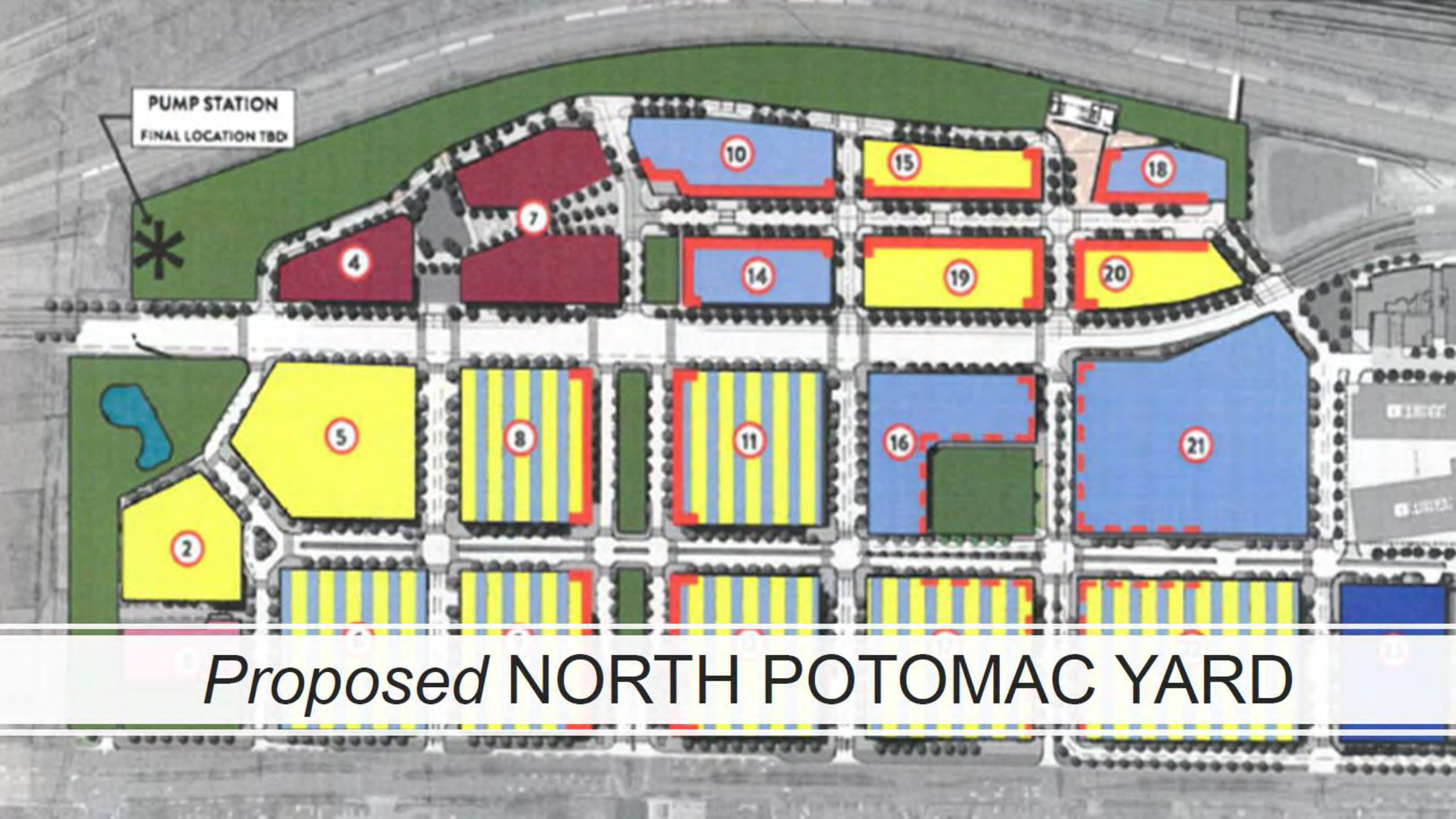




# POTOMAC YARD METRO







*Proposed* NORTH POTOMAC YARD

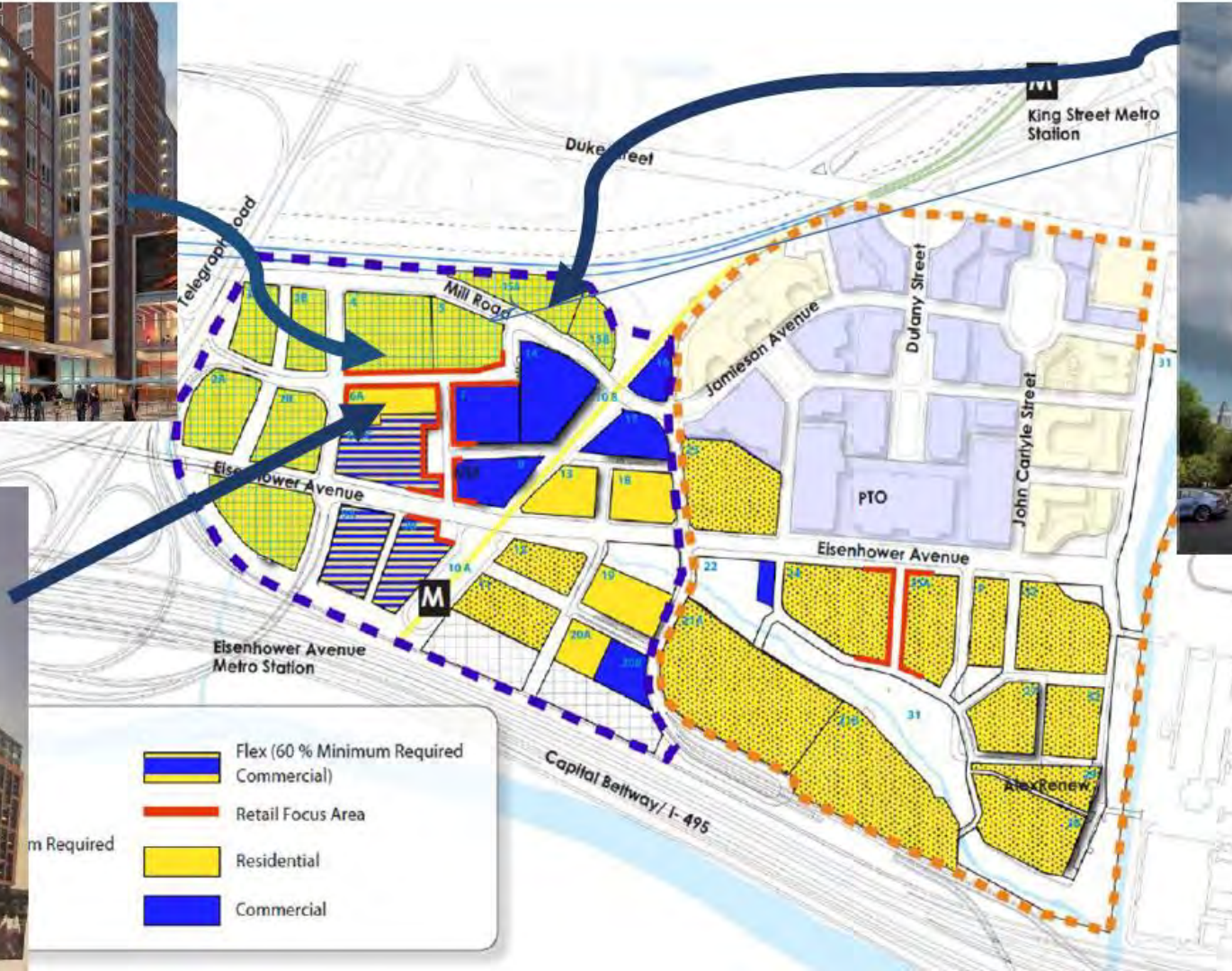


# *Past and future* GEORGE MASON HOTEL





# CARLYLE/EAST EISENHOWER





# AMC Hoffman Center 22



640 x 512

## Showtimes at AMC Hoffman Center 22

All times are in ET

lay	Tomorrow		Fri, Jan 24	Sat,
All times	Morning	Afternoon	Evening	Night

### The Gentlemen

Standard 4:45pm 7:30pm 10:15pm

### Detective Chinatown 3

Standard 5:15pm 8:45pm

### The Rescue

Standard 4:45pm 8:15pm





# 2020 Marketing Tools

Tom Kaiden

COO, Visit Alexandria



CONDÉ NAST  
TRAVELER  
2019 Readers' Choice Awards

**BEST  
SMALL  
CITIES**  
IN THE U.S.

Minutes from DC yet  
**A WORLD AWAY**



On the Potomac River within eyesight of Washington, D.C., Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture. Named a [Top 3 Best Small City in the U.S. 2019](#) by the Condé Nast Traveler Readers' Choice Awards, the [#1 Best Value U.S. Travel Destination 2018](#) by Money magazine, and one of the [South's Prettiest Cities 2018](#) by Southern Living, Alexandria hums with a cosmopolitan feel and a walkable lifestyle—a welcoming weekend escape next to our nation's capital. A nationally designated historic district founded in 1749, [Old Town](#) Alexandria is home to more than 200 independent

**VisitAlexandriaVA.com**  
**2.3 million annual visits**



### MOUNT VERNON BY BIKE, BOAT OR BUS

221 King Street  
Alexandria, VA 22314

MORE | SITE | + ITINERARY



### NIGHTLY SPIRITS - GHOST TOUR PUB CRAWLS

203 Strand Street  
Alexandria, VA 22314

MORE | SITE | + ITINERARY



### MANUMISSION TOUR COMPANY

112 W. Taylor Run Parkway  
Alexandria, VA 22314

MORE | SITE | + ITINERARY

## MOUNT VERNON BY BIKE, BOAT OR BUS



ADDRESS:  
221 King Street  
Alexandria, VA 22314  
  
PHONE:  
(703) 548-7655  
[View Website >](#)  
[+ ITINERARY](#)

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#### DETAILS

Planning to visit George Washington's Mount Vernon from Alexandria? Why not add to the adventure by cruising down the Potomac by riverboat, pedaling a bike along the scenic Mount Vernon Trail or hopping on a luxury shuttle down the National Park Service's George Washington Memorial Parkway? You can even mix and match your



# 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....

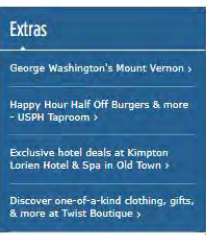
[Learn More >](#)



**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 Lorient Hotel & Spa in Old Town >](#)
- [Discover one-of-a-kind clothing, gifts, & more at Twist Boutique >](#)



### THINGS TO DO

## 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 Alexandria's rich history and culture is with our [Key](#)

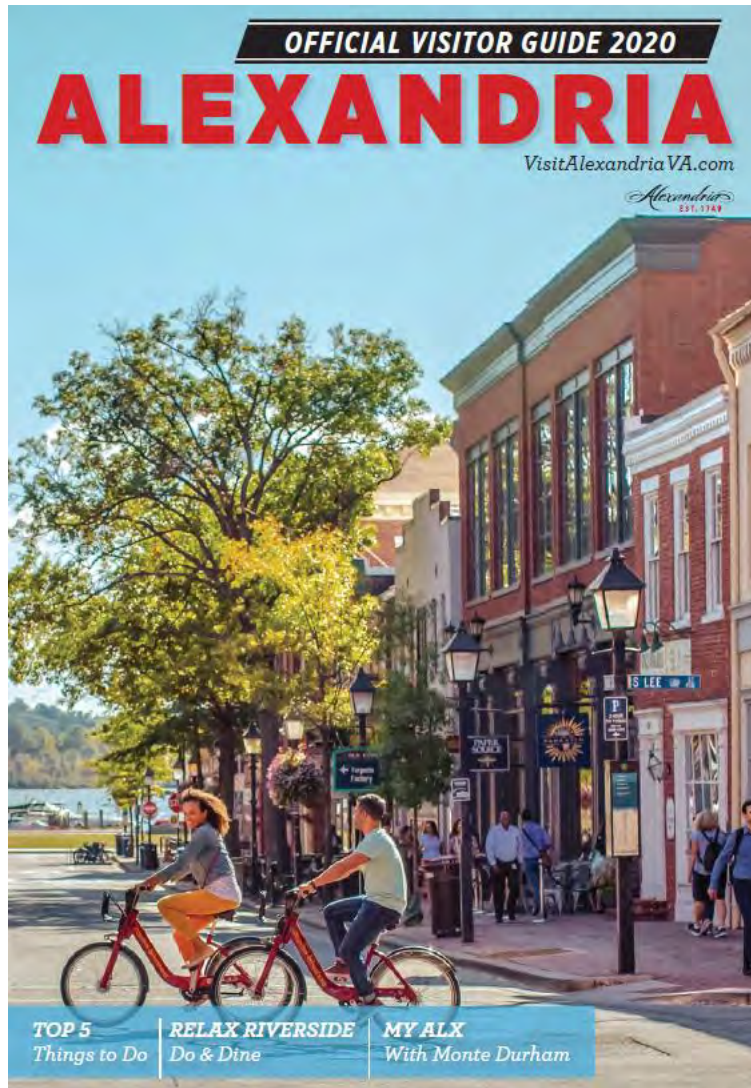


### HOLIDAY INN ALEXANDRIA AT CARLYLE

Now Open! Just one block from the Metro, travel is easy to premier attractions and airport. [Book now >>](#)







# Official Visitor Guide

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





# Official Menu Book

- Free listing
- 65 restaurants already participating
- Organized by:
  - Name
  - Neighborhood
  - Cuisine

# Visitor Center

- Visitor Center garden redesign
- 78,000 visitors served annually
- Free brochure slot
- Ticketing events & attractions





# Other Marketing Tools

## Sales:

- Meeting & group sales
- The Leadership Collection™

## Membership:

- Breakfast with the President
- Annual Meeting
- Summer Social

## Communications:

- Public Relations
- Social media
- visitALX blog

## Promotions:

- Small Business Saturday
- Holiday Boat Parade of Lights
- Portside in Old Town Festival
- Restaurant Weeks
- Hotel packages
- Key to the City Pass





# 2020 Planner, Programs Summary, Events/Themes



## Visit Alexandria: 2020 Member Promotions & Marketing Programs Summary

### 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](mailto: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		
What's New Meeting	All	\$15	January	January		
Summer Seasonal Hotel Package	Hotel	Free	April	June-September		
Summer Social	All	\$15	June	June		
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 - Small Business Saturday	All	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		

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. Be sure to add "@visitalexva.com" to your email's safe senders list so you don't miss any communications from our team!



## Visit Alexandria: 2020 Major Events & Content Themes by Season

### Member Content Needed:

- Events loaded to the Calendar of Events section of our website
- Special offers (promotions, discounts, hotel packages) loaded to the Deals & Happenings page of our website

### 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. Please note the months listed in the "Date Content Due" column are several months in advance of the event/when the content will be live so we can prepare web pages and promotional materials.

Content Needed:	Date Content Due:	Notes:
Super Bowl specials and watch parties	January	
Cherry blossom-related offerings	January	Food/drink specials, tours, hotel packages, etc.
Black History Month happenings	January	
Valentine's Day specials	January	
St. Patrick's Day happenings	February	
Spring events	February	
Spring hotel packages	February	
Easter brunch specials	February/March	
Tours (spring and summer offerings)	March	
Summer Seasonal hotel package	April	Sign up for summer dates
Mother's Day specials	April	
LGBTQ Pride Month 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	

### 2020 Key Events:

#### January:

-1/17-1/26: Winter Restaurant Week  
-1/26-2/9: Cherry Challenge

#### February:

-Throughout: George Washington's Birthday Celebration and Black History Month  
-1/26-2/9: Cherry Challenge  
-2/2: Super Bowl  
-2/8: Alexandria Boutique Warehouse Sale  
-2/17: George Washington Birthday Parade

#### March:

-3/1: St. Patrick's Day Celebration & Parade  
-3/20-4/12: National Cherry Blossom Festival in D.C.

#### April:

-3/20-4/12: National Cherry Blossom Festival in D.C.  
-4/12: Easter  
-4/18: Alexandria Historic Home & Garden Tour  
-4/18-4/25: VA Historic Garden Week  
-4/26: George Washington Parkway Classic

#### May:

-5/10: Mother's Day  
-5/22-5/25: Memorial Day Weekend





# Learn More Today...

1. Visitor & Member Services (Web & Visitor Guide Advertising, Member Promotions)—Melanie & Trisha
2. Meetings, Groups & Leadership Collection—Lorraine, Carla & Robin
3. Research—Vito
4. PR, Web, Social Media & Content—Claire, Leah & Misha
5. GoAlex—Thomas Hamed & Christie Holland, T&ES
6. Wedding Showcase—Beth Lawton, Alexandria Living Magazine

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**





# **Alexandria Brand and Visitor Research**

**Vito Fiore**

**Director of Marketing & Research, Visit Alexandria**



# DEMOGRAPHIC PROFILE OF PAST VISITORS

Female – 50.8%  
Male – 49.1%



Married/partnered – 72.1%  
Single – 24.9%

Mean age – 52.8



Has children  
under 18 – 16.4%

Mean annual household  
income – \$120,437



College  
Educated – 82.3%

LGBTQ – 5.5%



Employed  
(Full or part time) – 59.5%

Caucasian – 79.8%



Asian, Pacific Islander – 7.6%  
Black, African-American – 6.1%

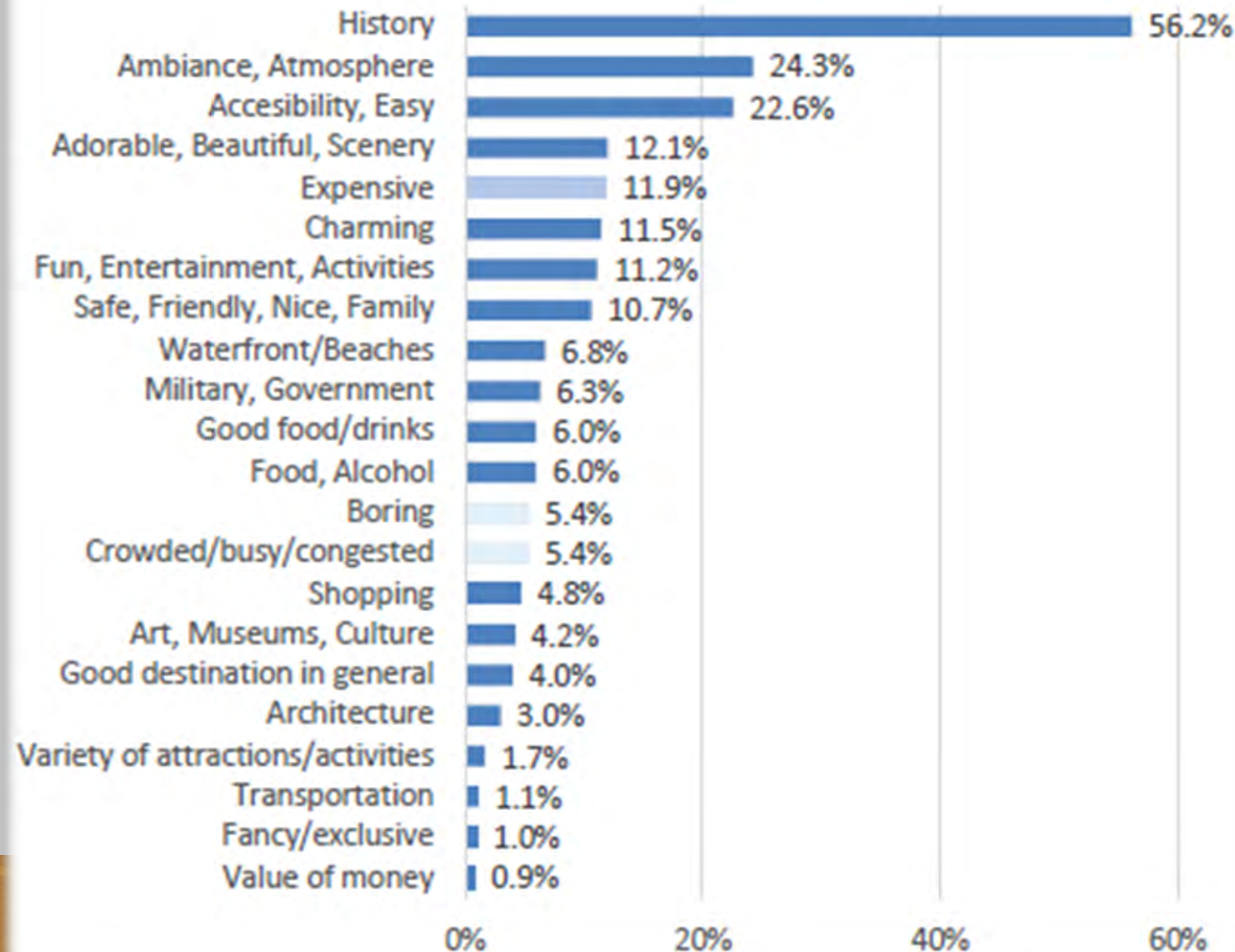
\* Note that these stats represent those that visited Alexandria from the survey audience and not necessarily all Alexandria visitors in general. For example, the survey audience was age 24+, so the median age is likely artificially high. The survey audience also focused on Eastern US markets, so the demographics of visitors are biased towards visitors from those markets.

# 1) History is Top of Mind

Those that love Alexandria value the following more than other travelers:

History  
Small City Intimacy  
Healthy Lifestyle  
Arts and Culture  
Beautiful Architecture  
Cultural Diversity  
Sophistication

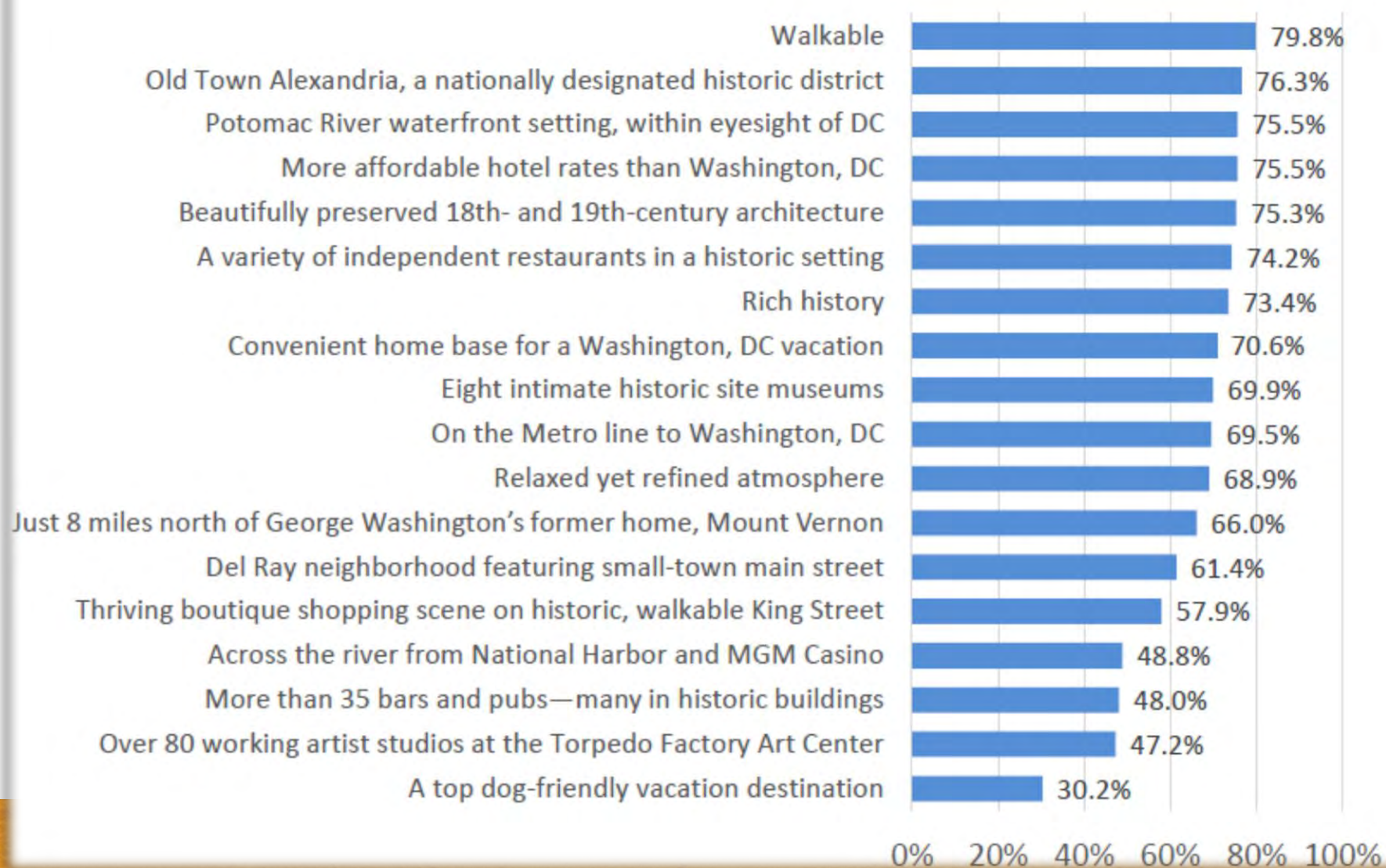
Figure 3: Top-of-Mind Association With Alexandria





**Figure 17: Alexandria Attributes That Motivate Visitation**

(Top-Two Box Score—% Rating Each as “Interesting” or “Very interesting”)





## 2) Water Moves People

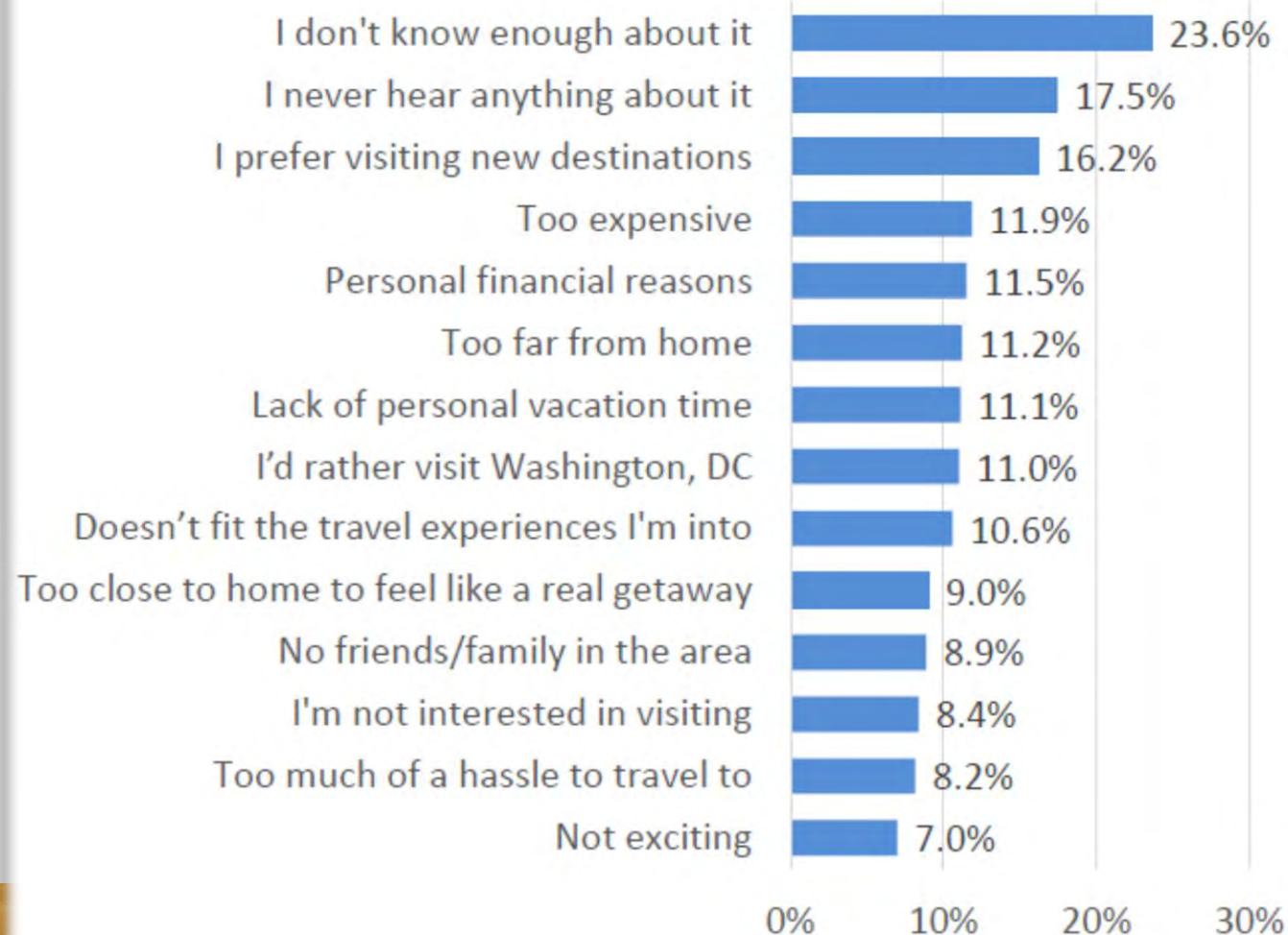
**76% say they find Alexandria's waterfront setting motivating for visitation**  
**Only trails 1) Walkability and 2) Old Town**





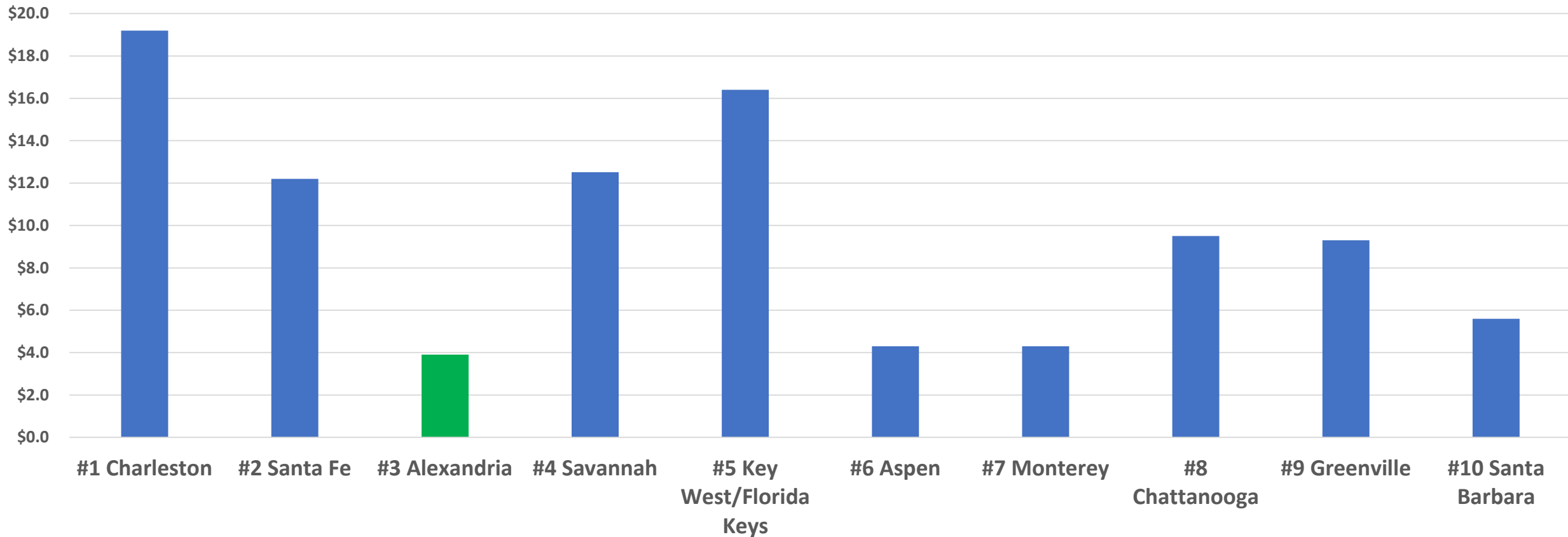
### 3) Shift to Building Awareness

Figure 9: Top Deterrents to Visiting Alexandria



# 3) Shift to Building Awareness

Tourism Budgets of Condé Nast Traveler Readers' Top 10 Small Cities





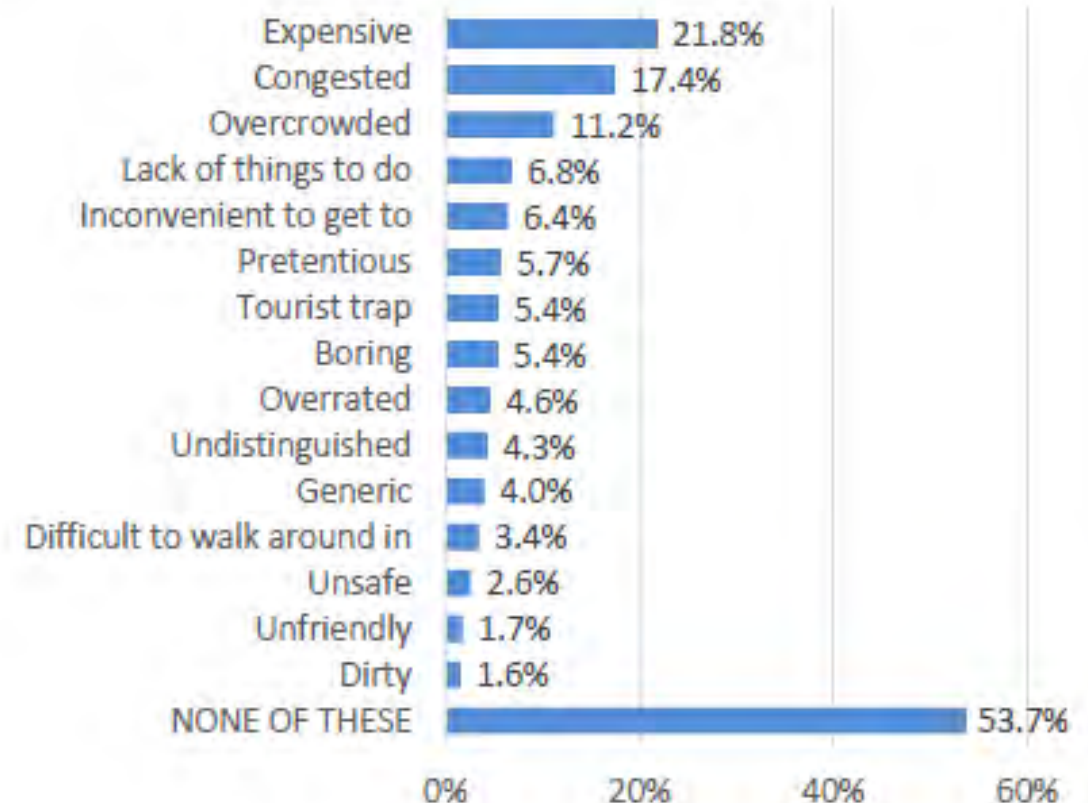
# 4) DC is a Double-Edged Sword

Figure 6: Negative Perceptions of the Alexandria Brand (aided)

**Positive – 72% rate proximity to major attractions as good or very good**

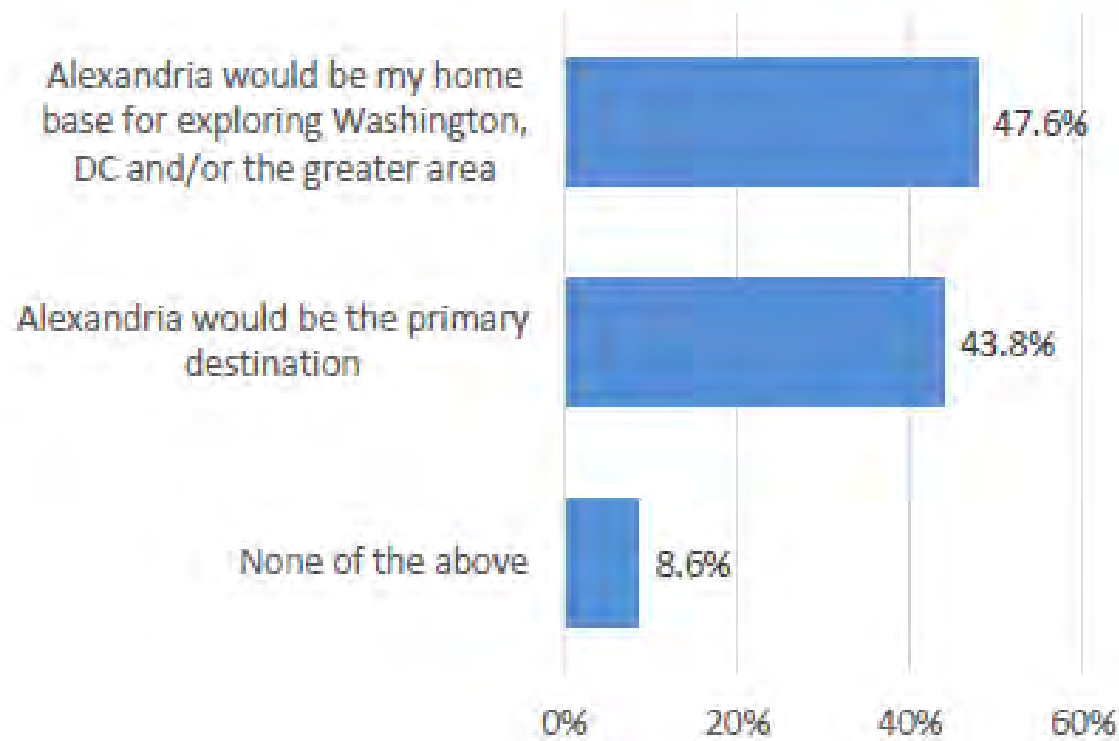
**Negative – Perceived weaknesses:  
Expensive and Congested**

**Overcoming these weaknesses? We are  
the solution to these problems.**



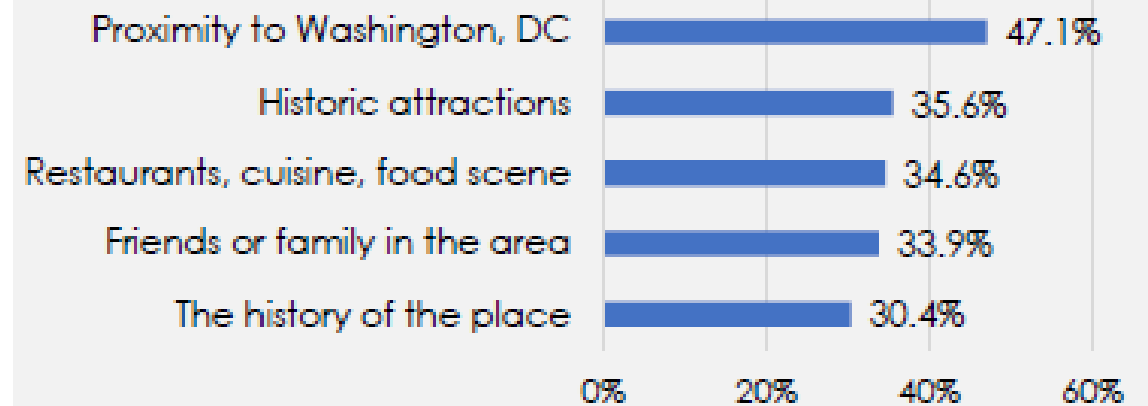
# 5) Destination or Home Base?

Figure 19: Destination Focus For Ideal Trip To Alexandria



## PAST VISITORS:

### Important Factors to Decision to Visit





# 6) Affirming the Media Strategy

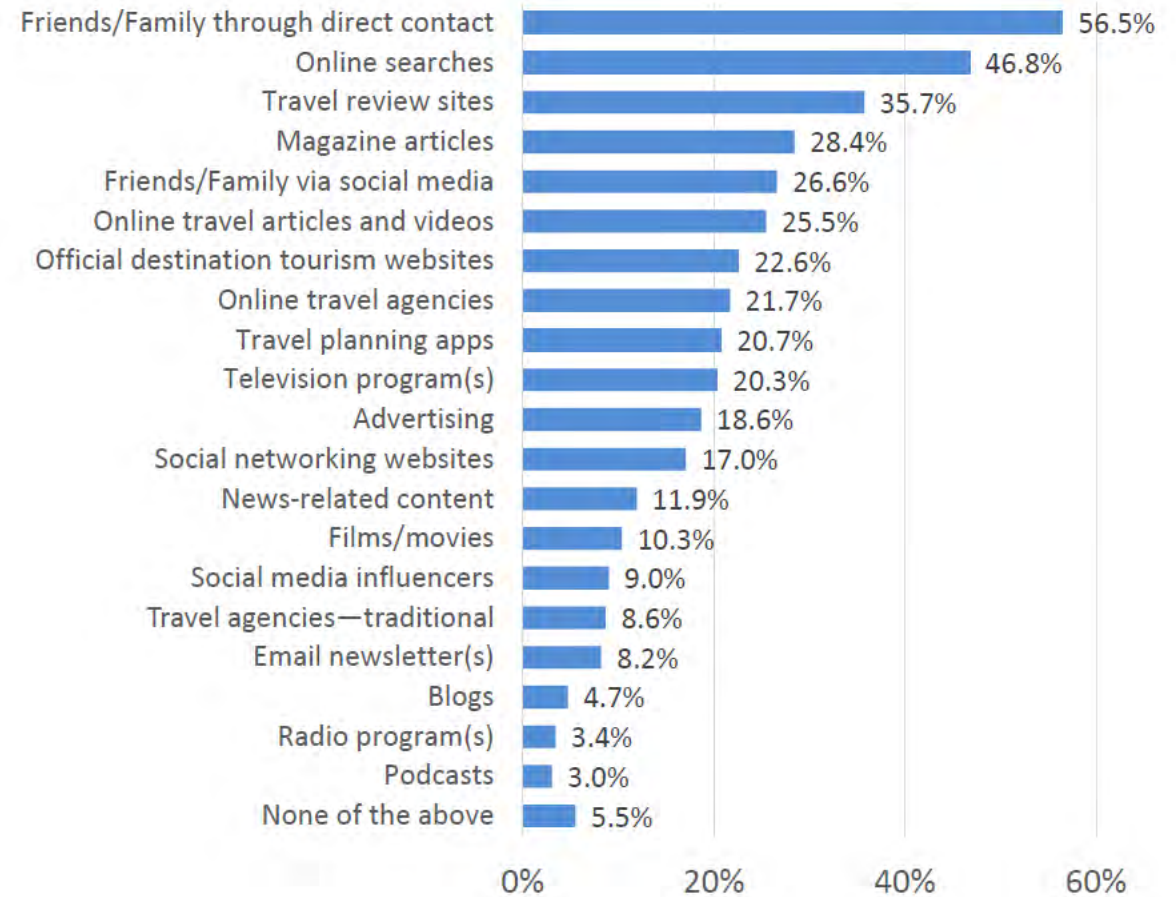
**Other than word of mouth, most important channels for inspiration:**

- 1. Online search**
- 2. Travel review sites**
- 3. Magazine and online articles**

**Social Media top channels:**

- 1. Facebook**
- 2. Instagram**
- 3. YouTube**

**Figure 10: Sources for Destination Inspiration**



# 7) A Value (Not Budget) Destination

**Expense is a WEAKNESS.  
(#1 negative perception)**

**BUT affordability compared to DC is an ASSET.  
(#4 positive motivator)**

**Much of our audience  
“happily spends more for higher quality things”**

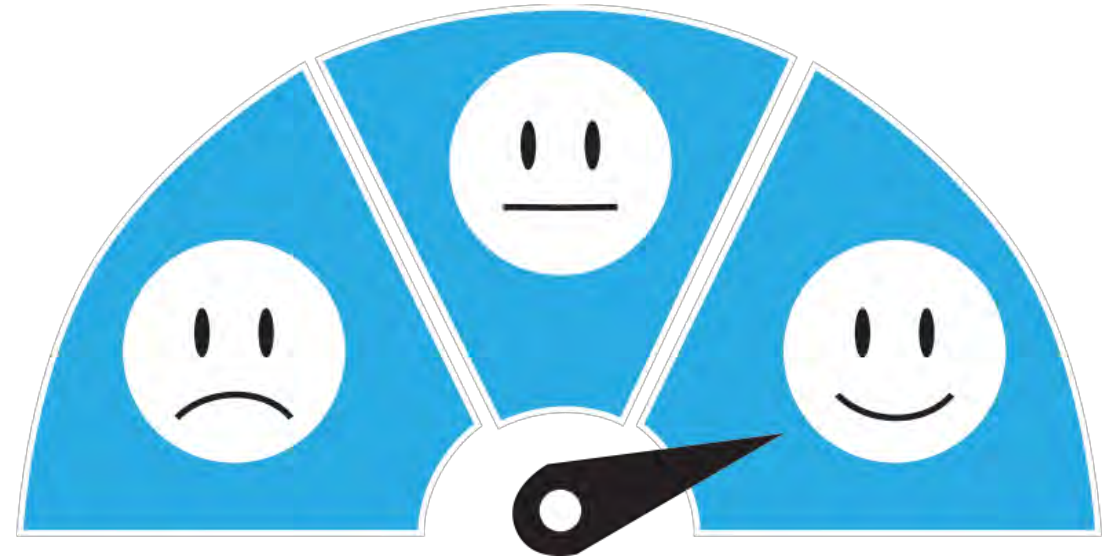




## 8) Service and Satisfaction

**82%** were satisfied on prior Alexandria trip

**56%** rated Alexandria as 4 or 5 out of 5 on being “welcoming”



# 9) Accolades are Powerful

When presented in interviews, many found  
them surprising

Independent verification of national  
significance/stature

3 in 10 travelers get travel ideas from  
magazine articles

*"Sometimes when something is right in your backyard, you don't appreciate it as much as you should. Seeing these, I do understand why Alexandria got these awards, but I didn't realize it had such recognition nationwide.... It makes me assign a little more value to it."*

*-Interview Participant*

**Money**

**Southern Living**

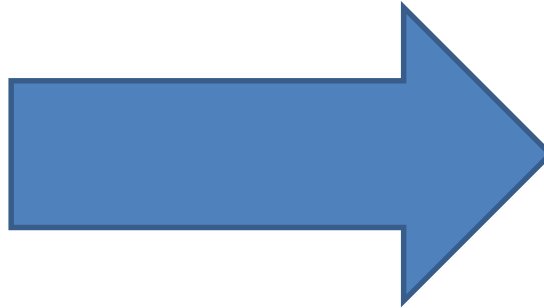
Condé Nast  
**Traveler**

VISIT  
*Alexandria*



# 10) Opportunity to Extend

**Current Length of Stay  
1.5 Days**



**Potential Length of Stay  
2.6 Days**

**“Bleisure”**: 65% of those in the DC area for business would find staying an additional night or two in Alexandria appealing





**New Destination Ad Campaign**



# 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



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# Thank You!

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*Alexandria*

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