

Patricia Washington
President & CEO, Visit Alexandria
Alexandria City Academy – October 20, 2022

Mission

To attract visitors that increase revenues and promote the City of Alexandria and its assets





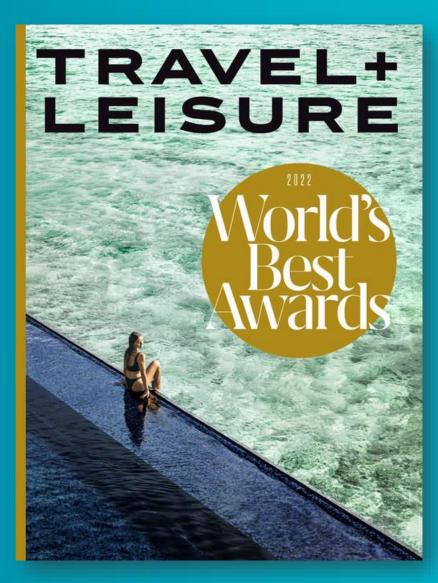
Visit Alexandria Board of Governors

Representatives from the following categories:

- Hotel
- Retail
- Restaurant
- Association
- Attraction
- Historic Preservation
- City Manager's Designee (currently Deputy City Manager Emily Baker)
- Mayor's Designee (currently Vice Mayor Amy Jackson)
- Citizen At-Large



Vision: A Top National Destination



Best U.S. Cities, 2022

- 1. Charleston, SC
- 2. New Orleans, LA
- 3. Santa Fe, NM
- 4. Savannah, GA
- 5. Honolulu, HI
- 6. New York City, NY
- 7. Chicago, IL
- 8. Alexandria, VA
- 9. San Antonio, TX
- 10. Boston, MA

11. Austin, TX

12. Williamsburg, VA

13. Asheville, NC

14. San Diego, CA

15. Nashville, TN







Economic Impact of Visitors (50+ miles) 2021 data

\$612 million in Visitor Spending

4,244
Jobs

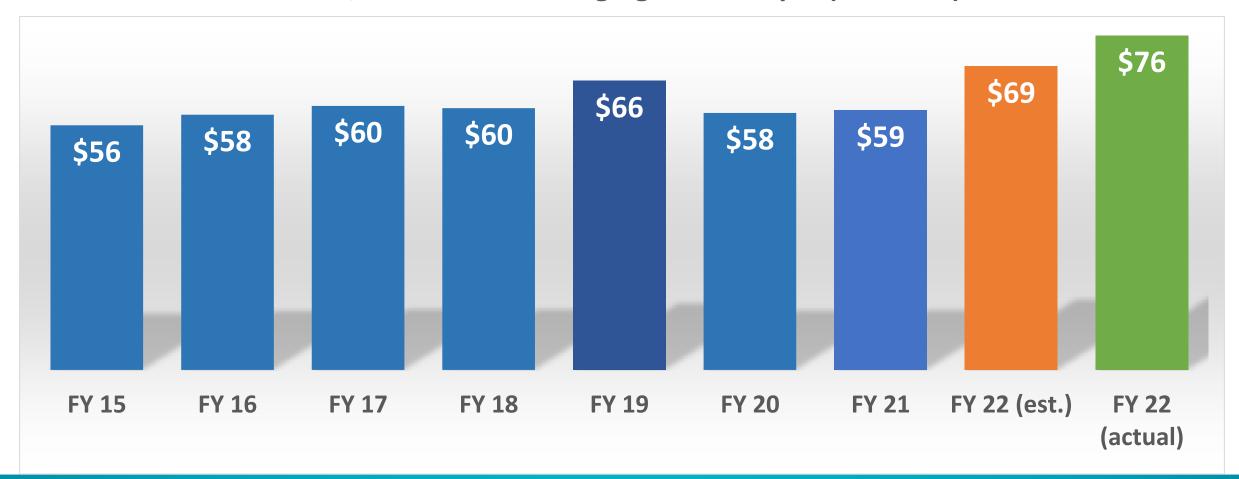
Source: 2021 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation.

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.



What's at Stake?

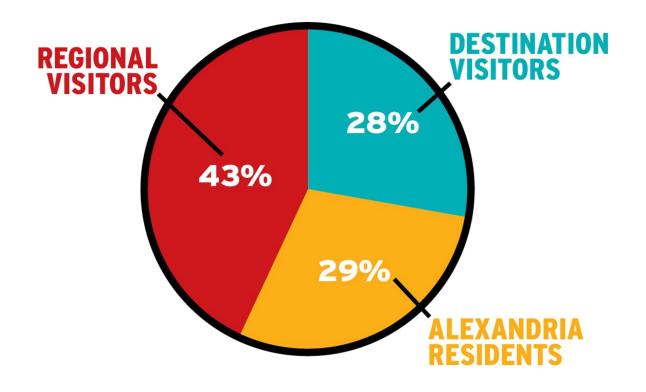
Sales, Restaurant & Lodging Tax Receipts (\$ million)



Source: City of Alexandria Revenue Dept. (FY 22 Estimate from April 2022)



Non-Residents Pay 71% of Consumption Taxes

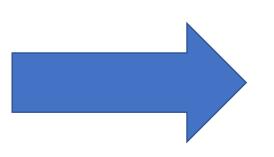


Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue



Visitor Spending Lowering Tax Burden

\$50 million in tax revenue from visitors



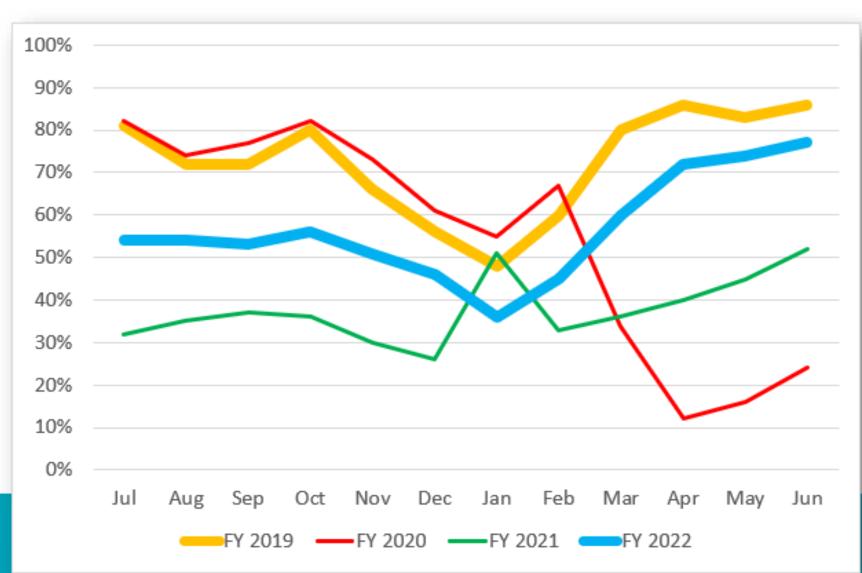




Sources: City of Alexandria Revenue Department, Sept. 2022; VisaVue spending study extrapolation, 2016

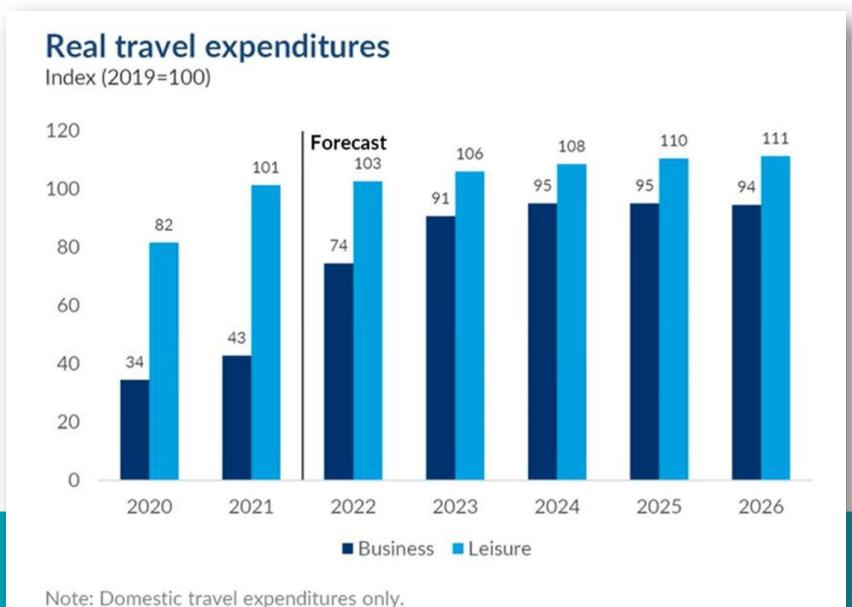


Hotel Occupancy FY19-22



Source: STR

Business and Leisure Travel Outlook: National



Source: Tourism Economics, Jul. 2022

Key Performance Indicators New Records



WEB VISITS
2.9 Million
+30%



DIGITAL MARKETING IMPRESSIONS

158 Million +26%



PRESS HITS

1,265+

+21%



Key Performance Indicators New Records









Record 1,265 Stories

Herald.com





Esquire

FodorsTrave

Forbes

HouseBeautiful





shondaland

TORONTO STAR

TRAVEL+ LEISURE

The Washington Post

woman's day



FY 2022 Highlights



Stay in the Moment Ad Campaign







"Drop In" Campaign

New ads tap into \$109 billion Black travel market





Some places just make you want to stay a while. Make a visit to Alexandria — just minutes from D.C.—where you can unwind riverside and share the view. Stroll King Street and discover independent boutiques and restaurants alongside galleries and museums. Take in our history and celebrate the people reshaping it. No matter where you're from or why you wander—we're happy to have you. Drop in.

Alexandria

EST. 1749

VisitAlexandriaVA.com/Dropin



Spanish-Language Campaign













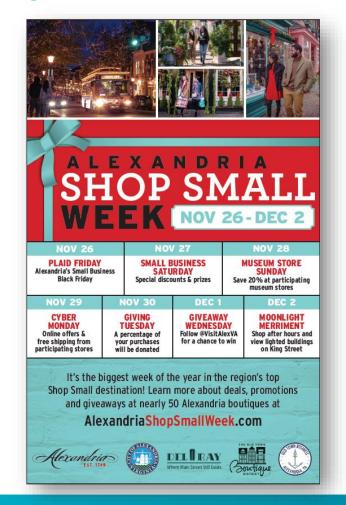


Retail Promotions (2021)





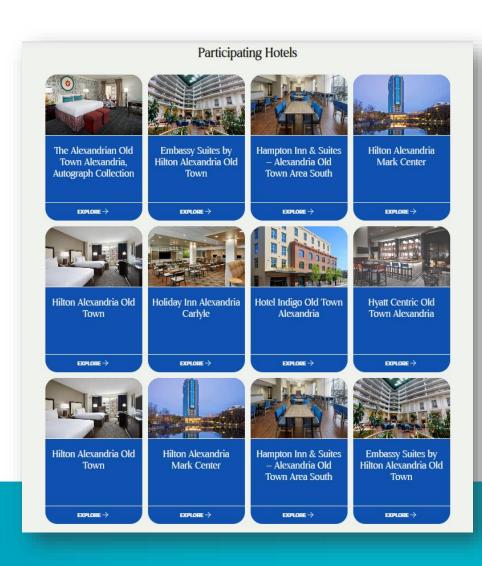


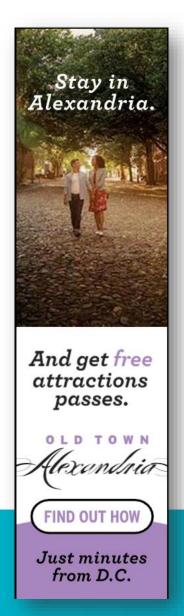




Hotel Promotions







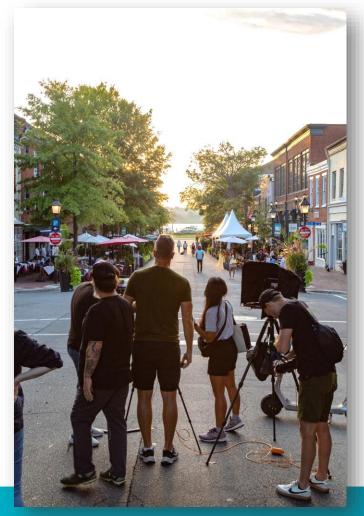
169,000+ page views in FY 2022

FY 2023 Initiatives



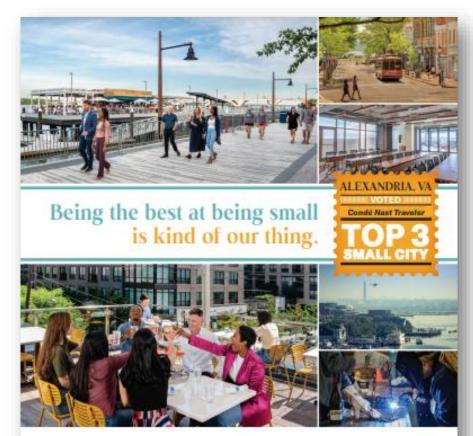
Launch New Destination Ad Campaign







Meetings Sales Strategy



The best small meetings deserve one of the best small destinations.

Here's what you'll find just minutes from DC and Ronald Reagan National Airport:

WALKABILIT

Old Town's iconic King Street Mile including 200+ restaurants, shops and museums

BOUTIQUE SPACES

Award-winning boutloue hotels and unique meeting spaces best suited for events of under 250 attendees

LEADERSHIP PROGRAMS

One-of-a kind activities such as "Wine and Welding" through The Leadership Collection at AlexandriaTM Let our destination experts help you plan your event where small meetings have always been trending.



MeetAlexandriaVA.com

703-862-5378 meetings@VisitAlexVA.com

- New campaign targeting small meetings market
- Leveraging accolades
- Association, Corporate & Government
- Niche market trade shows
- Weddings
- Tour & Travel (Intl. & Domestic)



Being the best at being small is kind of our thing.





Restaurant Week Revamp







New Scottish Walk Partnership









Renovate Visitor Center





EXPAND YOUR ALX





See the Expand Your ALX long-form video here.

ExpandYourALX.com



Expand Your Alexandria

Id Town Alexandria never really gets old. But there's so much you're missing until you explore Alexandria's other neighborhoods. Uncover everything from globe-spanning eats and award-winning brews to eclectic live music and inspiring

West End

The West End is home to the city's craft beer scene with the headquarters of award-winning <u>Port City Brewing Company</u> as well as critically-lauded international dining, including some of the best Ethiopian food in the region. Plus, don't miss expansive green spaces like Ben Brenman Park and Fort Ward.





ARLANDRIA

Arlandria

Catch a concert from a favorite artist, enjoy Salvadorian, Peruvian and Nepalese dining and admire powerful murals in Alexandria's Arlandria neighborhood, steps from bustling Del Ray. Also called Chirilagua, after a

> from which many of the neighborhood's residents hail, cyard biergartens and some of the best pupusa spots in the area.



TAP TO LEARN MORE Locations Seen in the Video





Ways You Can Get Involved

- Find out how to support local businesses and stay up to date on the latest happenings by following our:
 - VisitAlexandria.com website
 - Social media and "the BEST of" blog
- Sign up for our Alexandria Insider enewsletter at **VisitAlexandria.com/ENews**
- Hold your next meeting (large or small) in Alexandria. Contact our sales team at CBHebble@VisitAlexVA.com for assistance.
- Plan an Alexandria wedding. Contact
 SThibeault@VisitAlexVA.com for assistance.
- Be ambassadors for Alexandria as a top destination



