



VISIT alexandria

Patricia
Washington

President & CEO
Visit Alexandria

Alexandria City
Academy

April 20, 2023

The Visit Alexandria 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 Assistant City Manager & Legislative Director Sarah Taylor)
- Mayor's Designee (currently Vice Mayor Amy Jackson)
- Citizen At-Large



Vision: A Top National Destination



The 15 Best Cities in the U.S.

- *Travel + Leisure, 2022*

The 50 Best Places to Travel

- *Money, 2023*

The Best Small Cities in the U.S.

- *Condé Nast Traveler, 2023*



WEB

ADVERTISING

SALES

RESEARCH

**MARKETING
MIX**

PR

**VISITOR &
MEMBER
SERVICES**

SOCIAL MEDIA

PUBLICATIONS

EVENTS

PROMOTIONS



Economic Impact of Visitors (50+ miles)

2021 data

\$613 million in Visitor Spending

4,244 Jobs

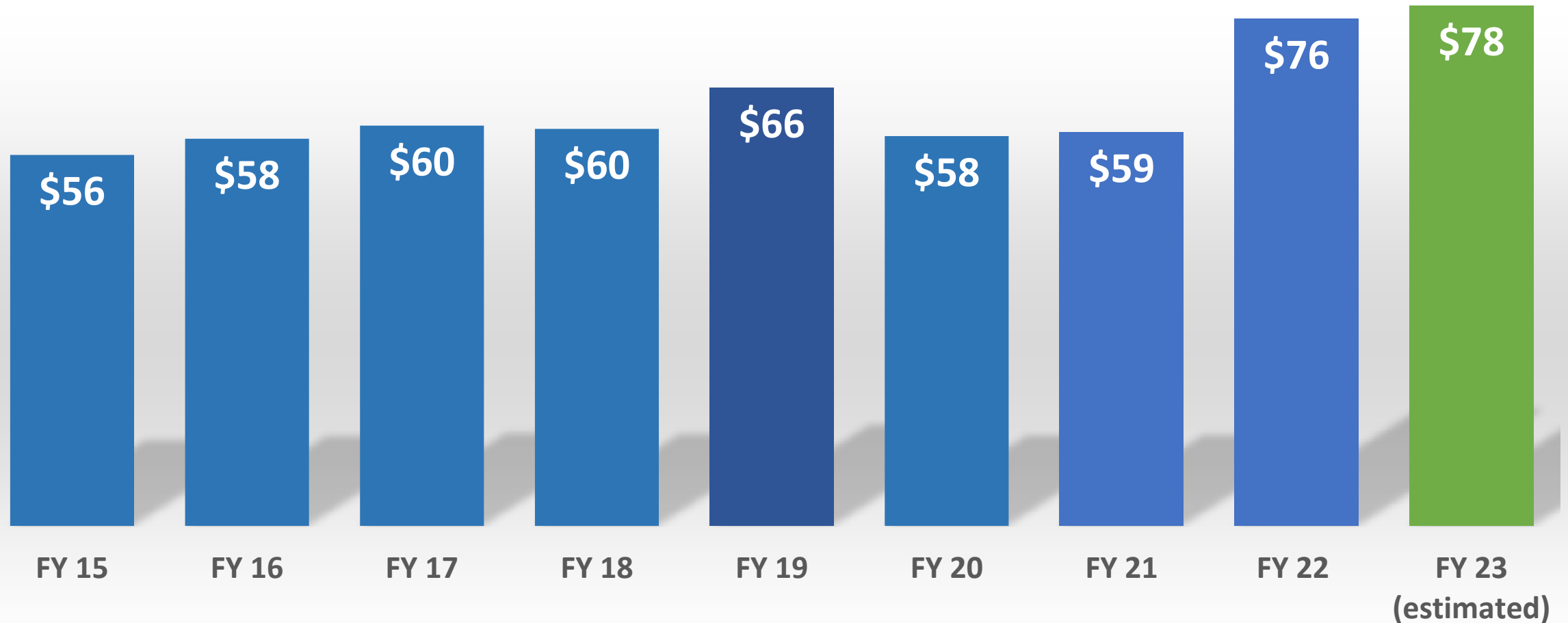
Source: *2021 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation.

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



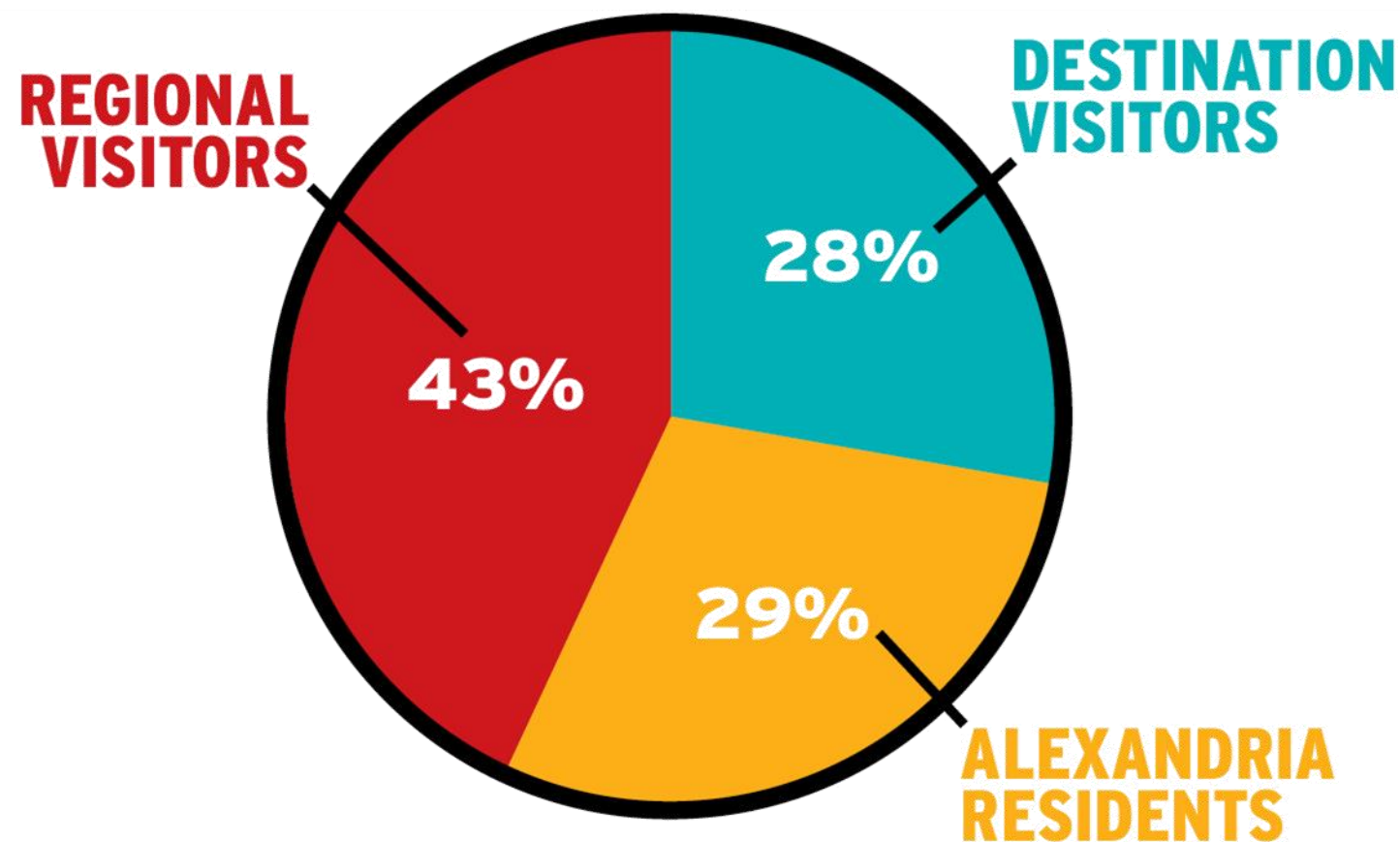
What's at Stake?

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



Source: City of Alexandria Revenue Dept.

Non-Residents Pay 71% of Consumption Taxes



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

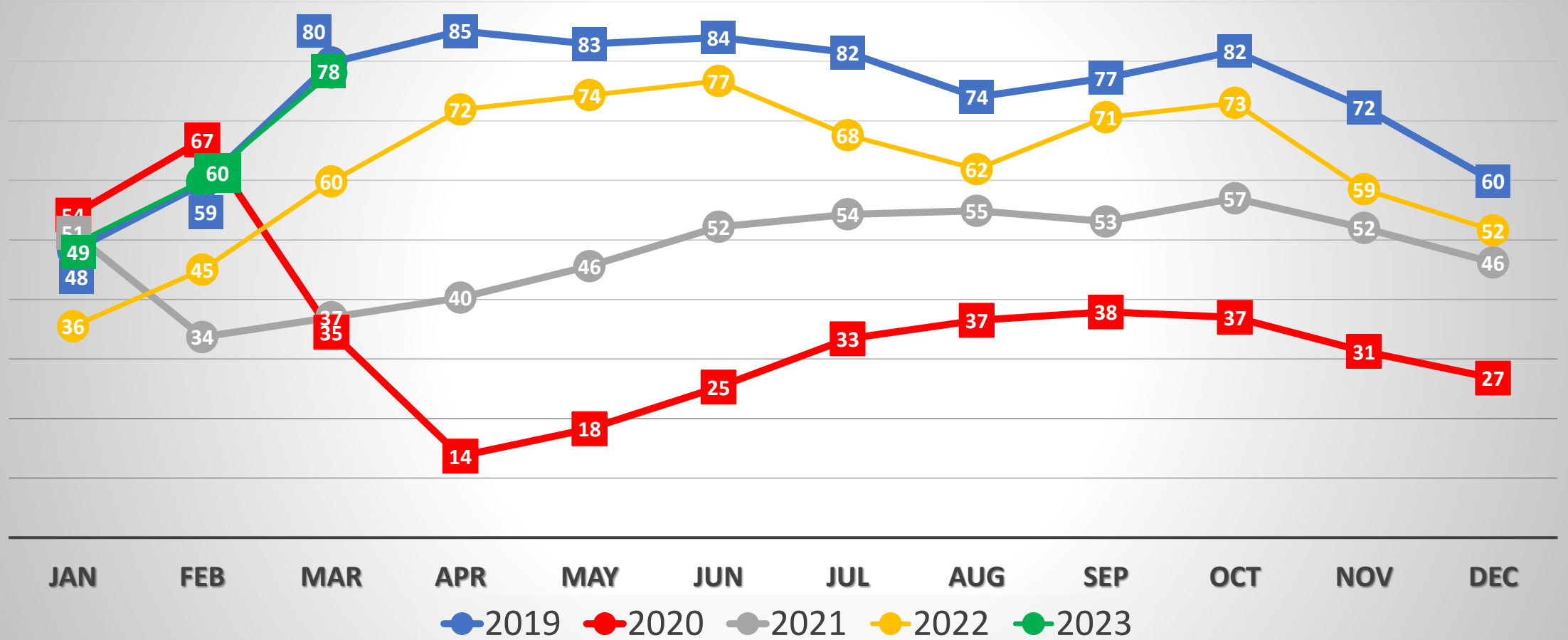
Visitor Spending Lowering Tax Burden

**\$50 million
in tax
revenue
from visitors**



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

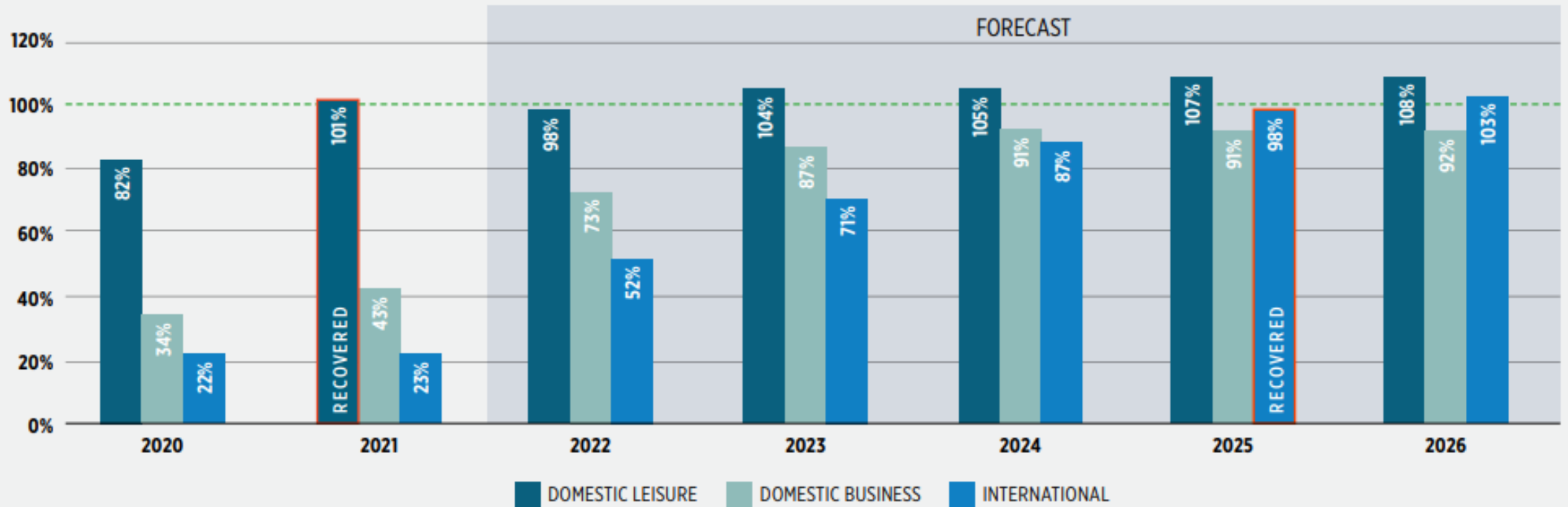
City of Alexandria Hotel Occupancy by Month



Source: STR

Recovery Forecast For Domestic and International Travel Spending

% recovered compared to 2019 (ADJUSTED FOR INFLATION)

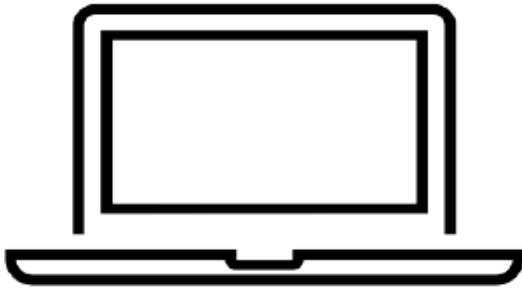


U.S. TRAVEL
ASSOCIATION



Source: US Travel Assoc. and Tourism Economics, Nov. 2022

FY2022 Key Performance Indicators



WEB VISITS
2.9 Million
+30%



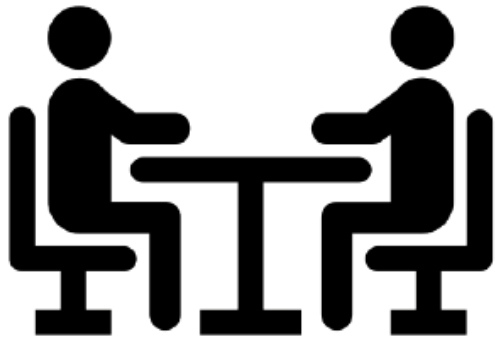
**DIGITAL MARKETING
IMPRESSIONS**
158 Million
+26%



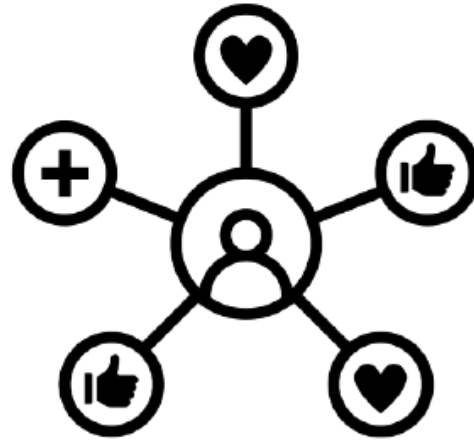
PRESS HITS
1,265+
+21%



FY2022 Key Performance Indicators



**MEETINGS
SALES LEADS**
46.4 Million
+146%



**SOCIAL MEDIA
FOLLOWERS**
180,000
+9%



426 MEMBERS
+5%

Record 1,265 Stories

BOSTON
Herald.com

Condé Nast
Traveler

 culture trip

Esquire

Fodor'sTravel

Forbes

HouseBeautiful

the knot

lonely planet

 msn

Southern Living

shondaland

» **TORONTO STAR** «

TRAVEL+
LEISURE

The Washington Post

woman's day

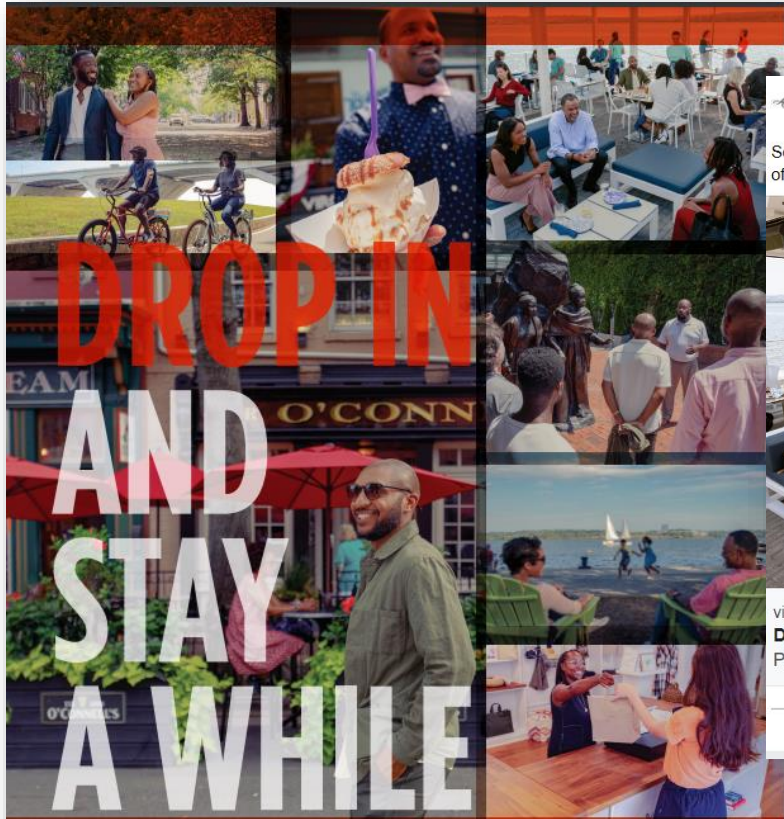


FY23 Initiatives



“Drop In” Campaign

Taps into \$109 billion Black travel market



**DROP IN
AND
STAY
A WHILE**

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

Visit Alexandria VA
Sponsored · 🌐

See for yourself why Alexandria was named one of Travel + Leisure's Best Cities in the U.S.

visitalexandriava.com/dropin
Drop in to Alexandria
Plan your trip

[Learn more](#)

Like Comment Share



See the campaign video [here](#).



Spanish-language Campaign



**HAY MÁS PARA EXPLORAR
EN OLD TOWN**

Resulta que una de las mejores ciudades pequeñas de Condé Nast Traveler estaba justo al lado todo el tiempo. Compre y camine por la milla de King Street, donde encontrará más de 200 tiendas y restaurantes independientes. Pasee por la costa para ver el nuevo arte público, haga una excursión en barco y luego cene a orillas del río Potomac.

alexandria

Descubra las mejores cosas para hacer en Old Town y en otros vecindarios de Alexandria en [VisiteAlexandria.com](https://www.visitalexandria.com)

Una de las 5 Mejores Ciudades Pequeñas en EE. UU. — Condé Nast Traveler Readers' Choice Awards



Visit Alexandria VA 
Sponsored · 

Pasee por calles históricas. Visite una bo
independiente. Cene junto al agua.



[VISITEALEXANDRIA.COM](https://www.visitalexandria.com)
Descubra Alexandria
Compras, cocina, historia, arte

[LEARN MORE](#)

18 COSAS PARA HACER EN OLD TOWN ALEXANDRIA



Old Town de Alexandria, Virginia, un distrito histórico con designación nacional fundada en 1749, es una escapada acogedora y de fácil acceso en el río Potomac, a minutos de Washington, D.C. Old Town de Alexandria se alza con más de 200 restaurantes y boutiques independientes junto a museos íntimos de sitios históricos y nuevos acontecimientos en la costa. Disfrute de un centro transitable a pie bordeado por una arquitectura bellamente preservada de los siglos XVIII y XIX. Ya sea que esté aquí para un viaje de un día o como base para sus vacaciones en D.C., descubrirá por qué Alexandria fue nombrada una de las 5 mejores ciudades pequeñas durante tres años consecutivos en los Readers' Choice Awards de Condé Nast Traveler.

- 1 Pasee por King Street, nombrada una de las mejores calles de Estados Unidos**
La arquitectura centenaria, las calles bordeadas de ladrillos, los callejones empedrados y un dosel de luces centelleantes durante el invierno hacen que pasar por King Street sea lo principal para hacer en Alexandria. Explore decenas de restaurantes y boutiques independientes, o dé un paseo en el tranvía gratuito de King Street.
- 2 Cene en la costa**
Disfrute de impresionantes vistas del río Potomac mientras cene al aire libre en los restaurantes frente a la costa de Alexandria. Encuentre mariscos frescos en Hummingbird y disfrute de la brisa del río en las afueras de Volia's Dockside Grill. Hay una variedad de restaurantes junto al río para elegir, como BARCA Pier & Wine Bar y Ales on the River, recientemente inaugurados.
- 3 Vea la instalación de arte público de Waterfront Park**
El Waterfront Park de Alexandria alberga una exhibición rotativa de fascinante arte público que se expone desde marzo hasta noviembre de cada año. La instalación de 2021 (Groundswell) trae un elemento de juego a la cambiante costa de Alexandria con un mural en tierra que representa el piso del río Potomac y más de 100 pilotes de madera cubiertos con espejos azules grabados que brillan como el agua. La nueva obra de arte llega en la primavera de 2022.
- 4 Experimente la historia donde sucedió**
Alexandria es una ciudad que precede a la Revolución Estadounidense y está llena de historia. Explore las escenas a pie al aire libre de Alexandria the Great y viénciese la historia y la cultura afroamericana de Alexandria con Newmarket Tour Company. Visite Carlyle House, una mansión georgiana y céntrica del siglo XVIII. Gadsby's Tavern Museum, que fue sede de los primeros cinco presidentes de los EE. UU., la Biblioteca Barrett Branch, donde sucedió uno de los primeros actos de movimiento por los derechos civiles. El Pazo a lo largo de la ciudad, con un valor de \$80 por año \$20, incluye la entrada a nueve sitios históricos y descuentos para otras atracciones.
- 5 Vea la pequeña Split House, la casa histórica más estrecha de Estados Unidos**
La Split House, una parada obligada para los Instagrammers y fotógrafos, es la casa histórica más estrecha de los Estados Unidos con solo siete pies de ancho. John Hollenbury construyó una residencia privada ubicada en 523 Queen Street de desecho en 1838 para mantener a los mercedarios fuera de su callejón adyacente. Pasee por las históricas aceras de ladrillos rojos de Old Town para ver más casas en fila de siglos pasados dignas de fotografiar y eche un vistazo a otros de los mejores lugares de Instagram.
- 6 Realice un crucero a bordo de la fragata Providence**
Experimente a bordo de una famosa fragata que apareció en el éxito de taquilla internacional Pirates del Caribe. Providence, la atracción frente al mar más nueva de Alexandria, es una reproducción a gran escala de uno de los buques más renombrados de la Marina Continental, dirigido por el capitán John Paul Jones en 1776. Realice un recorrido por el muelle del buque y retroceda en el tiempo, o relájese y disfrute de un crucero al atardecer con ceneza artesanal.



Meeting Sales Strategy

- 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.

Alexandria
EST. 1749



ALEXANDRIA, VA
VOTED
a Condé Nast Traveler's
**TOP 3
SMALL CITY**

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

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:

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

BOUTIQUE SPACES
Award-winning boutique 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 Alexandria™

Let our destination experts help you
plan your event where small meetings
have always been trending.

Alexandria
EST. 1749

MeetAlexandriaVA.com
703-852-5378 | meetings@VisitAlexVA.com

Retail Promotions

Summer and holiday promotions – Ads, content and PR

- Summer Sidewalk Sale
- Holiday retail season including Plaid Friday, SBS, and Show Love. Shop Local

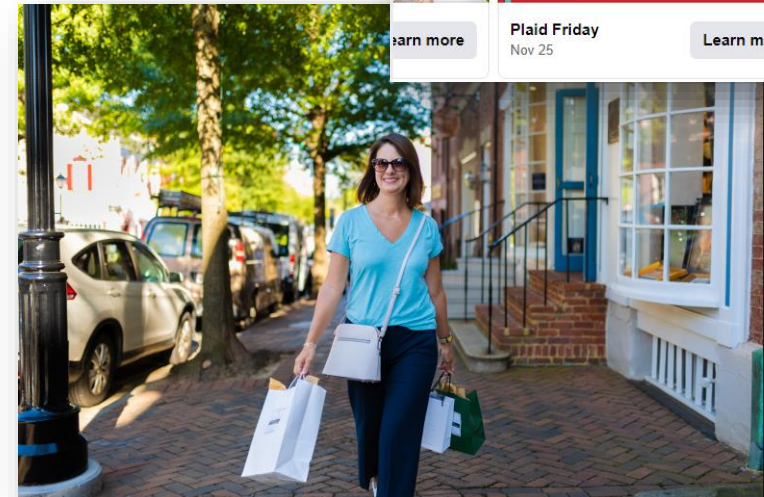
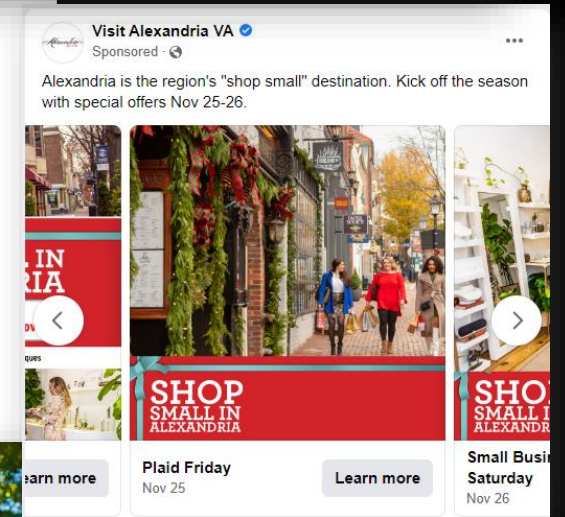
Website content

- Member listings and shopping landing pages
- King Street shopping guide (promoted)
- Top Things to Do in Old Town (promoted)
- Travel itineraries (promoted)

Amplify Old Town Business and DRBA retail promotions through seasonal content, website event listings, and organic social media

Visitor Guide editorial and listings

Travel writer itineraries



Restaurant Week Revamp



ALEXANDRIA
RESTAURANT
WEEK 2022
AUGUST 19-28

For 10 days and two weekends, enjoy special
\$25, \$35, or \$45 per person **prix fixe dinners.**

60+
restaurants

Browse the menus at
AlexandriaRestaurantWeek.com

The poster features a light gray brick wall background. The word 'ALEXANDRIA' is in a simple, gray, sans-serif font. 'RESTAURANT' is in large, colorful letters, each containing a small illustration of a building. 'WEEK 2022' is in a bold, sans-serif font, with '2022' in a larger, multi-colored font. 'AUGUST 19-28' is in a bold, white, sans-serif font on a teal banner. The text 'For 10 days and two weekends, enjoy special \$25, \$35, or \$45 per person prix fixe dinners.' is in a smaller, gray, sans-serif font. '60+ restaurants' is in a bold, white, sans-serif font inside a teal circle, flanked by a gold fork and knife. The website 'Browse the menus at AlexandriaRestaurantWeek.com' is in a bold, white, sans-serif font on a gold banner.



Events Produced by Visit Alexandria



“Expand Your ALX” Neighborhoods Campaign



See the campaign video [here](#).

“Expand Your ALX” Neighborhoods Campaign






Expand Your Alexandria

Old 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 green spaces.

TAP TO LEARN MORE

Locations Seen in the Video




Kangfu Kitchen

WEST END

West End

The West End is home to the city's craft beer scene with the headquarters of award-winning [Port City Brewing Company](#) 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 Brennan Park and [Fort Ward](#).






"Makeda Quote"
-Daniel, owner of Makeda Ethiopian



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 region of El Salvador from which many of the neighborhood's residents hail, Arlandria offers backyard biergartens and some of the best pupusa spots in the area.



Best Kept Shh! Destination Campaign

Goals

- Build awareness for Alexandria in a 5-hour drive radius
- Break through the clutter in a competitive environment
- Show the beauty and range of experiences in our city



Best Kept Shh! Campaign

Channels

- Video
- Digital Banner
- Print
- Out-of-Home
- Paid social media



See the “Best Kept Shh!” campaign videos [here](#).



Oh no! The secret's getting out. Only minutes from DC, there's a city *Travel + Leisure* just named one of the **Best Cities in the U.S.** Come find out for yourself. But shh!...it's too good to share.

SCAN TO GET
IN ON THE SECRET



ItsTooGoodToShare.com

Travel + Leisure

One of the
**Best Cities in
the U.S.** is
just a short
drive away.

BUT



CAN YOU KEEP A SECRET?

alexandria

ItsTooGoodToShare.com

FIND OUT MORE

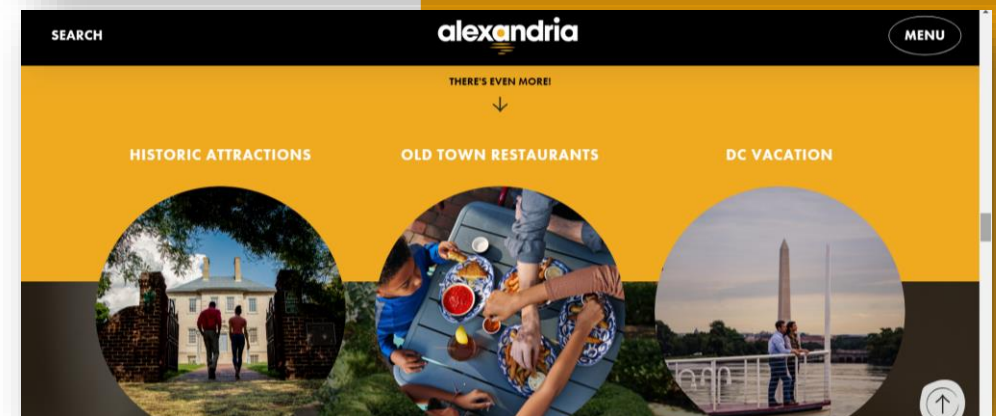
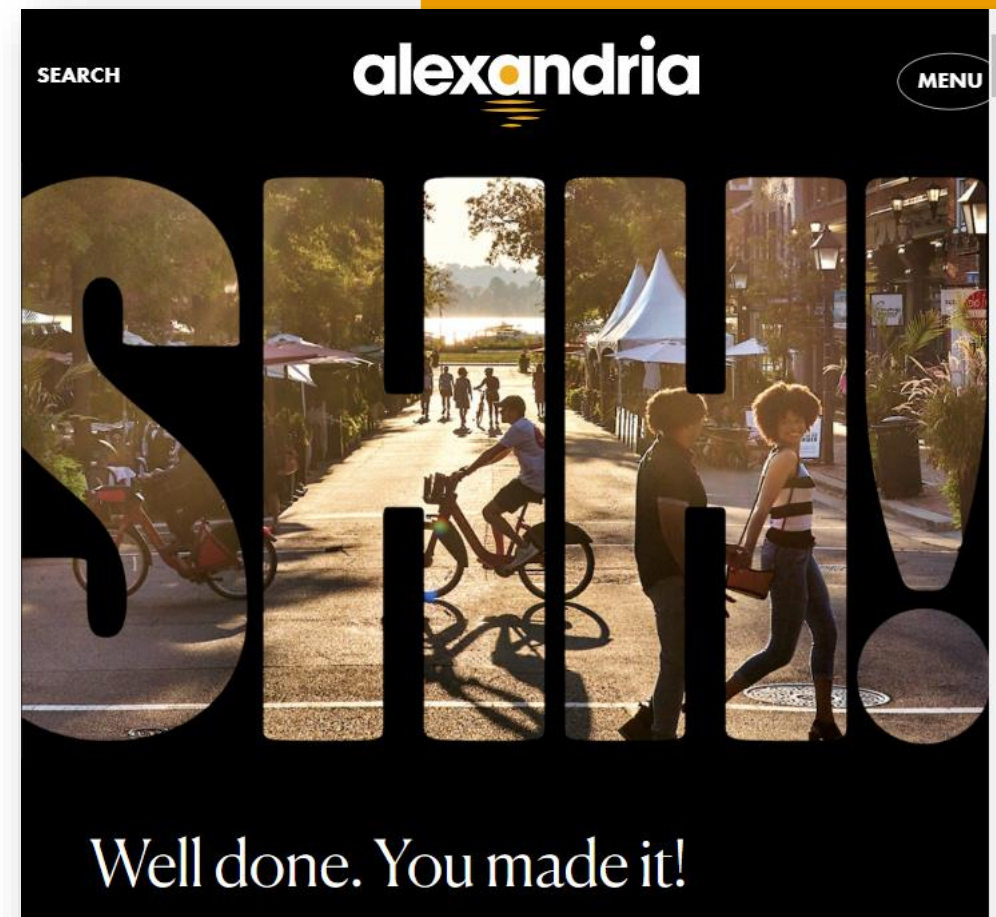
**"ONE OF THE BEST
CITIES IN THE U.S."** —*Travel + Leisure*



Custom Campaign Landing Page

ItsTooGoodtoShare.com

- Continues the conversation and tone from the advertising
- Opens the door to a range of additional content
- Already one of our top 5 most visited pages
- Session time nearly 3 minutes



Ways to Stay 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:
 - “the BEST of” blog
- Sign up for our Alexandria Insider e-newsletter 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





Thank You.

VISIT

alexandria

VisitAlexandria.com | [#visitALX](https://twitter.com/visitALX)