

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

City Council
Work Session

March 11, 2008



Alexandria's Tourism Economy

*Hotel Stays are the Core of the Economic Benefit
Derived from Tourism*

24 hotels / 4,500 rooms

1,500,062 Total Room Supply

1,642,500 in 2008

\$152,402,116 Total Room Revenue

\$147 ADR

68.8 % Occupancy

*Alexandria Hotels Contributed \$19,008,976 to the Tax
Base in 2007.*



Alexandria's Tourism Economy

Total Economic Impact of Tourism (FY 06)

\$563 million - *Total Expenditures by Visitors*

\$102 million - *Payroll*

\$24 million - *State Tax Receipts*

\$19 million - *Local Excise Tax Receipts*

Visitor spending supports 5,658 Alexandria jobs

ACVA's Mission

To increase tourism and conventions that generate revenues and promote the City of Alexandria and its assets.

The Work Plan

Modernizing our Marketing
Strategies

Destination Weddings

- Generate revenue for Alexandria businesses through targeting the weddings market
 - Hotel Weekend Business
- Develop new marketing opportunities that appeal to a broad section of Alexandria businesses
- Offer a full wedding package of services for brides



VIRGINIA ALEXANDRIA

The Fun Side of the Potomac

[Home](#)[About Alexandria](#)[Things to Do](#)[Calendar](#)[Accommodations](#)[Dining](#)[Shopping](#)

Weddings in Alexandria

[Reception Sites](#)[Ceremonies](#)[Accommodations](#)[Wedding Services](#)[Activities & Special Events](#)[Request More Information](#)

Featured Wedding Sites



[Mount Vernon Inn](#)



[Carlyle House](#)



[River Farm](#)

WINTER WEDDING
GIVEAWAY
Hilton Alexandria Old Town



ALEXANDRIA
VIRGINIA

Make your wedding an historic occasion in Alexandria, Virginia

Steeped in romantic charm and historic ambiance, Alexandria makes a beautiful year-round setting for your perfect day. Listed on the National Register of Historic places, Alexandria offers you so many options - from indoor to outdoor, land to water, or historic to contemporary, there's something to fit every dream and budget!

We realize you have a lot of decisions to make and since we are experienced with all things wedding in Alexandria, we are your simple and easy one-stop shop. Our goal is to help you find the perfect wedding experience from rehearsal dinner to ceremony and all the services to make this happen.

Visit our website at www.MyAlexandriaWeddings.com or call our wedding specialist, Erian Chung at 703.538.4200 ext. 208 or erichung@tuxside.com. We are here to make your wedding day the most meaningful and memorable day of your life... an historic occasion!

National Harbor Preparation

November through March

1. Convention: Sales Materials and Events
2. Water Taxi Video
3. Kiosks
4. Rack Brochure
5. Space Advertising
6. Shop & Dine Alexandria: Old Town Map

Consistent with current brand, updated to reflect info from study, and revised to be more response oriented



LIVING history

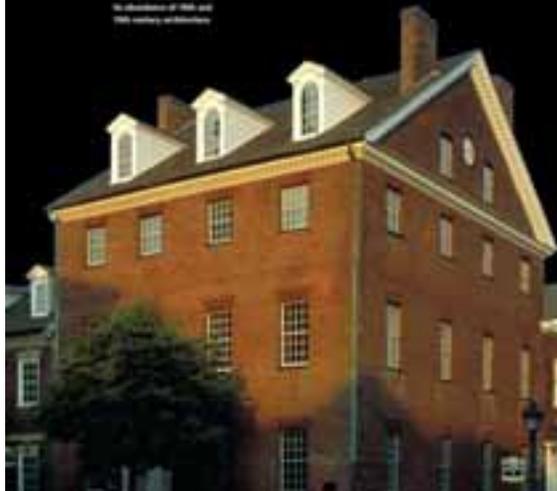
Discover the spirit of Alexandria that has been making history for well over two centuries

Founded in 1749, Alexandria was the center of commercial and political activity in the early years, such as George Washington at the end of the American Revolutionary war being given the ceremonial keys of the city. The childhood home of Robert F. Lee and a headquarters of the slave trade, Alexandria became a Union stronghold at the onset of the Civil War. Later, the Monetta Library was the stage for the nation's first anti-lynch laws, which was inspired by Samuel B. Thurston in 1890.



LEGACY OF PRESERVATION

The area around today's Old Town Alexandria was established as the nation's first historic district in 1960, and is listed on the National Historic Landmarks Register. Old Town, Waterfront, King and Lee Center, and Old Town Alexandria are the Alexandria part of the first national historic district, known for its collection of 18th and 19th century architecture.



VISITING old town

Welcome to Old Town Alexandria! Experience historical charm with contemporary flair from the river to the rails

PLAN

T Alexandria Station Center & Transit Plaza
Alexandria Station Center & Transit Plaza is a modern transit hub located just a few minutes from Old Town Alexandria. It features a variety of transportation options, including buses, taxis, and ride-sharing services. The plaza is a great place to start your visit, with easy access to the waterfront and downtown.

RIDE

B King Street Trolley
Ride an electric trolley on the rails between the historic Waterfront and the King Street Metro Station. The trolley is a fun and convenient way to explore the city, with stops at major landmarks and attractions. The trolley is available every 15 minutes, and the fare is just \$2.00.

WALK

E Explore Historic District
Explore the historic district on foot, with its charming streets and historic buildings. The district is a great place to walk, with many historic landmarks and attractions. The district is also a great place to shop and dine, with many historic buildings and shops.



UNIQUE charm

Shop, dine, and celebrate on Alexandria's historic main streets where commerce has always been revolutionary

Old Town Alexandria's historic streets and unique shops offer a one-of-a-kind experience. The historic architecture and historic buildings are a great place to walk, with many historic landmarks and attractions. The district is also a great place to shop and dine, with many historic buildings and shops.



Alexandria is home to a vibrant community of artists working in the visual and performing arts and music. It is a great place to walk, with many historic landmarks and attractions. The district is also a great place to shop and dine, with many historic buildings and shops.



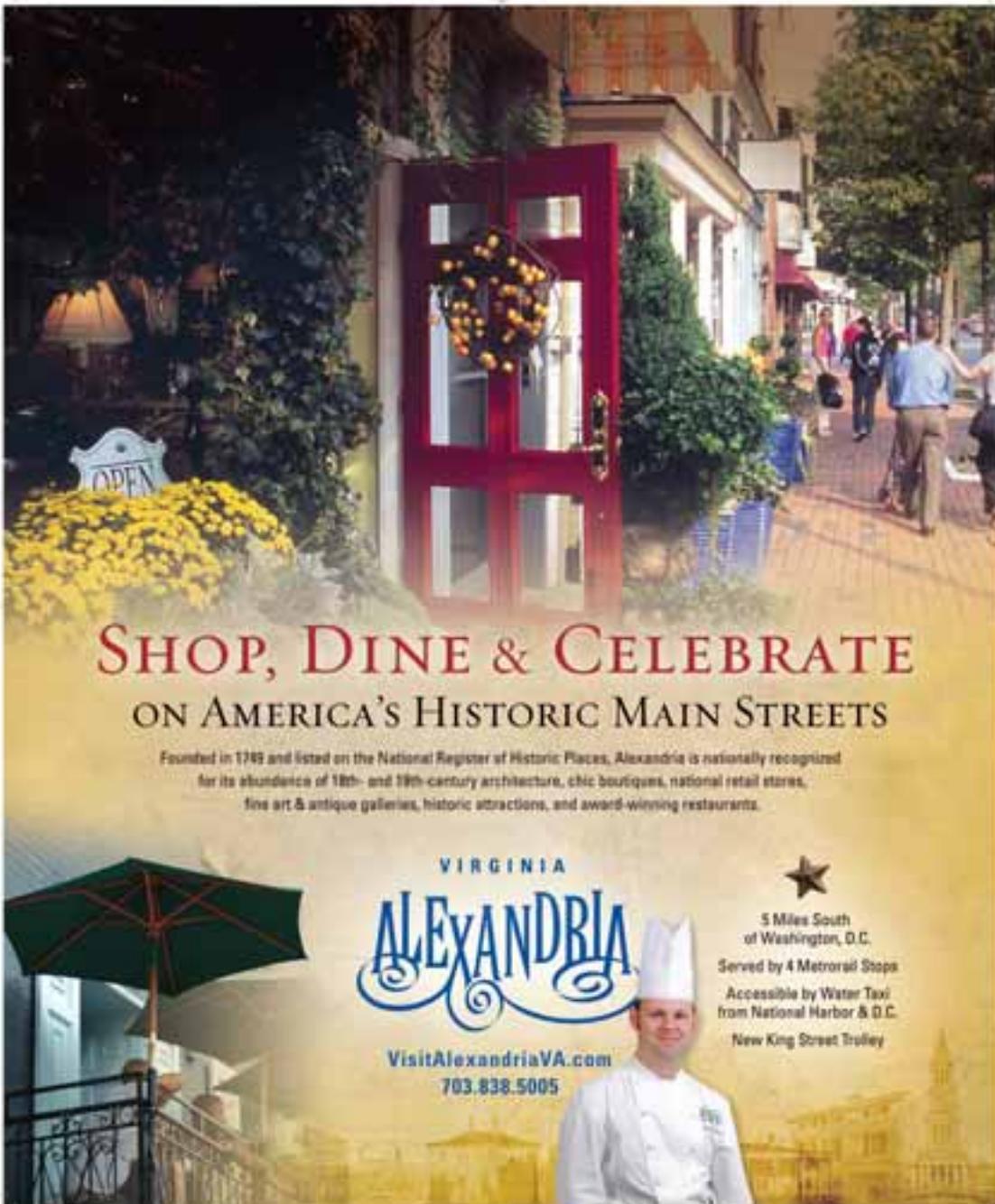
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Rack Brochure



SHOP, DINE & CELEBRATE
ON AMERICA'S HISTORIC MAIN STREETS

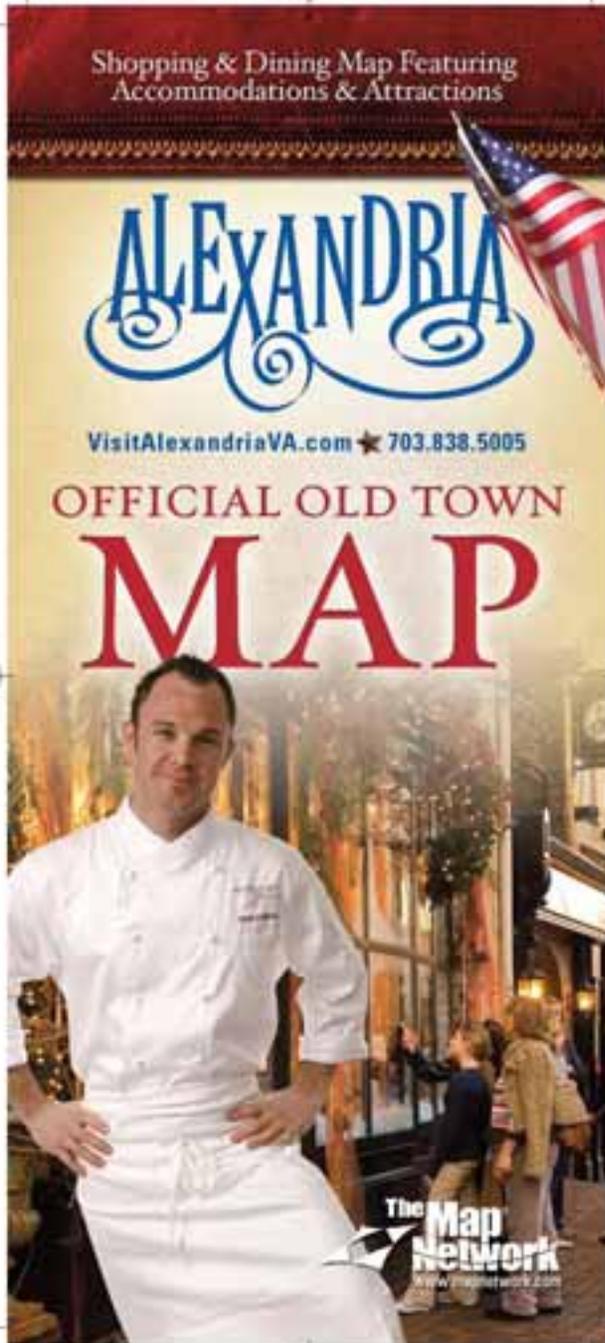
Founded in 1749 and listed on the National Register of Historic Places, Alexandria is nationally recognized for its abundance of 18th- and 19th-century architecture, chic boutiques, national retail stores, fine art & antique galleries, historic attractions, and award-winning restaurants.

VIRGINIA
ALEXANDRIA

VisitAlexandriaVA.com
703.838.5005

★
5 Miles South
of Washington, D.C.
Served by 4 Metrorail Stops
Accessible by Water Taxi
from National Harbor & D.C.
New King Street Trolley

Ad for Gaylord's Worth
It

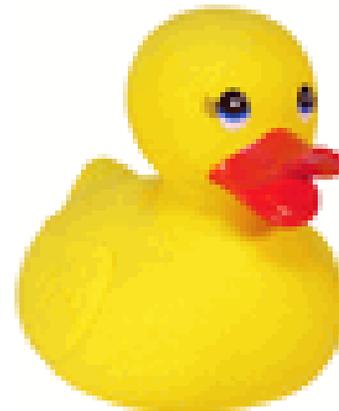
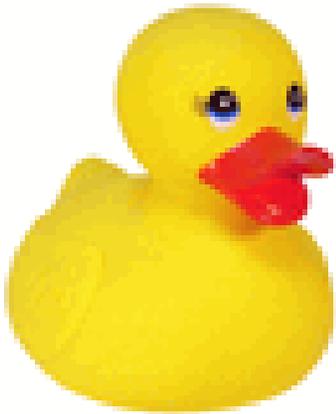


Shopping & Dining Map



Advertising

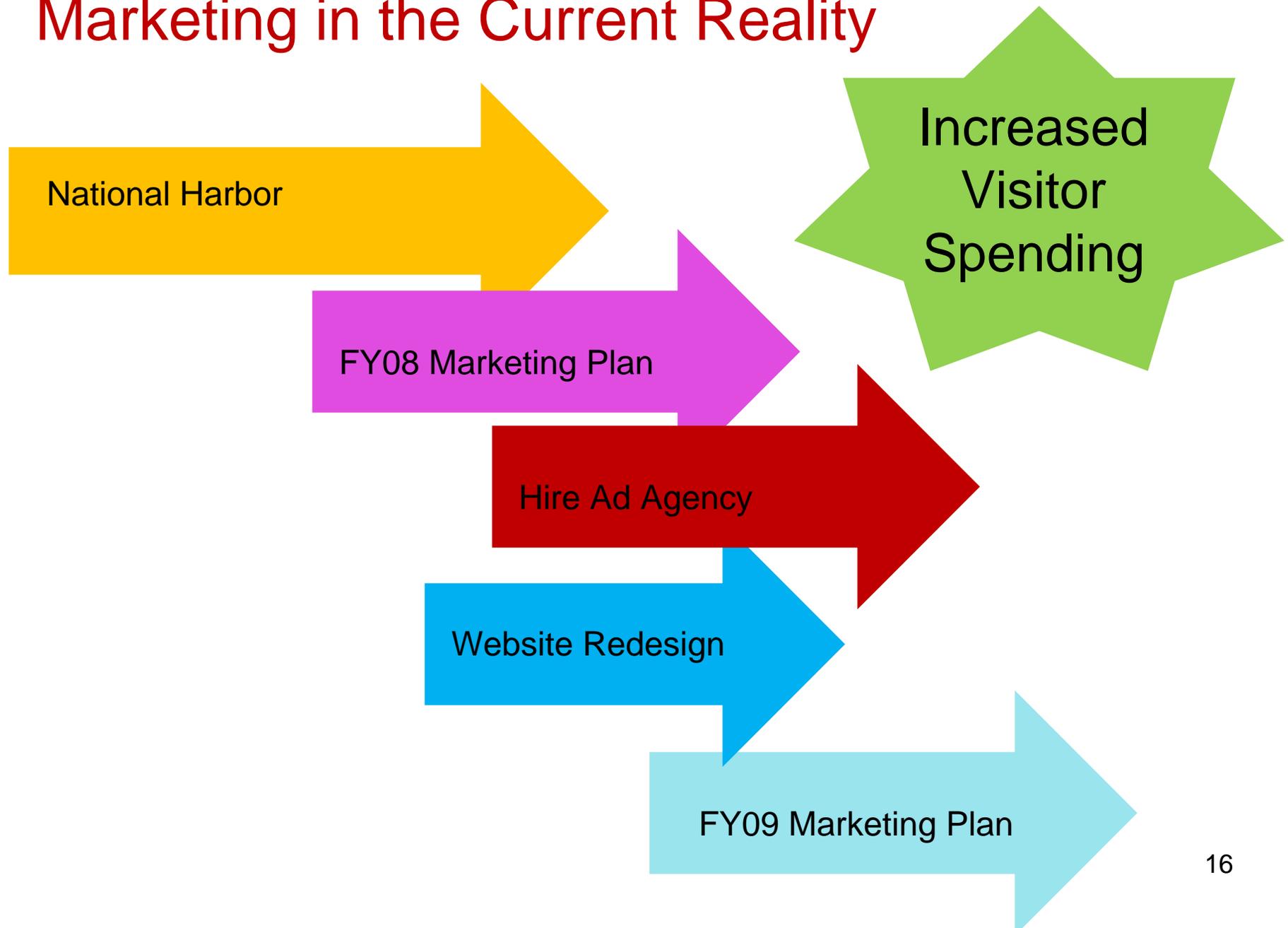
Phase One: Getting Our Ducks in
a Row



Marketing in an Ideal World



Marketing in the Current Reality



Advertising: Phase One

Action Items

1. Receive results from the brand study - December
2. Input Meeting - January
 - a. Foskey/Phillips: Media Buy
 - b. Abrials: Design
 - c. ACVA: Strategic Direction
3. Identify Target Markets - January
4. Clarify Key Messages - January
5. Refine Creative - February
6. Art Due to Publications - April

Advertising: Phase Two

Action Items

1. Form Marketing Advisory Committee – Spring
2. RFP for Full-Service Ad Agency with significant tourism/hospitality experience – Late Spring
3. Create new brand – Summer
4. Launch new campaign – Fall



Website

Action Items

1. Online Marketing Training – November
2. Modify Current Site
 - a. Add Online Reservations/Tickets
 - b. Collect E-mail addresses
3. RFP to Identify Vendor – March
4. Award Contract – April
5. Build New Website – 4-6 months
 - a. Build e-mail marketing system
 - b. CMS
 - c. More planning tools... more selling

Alexandria Brand and Image Research

December 17, 2007

Background

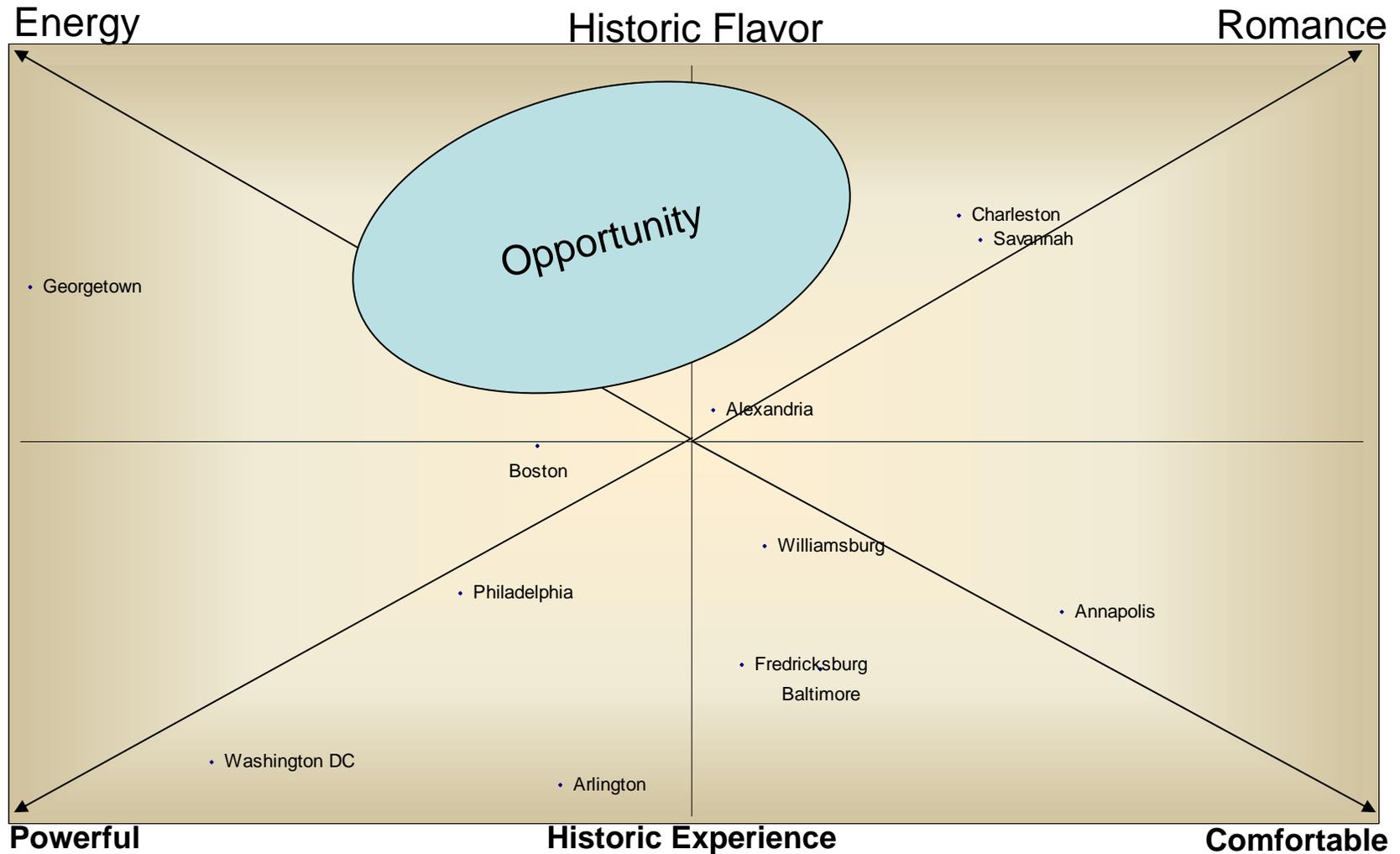
Identify brand attributes that:

- Are authentic
- Closely associated with travel motivators
- Differentiate Alexandria from its competition

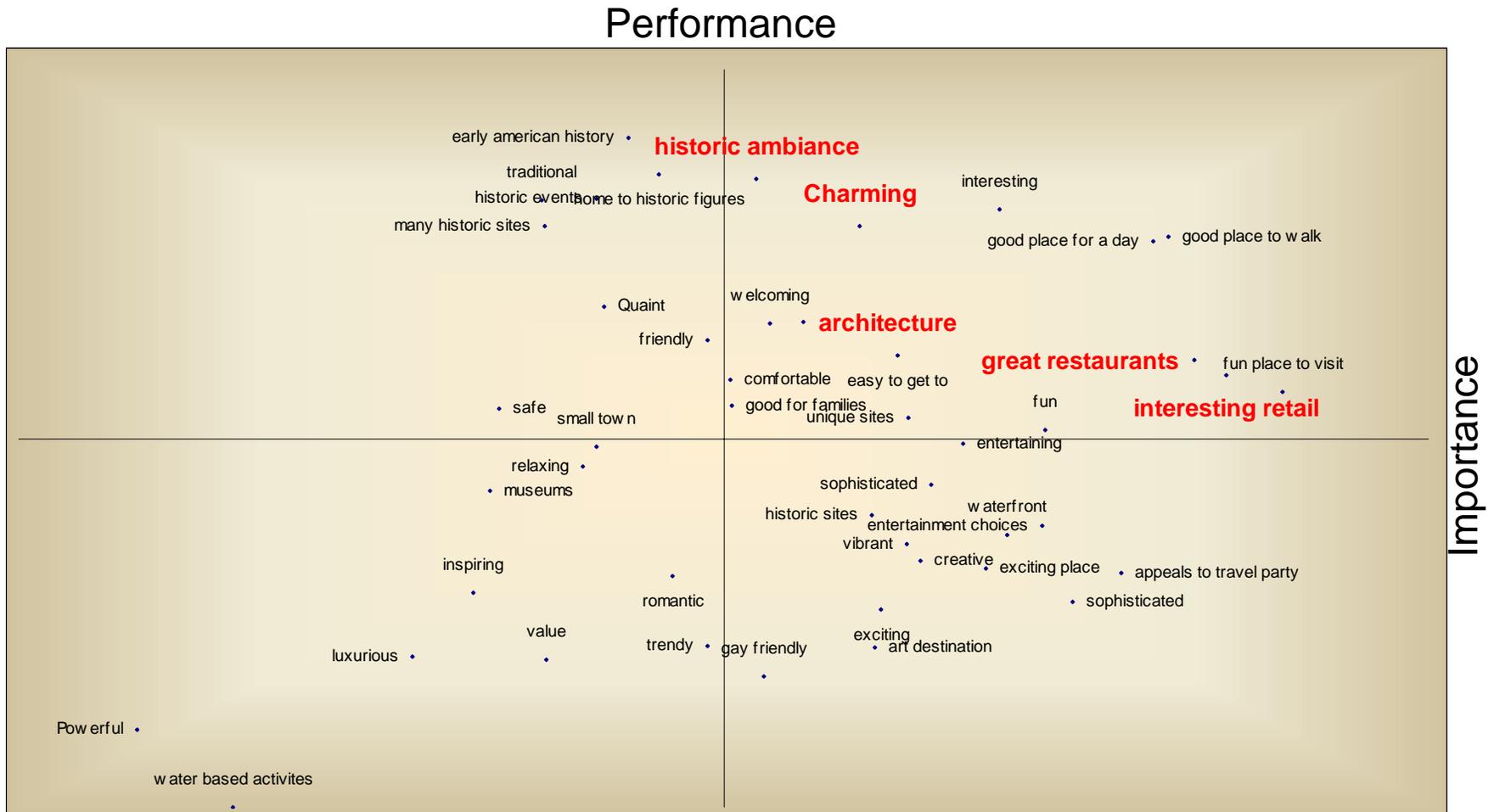
Competitive Framework

- Discriminant analysis was used to *categorize* the attributes to see how they relate to one another
- It provides a visual reference of the distance between attributes
- We can then look at the destinations tested to see how closely they are related to the attributes and to each other
- The following diagrams show relative positions – they are not *good or bad*

Opportunity Map



SWOT Analysis



Brand Focus

Is full of historical ambiance

Is a showcase for period architecture

Charming

Has great restaurants

Offers an interesting mix of retail shops

Regional Marketing Campaign

*Supplemental Request for
Funding to Stimulate Shopping
and Dining in Alexandria*

Situation Analysis

- No funding dedicated to marketing the City's businesses to the City's residents and neighbors.
- Increasing competition to attract shoppers and diners to newer retail developments.
- Slowing economy will put increasing pressure on meals and retail tax base

Foundation for Success

ACVA recommends adding responsibility and funding to its current programs to close the gap in the City's marketing strategy.

- New VisitAlexandriaVA.com website
- Full-service advertising agency with destination experience
- Destination campaign with coverage in mid-Atlantic region

Allocation of Funds

The expertise of an advertising agency is necessary to develop a strategy, but some rules of thumb apply.

- Newspaper and radio with an online component is the most likely media mix for this region.
- Television is going to be expensive during an election year and production cost could erode the budget, although the footage shot for the water taxi video make this an option for a spring campaign.

Allocation of Funds

- \$100,000 generally buys four to six weeks of radio and newspaper. A sustained campaign would typically start with the heaviest frequency, decreasing the cost per week as awareness builds.
- Each unit of investment is incrementally more productive because it builds upon the awareness created by the preceding unit of investment.
- August is an advertising dead zone to avoid, and the new brand is scheduled to launch in September.

Supporting the Tax Base

- Taxes on meals totaled \$10,461,035 in 2007
 - Up 5% over 2006
- Retail sales tax totaled \$25,440,638 in 2007
 - Flat to 2006

Discussion