Mission

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

- A 501 (c)(6) nonprofit

- A Membership based organization
  - 390+ members, including restaurants, shops, hotels, attractions, etc.
  - We assist our members with unique marketing opportunities, web and Visitor Guide promotion, sales leads, media coverage, etc.

- Independent of city government, but with significant funding from general tax revenues

- Works in alignment with city government and economic development partners
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 Elizabeth Bennett-Parker)
- Citizen At-Large
2019 Economic Impact of Visitors (50+ miles)

$881 million in Visitor Spending

6,595 Jobs

$28.6 million in Local Tax Receipts*

Source: 2019 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.
Non-Residents Pay 71% of Consumption Taxes

Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue
Sales, Restaurant & Lodging Tax Receipts ($ million)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21 (est.)</th>
<th>FY22 (est.)</th>
</tr>
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<tbody>
<tr>
<td>Value</td>
<td>$55.6</td>
<td>$58.0</td>
<td>$60.0</td>
<td>$59.5</td>
<td>$65.7</td>
<td>$58.4</td>
<td>$52.7</td>
<td>$58.3</td>
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Sources: FY 15-20 Actual, City of Alexandria Revenue Dept.
FY 21-22 Estimates, City Manager’s Proposed FY 22 Budget
March 16, 2020: ALX at Home Launches

- 4.9 million paid marketing impressions
- 247,000 pageviews on ALX at Home landing pages
• In partnership with the Alexandria Health Department
• Commitment to going above and beyond
• 330 businesses participating
Marketing Responsibly

- Promoting mask usage and physical distancing
- Keeping potential visitors up to date on what’s open
- Giving visitors ideas of what can be done responsibly right now
24 Black-Owned Businesses in Alexandria to Support Right Now

8 New and Must-Do Black History Experiences in Alexandria

Courageous Journey: Alexandria's Black History Driving Tour

Great Walks in Alexandria

Duke Street Black History Trail

1. Barrett Branch Library, Site of 1939 Alexandria Sit-In
717 Queen St.
Regional Marketing

GREAT WALKS IN ALEXANDRIA

- Self-Guided Architecture Stroll
- Old Town Art Photo Walk
- Waterfront Walk
- Duke Street Black History Trail
- Del Ray Mural Stroll
- Green Getaways

Alexandria Restaurants Open for Outdoor Dining Right Now

Please remember that face coverings are required anytime you are unable to maintain six feet of physical distancing and must be worn indoors when not seated at your table.

Del Ray and Arlandria Outdoor Dining
Holiday Retail

**Show Love.**

**Shop Local.**

When you shop local to find that one-of-a-kind gift this holiday season, you’ll be supporting Alexandria’s small businesses when they need it most.

Learn more at VisitAlexandriaVA.com/ShopSmall

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**Holiday Retail**

**Shop Online at These Alexandria Boutiques**

Stay safe and shop online while showing your love for the independently owned stores who need your support more than ever.

Add to Cart

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**8 Ways to Support Alexandria’s Small Businesses this Season**

Explore unique local gifts, seasonal delights and more at Alexandria’s independent businesses.

Take a Look

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**Alexandria Shop Small Week**

**Nov 27 - Dec 6**

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**Visit Alexandria**

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Performance Indicators FY21 YTD (July 2020-January 2021)

- 1.01 million web visits (-17%)
- 501 press stories (-20%)
- 386 members (+5%)
Can’t go to Europe?
You can still get your Old World fix

Best weekend escapes from Washington, D.C.

The best girlfriend getaways around the world

Why Alexandria, Virginia is a safe, smart choice for a roadtrip right now
Celebrate the Christmas charm of Alexandria, Virginia

Southern Living

The Most Magical Christmas Towns Across the World

How 'Wonder Woman 1984' Took Over an Empty Mall to Create a Rad 80's Experience

Why Alexandria, Virginia Should Be Your Next Winter Road Trip
YoY Hotel RevPAR Change, July 2020 - January 2021

Source: STR
Alexandria Business Impact Survey

Source: Visit Alexandria
Keeping Small Business in Business

Restaurant Closure Rate During Pandemic

18%  
16%  
14%  
12%  
10%  
8%   
6%   
4%   
2%   
0%   

U.S.  Alexandria

Sources: National Restaurant Association, Alexandria Revenue Department
Return to Destination Advertising

Message:

- “Think Small”: Top 5 Small City
- A distinctive, national destination in your own backyard
- Approachable and accessible
- Leaning more into Alexandria experience and less on DC than usual
- Safety: “Show it” more than “say it”
- Urgency of pitch? Low pressure, but get that trip on the calendar
FY 22 Content Emphasis

• Outdoor experience
  • Dining
  • Tours
  • Meeting spaces
• Waterfront photo/video shoot
• Old Town North
• Promotional & neighborhood partnerships
Diversity and Inclusion in Marketing

• New Black traveler campaign
• Dedicated ad shoot
• New video and photo assets of Black-owned businesses and Black history sites
• New Black History & Culture web hub
• Capturing new assets featuring other communities of color and indigenous people
Meetings

• Small and hybrid meetings first
• Virtual tours and events
• Promote destination safety and COVID-19 resources for planners
• Direct sales
• Leveraging The Leadership Collection™

Step Into a Historic Crisis Scenario

Step into the ultimate leadership role and "Be Washington" in a historic crisis scenario from Washington’s time as Commander-in-Chief of the Continental Army or as the first President of the United States. Faced with the same choices as Washington, you must make your own decisions on how to lead.
Alexandria Visitor Center

221 King St. in Old Town
- Open 7 days a week
- Tickets including Key to the City Attraction Passes
- Brochures and Guides
- Made in Alexandria and Alexandria-branded gifts/souvenirs
Ways You Can Get Involved

• Find out how to support local businesses and stay up to date on the latest happenings by following our:
  • VisitAlexandriaVA.com website
  • Social media and blog (see to the right)
• Sign up for our Alexandria Insider e-newsletter at VisitAlexandriaVA.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 LChase@VisitAlexVA.com for assistance.
• Be ambassadors for Alexandria as a top destination, and one that values safety during COVID-19
Thank you.