



Visit Alexandria

Vito Fiore, Vice President of Marketing & Research

Alexandria City Academy

October 8, 2020

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
 - 380+ 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

MARKETING MIX



ADVERTISING

SALES

WEB

PUBLIC RELATIONS

RESEARCH

EVENTS & ACTIVATION

VISITOR & MEMBER SERVICES

SOCIAL MEDIA

PUBLICATIONS

INTERNATIONAL

PROMOTIONS

Economic Impact of Visitors (50+ miles)

\$881 million
in Visitor Spending

6,595
Jobs

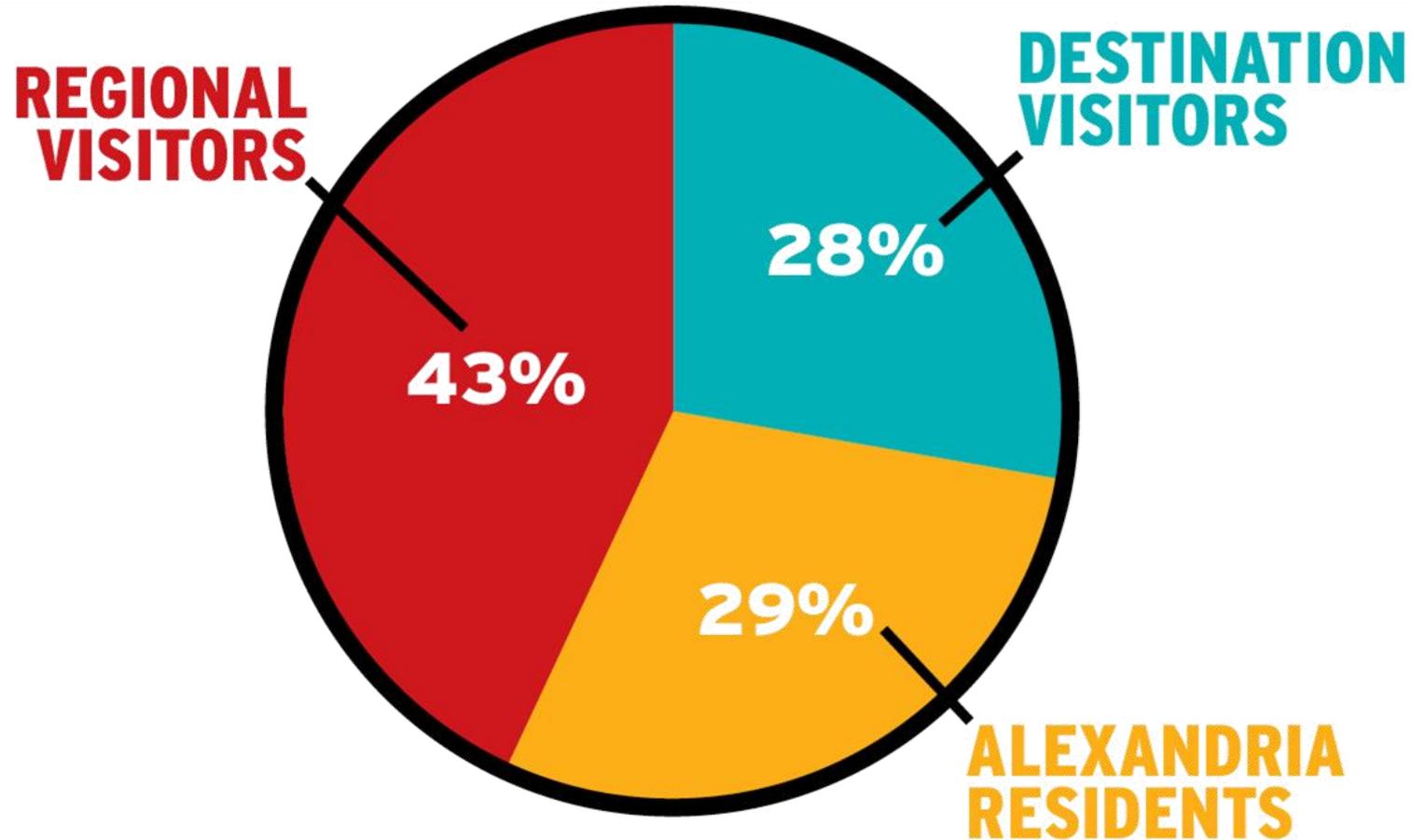
\$28.6 million
in Local Tax Receipts*

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

Visitors Support All Alexandrians

Non-residents generated
\$46 million in city tax revenue, which equals



Saving the
average household
\$673
per year



Educating
2,691
Alexandria
public school
students

Source: 2016 Visa credit card transaction data extrapolation, VisaVue

FY 2020: Two Years in One

July 2019						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2019						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019						
Su	Mo	Tu	We	Th	Fr	Sa
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019						
Su	Mo	Tu	We	Th	Fr	Sa
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019						
Su	Mo	Tu	We	Th	Fr	Sa
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2020						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

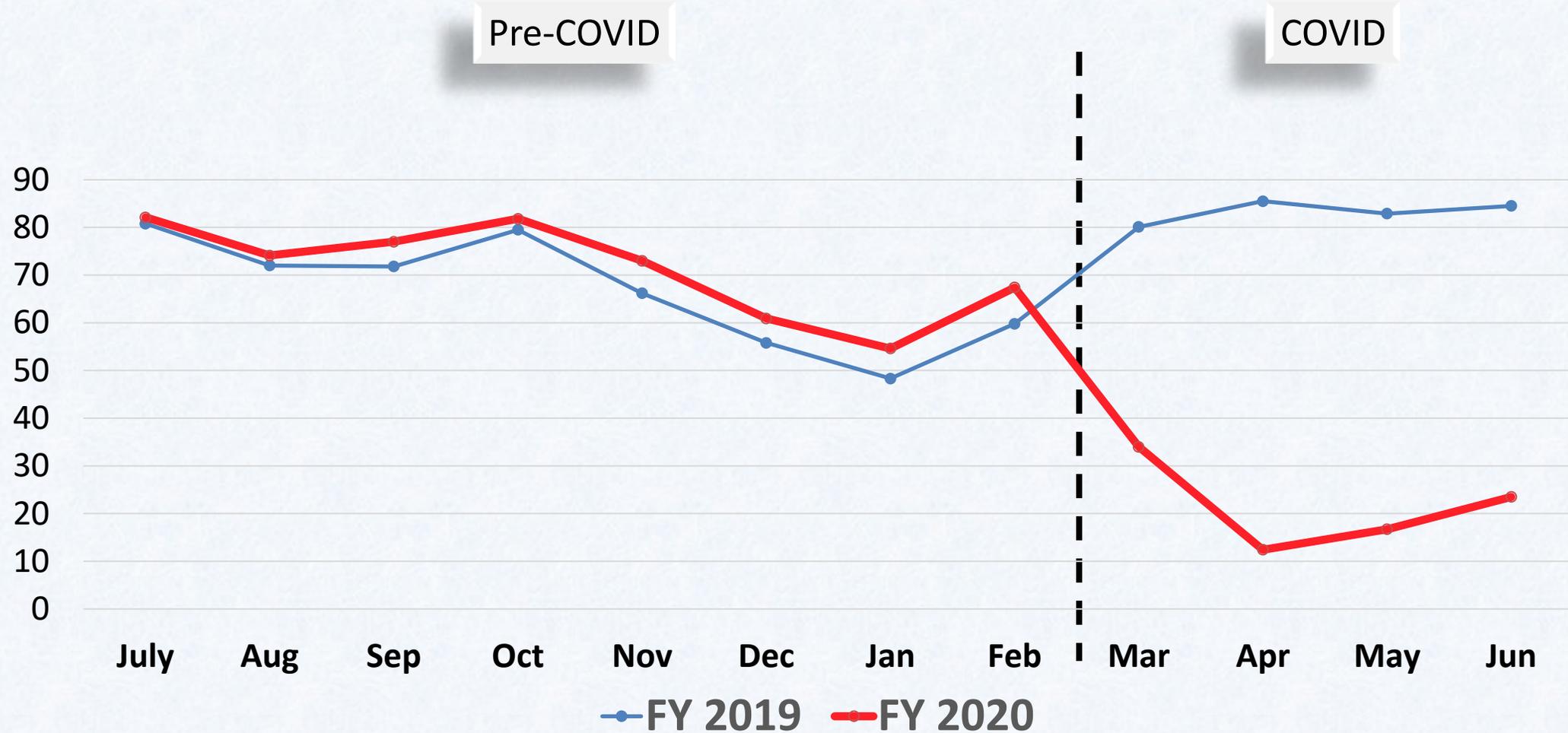
March 2020						
Su	Mo	Tu	We	Th	Fr	Sa
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

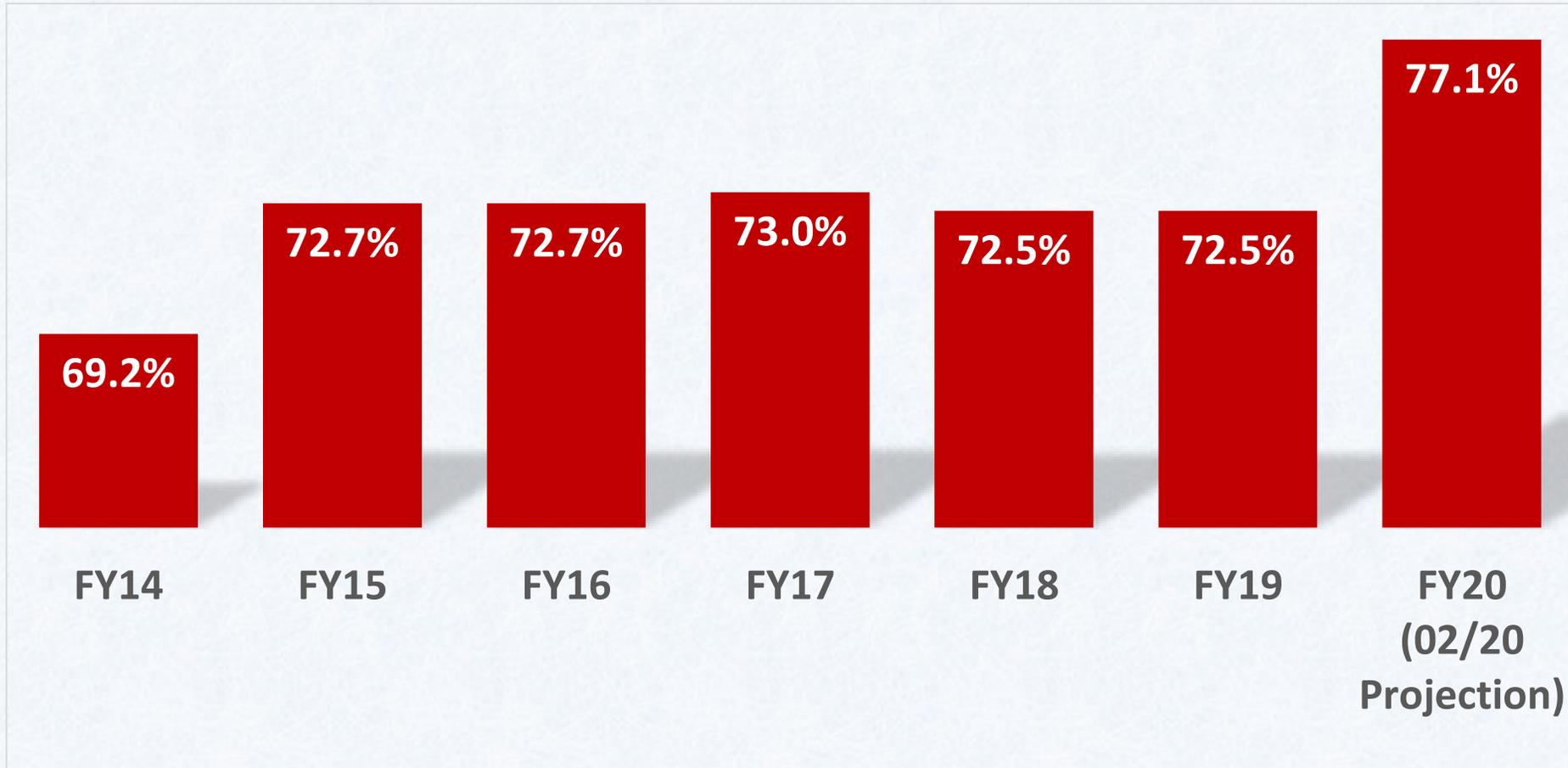
May 2020						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2020						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Hotel Occupancy FY19 vs. FY20



Hotel Occupancy



Actual FY20 Occupancy: 55.7%



Visit Alexandria FY20 By the Numbers

VisitAlexandriaVA.com

2.10 million visits per year

Social Media

155,000 followers

Meetings and Sales

\$42.1 million in meetings leads

Public Relations

1,052 total media stories generated

Visitor Center (closed March 16-June 10, 2020)

51,600 guests served

Fiscal Year = July to June



#3 Best Small City

Condé Nast
Traveler



BEST SMALL CITIES IN U.S.

- Condé Nast Traveler Readers' Choice Awards, 2019

1. Charleston, SC
2. Santa Fe, NM
- 3. Alexandria, VA**
4. Savannah, GA
5. Key West, FL
6. Aspen, CO
7. Monterey, CA
8. Chattanooga, TN
9. Greenville, SC
10. Santa Barbara, CA

Look who made the list for the second year in a row! Virginia is now home to one of the top 3 small cities to visit in the U.S. A nationally designated historic district founded in 1749, Old Town Alexandria hums with more than 200 independent restaurants and boutiques alongside intimate historic sites and museums. At the heart of it all is renowned King Street, a walkable mile that leads to the Potomac riverfront, where you'll find our newest attraction—the tall ship Providence. And with Old Town just minutes away from both the National Mall and Mount Vernon, it's the perfect base for a legendary DC vacation.

OLD TOWN
Alexandria

#visitALX | VisitAlexandriaVA.com/OldTown



VIRGINIA
IS FOR
LOVERS



Getty

3. Alexandria, VA

Washingtonians are all in on the secret, but it's no surprise the rest of the world is catching up: Alexandria, Virginia, the charming, historic city just across the Potomac River from our nation's capital, is a draw—for travelers and future residents alike. Most people imagine moving there shortly after setting foot in Old Town, walking the brick sidewalks, clocking street after street of perfectly preserved rowhouses from the 18th and 19th centuries. Walk down King Street, packed with boutiques, restaurants, and specialty shops, before landing at the waterfront, where you can watch the boats on the water before touring the Torpedo Factory Art Center, a collective of galleries and artists' studios. End the day at Gadsby's Tavern, where some of our founding fathers used to drink, and don't mind the actors in colonial garb performing for you. Like we said, you'll already be wrapped up in the fantasy.

VISIT
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Generated Press Coverage

**The Atlanta
Journal-Constitution**
Credible. Compelling. Complete.

Birmingham
magazine

Chicago Tribune

Condé Nast
Traveler

**The Dallas
Morning News**

DEPARTURES

Entertainment
WEEKLY

Fodor's



Forbes

MEN'S JOURNAL



**O THE OPRAH
MAGAZINE**

Parade

redbook

Southern Living

**TRAVEL+
LEISURE**



**The
Washington
Post**

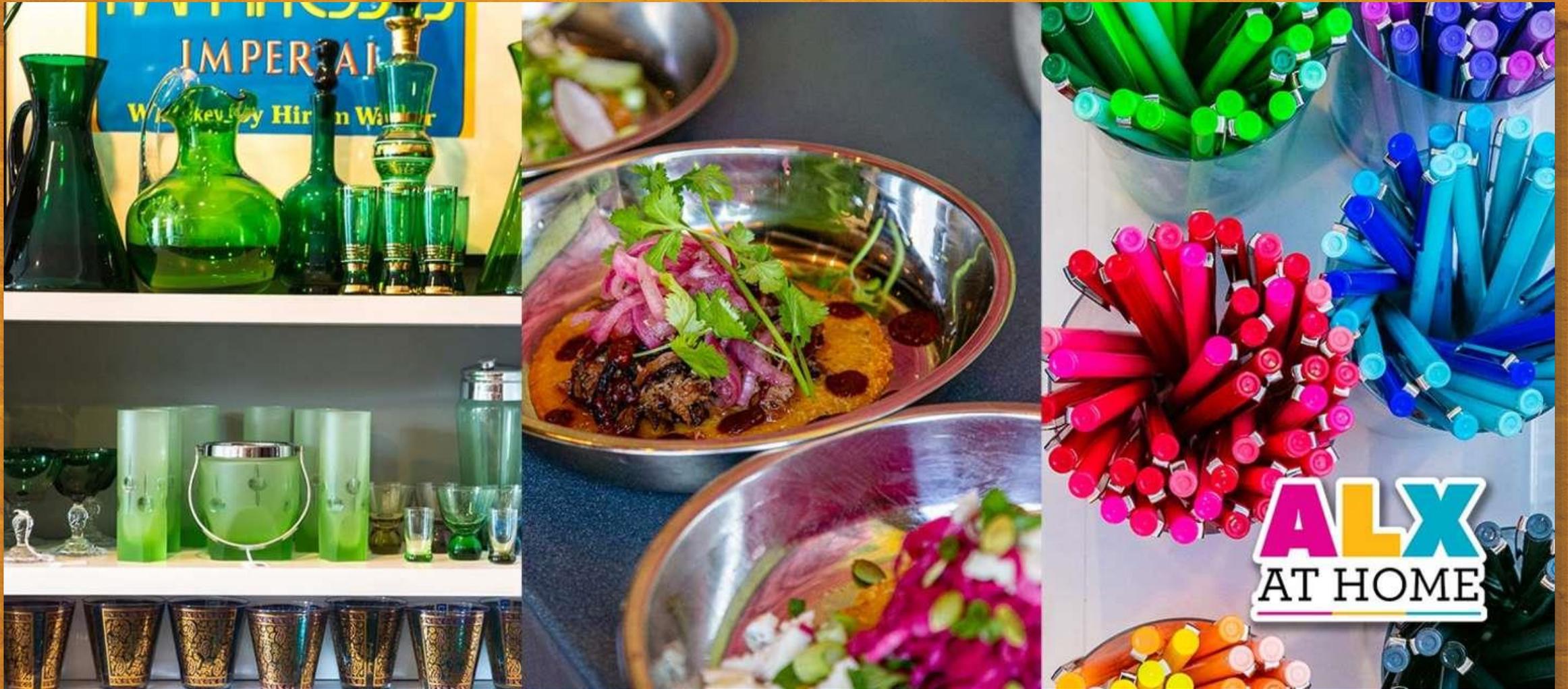
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Accolades :30



[Watch the 30 second video here.](#)

March 16: ALX at Home Launches



ALX
AT HOME

VISIT
Alexandria

ALX at Home



Retail Offerings

From virtual shopping to DIY projects to take home, see what Alexandria's independent boutiques are offering.

[Learn More >](#)



Restaurant Offerings

From curbside pickup to ready-to-make dinners to take home, enjoy your favorite Alexandria restaurants at home.

[Learn More >](#)



Attractions Offerings

Take a virtual tour of Mount Vernon, get some fresh air on an unlimited "Ride it Out" bike ride and more.

[Learn More >](#)



Wellness Offerings

From free home workout plans to free live virtual Barre classes, stay fit from home.

[Learn More >](#)

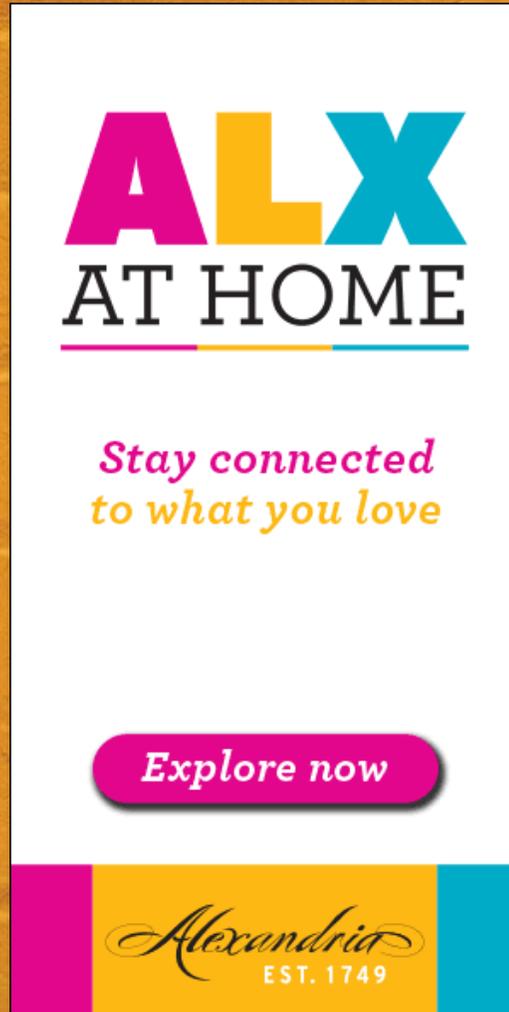


Arts Offerings

Enjoy the arts from home with virtual exhibits, at-home activities, special offers and more.

[Learn More >](#)

ALX At Home By the Numbers



- 4.9 million paid marketing impressions
- 117 press hits
- 247,000 pageviews on ALX at Home landing pages
- 116,000 pageviews on member offer listings



- In partnership with the Alexandria Health Department
- Commitment to going above and beyond
- 400+ businesses participating





MEETINGS IN ALEXANDRIA ▾

Share Like 0

ALEXANDRIA HOTEL SAFETY PROTOCOL

Alexandria's hotels have a history of placing cleanliness and safety for employees and guests as a top priority. As meetings begin to return, our hotels are going above and beyond local, state and federal health requirements to ensure the wellbeing of your attendees and provide attendees a comfort level for them to attend. For a glance at our city-wide hotel commitment to you and your guests, please scroll down and feel confident that Alexandria is ready for you.

Hotel Safety and Sanitation

Take a quick peek at Alexandria hotels' commitment to safety.

COURTYARD BY MARRIOTT - ALEXANDRIA PENTAGON SOUTH +

EMBASSY SUITES BY HILTON ALEXANDRIA OLD TOWN +



Share 5 Like 1

TRAVEL INFORMATION

Frequently Asked Questions about Coronavirus (COVID-19)

Updated: July 2, 2020 at 11 a.m. EST

Please find answers to frequently asked questions related to the novel coronavirus (COVID-19) situation below. For information for meeting planners, please click [here](#).

WHAT IS THE LATEST ON HOW COVID-19 IS IMPACTING ALEXANDRIA? +

ARE ANY MUSEUMS OR ALEXANDRIA?

HOW CAN I LEARN WHY ARE CURRENTLY OPEN?



Share Like 0

ALEXANDRIA'S COMMITMENT TO HEALTH & SAFETY

Alexandria is committed to reducing risk so visitors and locals alike can relax in our vibrant, historic city. From our ALX Promise program of above-and-beyond safety standards to face mask fashion tips, learn more about our health and safety efforts below.

Face coverings are required in Virginia at all indoor public places, except when eating, drinking or exercising, and businesses are maintaining 6 feet of physical distancing where appropriate. Please bring a face covering with you whenever you go out, as it is not always possible to maintain 6 feet of physical distancing along the city's sidewalks, parks and paths.

PHYSICAL DISTANCING GUIDE

*Alexandria examples of
6 feet or more.*

VisitAlexandriaVA.com

1 Spite House



1 Del Ray mural



30 Port City bottles



1 King Street Trolley



1 waterfront table



3 dogs



2 colorful doors



1 green torpedo at the
Torpedo Factory
Art Center



1 boutique window



visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



6 Tips for Making Face Masks Fashionable from Alexandria Style Experts



BY CAROLINE SECREST

JUNE 22, 2020

8706 VIEWS



WHERE TO GET FACE MASKS IN ALEXANDRIA



Washable Face Masks

[Learn More >](#)



DIY Mask Making Kits

[Learn More >](#)



Bandanas & Scarves

[Learn More >](#)

The New York Times

How Black Lives Matter Reached Every Corner of America



Black Lives Matter: Equity & Inclusion

GREAT WALKS IN ALEXANDRIA

Duke Street Black History Trail

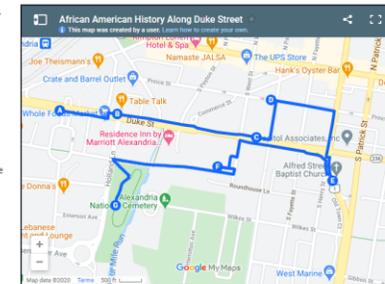


African American history tour in Alexandria makes a comeback for Juneteenth



Old Town's Duke Street corridor is rich with historical significance, embedded with hidden narratives and plenty of plaques for the eagle-eyed passerby:

- Begin at the site of the **Brin Slave Jail** for a reckoning of Alexandria's role in the domestic slave trade.
- Then, head east toward and look for the **Edmonson Sisters sculpture**, a tribute to two teenage sisters who were born into slavery and attempted escape, later becoming vocal and visible abolitionists. The piece was sculpted by bronze work artist Erik Blome.
- See **Freedom House Museum**, once the headquarters for one of the nation's largest internal slave trading firms and now a site sharing the stories of those who passed through it.
- Take a detour onto Prince St. to see the plaque for **L'Ouverture Hospital**, which served Black soldiers and those escaping enslavement during the Civil War.
- Stop by **Alfred Street Baptist Church**, Alexandria's oldest African American congregation, founded in the early 19th century within its first Black neighborhood, called "The Bottoms."
- Then, visit **Shiloh Baptist Church**, one of the city's oldest active churches. Drawing its name from a biblical term for "place of peace," the church was formed as an oasis during the Civil War for the formerly enslaved.
- End your journey at **African American Heritage Park** and linger by the bronze tree memorial titled "Truths that Rise from the Roots - Remembered," created by Jerome Meadows and carved with the names of Black Alexandrians who shaped the city.



VISIT
Alexandria

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THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



24 Black-Owned Businesses in Alexandria to Support Right Now



BY CAROLINE SECREST

JUNE 15, 2020

56443 VIEWS

4 WASHINGTON



INEQUALITY IN AMERICA

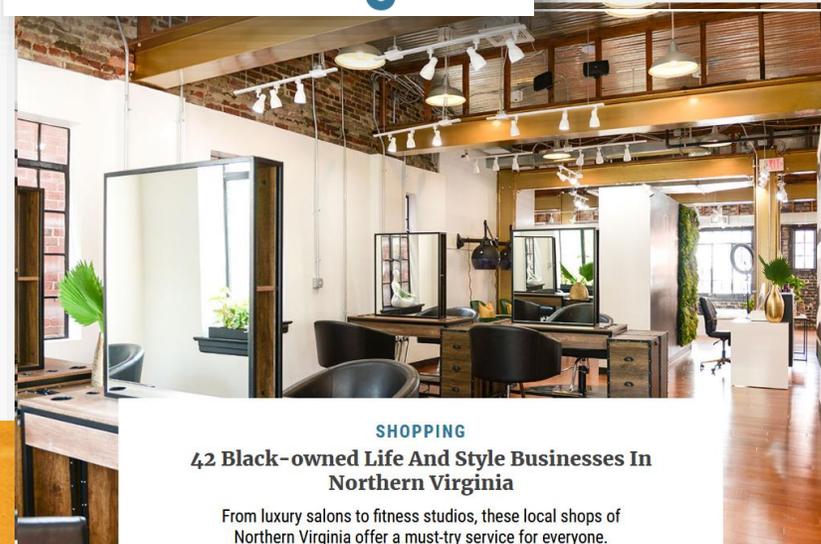
SUPPORTING BLACK OWNED BUSINESSES IN ALEXANDRIA

4:58 79°

4

Twitter Facebook Instagram @NBCWASHINGTON

Northern Virginia



SHOPPING

42 Black-owned Life And Style Businesses In Northern Virginia

From luxury salons to fitness studios, these local shops of Northern Virginia offer a must-try service for everyone.

Some things you can find

ONLY IN
ALX

SEE THE LIST

Alexandria
EST. 1749



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Only in ALX :15

Some things

[Watch the 15 second video here.](#)

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THE LEADERSHIP COLLECTION AT ALEXANDRIA™



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Meetings Shift to Regional Focus

SPECIAL ADVERTISING SECTION

DRIVE MARKET MEETINGS Alexandria VA

An Idyllic Destination for Small Meetings

Named a "Top 3 Small City in the US" by the 2019 Condé Nast Traveler Readers' Choice Awards, historic Alexandria, Va., offers a relaxed, walkable setting with a small town feel and the amenities of a cosmopolitan city. Situated just minutes from Washington, D.C., this waterfront city is easily accessible to major highways, Reagan National Airport and AMTRAK.

Tap into the city's entrepreneurial spirit that dates back to George Washington and continues today. Choose among a diverse collection of hotels and meeting facilities with state-of-the-art technology for hybrid events. Enjoy the ease of planning with our full-service team of destination experts providing concierge service to you and your delegates. Alexandria has a community-wide dedication to your well-being and is ready to welcome you back.

CONTACT

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VisitAlexVA.com/WhyMeet

50 Hotels & UNIQUE VENUES

#3 Small City in the U.S.
(Condé Nast Traveler Readers' Choice Awards, 2019)

Baltimore 1 hr, 46 miles
New York 4 hrs, 235 miles
Philadelphia 2.5 hrs, 146 miles
Pittsburgh 4 hrs, 249 miles
Richmond 1.5 hrs, 105 miles
Raleigh 4 hrs, 274 miles

3 Nationally Recognized LEADERSHIP INSTITUTES

15 Hotels Offering ALX Extra Perks

3rd oldest HISTORIC DISTRICT IN U.S.

Over 200 Restaurants, Shops & Attractions

38 THE MEETING PROFESSIONAL, AUGUST 2020



VISIT
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ALEXANDRIA

RESTAURANT WEEK TO-GO

EXTENDED THROUGH SEPT. 7!

Bring Alexandria Restaurant Week home this year and enjoy special menus from **50+** restaurants.

\$49
takeout dinners for two

#ALXRestaurantWeek

80,000+ page views



VISIT
Alexandria

11TH ANNUAL *Alexandria*
**SIDEWALK
SALE**
SATURDAY & SUNDAY | OLD TOWN
AUGUST 15-16 & DEL RAY



Flex Getaway Package



**#3 BEST SMALL CITY
IN THE U.S. 2019**
Condé Nast Traveler Readers' Choice Awards

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**#3 BEST SMALL CITY
IN THE U.S. 2019**
Condé Nast Traveler Readers' Choice Awards

**NEARBY.
AFFORDABLE.
FLEXIBLE.**

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INTRODUCING THE
FLEX GETAWAY
STARTING AT
\$69/NIGHT
FULLY REFUNDABLE + FREE PARKING

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**BOOK
YOUR
STAY**

44,000+ page views

 Sponsored · 🌐

Ready for a quick escape? Get free parking & a fully refundable rate for as low as \$69/nt.



VISITALEXANDRIAVA.COM

Alexandria Flex Getaway
For 2+ night stays thru 12/31.

[Learn More](#)

“Stay in the Moment” Campaign

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.

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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



*Stay in
the moment.*

**GET
STARTED**

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VISIT
Alexandria



[Click here for the Stay in the Moment - Family :15 video ad](#)

Drive Market Advertising Emphasis

- 3-hour radius
(Virginia, Maryland, Washington, DC, Delaware, and Pennsylvania)
- Expand outward as conditions improve
- Ad spend ramps up in spring

Message:

#3 Best Small City in U.S.
Close, distinctive getaway
Historic character
Value
Safety
Flexibility

**#3 BEST SMALL CITY
IN THE U.S. 2019**
Condé Nast Traveler Readers' Choice Awards

**NEARBY.
AFFORDABLE.
FLEXIBLE.**



Seize the day.

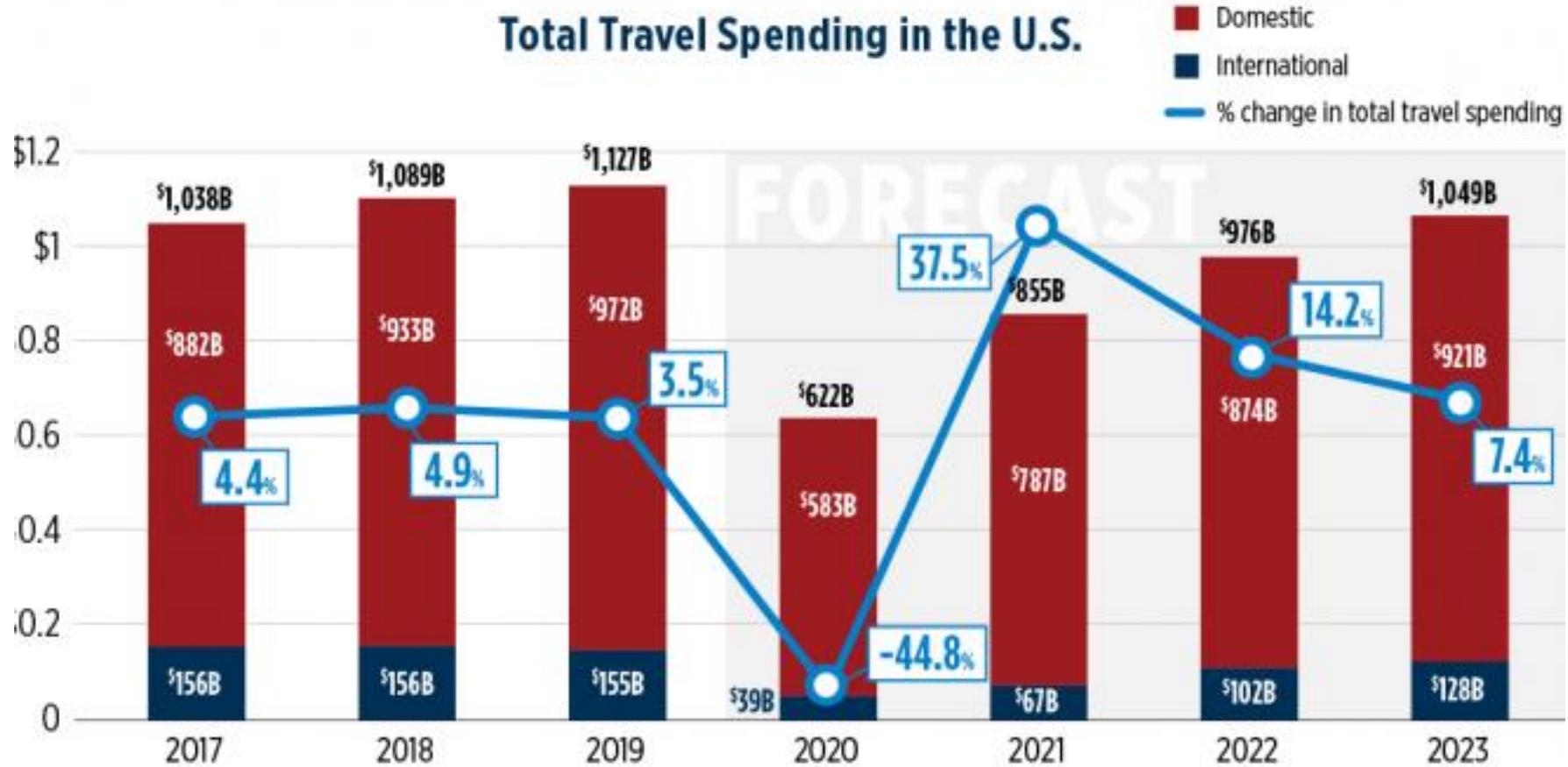
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Top 3 Best Small City in the U.S. 2019 - Condé Nast Traveler Readers' Choice Awards
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Travel Recovery Outlook



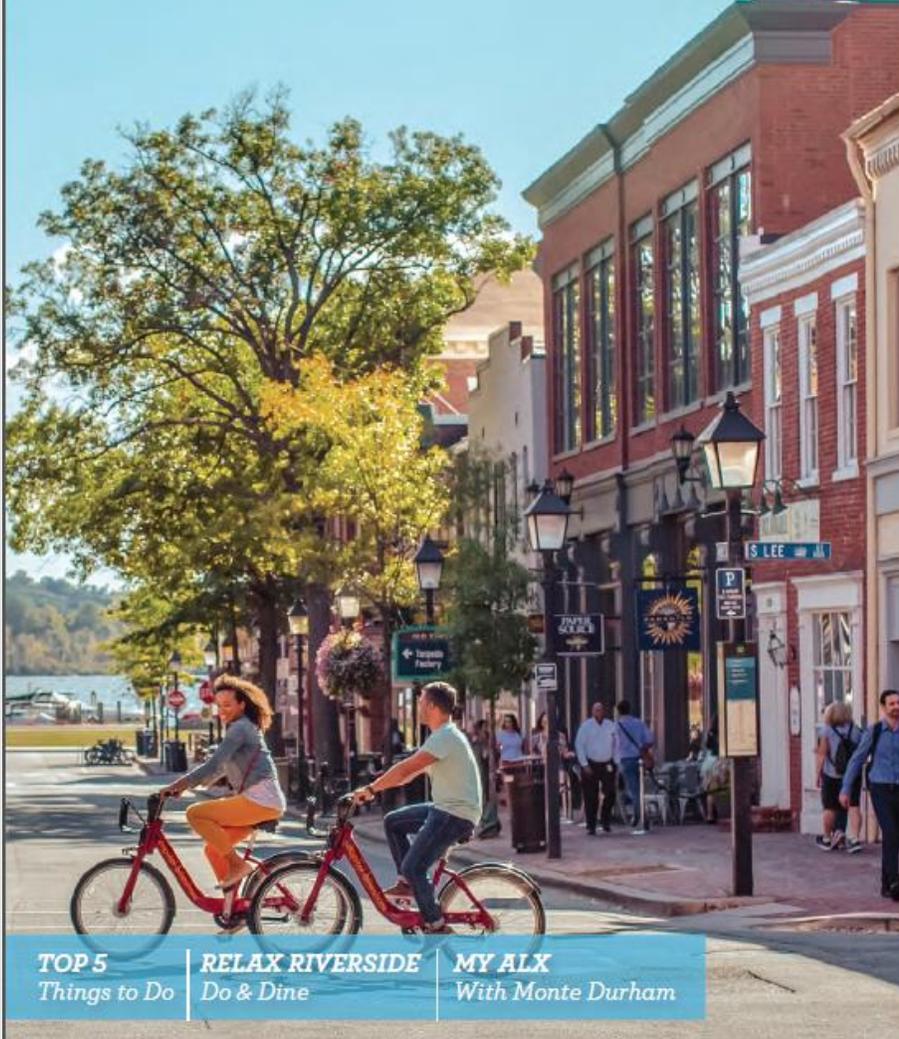
Source: US Travel

OFFICIAL VISITOR GUIDE 2020

ALEXANDRIA

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TOP 5 Things to Do | **RELAX RIVERSIDE** Do & Dine | **MY ALX** With Monte Durham

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DISCOVER D.C.'S ORIGINAL
OLD TOWN.



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An aerial photograph of Alexandria, Virginia, at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, a marina is filled with numerous boats docked at piers. The middle ground shows a mix of historic and modern buildings, including a large brick building with a green roof and a white building with a prominent tower. The background features a city skyline with several high-rise buildings under a hazy sky.

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Thank you.