

<b>GOALS &amp; STRATEGIES</b>	<b>Visit Alexandria</b> <i>Patricia Washington, President/CEO</i>
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Program & Headline Indicators	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate	TARGET
<b>Visit Alexandria Program</b>					
Number of visitors to Alexandria (millions) (favorable trend: ▲)	3.17	▲ 3.35	▲ 3.53	— 3.53	<b>3.50</b>
Dollars of total visitor spending (millions) (favorable trend: ▲)	\$739	▼ \$738	▲ \$754	— \$754	<b>\$760</b>
Dollars of transient lodging tax collected by City (millions) (favorable trend: ▲)	\$ 11.77	▼ \$ 10.72	▲ \$ 11.37	▲ \$ 11.50	<b>\$ 12.60</b>
Dollars of meals tax collected by City (millions) (favorable trend: ▲)	\$ 17.33	▲ \$ 17.40	▲ \$ 17.64	▲ \$ 17.75	<b>\$ 17.96</b>
Percent of survey respondents stating that the advertising campaign is “effective” or “very effective” in portraying Alexandria as a place they would enjoy visiting for leisure (favorable trend: ▲)	-	-	66.9%	— 66.9%	<b>66.9%</b>
Number of articles/stories in print, online, or broadcast media featuring Alexandria as a tourist destination (favorable trend: ▲)	729	▲ 890	▲ 898	▼ 890	<b>900</b>
Number of unique web site visitors (millions) (favorable trend: ▲)	1.07	▼ 0.85	▲ 1.13	▲ 1.50	<b>1.50</b>

**Key:**

▲ Favorable trend in year-to-year performance	▲ Unfavorable trend in year-to-year performance	▲ Year-to-year performance (no favorable trend)	— Performance trend is the same year-to-year
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