

EXTRAORDINARY



VISIT ALEXANDRIA

ANNUAL MEMBER MEETING

September 30, 2015



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Alexandria

Thanks to our Valued Partners



City of Alexandria

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Alexandria

Thanks to our Valued Partners

VIRGINIA
IS FOR
LO[♥]ERS[®]



Virginia Tourism Corporation

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Alexandria

Thanks to our Corporate Partner

**Burke &
Herbert
Bank**

At Your Service Since 1852®

And our Charter Members

GEORGE WASHINGTON'S
MOUNT ★ VERNON


POTOMAC RIVERBOAT COMPANY

Carluccio's

**BLACKWALL
HIT**

Alexandria Hotel
Association

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Alexandria

Visit Alexandria 2015 Annual Meeting

September 30, 2015

Hotel Monaco Alexandria

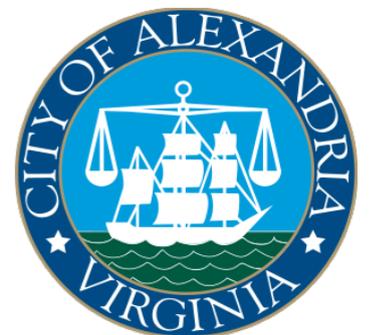
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Alexandria

Hon. William Euille

City of Alexandria

Mayor



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Alexandria

Vic Parra

President & CEO, United Motorcoach Association

Visit Alexandria Board Chair

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Alexandria

Edward Mendoza

Area Director of Sales and Marketing

Kimpton Hotels of Alexandria

KIMPTON[®]
hotels & restaurants

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Alexandria

Walter Clarke
Vice President
Burke & Herbert Bank

**Burke &
Herbert
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At Your Service Since 1852®

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Vic Parra

President & CEO, United Motorcoach Association

Visit Alexandria Board Chair

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Vic Parra

President & CEO, United Motorcoach Association

Visit Alexandria Board Chair

**Voices of Alexandria
Video**



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Alexandria

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Alexandria

Economic Impact of Visitors



Source: *2014 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

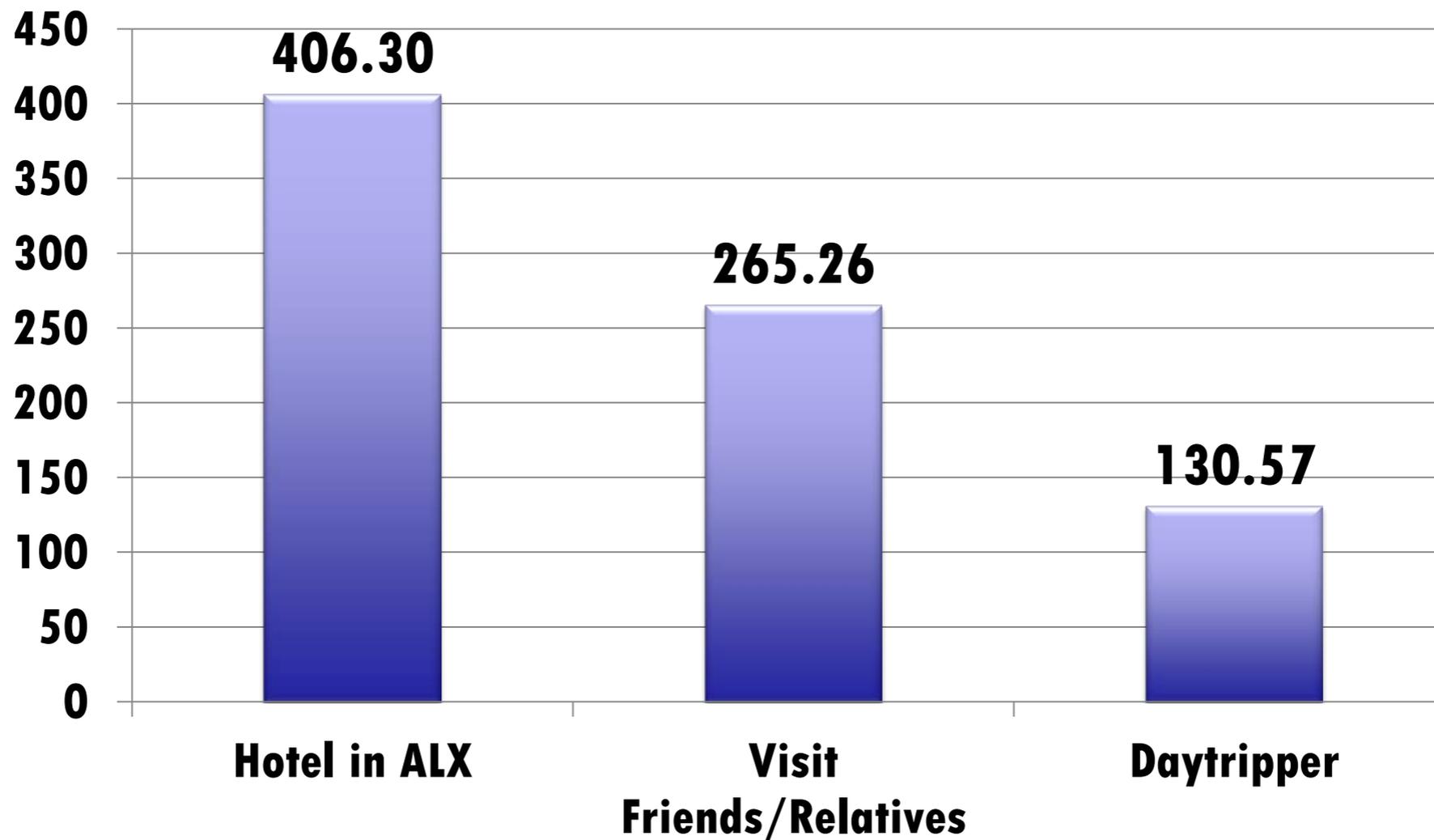
*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

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Visitor Spending by Accommodation

Spending per trip (\$)

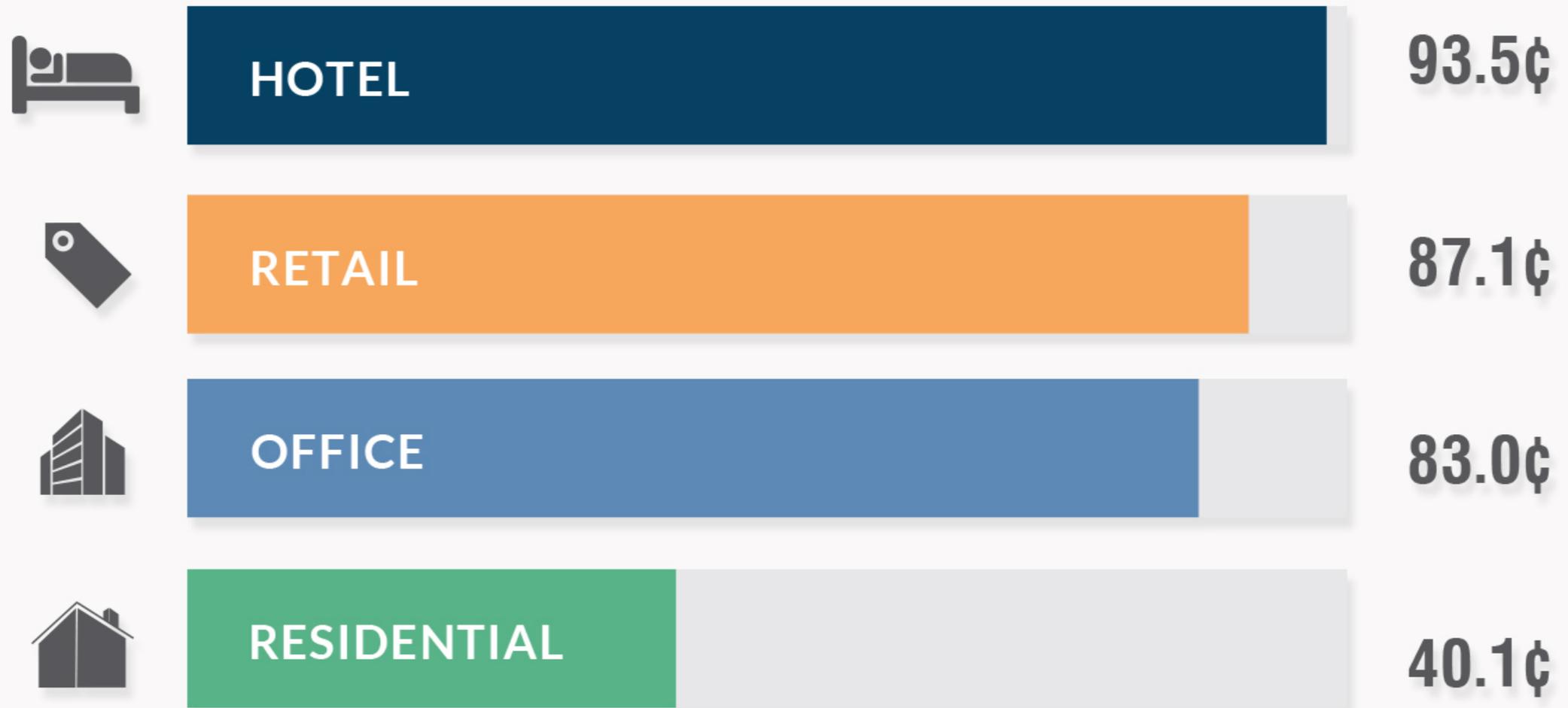


Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for ACVA

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Contribution per Dollar of Property Tax (net of Services Provided)



Source: Alexandria Economic Development Partnership

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Alexandria

Patricia Washington

President & CEO

Visit Alexandria

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Alexandria

2015 Review





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Alexandria

— **“A World Away”**

Meetings —



meetings made
EXTRAORDINARY

EXTRAORDINARY
Alexandria



Dining

Couples



Pet-friendly



minutes from D.C. yet
A WORLD AWAY

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How will Alexandria move you?

VisitAlexandriaVA.com | #ExtraordinaryALX

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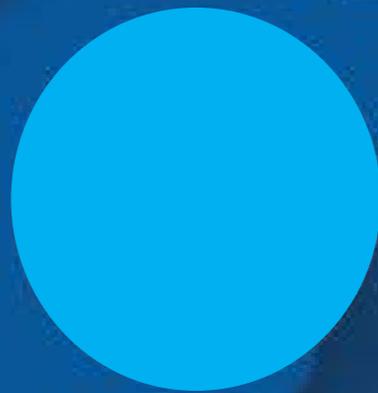
National and International PR

Southern Living

THE
HUFFINGTON
POST



 NIGHTLY NEWS



**USA
TODAY**
A GANNETT COMPANY

LE **JOURNAL**
DE **MONTRÉAL**

TORONTO STAR
thestar.com

DAILY EXPRESS

Bild

Chicago Tribune

Manchester
Evening News

WINSTON-SALEM
JOURNAL

NEW YORK POST

The Charlotte Observer

AAA WORLD

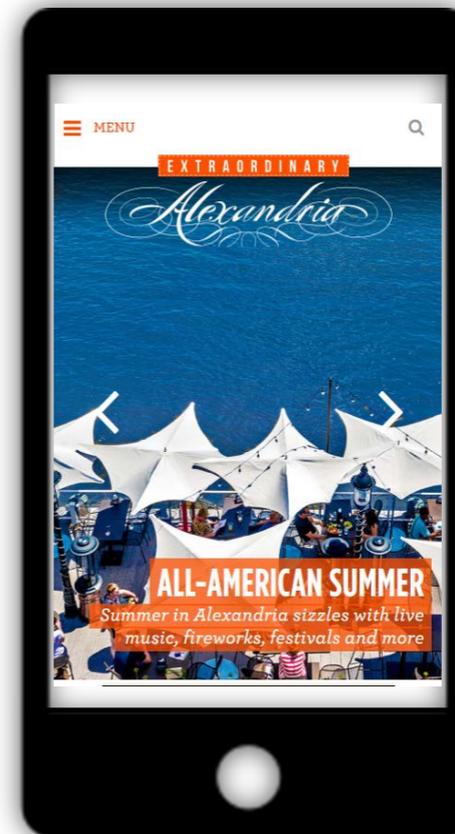
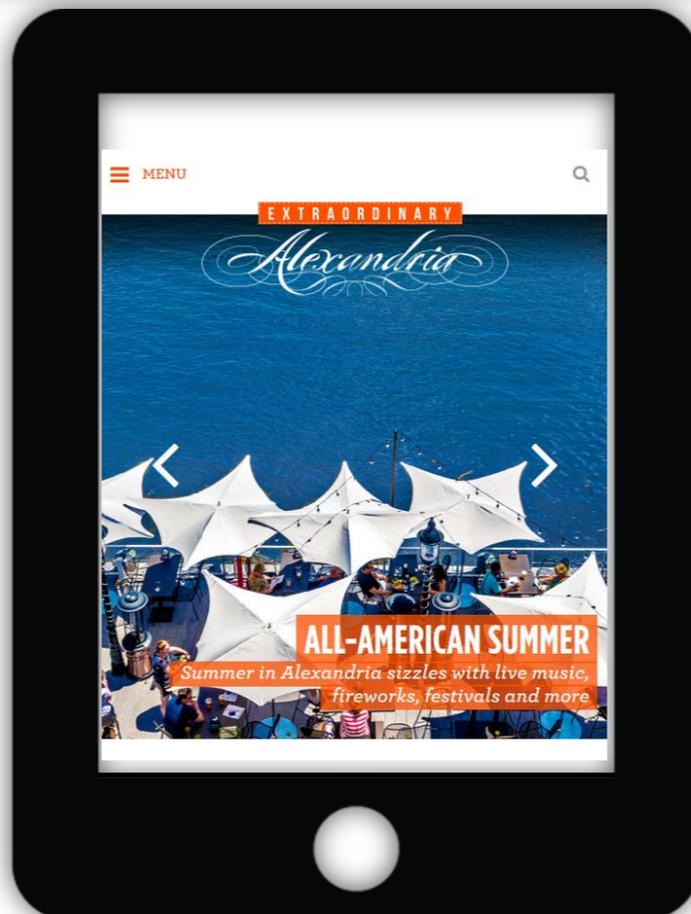
Arrive

O GLOBO

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Alexandria

Responsive Website



Blog

EXTRA Alex

A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

THINGS TO DO FOOD & DRINK ARTS SHOPPING VISITALEXVA.COM

19 SWEET SPOTS FOR ALEXANDRIA TREATS

August 27, 2015
Posted by Kelsey

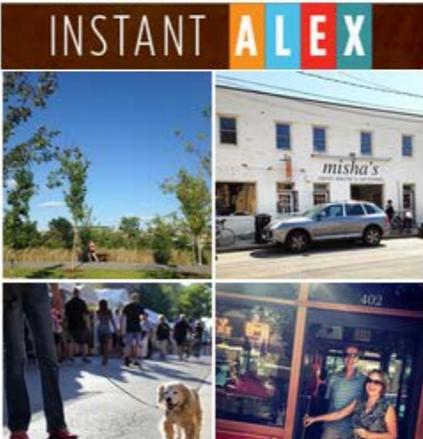


Photo by Jenny Markley

In Alexandria, we always have room for dessert. The city is known as a dream for cuisine with a booming restaurant scene in Old Town and off-the-beaten-path neighborhoods. And Alexandria is a top dessert destination, with a bevy of bakeries and sweets shops serving everything from old-timey candies to artisan gelato. (Our frozen treats even inspired the Washington Post to create an [ice cream crawl](#) around Old Town.)

From cupcakes to custard, popsicles and pies, to specialty treats for dogs, in Alexandria they are not "just" desserts—they are the stuff of sweet dreams. Want the scoop? Read on for our roundup of sweet snacks in ALX:

New and Trending



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- | RECENT | FEATURED |
|---|--|
|  | <p>9 Crafty Ways to Spend the Day in Alexandria
September 24, 2015</p> |
|  | <p>Must-Try Dishes at Alexandria Restaurants
September 17, 2015</p> |
|  | <p>Top 5 Things to Do at the 13th Annual King Street Art Festival
September 10, 2015</p> |

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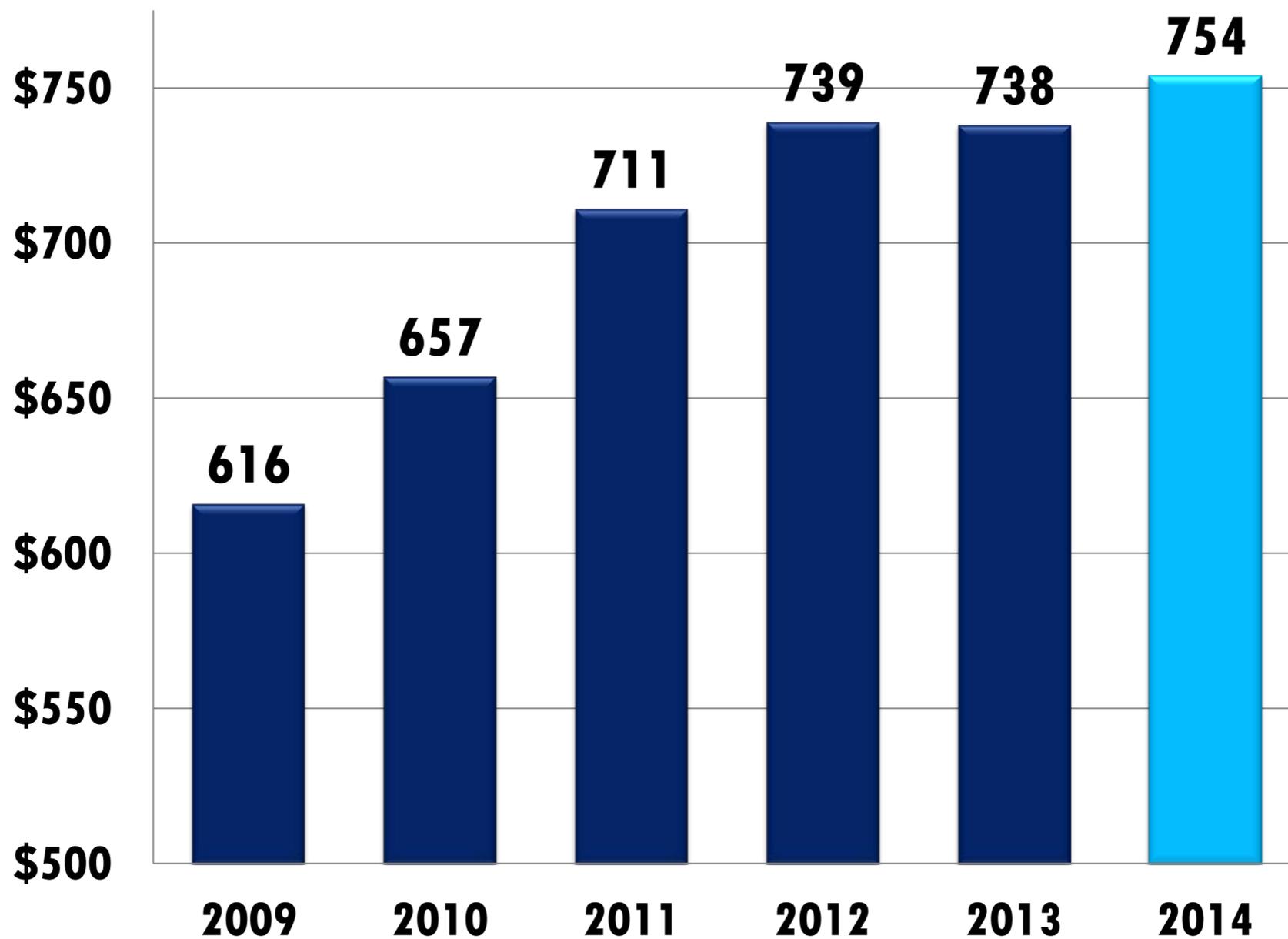
Alexandria

2015 Results

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Visitor Spending in Alexandria (millions \$)



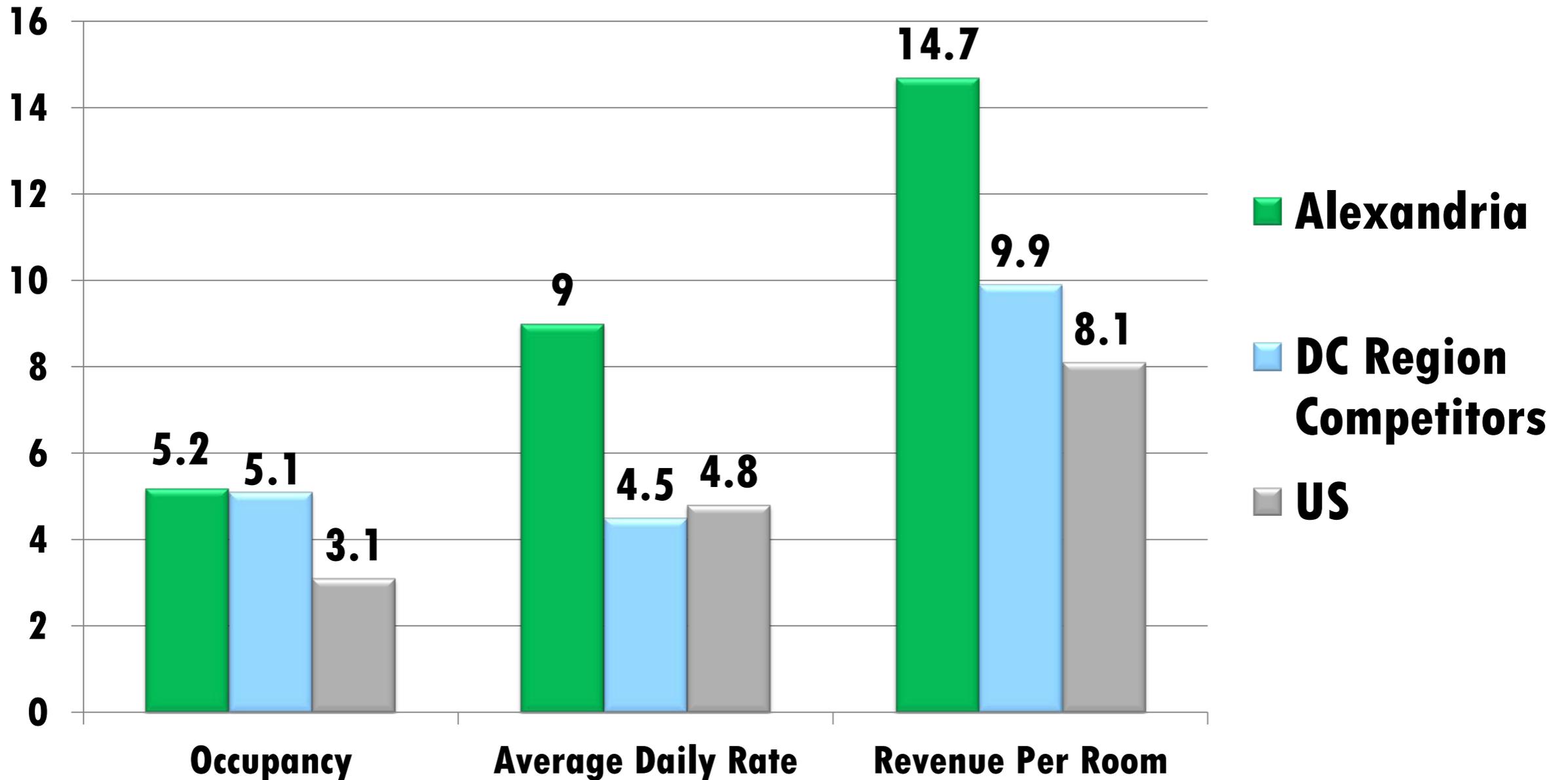
Source: *2014 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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Lodging Performance

(% change year over year)



Source: Smith Travel Research data July 2014-June 2015 versus previous year; DC Region Competitors include DC, Arlington, Fairfax Co., Prince George's Co.

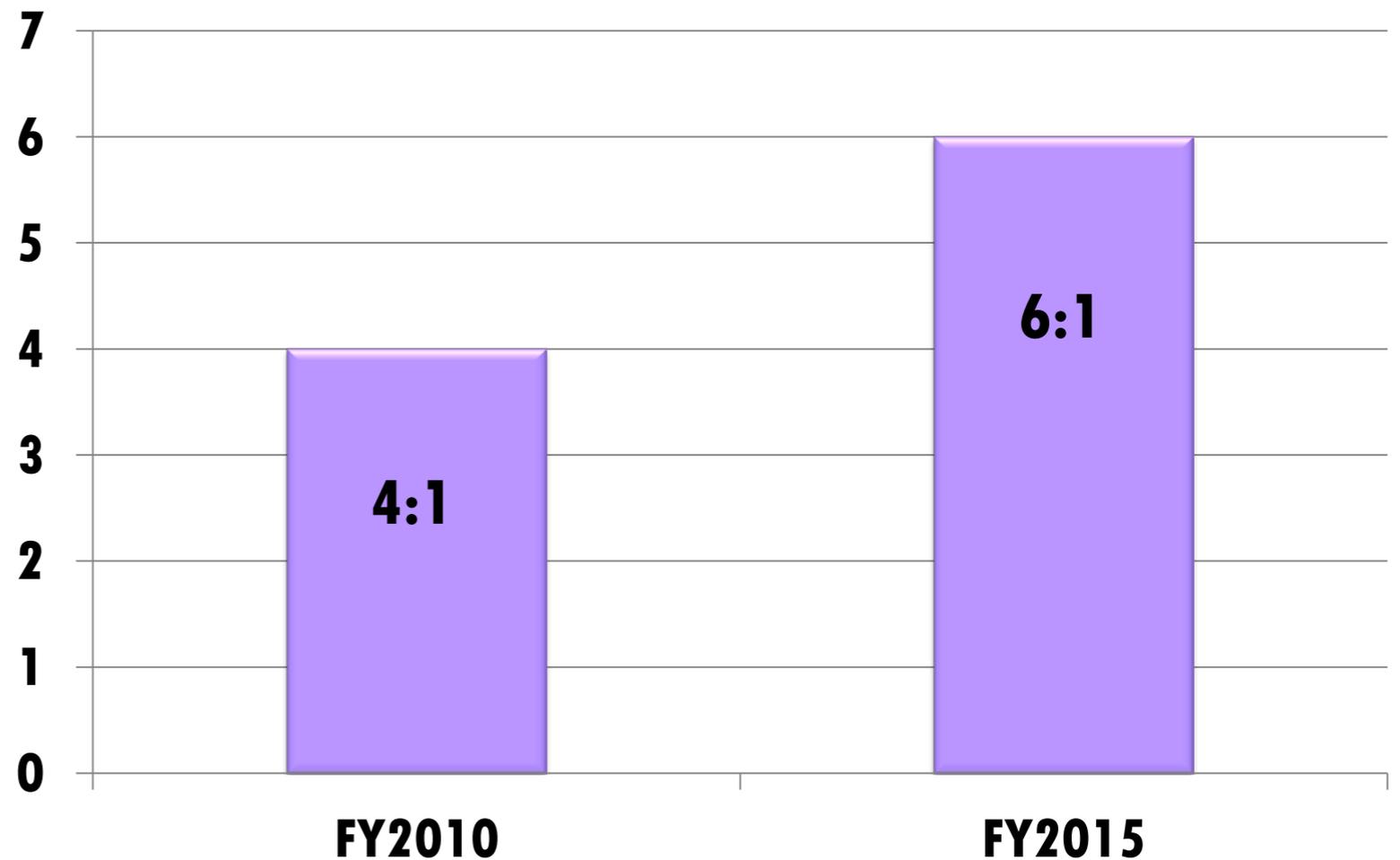
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Advertising Impact

- **85 million impressions**
- **\$171:1 Spending ROI**
- **\$6:1 Tax ROI**  **50%**

Return on Investment (City Tax Receipts \$)

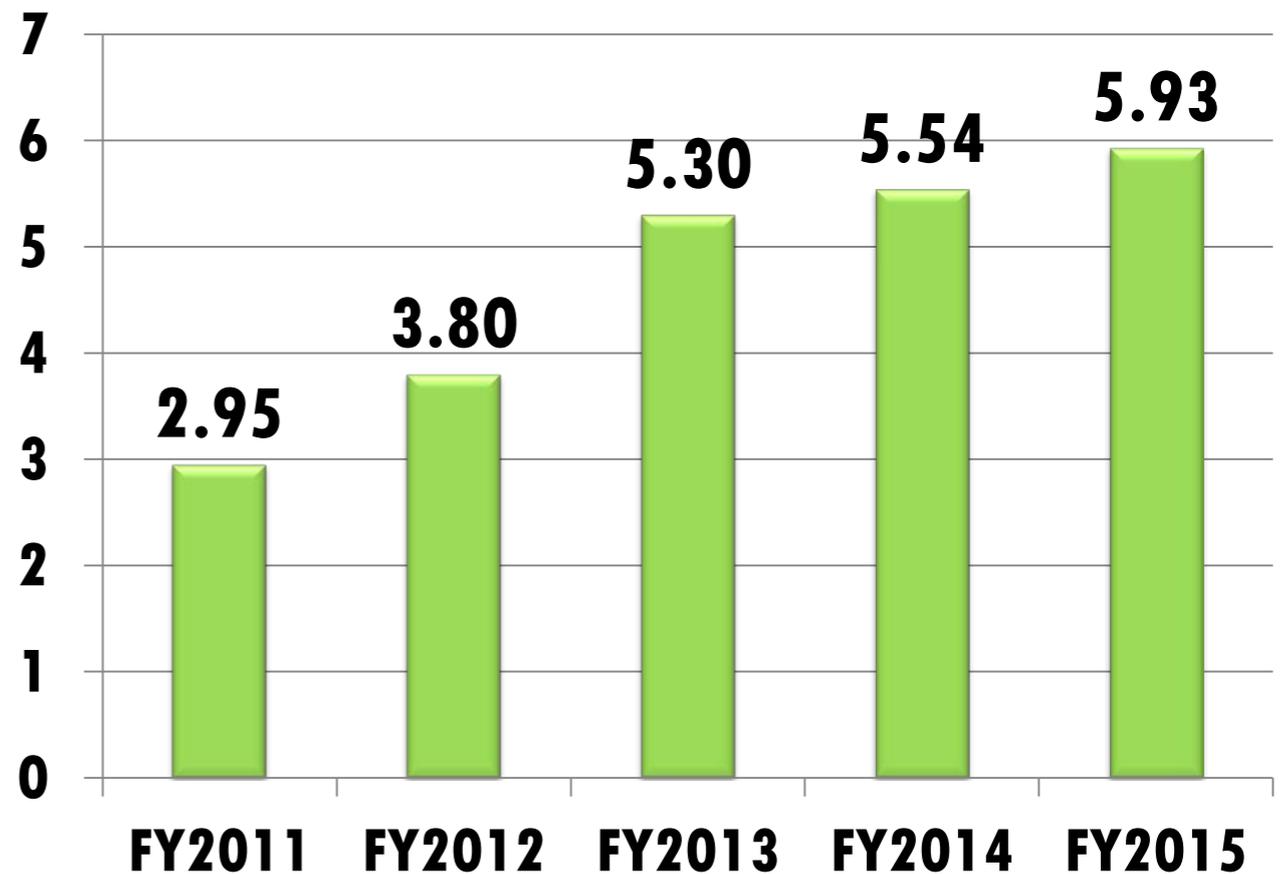




Meeting Sales

- **\$36.7 million in leads generated** ↑ **7%**
- **\$5.9 million in actualized revenue** ↑ **7%**

Actualized Revenue (millions \$)

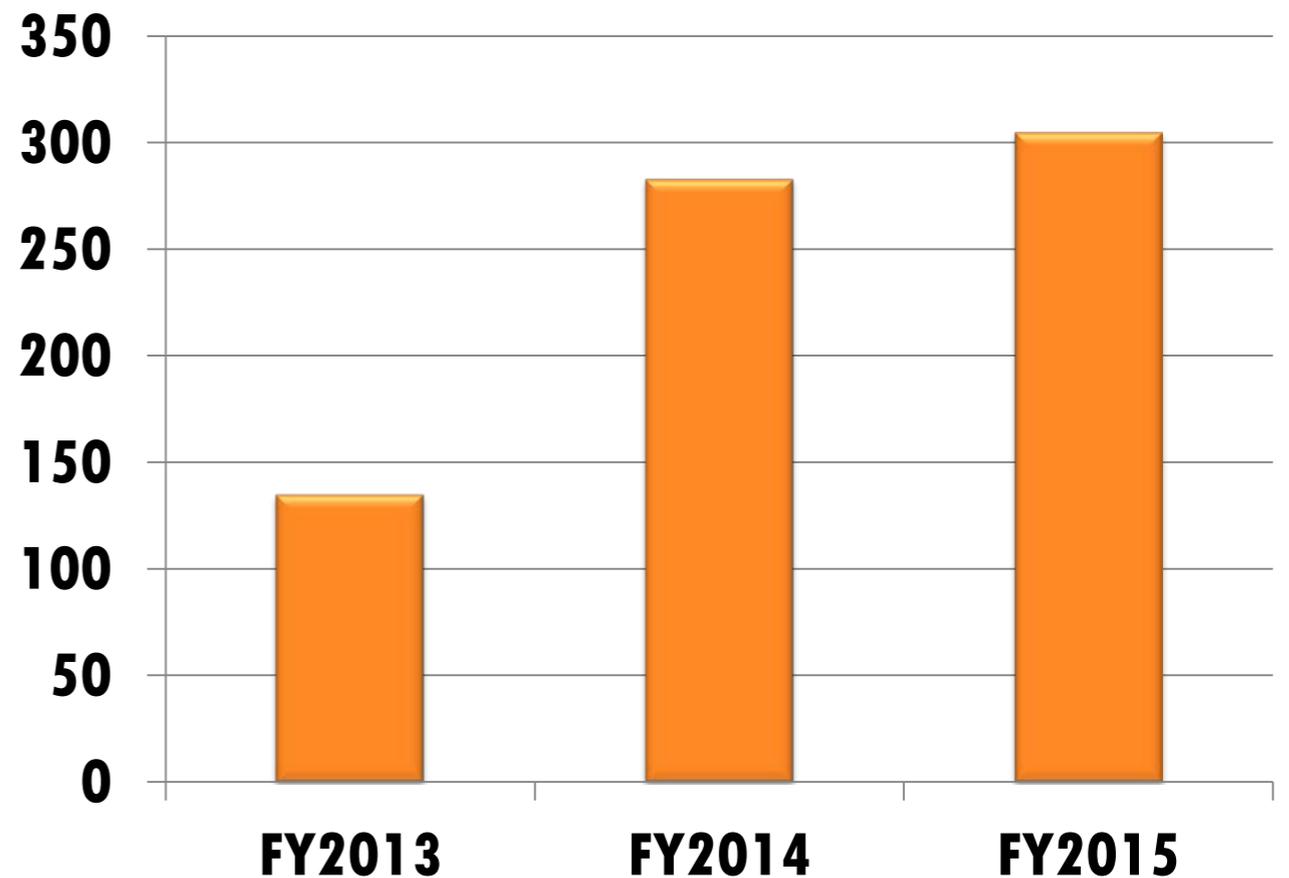




Public Relations

- **305 national/international stories** ↑ **7%**
- **890 total stories**
- **\$1.1 million print value** ↑ **38%**

National/International Press Hits

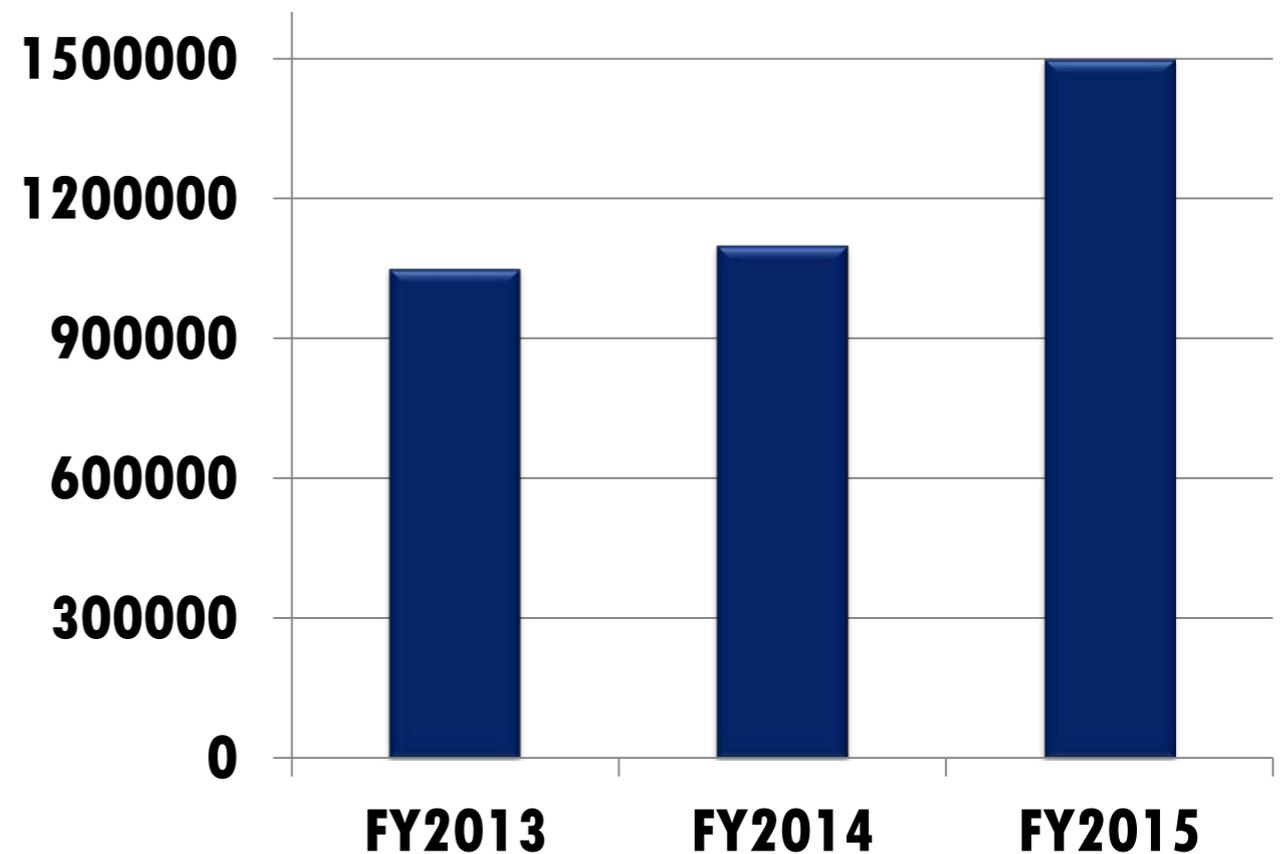




Web + Social Media

- **1.5 million web visits**
 ↑ 37%
- **57,000 social media followers**
 ↑ 43%

Web Visits (total)

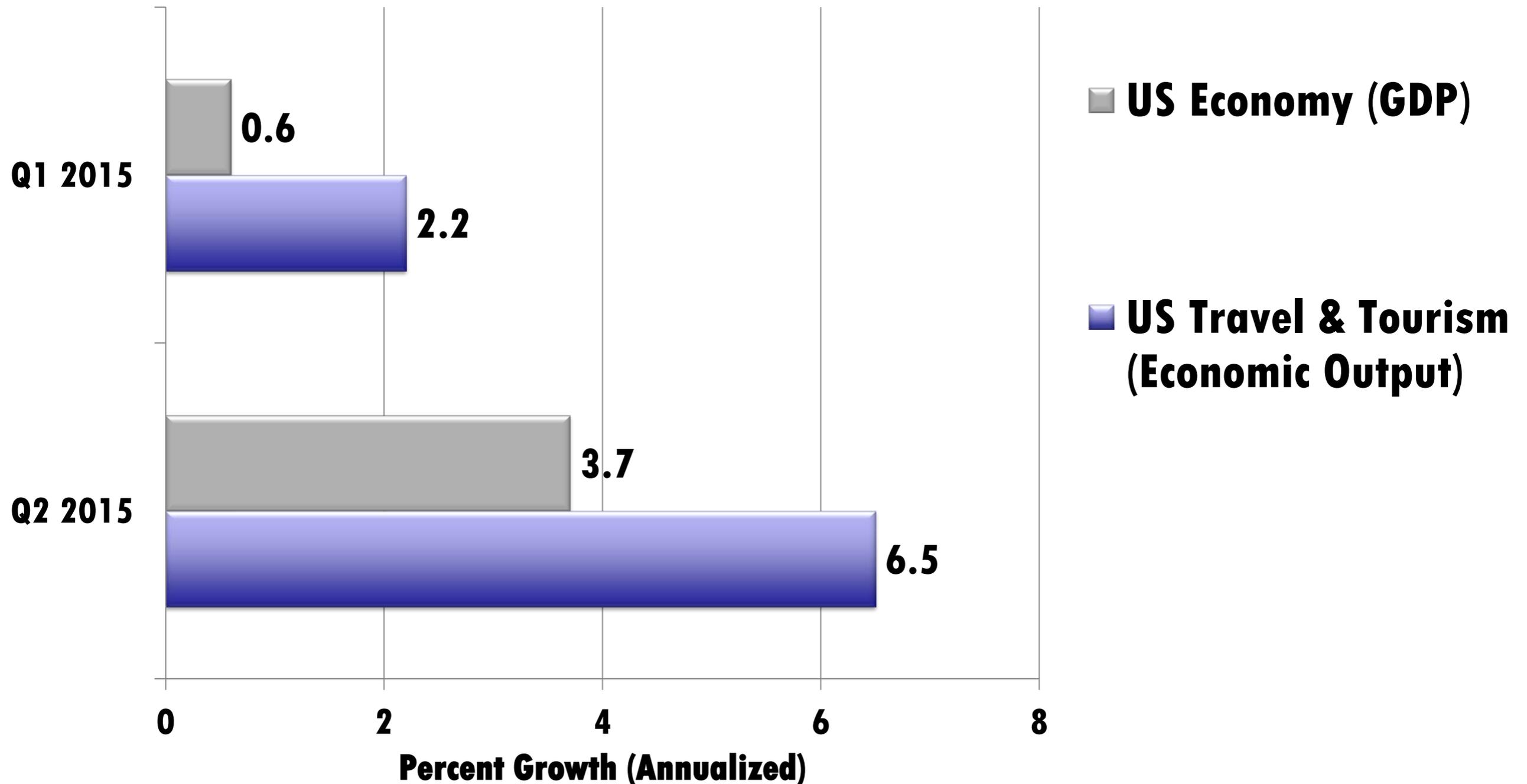


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2016 Preview

Travel: A Growth Industry

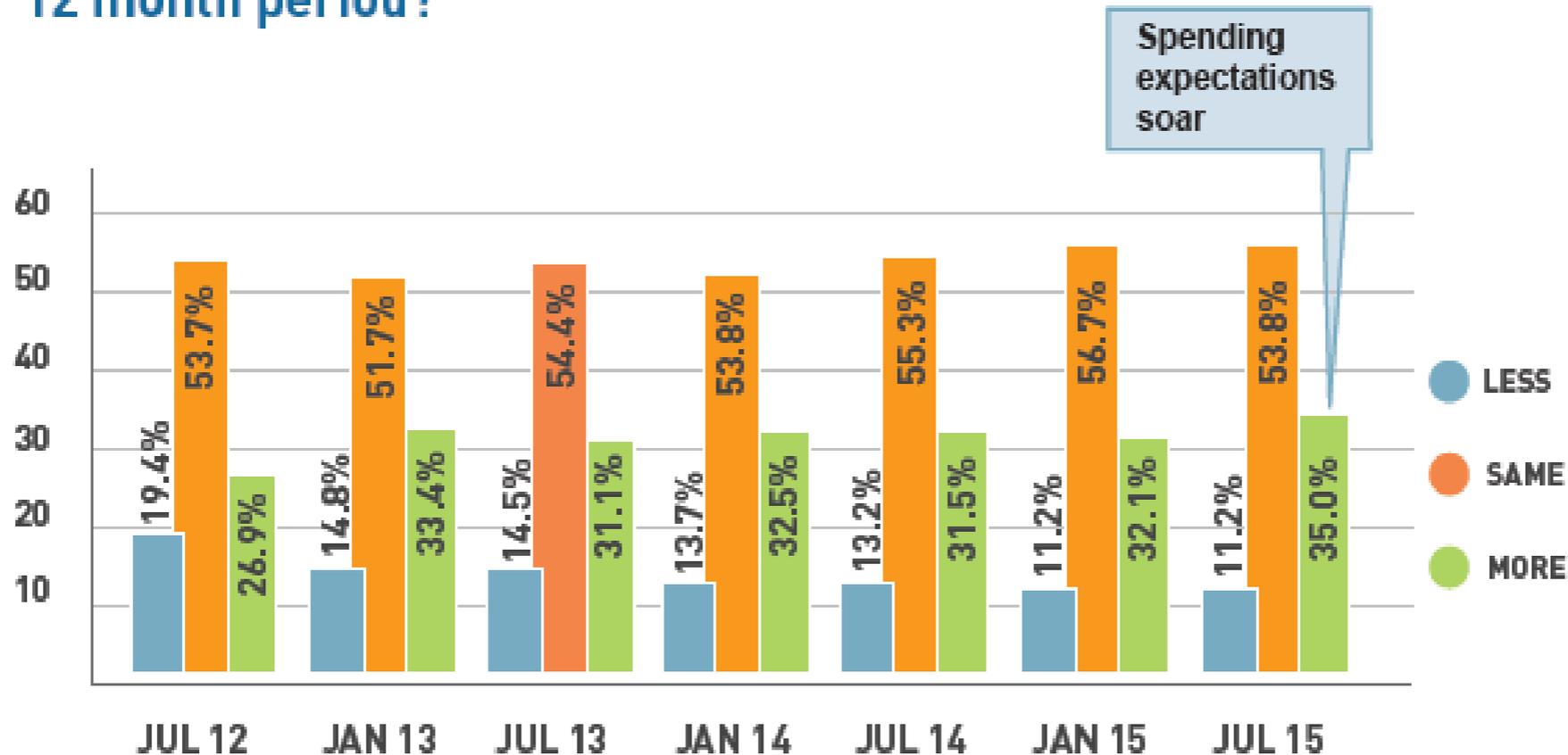


Source: US Dept of Commerce, Bureau of Economic Analysis



Travel: A Growth Industry

Q: In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?



35% plan to increase travel spending
Only 11% plan to decrease

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MGM National Harbor

- **Opening 2nd half of 2016**
- **Visit Alexandria convening MGM Readiness Task Force**



Advertising: Print & Broadcast Channels

Philadelphia
MAGAZINE



WASHINGTONIAN

THE LOCAL
PALATE
FOOD CULTURE OF THE SOUTH



Southern Living

The Roanoker
METROPOLITAN ROANOKE LIFESTYLES

where
MAGAZINE

Old Town Crier

Alexandria  Times

Total Traffic
& Weather Network

Richmond
magazine

edible
DC

Verifone

Richmond Times-Dispatch

Alexandria
Gazette Packet



Northern Virginia
MAGAZINE

THE WASHINGTON
Informer

Advertising: Digital Channels

Google

gamut

destination
DC™

twitter 

YuMe 

facebook

 triplelift

 NinthDecimal

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IS FOR
LOVERS®

hulu

 MediaMath

VisitAlexandriaVA.com

MEETINGS

GROUPS

WEDDINGS

PRESS ROOM

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Alexandria

THINGS TO DO

RESTAURANTS

OLD TOWN

HOTELS

PLAN

AUTUMN IN ALEXANDRIA

Fall is a showcase of festivals, live performances and arts and crafts events

Minutes from DC yet
A WORLD AWAY

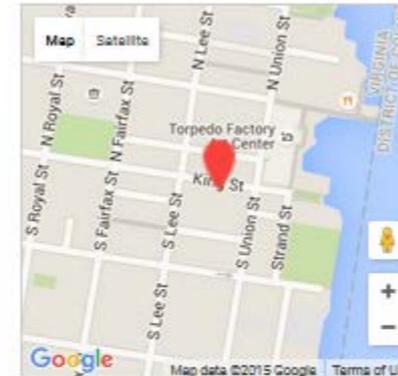
On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving](#)



*How Will
Alexandria
Move You?*

New Member Listings – Add Your Content

DANIEL O'CONNELL'S RESTAURANT & PUB



WHAT'S NEARBY

ADDRESS:

112 King Street
Alexandria, VA 22314

PHONE:

(703) 739-1124



[Online Reservations](#)

[View Website >](#)

[+ ITINERARY](#)

< 1/4 >

DETAILS +

AMENITIES +

SOCIAL MEDIA -

FACEBOOK ^



TWITTER v



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Alexandria

Content First Marketing

9 CRAFTY WAYS TO SPEND THE DAY IN ALEXANDRIA

September 24, 2015
Posted by Misha Enriquez



21 DOG-FRIENDLY THINGS TO DO IN ALEXANDRIA

April 2, 2015
Posted by Kelsey



21 ALEXANDRIA TOURS: BEER, BOATS, BIKES AND MORE

April 9, 2015
Posted by Kelsey



TOP 10 REASONS TO VISIT ALEXANDRIA THIS FALL

August 20, 2015
Posted by Kelsey



BEST OF OUTDOOR DINING IN ALEXANDRIA

May 14, 2015
Posted by Kelsey



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Alexandria

Michael Kelley

Senior VP, Programming & Business Affairs

PBS



**Mercy Street :30 second
preview video**

**Mercy Street 3 minute
“Green Family” video**

Be more.



PBS

MERCY STREET

PREMIERES
SUNDAY JANUARY 17, 2016

RIDLEY SCOTT
EXECUTIVE PRODUCER

DAVID W. ZUCKER
EXECUTIVE PRODUCER

CLAYTON KRUEGER
CO-EXECUTIVE PRODUCER

DAVID A. ROSEMONT
PRODUCER

LISA Q. WOLFINGER
EXECUTIVE PRODUCER

DAVID ZABEL
EXECUTIVE PRODUCER

FUNDING PROVIDED BY



Alfred P. Sloan
FOUNDATION

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“Mercy Street” Inspired Marketing

- **Partner-created Visitor Experiences**
- **National Sponsorship of 6 Episodes**
- **Virginia Tourism Corporation Promotion**
- **Premiere — November 5**
- **National Press Tours & Pitches**
- **“Mercy Street” Inspired Content Hub**



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Thank you!

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