



2015 Content Themes by Season

Member Content Needed

- Events loaded onto VisitAlexandriaVA.com with an image
- Promotions loaded to website with an image
- Packages loaded to website with an image
- “What’s New”
- High quality, high resolution photography

Spring 2015 Themes

Spring Blossoms (usually a recurring theme)
Top 10 Reasons to Visit this Spring
Spring Hotel Packages
Spring Events
Cherry Blossom Festival Tours (TBD - bike, boat and food)
Wellness and Renewal
Farmers Markets
Garden Events
Waterfront Parks
Launch of Baseball Boat
Launch of Doggy Happy Hour

Spring Timing (Late March/April/May)

Member Deadline	February 1
Page Goes Live	February 15
Press Release	March 1
Social Media Start	March 1
2 nd Member Deadline	March 1
Webpage Updated	April 1

Key Events

National Cherry Blossom Festival (March 20 - April 12, 2015)
Historic Garden Week – Alexandria Homes and Gardens Tour (April 18, 2015)
Mother’s Day (May 10, 2015)
Mount Vernon Spring Wine Festival & Sunset Tour (May 15-17, 2015)
Memorial Day Weekend (May 25, 2015)
[Spring opening of Carluccio’s and Blackwall Hitch]

Summer 2015 Themes

Past themes: Star Spangled Summer (2014)
Dog Days of Summer (earlier)
Top 10 Reasons to Visit this Summer
Summer Hotel Packages
Summer Events
Summer Tours (walking, bike and boat tours)
Outdoor Dining
Waterfront Activities
Dog Friendly
Summer Arts

Summer Timing (June/July/August)

Member Deadline	March 1
Webpage Goes Live	April 1
Press Release	April 10
Social Media Start	May 1
2 nd Member Deadline	June 1
Webpage Updated	May 15, June 15, July 15

Key Events

Tall Ship L’Hermione (June 10-12, 2015)
Smithsonian Folklife Festival on the National Mall (June 24-28 and July 1-5, 2015)
World Police and Fire Games in Fairfax (June 26 – July 5, 2015)

Fourth of July

Alexandria/USA Birthday Celebration – Fireworks and Symphony (July 11, 2015)

Virginia Craft Beer Month (August)

Summer Sidewalk Sale (August)

Alexandria Summer Restaurant Week (August)

Fall 2015 Themes

Top 10 Reasons to Visit this Fall

Fall Hotel Packages

Fall Events / Festival Season

Fall Arts

King Street Art Festival

Farm to Table

Farmers Markets

Virginia Wine – October is VA wine month

Historic Beer Tour and Pub Guide - brochure

Halloween (events, ghost tours)

Key Events

Labor Day (September 7, 2015)

King Street Art Festival (September 19-20, 2015)

Alexandria Historic Homes Tour (September 26, 2015)

Virginia Wine Month (October)

Art on the Avenue

Mount Vernon Fall Wine Festival/Sunset Tour (October 2-4, 2015)

Woodrow Wilson Bridge Half Marathon

Columbus Day (October 12, 2015)

Halloween (October 31, 2015)

Veteran's Day (November 11, 2015)

.US National 12k (November 15, 2015)

Winter Holiday Themes 2015

Top 10 Reasons to Visit this Winter

Winter Holiday Packages

Holiday Signature Events

Scottish Christmas Walk Weekend

Holiday Shopping

Black Friday at Independent Boutiques

Small Business Saturday (November 28, 2015)

Dining on Major Holidays

First Night Alexandria – Family Friendly New Year's Eve Bash with Fireworks

Key Events

Thanksgiving (November 26, 2015)

Black Friday / Kick-Off to Holiday Shopping (November 27, 2015)

Scottish Christmas Walk Weekend

TBD – Holiday Boat Parade of Lights

Christmas at Mount Vernon

First Night Alexandria (December 31, 2015)

Fall Timing (Sept./Oct./Early Nov.)

Member Deadline June 1

Webpage Goes Live July 1

Press Release July 10

2nd Member Deadline August 1

Social Media Start August 1

Webpage Updated August 15

Winter Holidays Timing (November/December)

Member Deadline July 1

Webpage Goes Live August 1

Press Release August 10

Social Media Start October 1

2nd Member Deadline October 15

Webpage Updated Oct. 1, Nov. 1, Dec. 1

Late Winter 2016 Themes

Winter Deals

Alexandria Winter Restaurant Week

Alexandria Boutique Warehouse Sale

Black History Month

George Washington Birthday Celebration (Parade, Cherry Challenge, etc.)

Romance/Valentine's Day

Key Events

Alexandria Winter Restaurant Week

Alexandria Boutique Warehouse Sale

George Washington Birthday Celebration

Valentine's Day

Super Bowl

Late Winter Timing (Jan./Feb./Early March)

Member Deadline December 1

Webpage Goes Live December 15

Press Release December 15

Social Media Start January 1

2nd Member Deadline January 15

Webpage Updated Jan. 1, Feb. 1, Mar. 1