

EXTRAORDINARY

*Alexandria*  
SUMMER

**2015 VISIT ALEXANDRIA**

SUMMER SOCIAL  
AND  
WEB LAUNCH CELEBRATION

**July 9, 2015**

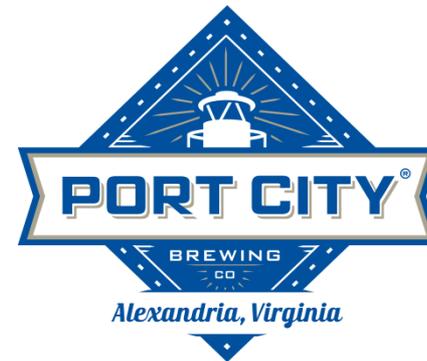




## SPECIAL THANKS TO TONIGHT'S SPONSORS

**Burke &  
Herbert  
Bank**

*At Your Service Since 1852*



## AND OUR CHARTER MEMBERS

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**



*Carluccio's*



Alexandria Hotel  
Association

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*Alexandria*

LIVE MUSIC

W E E K

July 10-19 | [LiveMusicWeek.com](http://LiveMusicWeek.com) | [#ALXLiveMusic](https://twitter.com/ALXLiveMusic)



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*Alexandria*

**Alfonso Wright**  
Digital Marketing Manager  
Visit Alexandria

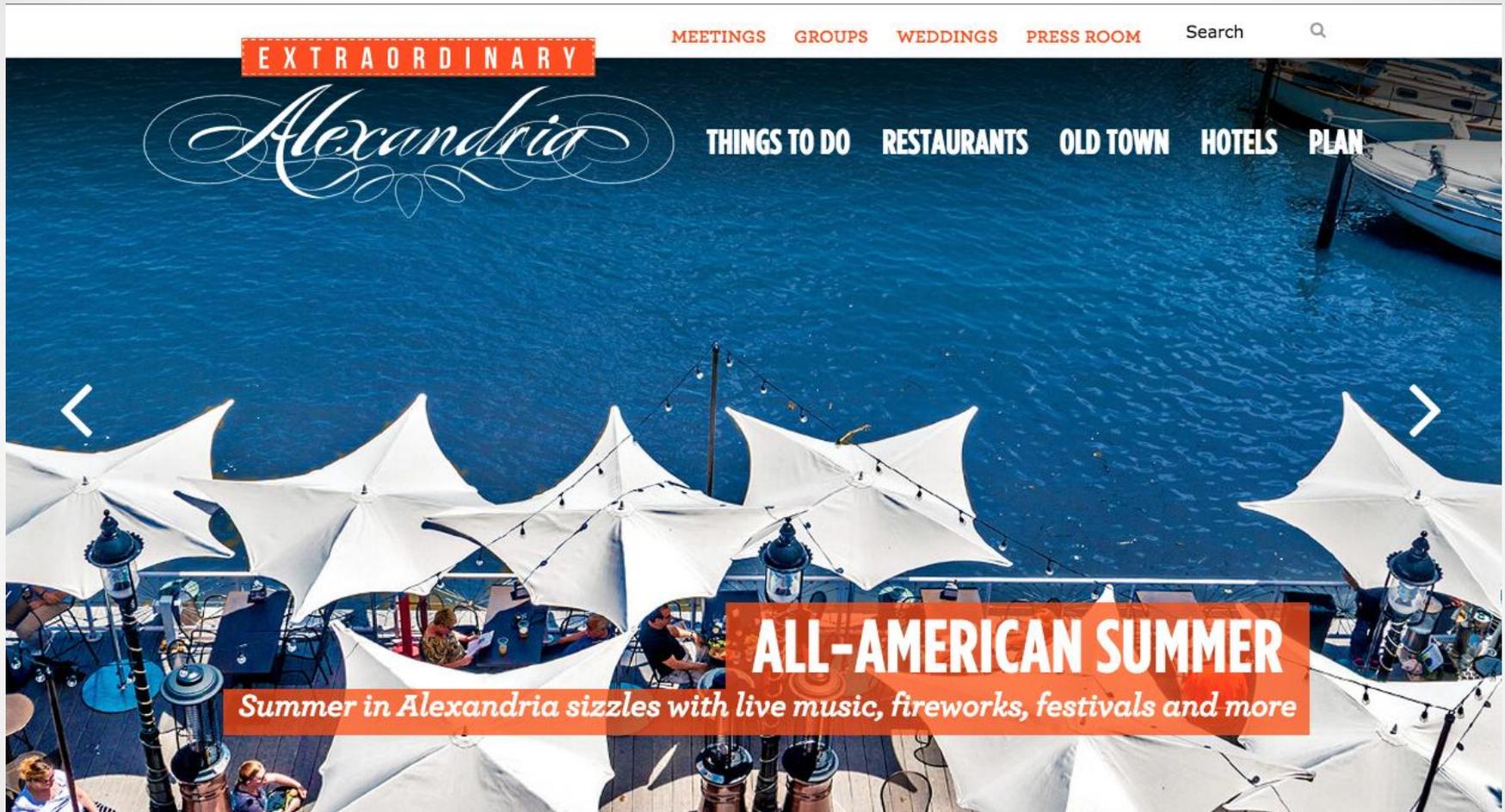
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## New Website Launch

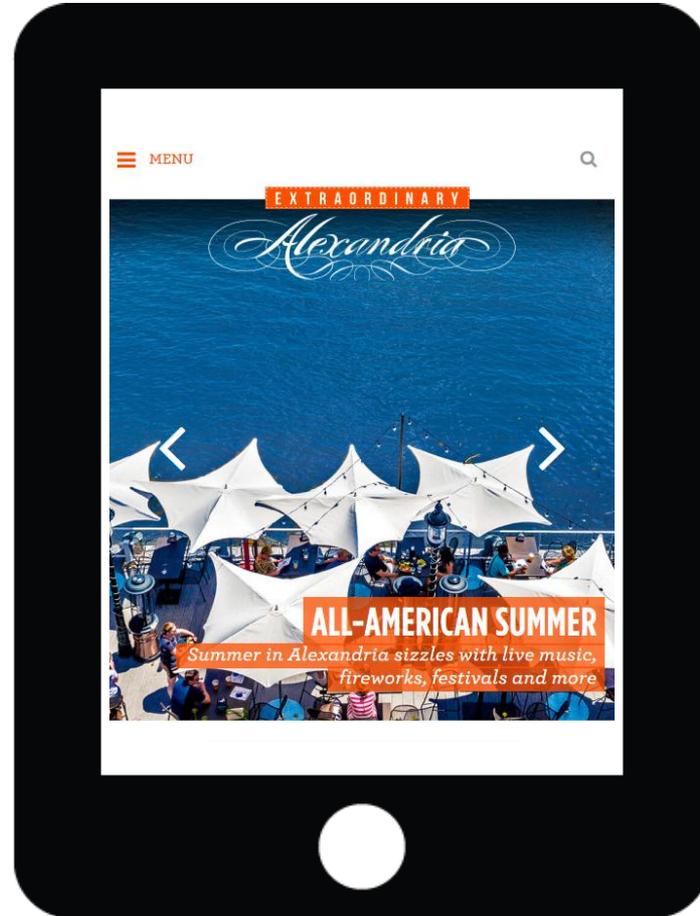
- Our **most critical platform** for reaching visitors and potential visitors
- **1.5 million visits** last year
- Website should be **state-of-the-art**, but also **user friendly**, and provide fresh, **inspirational** content
- Let's look at 6 ways that the new website brings an extraordinary experience to our audience...

# 1. Responsive Design



With a responsive design, the content **adjusts automatically** to any size device. So whether you are using a desktop...

# 1. Responsive Design



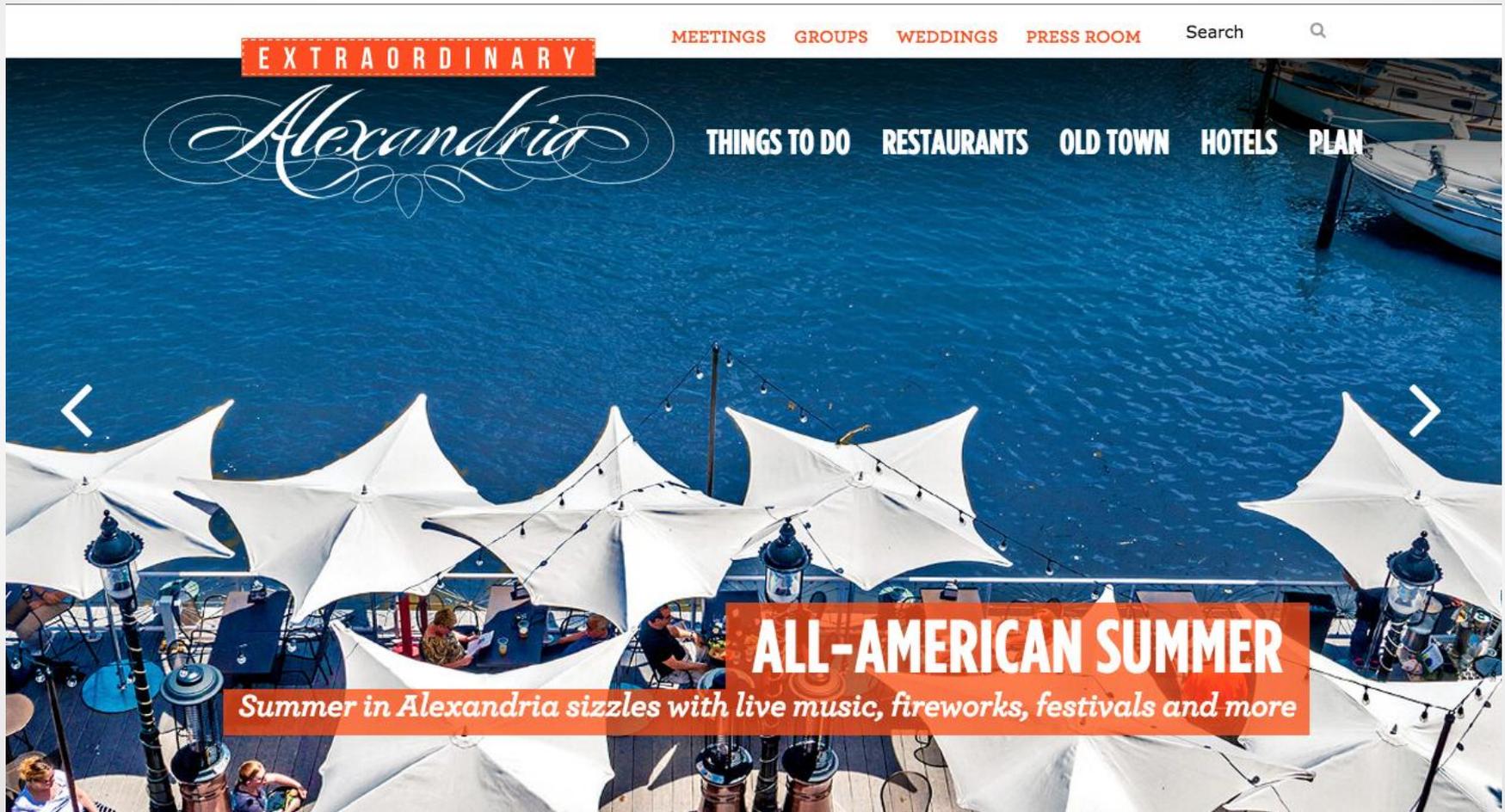
...a tablet...

# 1. Responsive Design



...or a smartphone, you will have a **seamless, full-featured experience**.  
● This format is also favored by Google which **improves our web ranking**. ●

# 2. Visuals



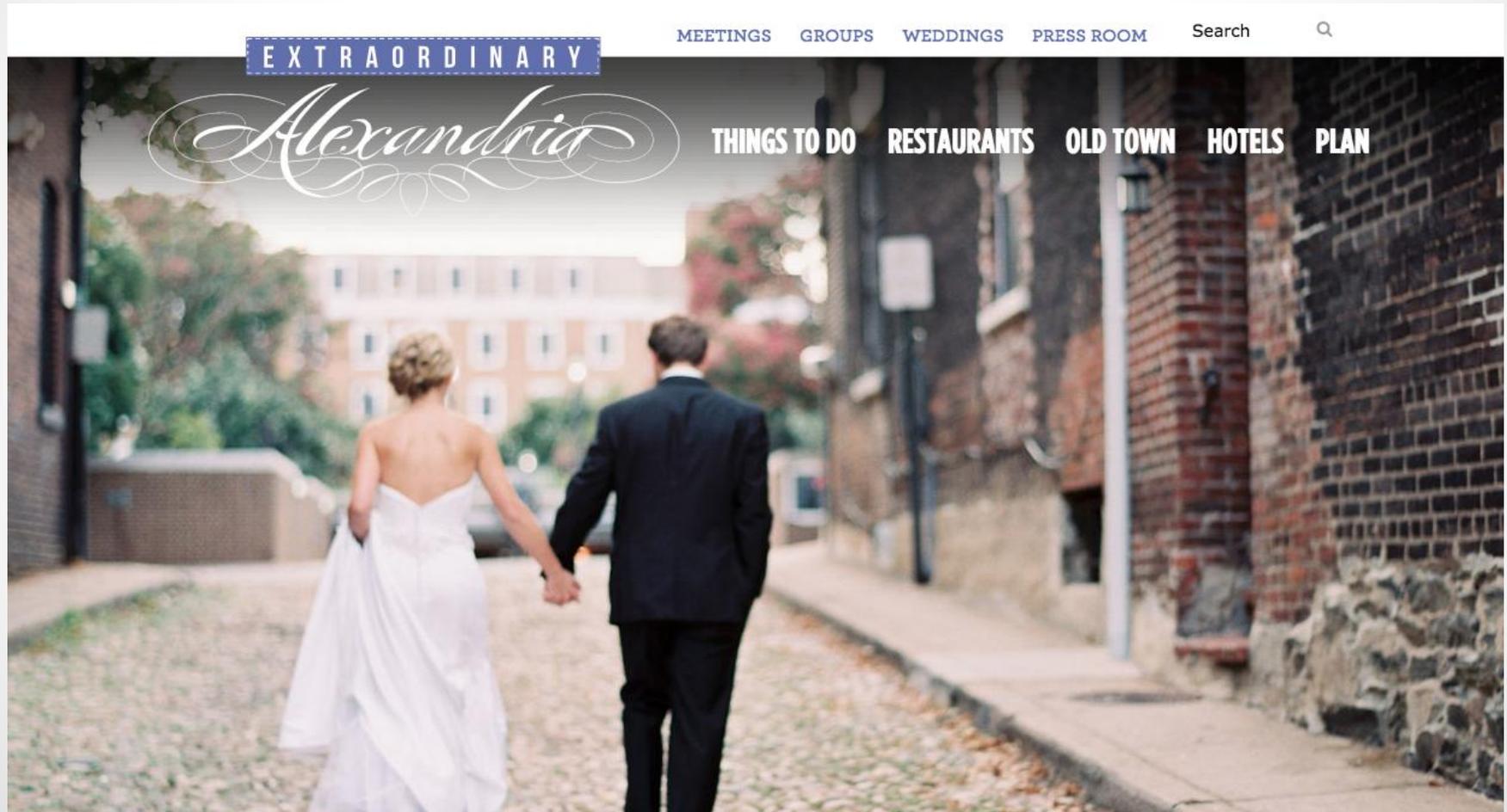
We also have a new **visual approach** that will inspire potential visitors. Our homepage has a beautiful carousel of images.

# 2. Visuals



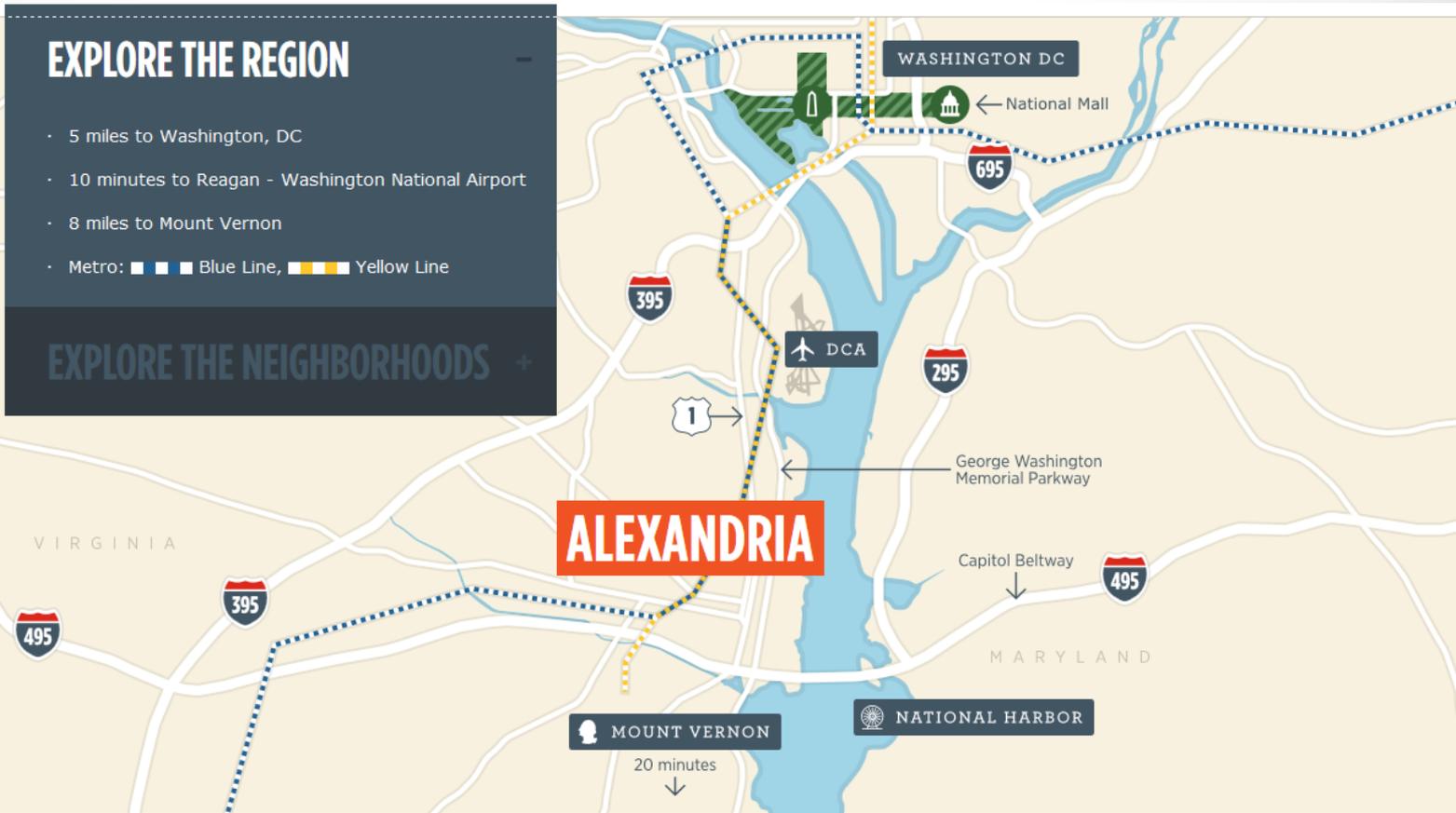
...and we have totally redesigned, **dedicated pages** for Meetings, Groups...

# 2. Visuals



...and Weddings.

# 3. Neighborhoods



This brand new **map** highlights Alexandria's **prime location and our accessibility** to nearby highways, railways and Reagan Airport.



# 3. Neighborhoods

EXPLORE THE REGION

EXPLORE THE NEIGHBORHOODS

4 neighborhoods  
Walkable

**DEL RAY**

HISTORIC  
DEL RAY

Del Ray is "Where Main Street Still Exists" with made-for-strolling Mount Vernon Avenue boasting a booming restaurant scene, wellness community, and independent shops.

QUICK LINKS:

- RESTAURANTS
- SHOPPING
- HISTORIC SITES & ATTRACTIONS

[Explore Del Ray](#)

M metro BLUE LINE

M metro YELLOW LINE

395

295

1

STREET  
LEY

Just click or tap to learn more about what there is to do in each area.

# 3. Neighborhoods



## Cheesetique

Hailed for "The Best Mac 'n' Cheese in the US" by Food & Wine magazine, Cheesetique offers hard-to-find cheeses as well as a full-service restaurant...

[More >](#)



## Del Ray is "Well Ray"

Del Ray is known as "Well Ray" for its large community of wellness businesses. Mind the Mat is one business on Mount Vernon Avenue that is leading the...

[More >](#)



## St. Elmo's Coffee Pub

Hang out on the corner of Del Ray and Mount Vernon Avenue, where live music fills the floor most evenings and outdoor tables



## Del Ray Variety

Reminiscent of five and dime stores of yesteryear, this one-stop shop in Del Ray offers toys, crafts, party supplies, ice cream and

Each neighborhood has a **dedicated page** that serves as a guide to businesses and attractions in that area.

# 4. Tours

THINGS TO DO ▾

Share

89

Like

112



## TOURS

Finding the best way to see the city is as easy as picking your passion in Alexandria, Virginia.

- History buffs explore colonial and Civil War sites or follow lantern-carrying guides through graveyards for haunting tales of the city's past with [Alexandria Colonial Tours](#) and the [Footsteps to the Past Ghost Tour](#)
- Foodies get a taste of the town with [DC Metro Food Tours](#)
- Families gear up for adventure with [Bike and Roll](#) or [Mount Vernon by Bike & Boat](#)
- Sightseers board water taxis or river cruises for a leisurely view of D.C. monuments.

Want to choose your own adventure? Follow our self-guided tours of Alexandria architecture, War of 1812 sites, African American history and more.

### Audio Tours by Geotourist



Enjoy self-guided audio tours in multiple languages right on your smartphone.

Simply download the Geotourist app on the Apple or Google app stores to access the tours.



## AREA MAPS & GETTING AROUND

[Click here for more Info >](#)

One of the most visited parts of our website is the **Tours** section.

# 4. Tours



## Boat Tours

Cruise the Potomac with pets, pirates or to the 1st president's home

[See More >](#)



## History and Ghost Tours

Around every corner in Old Town Alexandria lie stories, secrets and spirits (of both the spooky and boozy varieties).

[Learn More >](#)



## Bike Tours

Bring or rent a bike and coast along the scenic Potomac waterfront

[See More >](#)



## Food Tours

Enjoy a three-hour guided palate-pleasing excursion

[See More >](#)

We have redesigned this page to **visually showcase** our popular tour categories.

# 4. Tours



## Alexandria Historical tour

★★★★★

Tour by Visit Alexandria

( 0 )

- 📍 The Lyceum: Alexandria's History Museum
- 📍 Lafayette House
- 📍 George Seaton House

George-Wa...

USA

Alexandria

Lafayette



## Mount Vernon de George Washington

★★★★★

Tour by Visit Alexandria

( 0 )

- 📍 Le Mount Vernon

George-Wa...

Mount-Ver...



## Lafayette's Hermione Voyage

★★★★★

Tour by Visit Alexandria

( 0 )

- 📍 Hermione Voyage 2015



## Alexandria African American History Tour

★★★★★

Tour by Visit Alexandria

( 0 )

- 📍 Alexandria Black History Museum
- 📍 African American Heritage Park
- 📍 Alexandria Library (Barrett Branch)

And with the Geotourist smartphone app, our **new self-guided audio tours** are available in English, Spanish, French, German, and Mandarin.

# 5. Blog Integration

## LET'S GET CARRIED AWAY



### Best Of Outdoor Dining

There's no better way to usher in summer than dining al fresco. Here in Alexandria, enjoy waterfront seating, courtyard patios and street-side eats.

[Read More >](#)



### Things to Do on the Waterfront

Waterfront fun is a summer mainstay in Alexandria, from new riverside dining to boat cruises, live music, festivals and more.

[Learn More >](#)



### Romantic Getaway

Listed amongst the "Top 20 Most Romantic Cities in the US", get ideas for a date or weekend escape.

[Learn More >](#)



### 21 Alexandria Tours

Around every corner in Old Town Alexandria lie stories, secrets and spirits (of both the spooky and boozy varieties).

[Find a Tour >](#)

These boxes on our homepage can be **customized** by our team at any time.

- It's a perfect place for **blog posts** and **current happenings** in Alexandria. ●

# 5. Blog Integration



The new website integrates the **blog** seamlessly with other types of content.

# 6. Enhanced Member Listings

MAP EXPLORER

VIEW: A-F | G-L | M-R | S-Z | [ALL](#)



FEATURED

## HAMPTON INN & SUITES - ALEXANDRIA OLD TOWN AREA SOUTH

5821 Richmond Highway  
Alexandria, VA 22303

Convenient location to Old Town. Free shuttle to and from historic section of Old Town, Huntington... [more](#)

MORE | + ITINERARY



FEATURED

## HILTON ALEXANDRIA OLD TOWN

1767 King Street  
Alexandria, VA 22314

A first-class Washington DC area hotel & winner of Hilton's All-Green Zones Award! Directly adjacent... [more](#)

MORE | + ITINERARY



FEATURED

## SHERATON SUITES ALEXANDRIA

801 N. Saint Asaph Street  
Alexandria, VA 22314

Luxurious two-room suites with marble and granite bathrooms. All suites are smoke-free and divided... [more](#)

MORE | + ITINERARY



FEATURED

## WESTIN ALEXANDRIA

400 Courthouse Square  
Alexandria, VA 22314



## BEST WESTERN MOUNT VERNON - FORT BELVOIR

8751 Richmond Highway



## BEST WESTERN OLD COLONY INN

1101 N. Washington Street

The new enhanced member listings are more visually attractive and easier to read.

# 6. Enhanced Member Listings

**529 KIDS CONSIGN**



< 1/5 >

**DETAILS**



**AMENITIES**



[MAP VIEW](#) | [WHAT'S NEARBY](#)

ADDRESS:

122A S. Royal Street  
Alexandria, VA 22314

PHONE:

(703) 567-4518



[View Website >](#)

Each member has a webpage like this, with the opportunity for **high-resolution photography, detailed description, and interactive map.**

# 6. Enhanced Member Listings

DETAILS +

AMENITIES +

SOCIAL MEDIA -

FACEBOOK ^



529 Kids Consign  
4,353 likes

Like Page Contact Us

Be the first of your friends to like this

529 Kids Consign  
5 mins

Baby cookbooks are 50% off! \$5.50 each!  
#529ot

TWITTER v

YELP +

View Website >  
+ ITINERARY

Each listing also integrates with the member's own **social media** channels.

# 6. Enhanced Member Listings

DETAILS +

---

AMENITIES +

---

SOCIAL MEDIA +

---

YELP -

 based on 13 reviews  
[Read all reviews at Yelp.com](#)



  
Penelope L. [Read Entire Review](#)

  
Megan Y. [Read Entire Review](#)

  
L.A. [Read Entire Review](#)

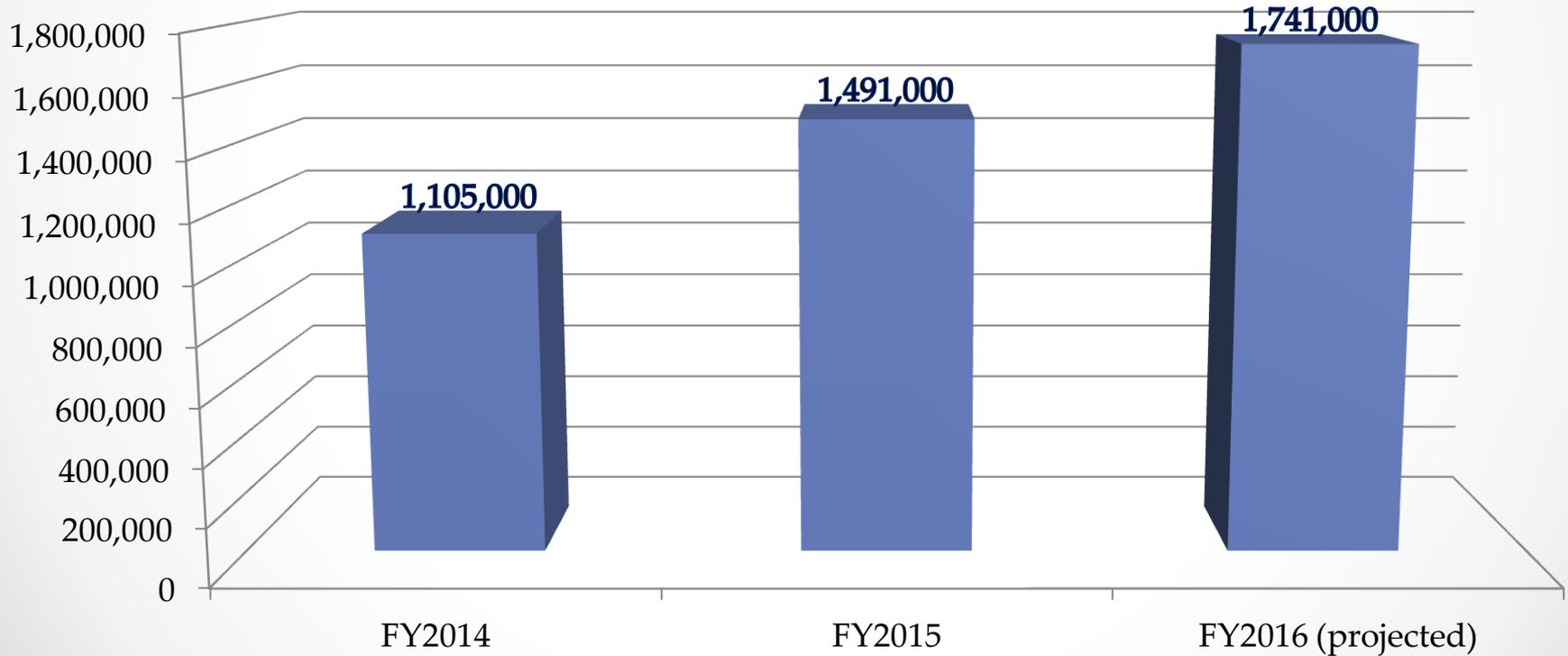
[View Website >](#)

+ *ITINERARY*

And we know consumers love checking **user reviews** on Yelp and Tripadvisor. Now by including these reviews on VisitAlexandriaVA.com, our site is a **one-stop shop** for information.

# Web Traffic

## Number of visits to VisitAlexandriaVA.com



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## Summary

- The new VisitAlexandriaVA.com is poised to build on the **significant growth** it experienced over the past year.
- All of you make Alexandria an **extraordinary** place to visit.
- The new website will allow us to tell that story even more effectively...
- And connect more visitors with your businesses.

Thank you, and please explore the new  
**VisitAlexandriaVA.com** for yourself!

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