

EXTRAORDINARY

*Alexandria*

With the support of our corporate partner: **Burke & Herbert Bank**  
At Your Service Since 1852

# What's New in 2015?

January 29, 2015

ACVA Tourism Marketing Forum

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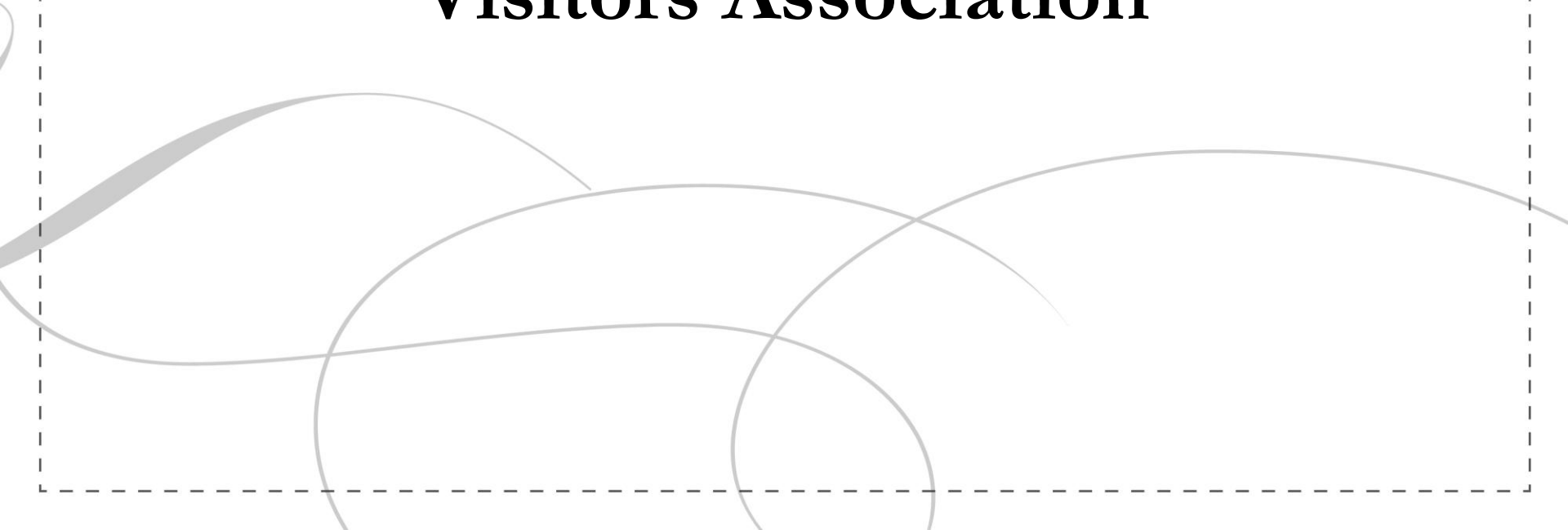
**Welcome!**

Patricia Washington  
President & CEO, ACVA

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# Alexandria Convention and Visitors Association



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**Visit Alexandria®**

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# Bylaws Amendments

Tobias Arff

Chair, Visit Alexandria Board

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## BYLAWS UPDATE

**“Will the members approve the updates to the ACVA bylaws that were sent on January 16?”**

Key Changes:

- Using “Visit Alexandria” as the new name of the organization
- Permitting the annual meeting to occur in October
- Adjusting the quorum required for membership or board voting to a percentage, rather than a fixed number
- Creating “4 business at-large” seats to replace four dedicated board seats
- Permitting one extra year of board service for the Vice Chair and Treasurer
- Aligning the timeline of the annual plan and budget with the City annual planning process
- Allowing for future bylaw votes to occur by either in-person or electronic voting

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# Alexandria Visitor Survey Findings

Erin Francis-Cummings

Destination Analysts





# Alexandria Visitor Research

**Erin Francis-Cummings**  
Visit Alexandria Tourism Marketing Forum



# About This Research

## Methodology

- **Online survey**
- **4,808 random households**
- **Two geographic areas**
  - **Washington, DC and Baltimore DMAs— “Regional” (N=887)**
  - **The surrounding region—400 mile radius of Alexandria, excluding Washington, DC and Baltimore DMAs — “Destination” (N=3,931)**
- **Top line data: Reliability of +/- 1.2% (95% confidence level)**

## Objectives

- **Calculate Return on Investment of Advertising Campaign**
- **Generate Marketing Insights**

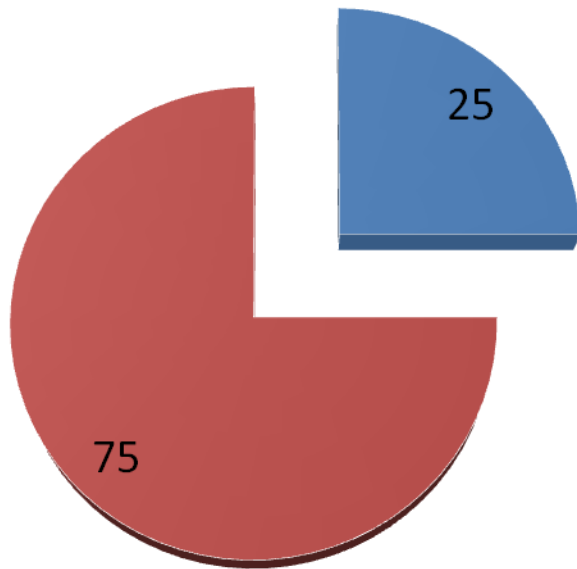
# Return on Investment

Incremental Trips:	593,001
Incremental Visitor Spending	\$176,611,889
Incremental Taxes Generated	\$6,105,872
Alexandria CVA Investment	\$1,035,244
<b>Visitor Spending ROI</b>	<b>\$171:1</b>
	vs. (\$133:1 in 2010)
<b>Tax ROI</b>	<b>\$6:1</b>
	vs. (\$4:1 in 2010)

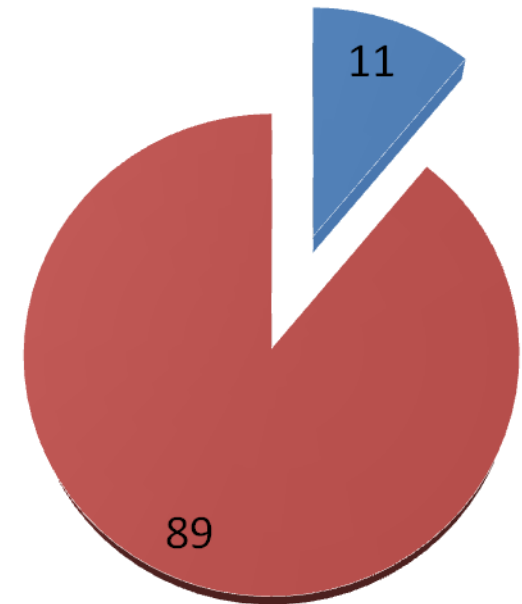
# % Visited Alexandria in Past Year

(Leisure)

## Regional



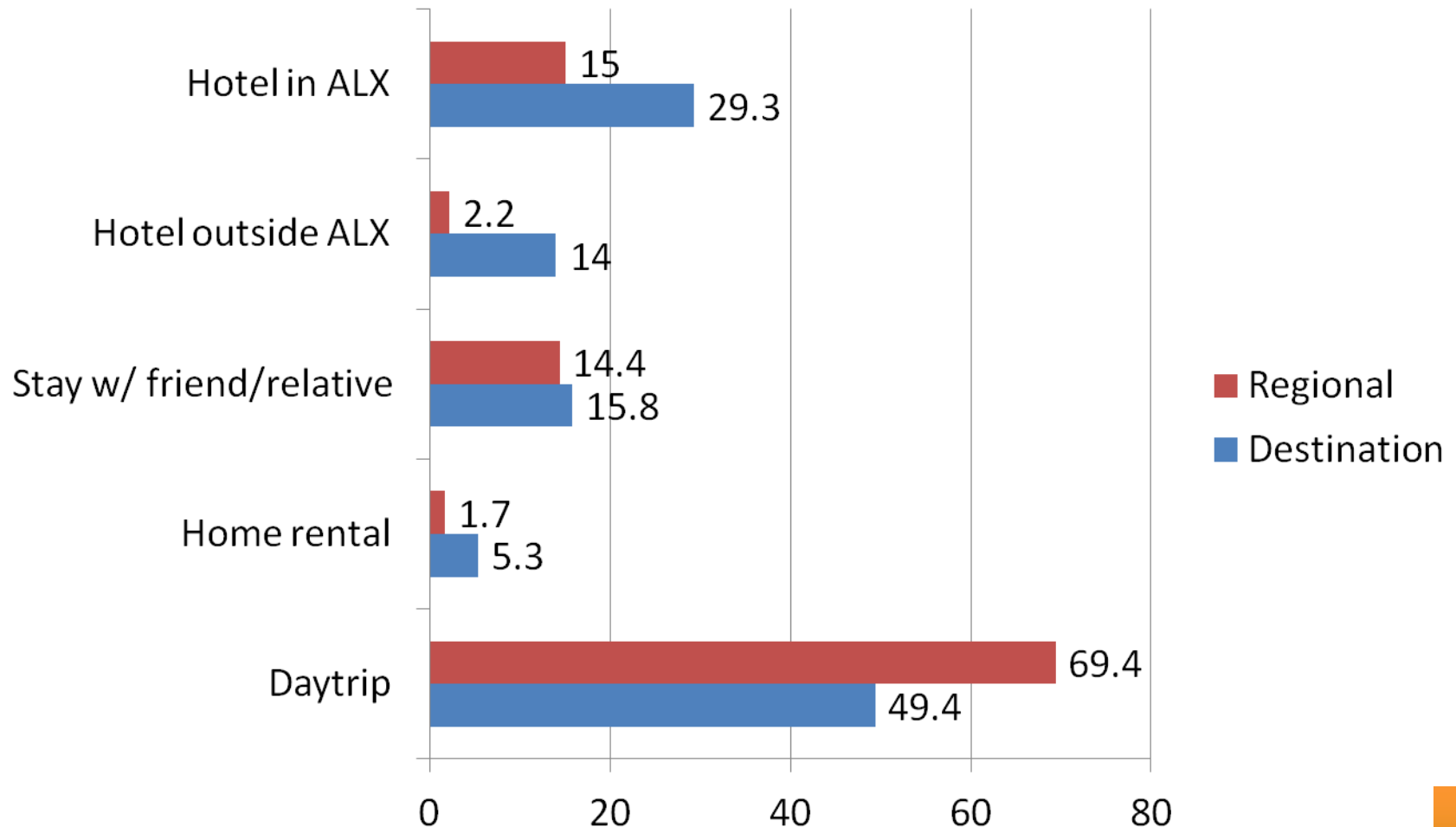
## Destination



■ Visited  
■ Did not visit

# Accommodations (% of visitors)

Question: During this trip in which you visited Alexandria, VA, in what type(s) of lodging did you stay?  
(May not add up to 100%, as multiple responses permitted)



# Why Alexandria

Alexandria's restaurants and food scene is a key tourism motivator.

Its proximity to DC and easy access are also key factors driving visitation.

Question: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA?

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
<b>Base</b>	<b>512</b>

# Activities in Alexandria

Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip?

With the food scene being such a strong destination motivator, dining in restaurants is the most common visitor activity, followed by shopping, strolling King Street and the Waterfront.

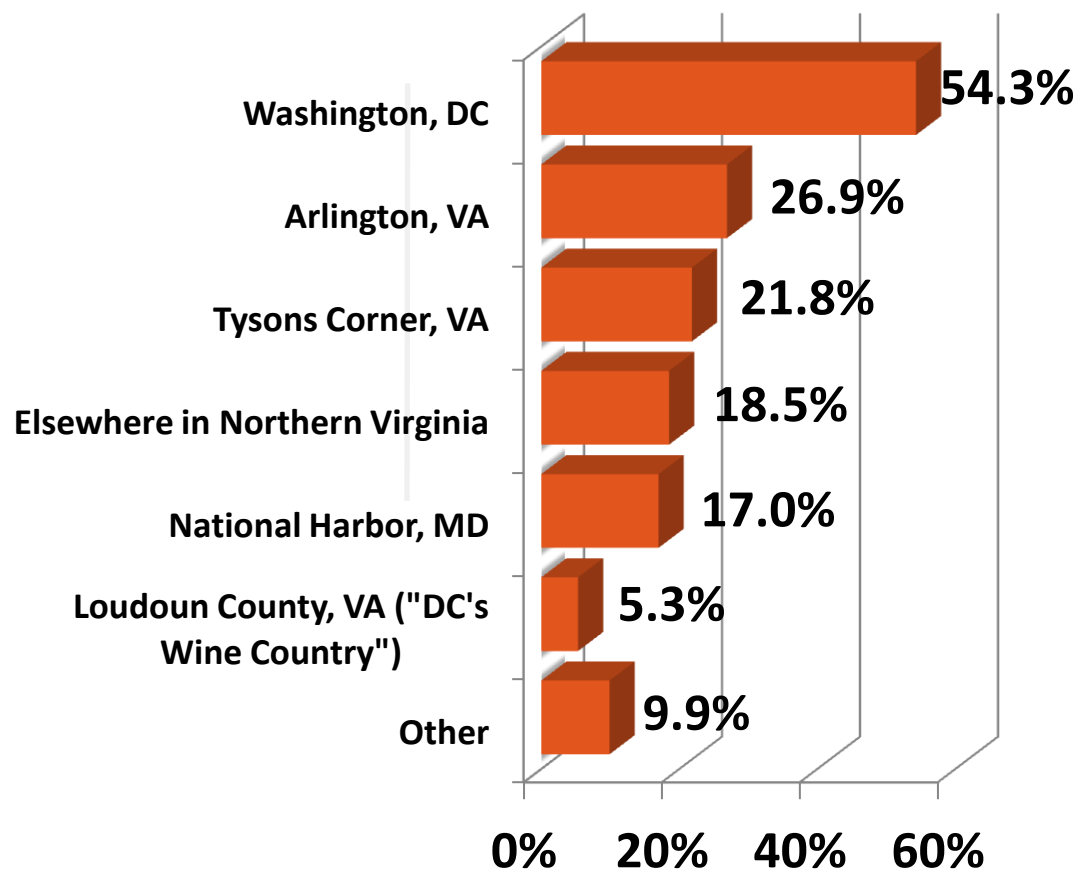
	Total
Dine in restaurants	59.8%
Shopping	42.4%
Stroll King Street ("Old Town")	41.8%
Visit the Waterfront	36.6%
Visit local friends/family	26.5%
Visit Alexandria's historic sites	21.0%
Torpedo factory Art Center	19.4%
Visit art gallery or antique / design store	17.8%
Visit Mount Vernon	16.2%
Take a history tour	10.9%
Attend a special event or festival	9.5%
Visit Del Ray neighborhood	7.9%
Boat Tour	6.9%
Birchmere Music Hall	6.7%
Bike Tour	6.5%
Participate in spa, yoga or other beauty / wellness activity	5.5%
Attend a business meeting	3.2%
Attend a conference	3.0%
<b>Base</b>	<b>512</b>



# Other Destinations Visited

Over half of Alexandria visitors also spent time in Washington, DC on their trip.

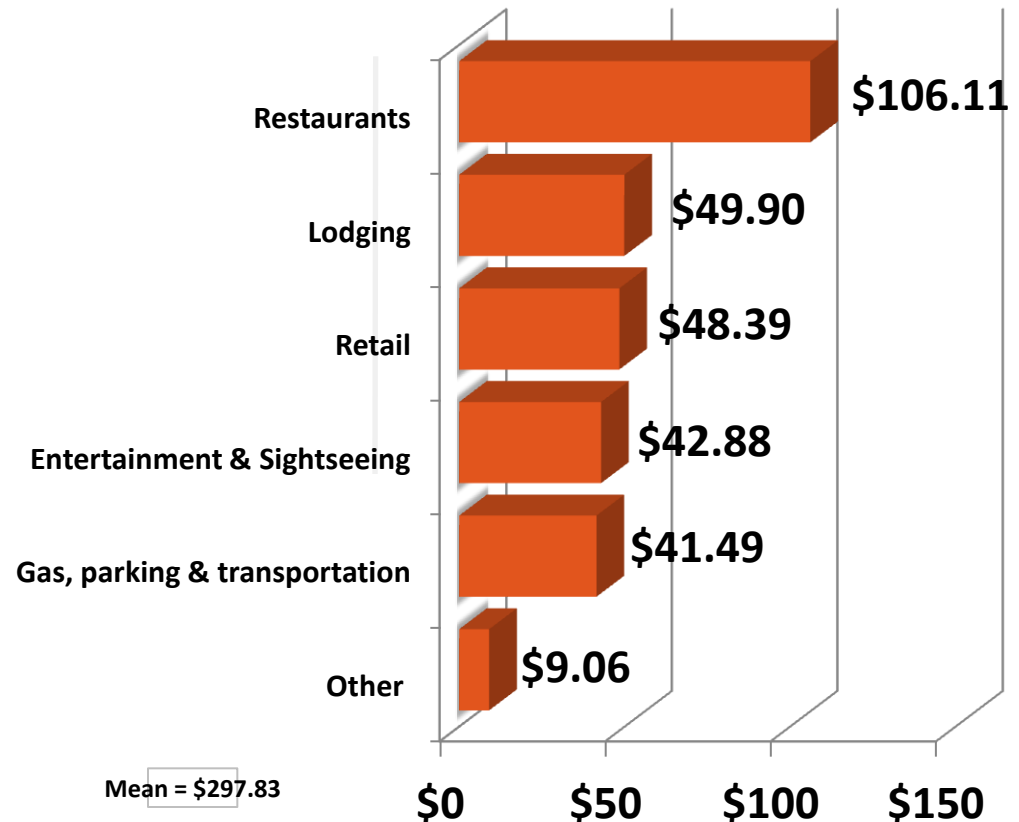
Question: Which other destinations did you visit on this trip in which you visited Alexandria, VA?



# Spending in Alexandria

Question: Approximately how much IN TOTAL did you spend on the following while in the city of Alexandria, VA? (Please do not include any spending outside Alexandria, VA, e.g., any expenses incurred in Washington, DC.) –AVERAGE ALL VISITORS

Average Spending per Trip to  
Alexandria:  
**\$297.83**



# Spending in Alexandria

Hotel guests represent the highest economic impact to all sectors of Alexandria.

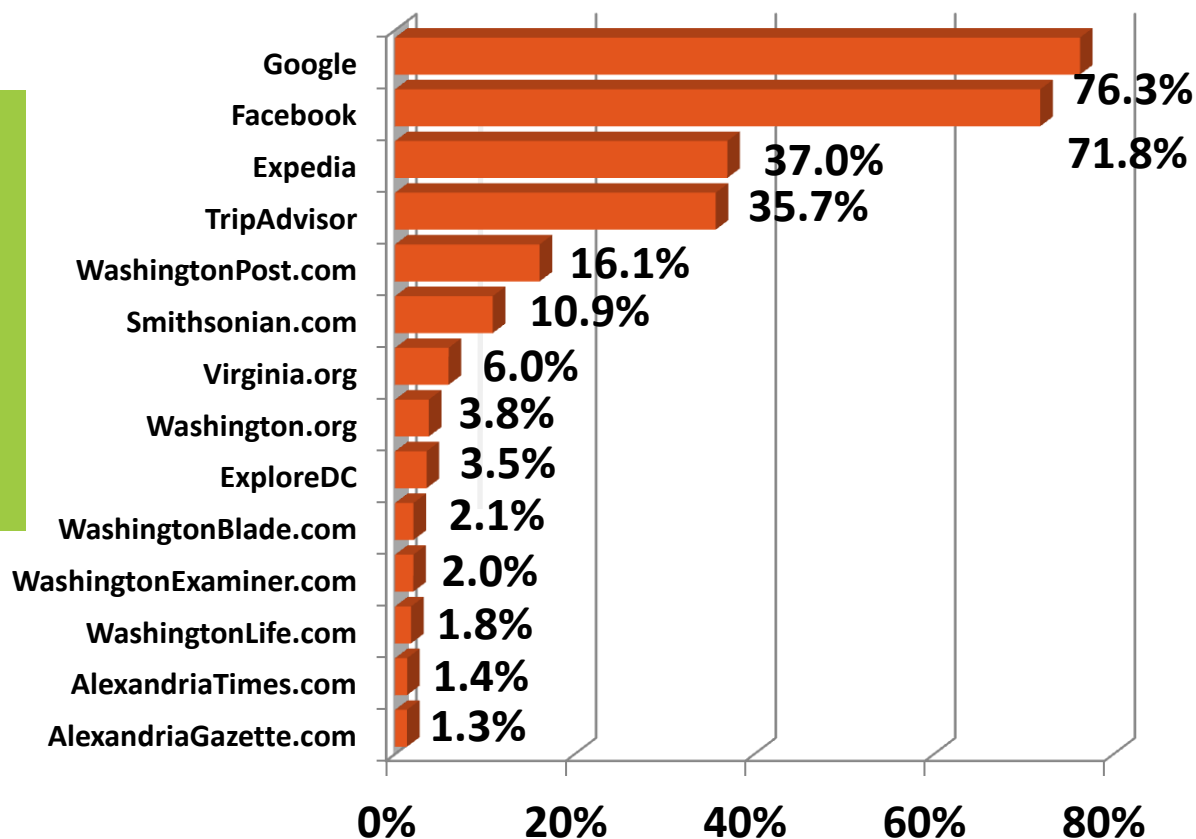
Outside of lodging, Destination and Regional visitors spend similarly.

	Hotel	VFR	Day Tripper
Restaurants	\$150.06	\$110.13	\$87.62
Lodging	\$105.26	\$16.98	\$0.00
Retail	\$44.24	\$36.57	\$20.49
Entertainment & Sightseeing	\$50.82	\$44.67	\$9.11
Gas, parking & local transit	\$45.37	\$47.28	\$11.72
Other	\$10.56	\$9.65	\$1.63
Mean	<b>\$406.30</b>	<b>\$265.26</b>	<b>\$130.57</b>
Base	129	53	290

# Digital Resource Usage

Question: Which of these websites, web services and/or apps do you recall using at least once in the past 12 months?

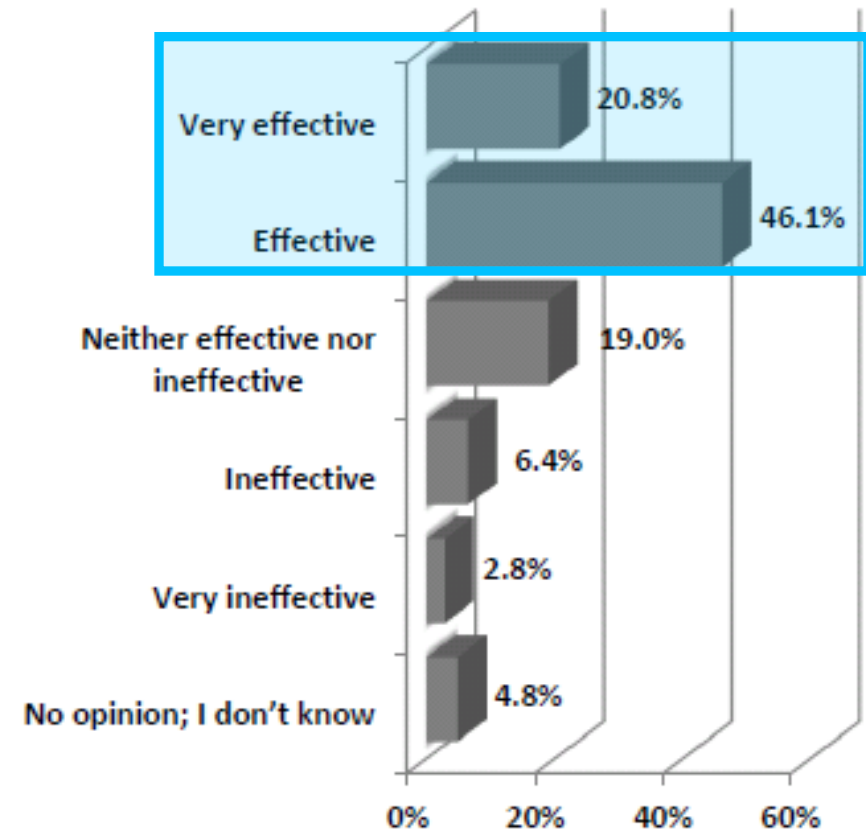
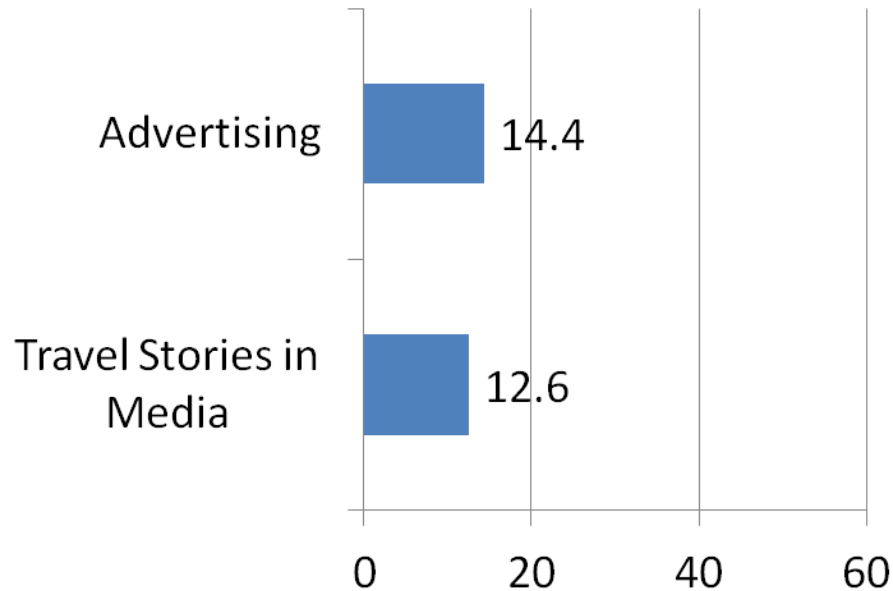
Approximately three in four survey respondents used Google and/or Facebook in the past year.



# The *Extraordinary Alexandria* Effect

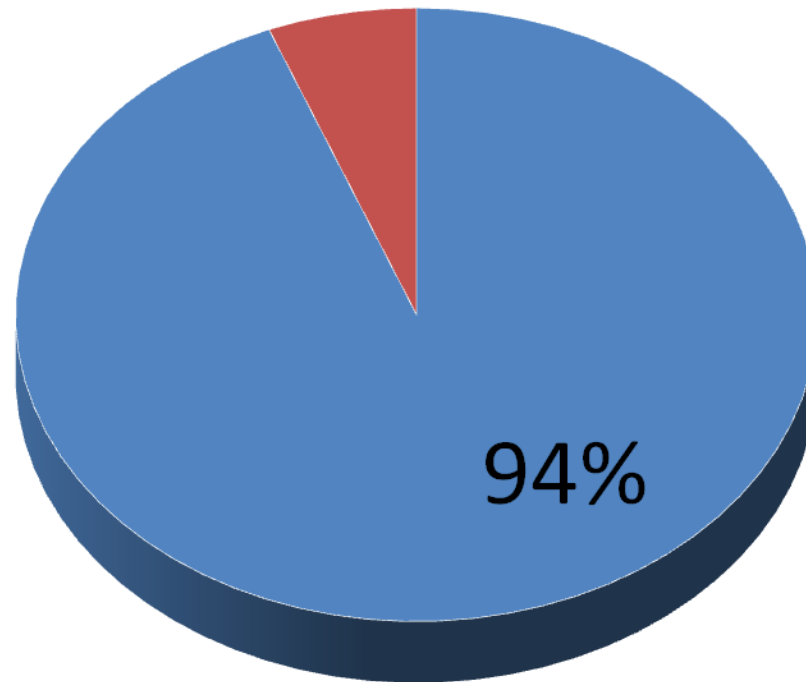
Question: After viewing this series of advertisements, overall, how effective do you think these advertisements are in portraying Alexandria, VA as a place you would enjoy visiting for leisure reasons?

## Unaided recall (%)



# Likelihood to Recommend

**Question: How likely are you to recommend Alexandria, VA as a place to visit to family members, friends and/or colleagues?  
(Among all those who have visited Alexandria)**



■ Likely ■ Unlikely





Thank you

**Erin Francis-Cummings**

**[erin@destinationanalysts.com](mailto:erin@destinationanalysts.com)**

**415.716.7983**

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# **National and Regional Trends**

Vito Fiore

Office Manager & Research Analyst, Visit Alexandria

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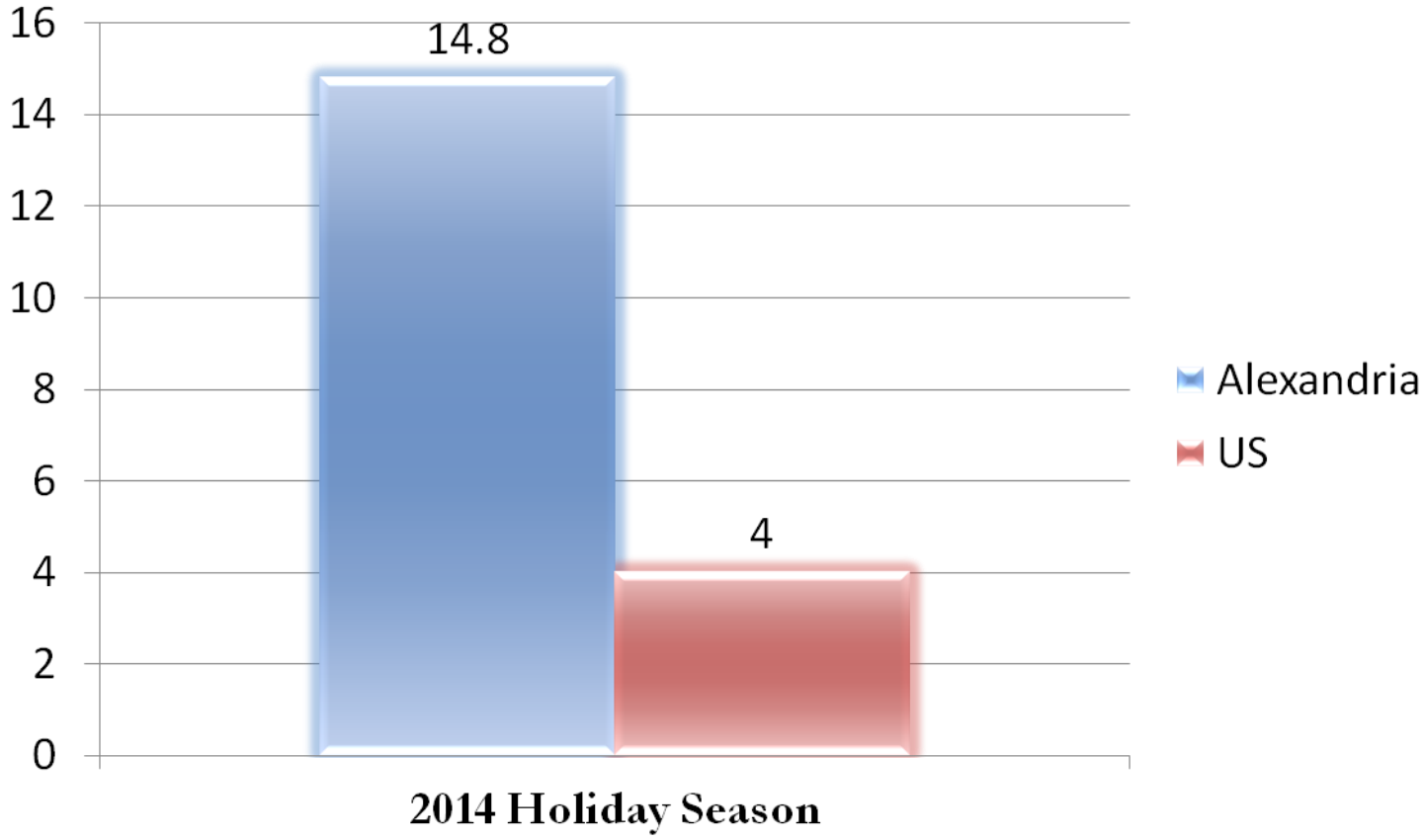
# #1: Consumer spending: “the new frugal”



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# #2: Holiday retail spending up vs. 2013 (% change)



Sources: National Retail Foundation 2014 Holiday Retail Report, ACVA 2014 Holiday Retail Survey

## #3: Boomers and Millennials: Different planets

### Boomers

- Spend most
- Longer trips
- Planners
- Destination-driven

### Millennials

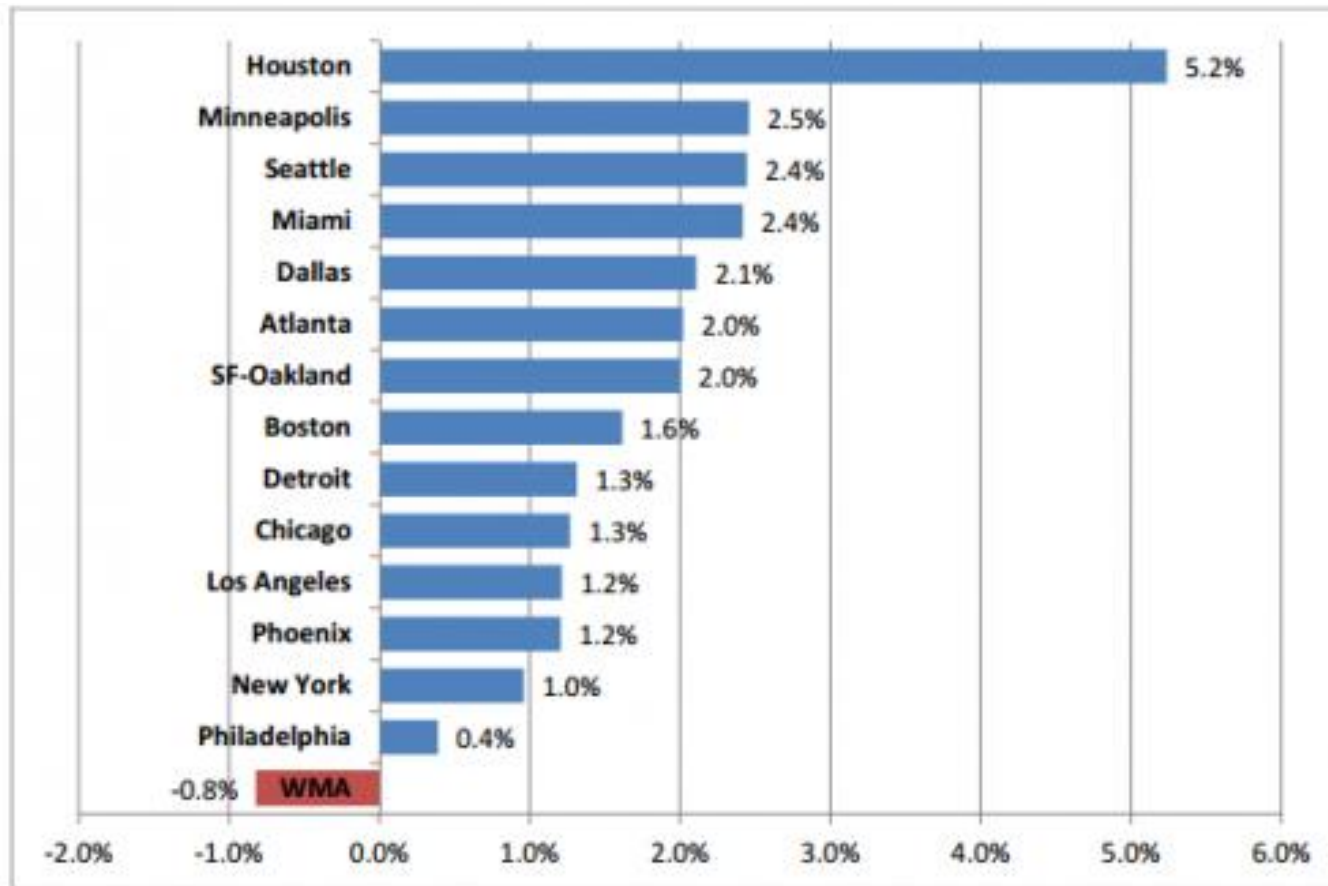
- Spend less
- Shorter trips
- Prefer “vacation raise” over a pay raise
- Urban, multi-modal
- Spontaneous – last minute deals important
- Experience/event-driven



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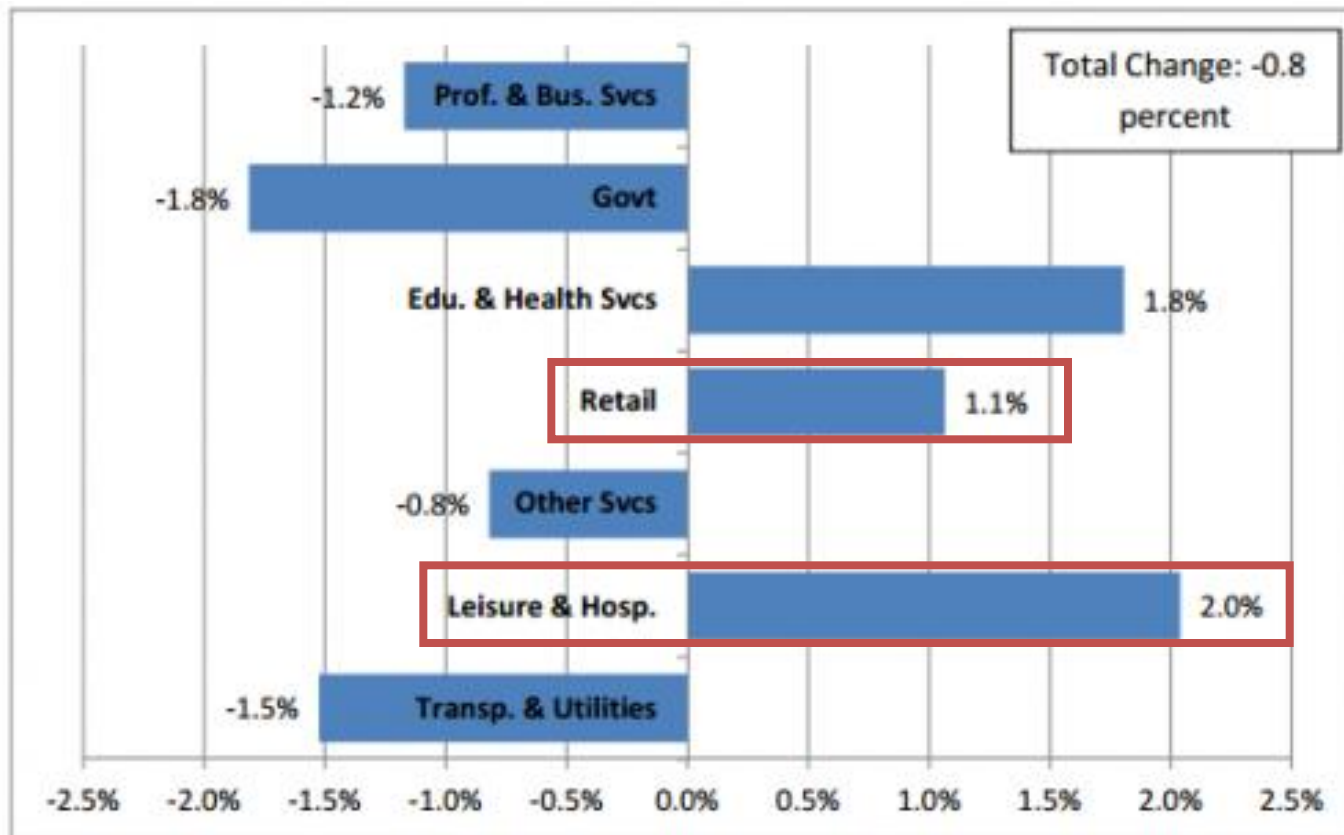
## #4: Regional macro trends 2012-2013 (GRP)



Source: George Mason Center for Regional Analysis September 2014 report



## #4: Regional macro trends 2012-2013



Source: George Mason Center for Regional Analysis September 2014 report



# #5: DC region lodging forecast

## 2015 Year End RevPAR Forecast

Top 25 US Markets, August 2014 Forecast (Markets sorted alphabetically)

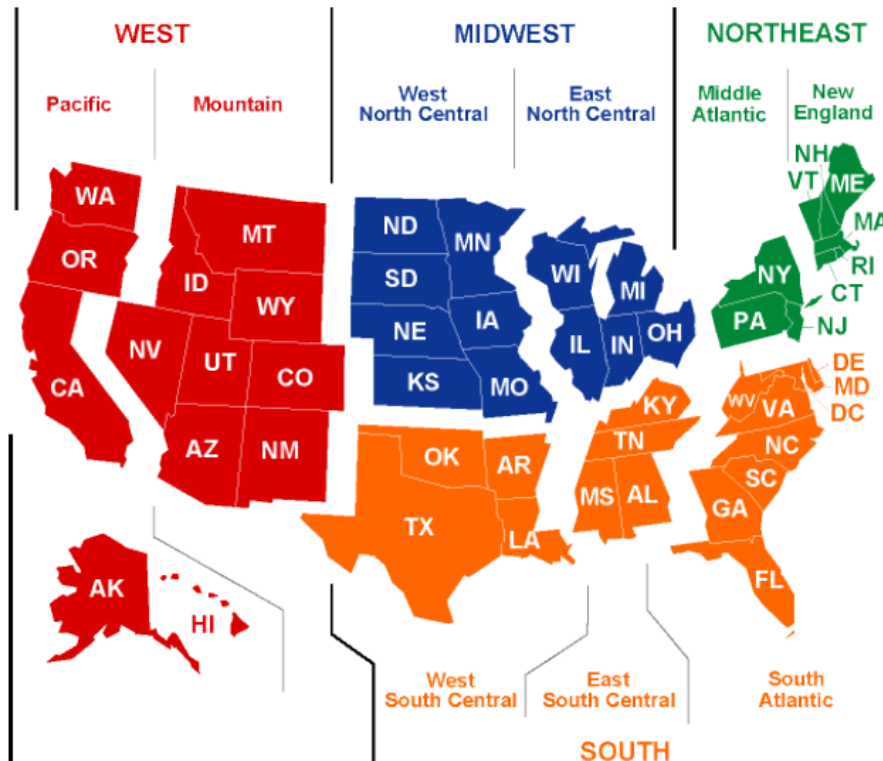
-5% to 0%	0% to 5%	5% to 10%	10% to 15%
New York	Atlanta	Anaheim	Nashville
	New Orleans	Boston	
	Norfolk	Chicago	
	Philadelphia	Dallas	
	Washington	Denver	
		Detroit	
		Houston	
		Los Angeles	
		Miami	
		Minneapolis	
		Oahu	
		Orlando	
		Phoenix	
		San Diego	
		San Francisco	
		Seattle	
		St. Louis	
		Tampa	

**Alexandria +16.1% (FY15 YTD)**

**D.C. +7.1% (FY15 YTD)**

# #6: Nearly half of DC overnight visitors come from South Atlantic states

## 2013 Regional Overnight Visitation Share



	2013
South Atlantic	47.79%
Mid Atlantic	23.90%
East North Central	8.33%
New England	4.85%
Pacific	4.67%
West South Central	4.33%
Mountain	2.41%
West North Central	2.10%
East South Central	1.61%

Source: DK Shifflet & Associates

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## #7: Restaurant Week drives new business

- 73% choose a restaurant they've never been to before
- 88% are likely to return to that restaurant
- 91% of diners are likely to recommend the restaurant
- 50% of RW participants go to more than 1 restaurant



Source: Opentable Winter 2014 Restaurant Week Survey

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## #8: International travel growth

- International travel spending in DC region expected to grow 4% per year for 2014-2017\*
- International travel spending expected to surpass domestic business travel in coming years\*\*

\* IHS Consulting

\*\* Mark Brown, Dept. of  
Commerce, Travel & Tourism Office





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# What's New in 2015?

Claire Mouledoux

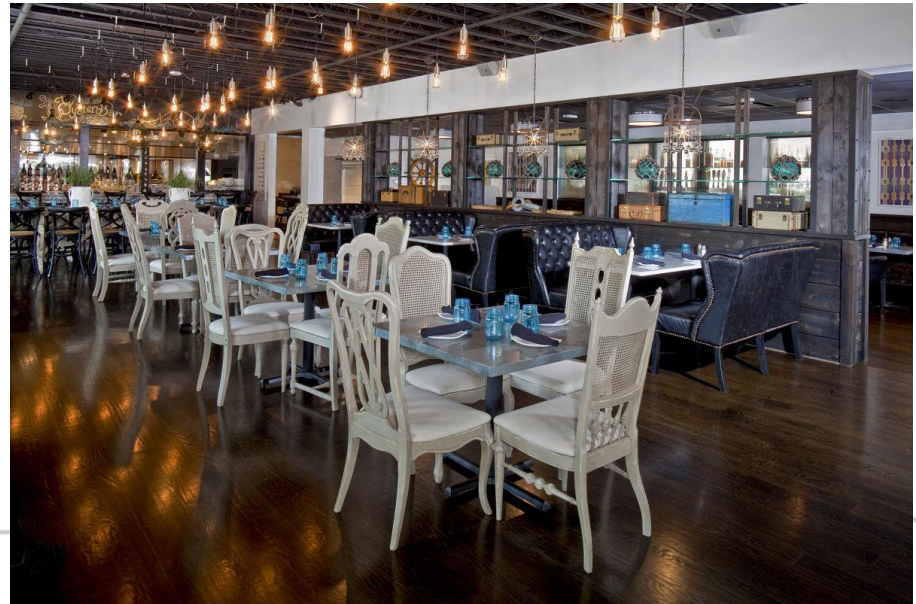
Director of Communications, Visit Alexandria



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# What's New at the Waterfront



Opening Spring 2015

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# What's New at the Waterfront



**Groundbreaking 2015 / Opening June 2016**

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# New Old Town Hotel



Opening March 2015

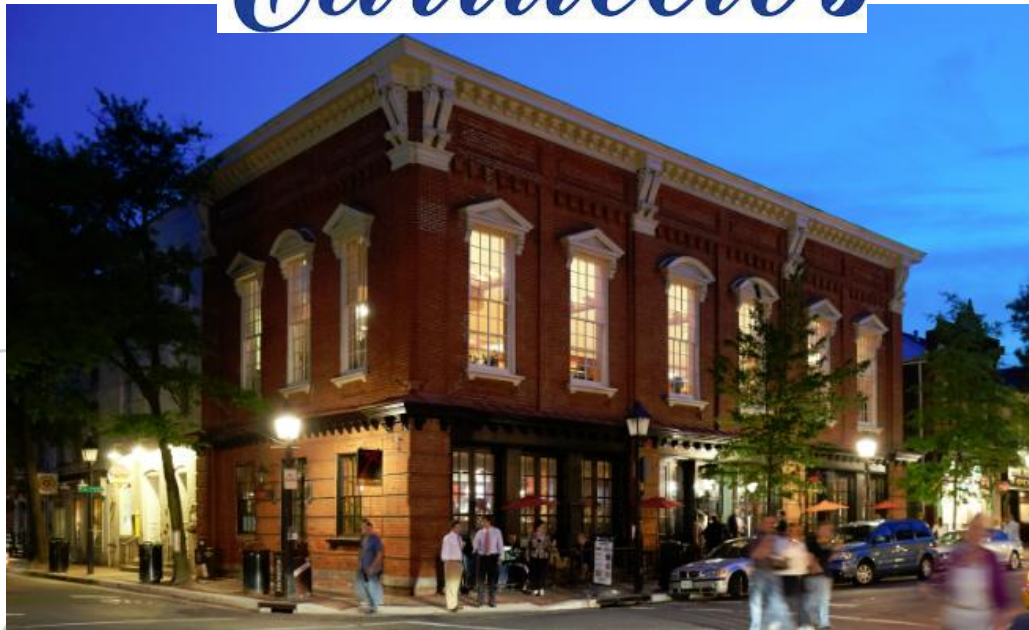


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**First US Location**

*Carluccio's*



**Opening Spring 2015**

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# Dining Boom at Braddock



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# Dining Boom at Braddock



**Donut shop: Open now**  
**Speakeasy: Spring 2015**

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# French Tall Ship L'Hermione



**Alexandria visit: June 10, 11 & 12**

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**Wayyy More Happening  
in the City!**



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# What's New with YOU?

- **Fill out What's New card TODAY!**
- **Load your content to  
VisitAlexandriaVA.com**
- **Update your listing**
- **Connect with us on social media**
- **Email MSasser@VisitAlexVA.com**

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# Visit Alexandria Marketing Tools

Tom Kaiden  
COO, Visit Alexandria

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## VISIT ALEXANDRIA MARKETING FUNNEL



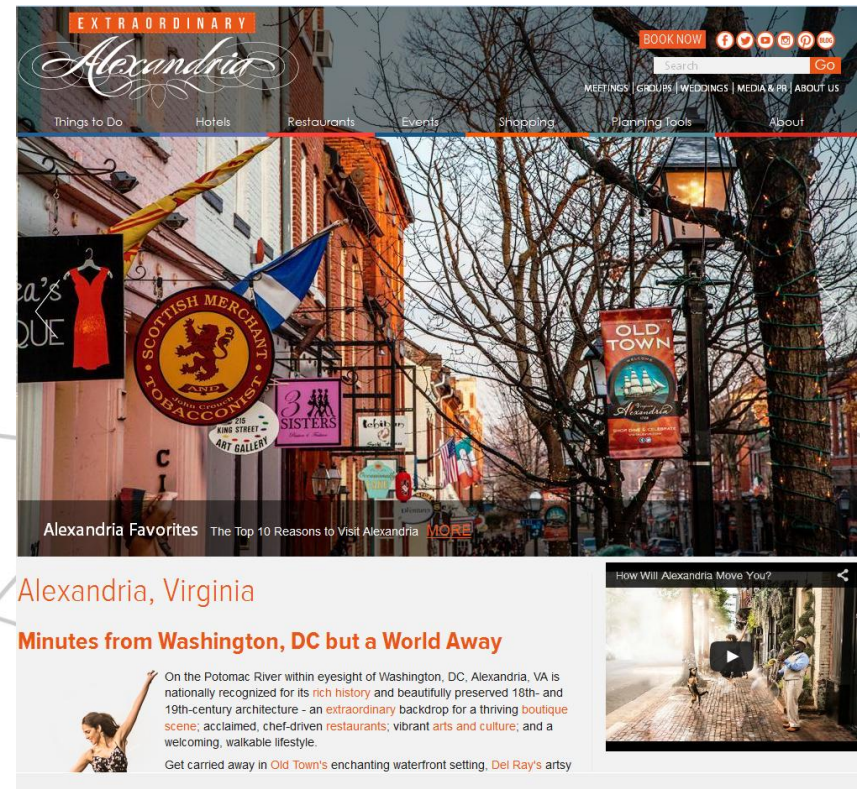
- Advertising
- P.R.
- Meetings Sales
- International
- Web, Social Media
- VisitAlexandriaVA Web Site
- Publications
- Local Advertising
- Visitor Center
- Product/Service Line
- Pricing & Promotions
- Customer Service
- Invitation to Return



# KEY VISIT ALEXANDRIA MARKETING TOOLS

Official Alexandria Visitors Website  
[www.VisitAlexandriaVA.com](http://www.VisitAlexandriaVA.com)

- Over 100,000 visits each month
- New Responsive Web Site in Summer 2015
- Adapts to all Screen Sizes: Desktops, Tablets, Smartphones
- Free Listing
- Paid Advertising from \$50/month
- Timing: Immediate



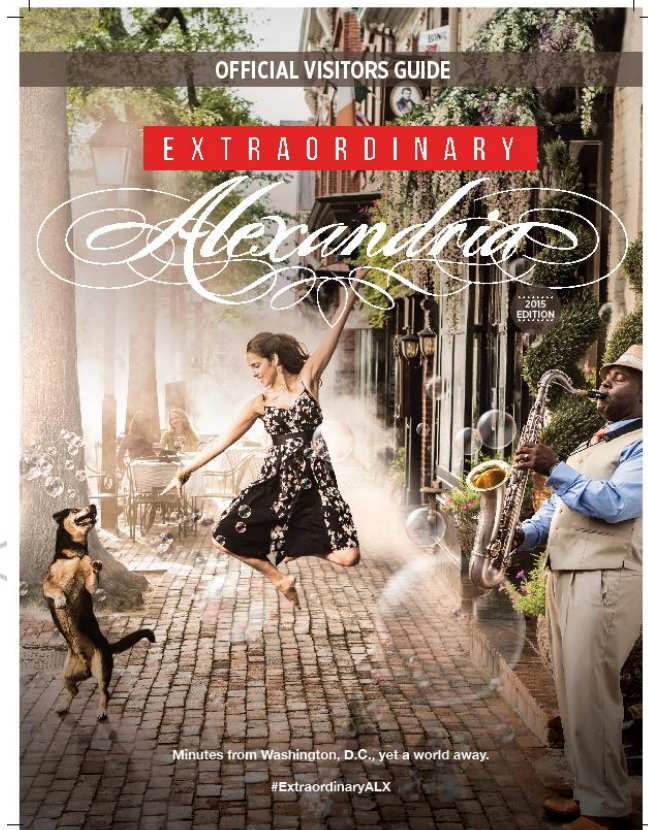




# KEY VISIT ALEXANDRIA MARKETING TOOLS

## Official Alexandria Visitors Guide

- 350,000 copies
- Free Listing
- Paid Advertising from \$200/month
- Timing: July 1 (listing)  
October 1 (ads)







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## KEY VISIT ALEXANDRIA MARKETING TOOLS

### King Street Trolley

- 800,000 passengers/yr
- Digital advertising signboard
- Paid advertising from \$133/month
- Design included
- Timing: Immediate



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## KEY VISIT ALEXANDRIA MARKETING TOOLS

### Visitor Center

- 70,000 walk-in visitors/yr
- Digital advertising signboard
- Paid advertising from \$100/month
- Design included
- Timing: Immediate



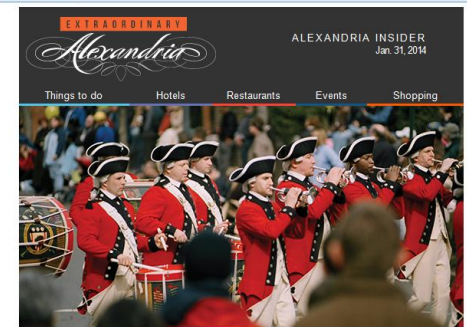




# KEY VISIT ALEXANDRIA MARKETING TOOLS

## Alexandria Insider Newsletter

- 27,000 monthly readers (+17%)
- Sponsorship from \$500/month
- Exclusive, limited to 1 sponsor/month
- Timing: Monthly



### Top 10 Reasons to Visit in February



With George Washington birthday celebrations sweeping the city's streets, champagne glasses clinking at special tasting events and hotel rates dropping to some of the year's best prices, February is an extraordinary time to visit Alexandria. Here are our Top Ten reasons to book your getaway today.

#### 1. George Washington Birthday Parade

Celebrate the birth of America's first president in his hometown, with the largest parade honoring George Washington, featuring nearly 3,500 participants.

Feb. 1, 2014  
[9th Annual Boutique Warehouse Sale](#)

Feb. 8, 2014  
[Champagne Tasting](#)

Feb. 9, 2014  
[Philharmonic Concert](#)

Feb. 15, 2014  
[Birthright Banquet & Ball](#)

Feb. 16, 2014  
[George Washington 10K Race & 2K Fun Run](#)

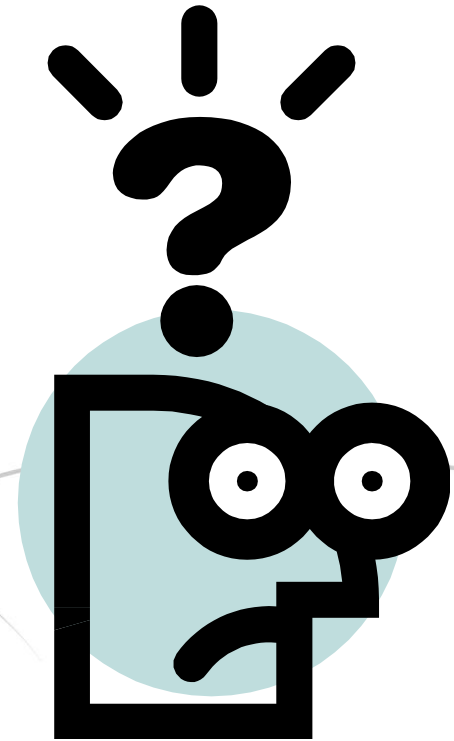
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## KEY VISIT ALEXANDRIA MARKETING TOOLS

Want to Know More?

- Info tables today
- One page “cheat sheet”
- Call or e-mail us... anytime!



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# Meetings Made Extraordinary

Lorraine Lloyd

Senior VP, Sales, Visit Alexandria

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Extraordinary You!



Destination Toolkit



Extraordinary Savings!



Authentic Experiences



Extraordinary Assistance



Economic Value



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## Extraordinary Meeting Partners

Delegate Experiences  
Discounts & Deals

- Carlyle Club
- Dandy Restaurant Cruises
- DC Metro Food Tours
- Eventpedia
- Fleet Transportation
- Popped! Republic
- Potomac Riverboat Company
- Port City Brewery
- Torpedo Factory Art Center



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# Authentic Experiences

« back to the previous page

## Top 10 After Hours Activities

Share Like 0 Print

**PLAN YOUR MEETING**  
View & download our Event Planner

**MEETING MESSENGER**  
eNewsletter sign up  
Email Address... **Go**

**1. DINE-AROUNDS & FOOD TOURS**  
Home to some of the "100 Very Best Restaurants 2013" by Washingtonian magazine, and praised by Food & Wine, Bon Appétit and The New York Times, Old Town Alexandria's dining district and culinary scene is prime for dine-arounds and progressive dinners.... [Learn more](#)

**2. PORT CITY BREWING COMPANY**  
Once home to the largest brewery in the southern U.S., Port City is proud to revive, celebrate and continue this rich brewing tradition producing an exciting line of great quality, locally- crafted ales and welcomes groups to tour and taste.... [Learn more](#)

**3. IRON CHEF TEAM BUILDING**  
Challenge your team with Alexandria's own Iron Chef-style Culinary Challenge hosted at your choice of historic landmarks, trendy restaurants or award-winning hotels; ideal for groups of 15-200+.... [Learn more](#)

SUBMIT MEETING RFP

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Extraordinary ideas don't confine themselves to meeting spaces. Neither should you.



TAKE A 60 SECOND LOOK AT A D.C. MEETING EXPERIENCE LIKE NO OTHER. ▶▶▶



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## **New Ads**

Patricia Washington  
President & CEO, Visit Alexandria





Meetings Made Extraordinary  
60 second ad

Go to: <http://youtu.be/QLnl03DCMhg>

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Weekend Retreat “Couples”  
30 second ad

Go to: <http://youtu.be/b31kdzOPzOo>



America's Pet Friendly City  
30 second ad

Go to: <http://youtu.be/bODZAHztgBw>



**Civic Engagement Forum**  
**“Livable, Green & Prospering City”**  
**Thursday, Feb. 5, 6:30-8:30**  
**Lee Center, 1108 Jefferson Street**

**Your chance to provide thoughtful input into the  
City’s 2015-2016 Budget Priorities  
Please attend!**

Thank you!

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Thanks to our corporate partner:

**Burke & Herbert Bank**

At Your Service Since 1852