

EXTRAORDINARY

*Alexandria*

**Top 10 Insights from the  
2016 Simpleview Summit**

Vito Fiore

Marketing & Research Manager

Visit Alexandria Board Meeting

June 20, 2016

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# Alexandria

## #1: Moneyball Mindset

- The art of doing more with less
- Look outside your own industry
- Poor performers off team
- Measure process, not just results
- Singles, not home runs
- Using data to make smarter decisions:

**\$ in data → \$\$\$ impact**

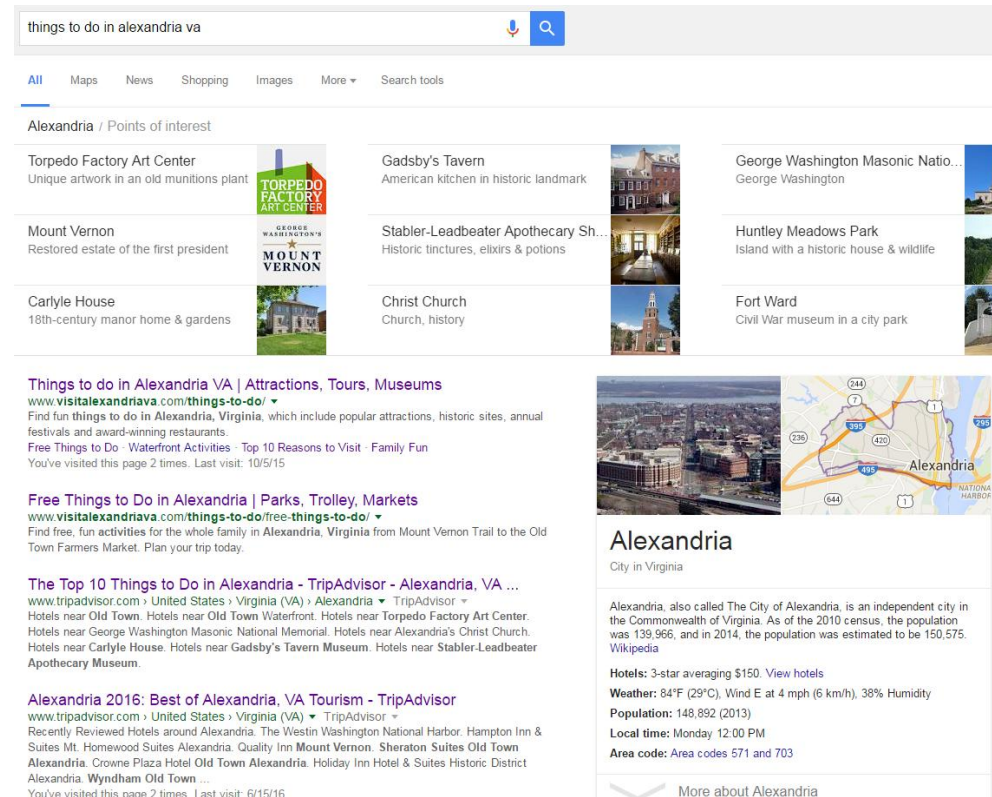


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## #2: Google Changes = Organic Traffic







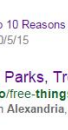


- More real estate taken up by ads and Google-curated content
- Pushes organic results down the page
- Impacts attractions, hotels, events, etc.
- DMOs have seen reduced organic traffic since November 2015



things to do in alexandria va

All Maps News Shopping Images More Search tools

Alexandria / Points of interest

<b>Torpedo Factory Art Center</b> Unique artwork in an old munitions plant		<b>Gadsby's Tavern</b> American kitchen in historic landmark		<b>George Washington Masonic National Memorial</b> George Washington	
<b>Mount Vernon</b> Restored estate of the first president		<b>Stabler-Leadbeater Apothecary Shop</b> Historic tinctures, elixirs & potions		<b>Huntley Meadows Park</b> Island with a historic house & wildlife	
<b>Carlyle House</b> 18th-century manor home & gardens		<b>Christ Church</b> Church, history		<b>Fort Ward</b> Civil War museum in a city park	

**Things to do in Alexandria VA | Attractions, Tours, Museums**  
[www.visitalexandriava.com/things-to-do/](http://www.visitalexandriava.com/things-to-do/)  
Find fun things to do in Alexandria, Virginia, which include popular attractions, historic sites, annual festivals and award-winning restaurants.  
**Free Things to Do - Waterfront Activities - Top 10 Reasons to Visit - Family Fun**  
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**Free Things to Do in Alexandria | Parks, Trolley, Markets**  
[www.visitalexandriava.com/things-to-do/free-things-to-do/](http://www.visitalexandriava.com/things-to-do/free-things-to-do/)  
Find free, fun activities for the whole family in Alexandria, Virginia from Mount Vernon Trail to the Old Town Farmers Market. Plan your trip today.

**The Top 10 Things to Do in Alexandria - TripAdvisor - Alexandria, VA ...**  
[www.tripadvisor.com](http://www.tripadvisor.com) > United States > Virginia (VA) > Alexandria > TripAdvisor  
Hotels near Old Town. Hotels near Old Town Waterfront. Hotels near Torpedo Factory Art Center. Hotels near George Washington Masonic National Memorial. Hotels near Alexandria's Christ Church. Hotels near Carlyle House. Hotels near Gadsby's Tavern Museum. Hotels near Stabler-Leadbeater Apothecary Museum.

**Alexandria 2016: Best of Alexandria, VA Tourism - TripAdvisor**  
[www.tripadvisor.com](http://www.tripadvisor.com) > United States > Virginia (VA) > TripAdvisor  
Recently Reviewed Hotels around Alexandria. The Westin Washington National Harbor. Hampton Inn & Suites Mt. Homewood Suites Alexandria. Quality Inn Mount Vernon. Sheraton Suites Old Town Alexandria. Crowne Plaza Hotel Old Town Alexandria. Holiday Inn Hotel & Suites Historic District Alexandria. Wyndham Old Town ...  
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**Alexandria**  
City in Virginia

Alexandria, also called The City of Alexandria, is an independent city in the Commonwealth of Virginia. As of the 2010 census, the population was 139,966, and in 2014, the population was estimated to be 150,575. Wikipedia

**Hotels:** 3-star averaging \$150. [View hotels](#)

**Weather:** 84°F (29°C). Wind E at 4 mph (6 km/h). 38% Humidity

**Population:** 148,892 (2013)

**Local time:** Monday 12:00 PM

**Area code:** Area codes 571 and 703

[More about Alexandria](#)

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## #3: Finding the DMO Website's Role

- Inspiration, not just listings
- Curate and create content
- Do what Google can't automate
- Don't be "digitally contestable"
- *"Be less like a directory, and more like a friend."*



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 boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Alexandria



*How Will  
Alexandria  
Move You?*

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## #4: Consumer-Brand Connection

- It's not just about the product, it's what the *association* with the product says about the consumer
- Consumers want to associate with smart, *mission-driven* brands
- Identity and *psychological bonds*



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## #5: Brand is Authentic, not Manufactured

- Locus of control has moved from producer → consumer:
  - Less about what we say about ourselves
  - More about what people say about us



tripadvisor®

yelp®

facebook

twitter

## #6: Project: Time Off

- Average American uses only 16 of 21 annual paid vacation days
- \$52 billion forfeited each year
- \$66 billion employer liability in 2014 alone
- Opportunity to grow the pie
- Work martyr culture
- The competition is the workplace, not just other destinations



## #7: What if Alexandria Disappeared Tomorrow?

- What would be missing from the Earth?
- ***“Don’t try to convince all people that we have what they want. Find the people that want what we have, and tell them about it.”***
  - Identify unique assets
  - Where do they intersect with consumer trends?
  - Then craft individual sub-brands





## #8: Content Marketing Grows Up

- Leading the horse to water
- Always on, not seasonal
- Gauge organic performance and boost what catches fire
- Owned social media not efficient distribution system
- True viral content is rare; dollars are needed
- Pay to play (native + social)



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## #9: Video Overtakes Display

- 18-34 watch twice as much online video as TV
- Attachment to smartphone, extension of one's self
- Video 5 times more impactful on visitation than display ads (banners)
- Inspiration, not clicks/booking

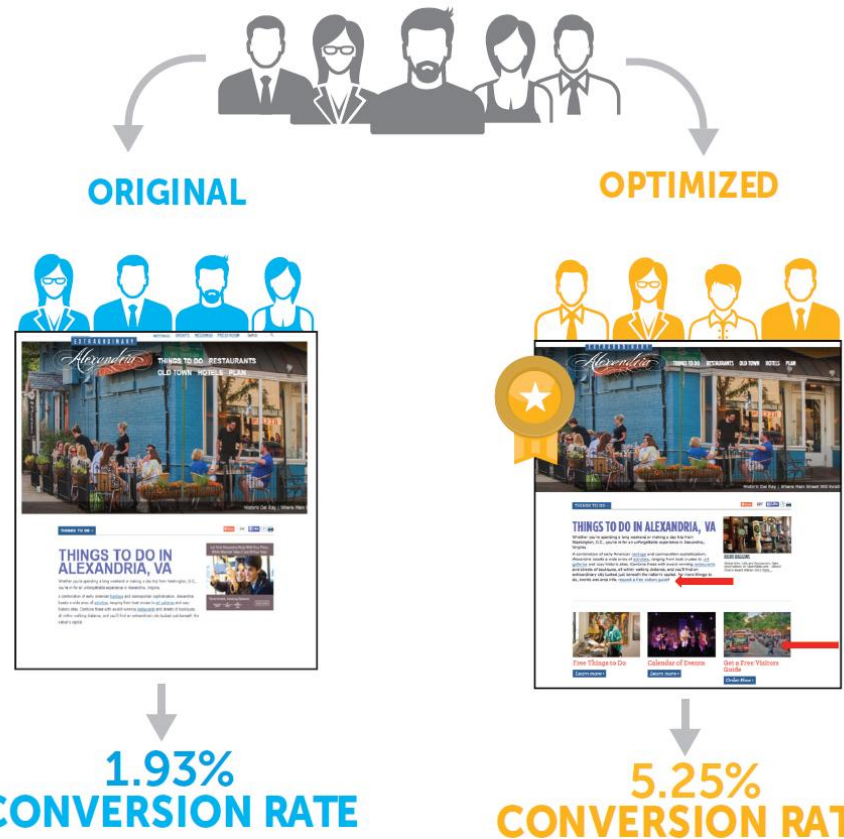


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# #10: Conversion Rate Optimization

- A/B Testing
- Increasing Visitor Guide requests without harming user experience



Thank you!

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