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**EXTRAORDINARY
ALEXANDRIA 2.0
ACVA Annual Meeting**

September 29, 2014

Thanks to our
corporate partner:

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Herbert
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Alexandria

Tobias Arff

Kimpton Hotels

General Manager, Lorien Hotel & Spa

ACVA Board Chair

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Alexandria

Florian Kunkel

Hilton Old Town Alexandria
General Manager

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Corporate Partner

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Walter Clarke

Vice President

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Tobias Arff

Kimpton Hotels

General Manager, Lorien Hotel & Spa

ACVA Board Chair

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Hon. William Euille

City of Alexandria

Mayor

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Patricia Washington

President & CEO

Alexandria Convention & Visitors Association

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TONIGHT'S AGENDA

- 2014 Review and 2015 Preview
- Advertising Return on Investment (ROI) Study
- Extraordinary 2.0

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2014 Review

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Fiscal Year 2014's Challenges



FEATURES

Fallout From a Government Meeting Scandal

How heightened scrutiny is forcing government planners and attendees to retrench



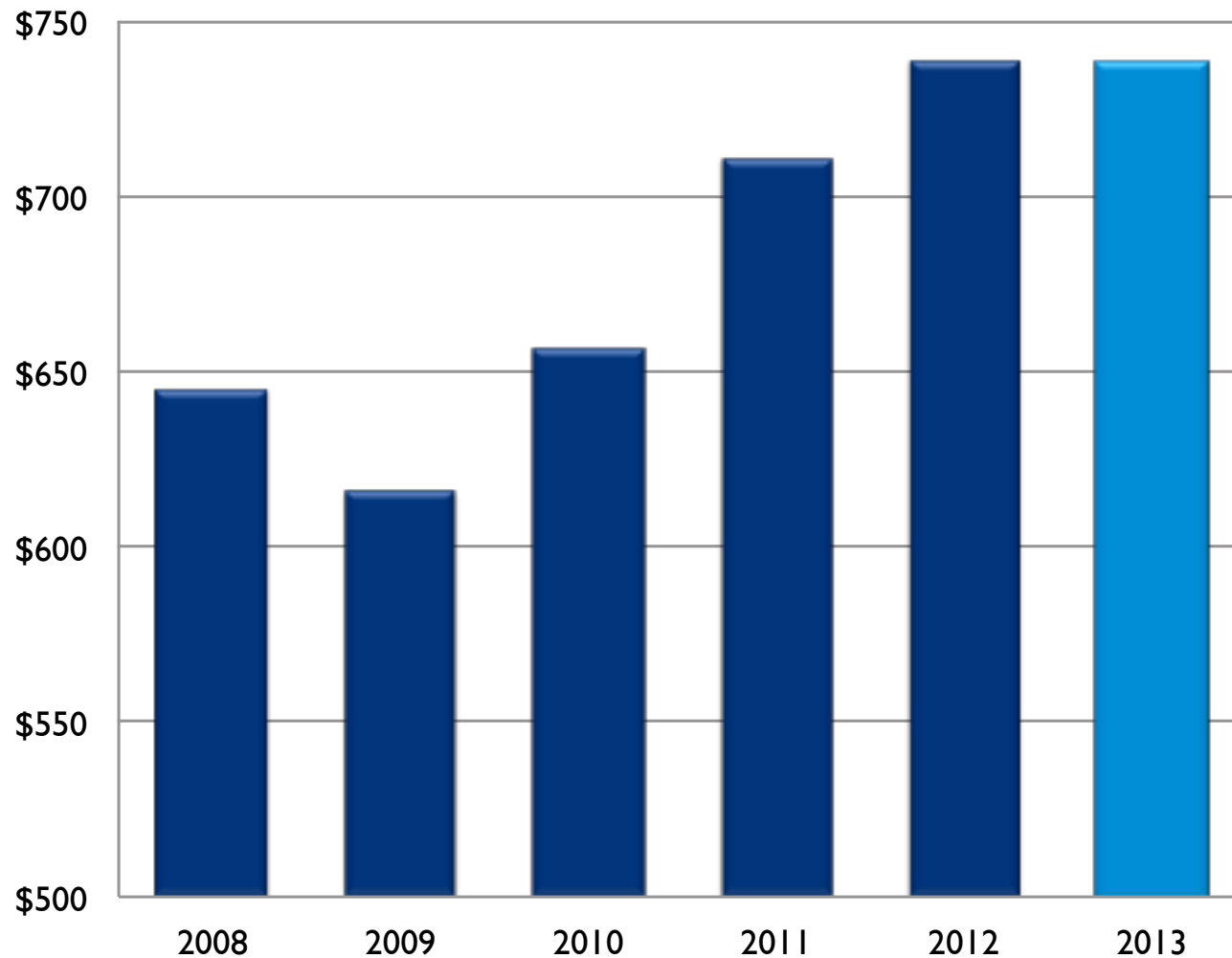
Economy

Sequester punctures area economy's government-dependent bubble

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Visitor Spending in Alexandria (millions \$)



Source: 2013 Economic Impact of Domestic Travel in Virginia and Localities, Virginia Tourism Corporation

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2014 HIGHLIGHTS

#1

Extraordinary
Alexandria Brand



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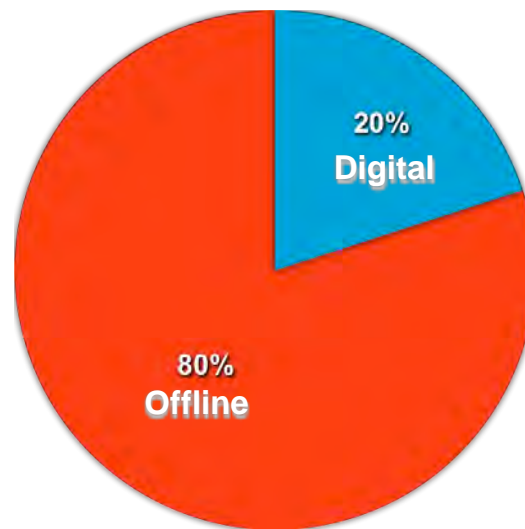


2014 HIGHLIGHTS

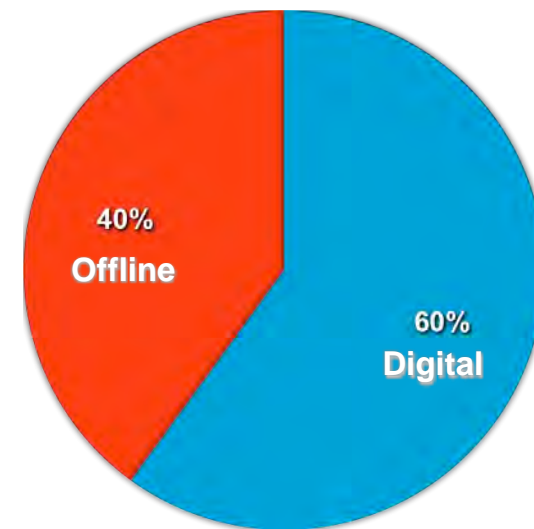
#2

New Emphasis
on Digital
Advertising

FY13 Media Budgeting



FY14 Media Budgeting



Offline

Digital

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2014 HIGHLIGHTS

#3 International Marketing Partnerships



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2014 HIGHLIGHTS

#4 National PR Program

HUFFPOST TRAVEL

"These Old Towns are the
Prettiest Little Escapes"

Fodor'sTravel

"Where to Eat and Drink
Like a President"

Southern Living

"Where to Shop Now:
Old Town Alexandria"



**USA
TODAY**
A GANNETT COMPANY

"New water taxi links National Mall
and historic Alexandria"

AP

"Film '12 Years a Slave' has
Ties to DC-Area Site"

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2014 HIGHLIGHTS

#5 Social Media Ramp-Up



The screenshot shows the Facebook profile for 'Visit Alexandria VA'. The page header includes the Facebook logo, login fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below the header is a cover photo of a person carrying a large, colorful painting of a turkey and a rooster. The profile picture is the 'EXTRAORDINARY Alexandria' logo. The page name is 'Visit Alexandria VA' with the tagline 'Event Planning · Tourist Information'. Navigation tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More' are visible. The 'PEOPLE' section shows a star rating of 5 stars and 36,430 likes. A recent post from 'Visit Alexandria VA' is shown, stating 'The Old Town Boutique District 7th Annual Scavenger Hunt has officially begun!'.



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2014 HIGHLIGHTS

#6

Visitors Center
Refresh



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2014 HIGHLIGHTS

EXTRA Alex

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

THINGS TO DO FOOD & DRINK ARTS SHOPPING VISITALEXVA.COM

#7

Blog Launch

HOW TO: BREW DERECHO COMMON BEER WITH PORT CITY BREWING CO.

June 16, 2014
Posted by Molly



FOLLOW Alex

Subscribe to our e-mail newsletter to receive updates.

Email



Search

RECENT

FEATURED



Top 5: Tips for Shopping the Old Town Boutique District Scavenger Hunt

September 16, 2014



Top 5 Things to See at the 12th Annual King Street Art Festival

September 11, 2014

Influence and Inspiration with

blog.VisitAlexVA.com

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2014 HIGHLIGHTS

#8

Marketing
Forums



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2014 HIGHLIGHTS

#9

Holiday
Summit



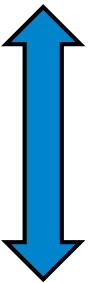
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2014 HIGHLIGHTS

#10

Integrated
Business Planning



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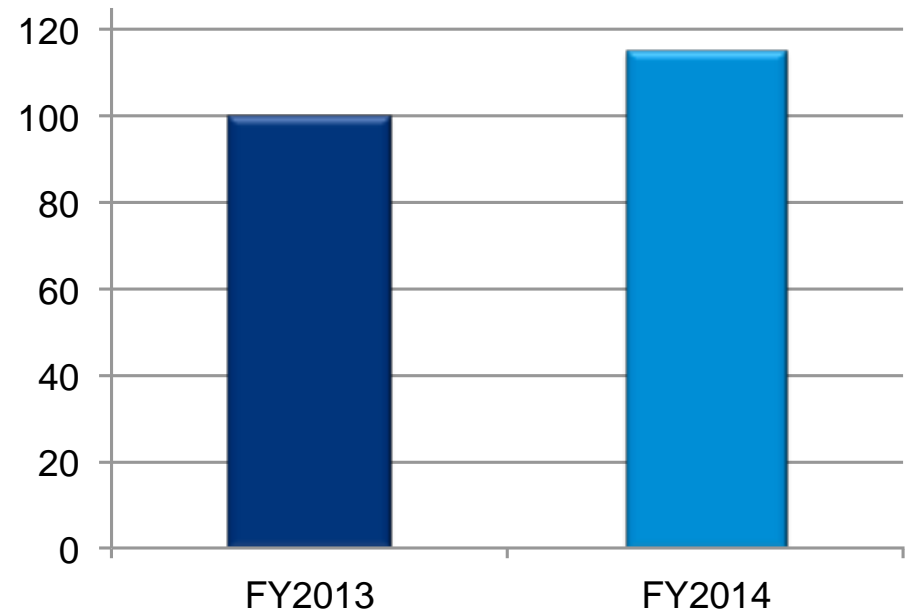
2014 BY THE NUMBERS

Advertising

115 million impressions

(+15%)

Impressions (millions)



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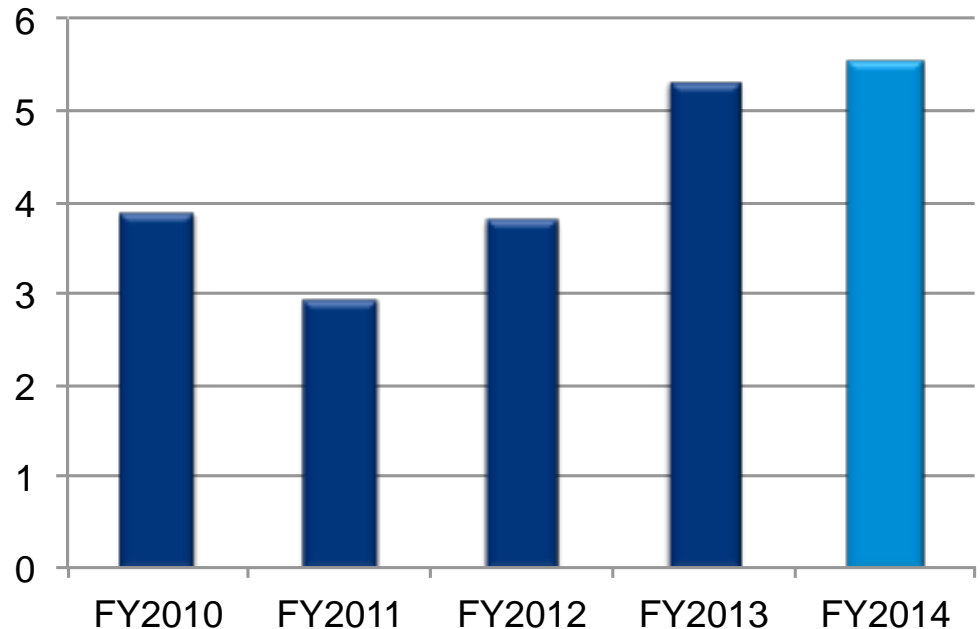


2014 BY THE NUMBERS

Meeting Sales

- \$5.5 million in actualized revenue (+5%)
- \$34.5 million in leads generated (+2%)

Meeting Sales Actualized Revenue
(millions \$)



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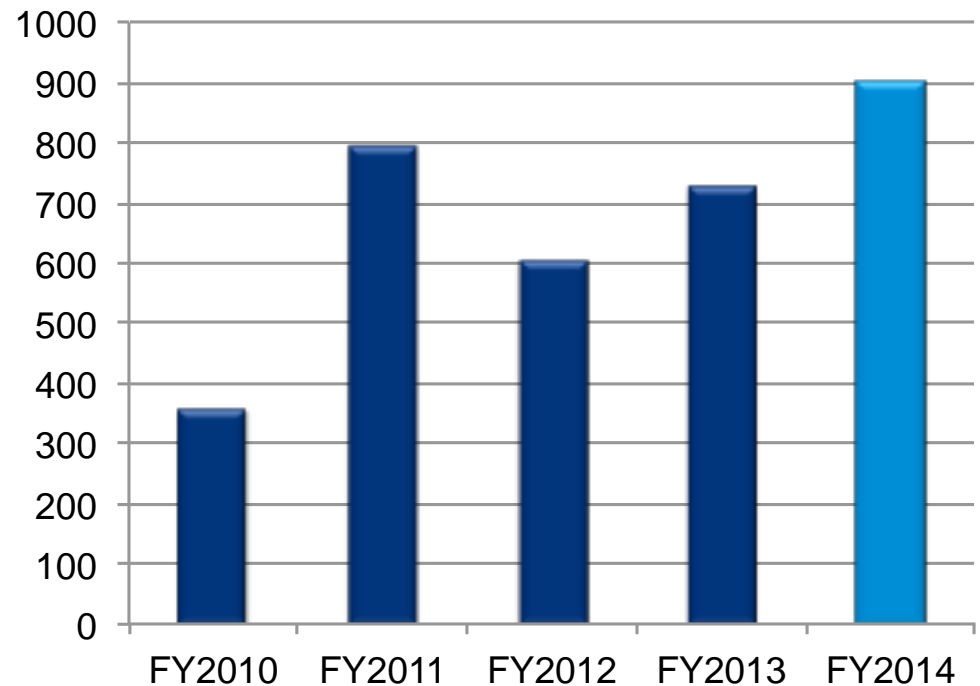


2014 BY THE NUMBERS

Public Relations

- 900 stories (+23%)
- 250 national stories (+83%)

Press Hits



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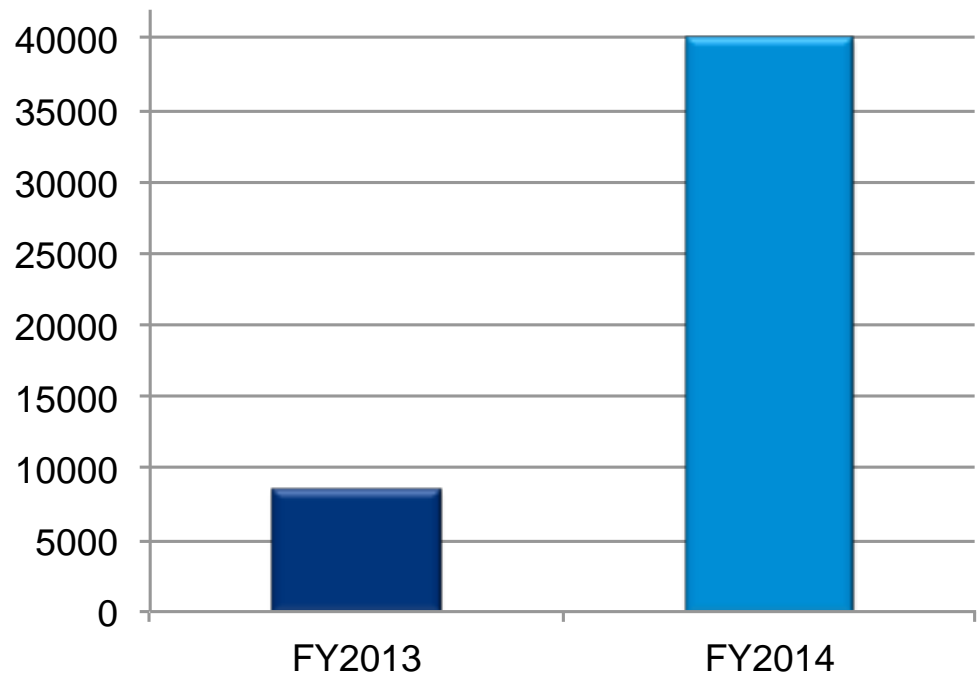


2014 BY THE NUMBERS

Digital Marketing

- 1.1 million web visits (+5%)
- 40,000 social media followers (+368%)

Social Media Followers (total)



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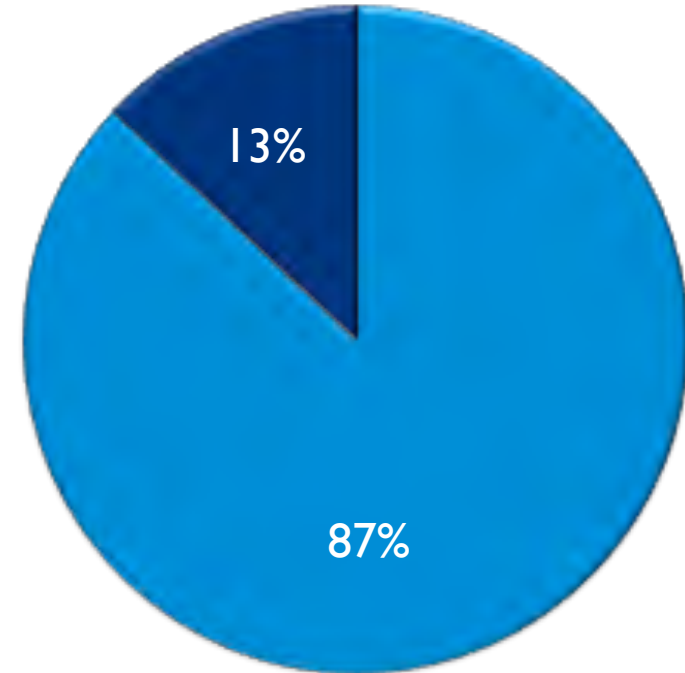
2014 BY THE NUMBERS

Membership

- 300+ members
- 90% renewal rate

Financial

- \$3.46 million balanced budget
- 87% marketing, 13% general/admin



■ Marketing ■ Admin/Other

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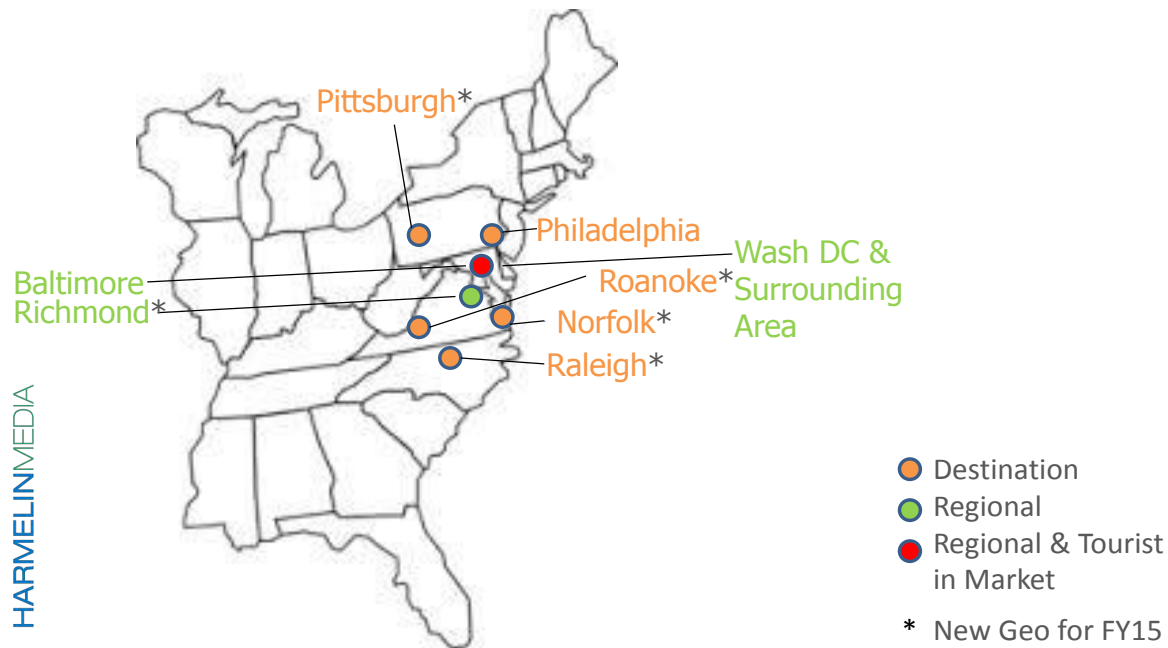
2015 Preview

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2015 PREVIEW

| New Ad Markets/Channels



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2015 PREVIEW

#1 New Ad Markets/Channels

#2 Responsive Website



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2015 PREVIEW

- #1 New Ad Markets/Channels
- #2 Responsive Website
- #3 Extraordinary 2.0 Campaign

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Independent ROI Study of ACVA Advertising

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Independent ROI Study of ACVA Advertising



Erin Francis-Cummings
Managing Partner

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION CONSUMER ADVERTISING ROI

Summary of Key Findings

September 29,
2014

OBJECTIVES

- Estimate the **return on investment** of the ACVA's *Extraordinary Alexandria* consumer advertising campaign **to the City of Alexandria** in direct **visitor spending** and related **tax revenue**
- Evaluate the **effectiveness of the advertising** and **media efficiency** in reaching and **converting travelers to Alexandria visitors**



METHODOLOGY

- Online survey of 4,808* adult residents living in the Regional Market—the Washington DC/Baltimore area—and the Destination Market—within a 400-mile radius of the City of Alexandria (SSI managed consumer panel)
- Survey looked into travel to Alexandria during campaign period, Alexandria trip behaviors, recall of Extraordinary Alexandria ads, ad creative evaluation and other topics to assist with measurement, benchmarking and future strategy

* Data from the overall survey can be considered to have a reliability of +/- 1.2% at a 95% confidence level. Data from Alexandria visitors can be considered to have a reliability of +/- 4.3% at a 95% confidence level.



Campaign ran September 2013-June 2014

METHODOLOGY - CALCULATING ROI

- Model methodology used in previous study—common in tourism research for estimating advertising ROI
- Compare Two Groups:

1.

Those that were exposed to the advertising and traveled to Alexandria for leisure

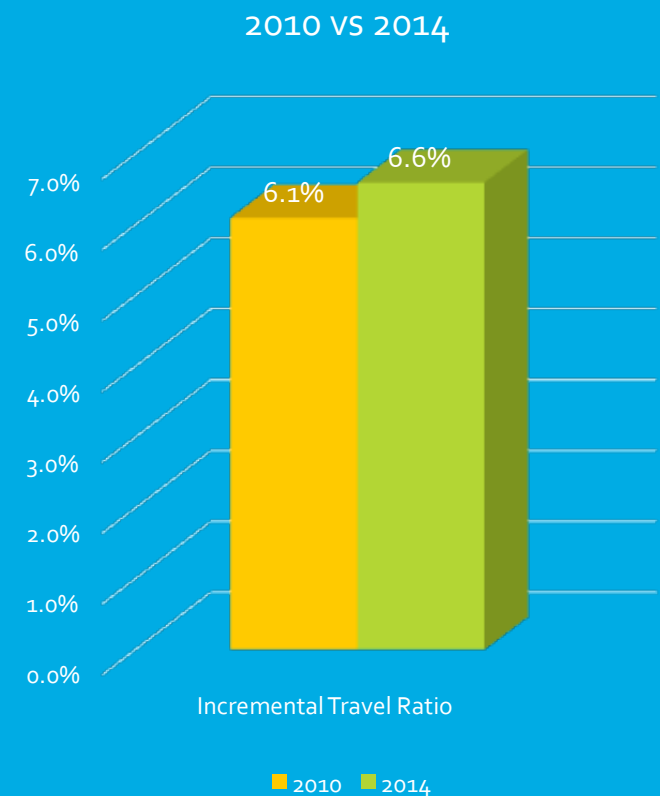
2.

Those that traveled to Alexandria for leisure but were not exposed to the advertising

The difference between these two groups is the gross **incremental travel ratio**

METHODOLOGY - CALCULATING ROI

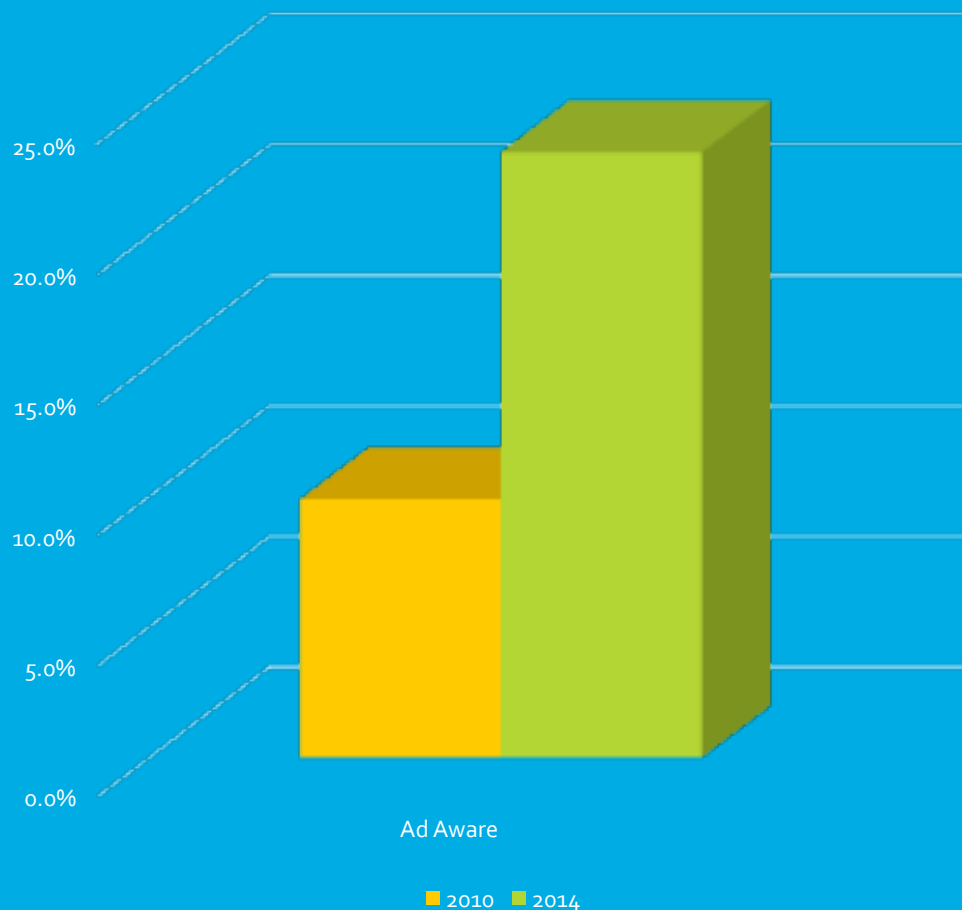
- The incremental travel ratio is applied to the 38 million households in the region targeted by the advertising to estimate the number of trips taken and related spending and tax revenue generated by the campaign
- All visitor spending (reported in survey) by the group influenced by the ads to travel to Alexandria is counted towards the **return**
- The **investment** is media expenditures and agency fees to purchase that media
- Visitor spending in Alexandria on various categories—lodging, restaurants, retail, transportation, etc. (reported in the survey)—is used to estimate taxes generated by this spending by the ad influenced group



KEY FINDINGS

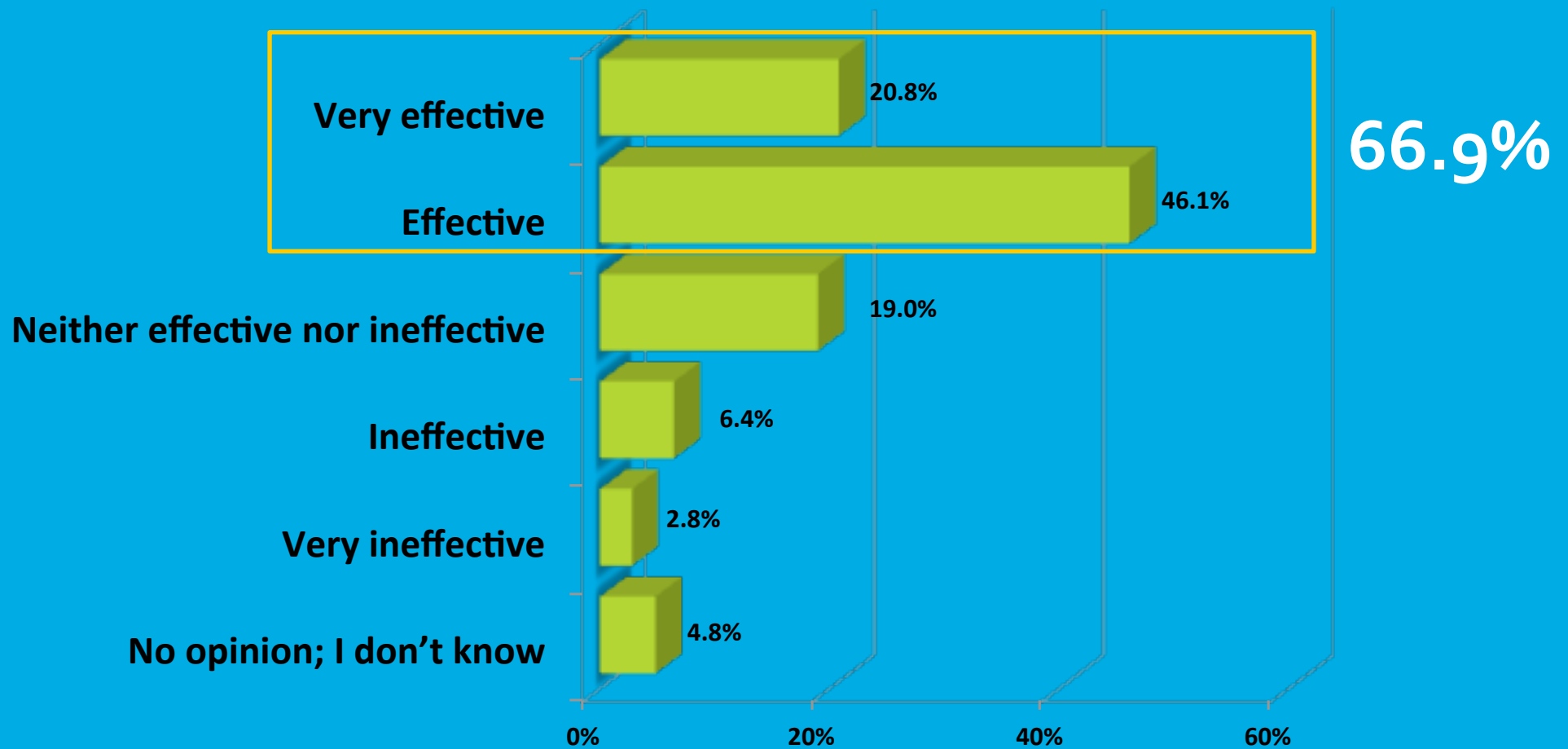
CAMPAIGN AD RECALL

Households Aware of Alexandria Ads



- 23.2 percent saw one of more of the campaign's ads.
- The percent of households aware of Alexandria ads rose from 9.9% in 2010 to 23.2% in 2014

PERCEIVED EFFECTIVENESS



ROI ESTIMATES

2014 *Extraordinary Alexandria* Campaign

• Total Households:	38,189,626
• Households Traveling	83%
• Qualified Households	31,780,517
• Percent Aware of Ads	23.2%
• Households Aware of Ads	8,937,203
• Incremental Travel	6.6%
• Incremental Trips	593,001

Total Visitor Spending Impact to Alexandria \$176,611,889

ROI ESTIMATES

	2014 Campaign	2010 Campaign
• Incremental Trips:	593,001	228,232
• Incremental Visitor Spending	\$176,611,889	\$70,057,308
• Incremental Taxes Generated	\$6,105,872	\$2,300,000
• Alexandria CVA Investment	\$1,035,244	\$536,516
• Visitor Spending ROI	\$171:1	\$130:1
• Tax ROI	\$6:1	\$4:1

IN SUMMARY

- Varied and efficient use of media
- Larger geographic area reached by advertising
- Memorable creative
- More Americans traveling
- \$171:1 visitor spending ROI
- \$6:1 tax revenue ROI

preview

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Alexandria

See samples of our brand new creative at:

<http://www.visitalexva.com/media-pr/-extraordinary-campaign>

Thank you!

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Visit AlexandriaVA.com
#ExtraordinaryALX