City Council Briefing

September 24, 2013
Patricia Washington
President & CEO
Alexandria Convention & Visitors Association
Our mission is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.
Board

Tobias Arff  
Chairman  
Kimpton Hotels / GM, Morrison House

Vic Parra  
Vice Chair  
President & CEO, United Motorcoach Association

Jody Manor  
Treasurer  
Chief Financial Officer, Bittersweet Catering, Café, Bakery

Patricia Washington  
Secretary  
President & CEO, ACVA

Henry Hart  
Officer At-Large  
Society for Human Resource Management

Mike Barber  
Officer At-Large  
GM, Washington Suites Alexandria

Paul Smedberg  
Mayor's Designee  
Member, Alexandria City Council

Mark Jinks  
City Manager's Designee  
Deputy City Manager, City of Alexandria

Charlie Banta  
AHA President  
GM, Hilton Alexandria Mark Center

Willem Polak  
At-Large Member  
President, Potomac Riverboat Company

Rob Kaufman  
At-Large Member  
President, PMA Properties

Stephen Marks  
Attraction Representative  
Managing Partner, Bike & Roll Alexandria

Christopher Jones  
Retail Owner/Manager  
Owner, Christopher H. Jones Antiques

Kyong Yi  
Restaurant Owner/Manager  
Owner, Fontaine Café & Creperie

Amy Rutherford  
Retail Owner/Manager  
Owner, Red Barn Mercantile

Debra Arnett  
Retail Owner/Manager  
Owner, Del Ray Variety
The Right Team

Patricia Washington
President & CEO

Lorraine Lloyd
Senior VP of Sales

Robin Roane
Sr. Sales Manager

Melissa Ritchie
Sales Manager

Laurie Bledy (Takita Dyer)
Group Sales Manager

Renee Cardone
Manager of Visitor Services

Alfonso Wright
Digital Marketing Manager

Molly Morris
Communications Assistant & Writer

Marketing and Advertising

Agencies
BCF, Harmelin Media, Social Shop Media

Meredith Kirkpatrick
Membership & Promotions Manager

Tom Kaiden
Chief Operating Officer

Vito Fiore
Office Manager/Research Analyst

Visitors Center Staff
Economic Impact

$739 million in 2012 Visitor Spending *
   +4% over 2011
   +26% over 2007

$23.7 million in city tax revenue *

4:1 Return on Investment (2010)

6,158 jobs
   +1.5% over 2011

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.
Sources: Virginia Tourism Corporation, 2010 Strategic Marketing & Research, Inc. Report
ACVA: By the Numbers

Media Impressions
100 million impressions

VisitAlexandriaVA.com
Over 1 million visitors (+5%)

Meetings and Sales
$5.3 million in group bookings (+39%)

Public Relations
700 media stories generated (+20%)
Visitor Spending in Alexandria

Visitor Spending (in Millions)

- 2007: $550
- 2008: $650
- 2009: $600
- 2010: $700
- 2011: $700
- 2012: $750
12-Point Strategy

1 – New Brand
2 – High Impact Creative
3 – Updated Media Buying Strategy
4 – Defining Target Audiences
5 – Industry Research and Tracking Results
6 – New Strategic Partnerships
7 – Refreshing the Website
8 – Ramping up Social Media
9 – International Program
10 – Value of Diversity
11 – Innovation and Agility
12 – The Right Team
Brand Development Process

- Local Input
  - 100+ Alexandrians

- Market Research
  - Competitive Destination Audit
  - Consumer Survey
    - 1000+ Respondents!
    - 98% would return

- Local Stars
  - 70+ involved in film/photo shoot
1. Authentic Architecture & Heritage

2. Redefined Luxury: Simple but Perfectly Done

3. Romantic Escape

4. Rich Diversity of Offerings

5. Thriving Arts Culture

6. Healthful Living

7. Epicurean Delights
Tourism in the Digital Age

- Digital publishing = status quo *
- 89% of leisure travelers and 93% of business travelers watch online video **
- 62% of leisure travelers and 54% of business travelers use search to plan trips * *
- 52% of travelers “Like” Facebook pages specific to an upcoming vacation ** *

Source: * Alliance for Audited Media Releases Fourth Annual Survey Results
** The Traveler’s Road to Decision, Google and Ipsos Media CT, July 2012
*** Lab42, March 2012
Media Buys

- Launching this week: Digital ads
- Launching next month: Luxury/Travel publications
- Ongoing: Search ads
  Ads in regional publications
- Upcoming: Holiday promotions
Target Geographic Markets
Target Audiences

Cosmopolitan & Discerning
• 45–64 affluent adults
• More experience-seeking and less price-sensitive
• Appreciate elegance, innovation and learning

Young, Urban Professionals
• 25–40 professional adults
• Enjoying new earning power and want to discover authentic destinations
• Seeking enriching and new experiences
EXTRAORDINARY Alexandria
EXTRAORDINARY

Alexandria

ONE-OF-A-KIND BOUTIQUES:
FIND THAT UNFORGETTABLE DRESS OR ACCESSORY.

WINDOW SHOPPING WITHOUT STOPPING:
IT'S IN THE BAG.

FROM OUR HOME TO YOURS:
DESIGN STORES WITH THE PERFECT PIECE TO UPDATE YOUR LIVING SPACE.

A TIMELESS TOUCH:
QUALITY VINTAGE THAT NEVER GOES OUT OF STYLE.

THE ART OF SHOPPING:
82 ARTIST STUDIOS, 165 ARTISTS, ONE TORPEDO FACTORY ART CENTER.

Extraordinary looks good on you.
Plan your getaway at VisitAlexandriaVA.com/shop
IT'S IN OUR CULTURE
LOCAL SHOPS AND GALLERIES
MIX ART INTO YOUR EVERYDAY.

NAMED A TOP ARTPLACE 2013
ART AND CREATIVITY
ARE INHERENT IN EVERYTHING WE DO.

STATE OF THE ART
SIGNATURE CULTURAL
FESTIVALS AND EVENTS.

ARTS POWERHOUSE
WATCH CREATIVITY UNFOLD
AT THE TORPEDO FACTORY
ART CENTER.

ALL THE WORLD'S A STAGE
EXPERIENCE LIVE THEATER,
AN AWARD-WINNING
SYMPHONY AND THE
LEGENDARY BIRCHMERE
MUSIC HALL.

Here, you’re only limited by your imagination.
Find your inspiration at VisitAlexandriaVA.com/arts

Painting by Torpedo Factory Art Center artist Anna Shkeeva.
EXTRAORDINARY
Alexandria

EPICUREAN ESCAPE:
OLD TOWN'S HISTORY, ARCHITECTURE AND CULTURE THROUGH FOOD.

MASTERS OF MIXOLOGY:
TASTE LOCAL CRAFT BREWS AND SIP AWARD-WINNING CRAFT COCKTAILS.

PRESIDENTIAL HOTSPOTS:
FIRST FAMILY FAVORITES FROM THE OBAMAS TO GEORGE WASHINGTON.

TANTALIZING SEAFOOD:
ARTFULLY SERVING THE FRESHEST CATCH.

There's an art to extraordinary dining.
Find your flavor at VisitAlexandriaVA.com/dining
EXTRAORDINARY Alexandria

LOVE AT FIRST SIGHT:
SEE WHY WE'RE RATED
"BEST PLACE FOR
A FIRST DATE"

HISTORIC ROMANCE:
A DASH OF COBBLESTONE
MAKES A PERFECT WEEKEND

HOW WE STROLL:
10 ROMANTIC SPOTS
WITHIN WALKING DISTANCE

PICK YOU UP AT 8:
ONLY 5 MILES FROM
WASHINGTON, D.C.

LOVE ON THE CALENDAR:
EVENTS THAT ARE
GREAT FOR A DATE

DINNER FOR TWO:
SHARE A TABLE WITH
ALEXANDRIA'S AMAZING
RESTAURANT SCENE

Let's get carried away.
Plan your escape at VisitAlexandriaVA.com/romance
# ExtraordinaryALX
Early Results

“DC has competition from its older, stylish sister across the river.”

“…truly remarkable ads and video shorts”

• In first 48 hours, brand film received over 15,000 impressions on Facebook.
ACVA has identified these 8 metrics as our key measures of performance (current benchmark data in parentheses):

1. Visitor Spending ($739 million) *
2. City Tax Revenue – Lodging, Meals, Retail, Admissions ($23.7 million) *
3. Hotel Occupancy (69.2%) & Total Hotel Spending ($161 million)
4. Website Visitation (1.07 million)
5. Social Media Share of Voice – # mentions vs. top competitors (new measure)
6. Conference and Meeting Sales ($5.3 million)
7. Paid Media – advertising $ placed ($1.34 million) and metrics of efficiency (new measure)
8. Earned Media – public relations hits (729) and value ($682,000)

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.
Source: Virginia Tourism Corporation
Thank you.

Questions?