

City Council Briefing

September 24, 2013

Patricia Washington

President & CEO

Alexandria Convention & Visitors Association



Organizational Mission

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

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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

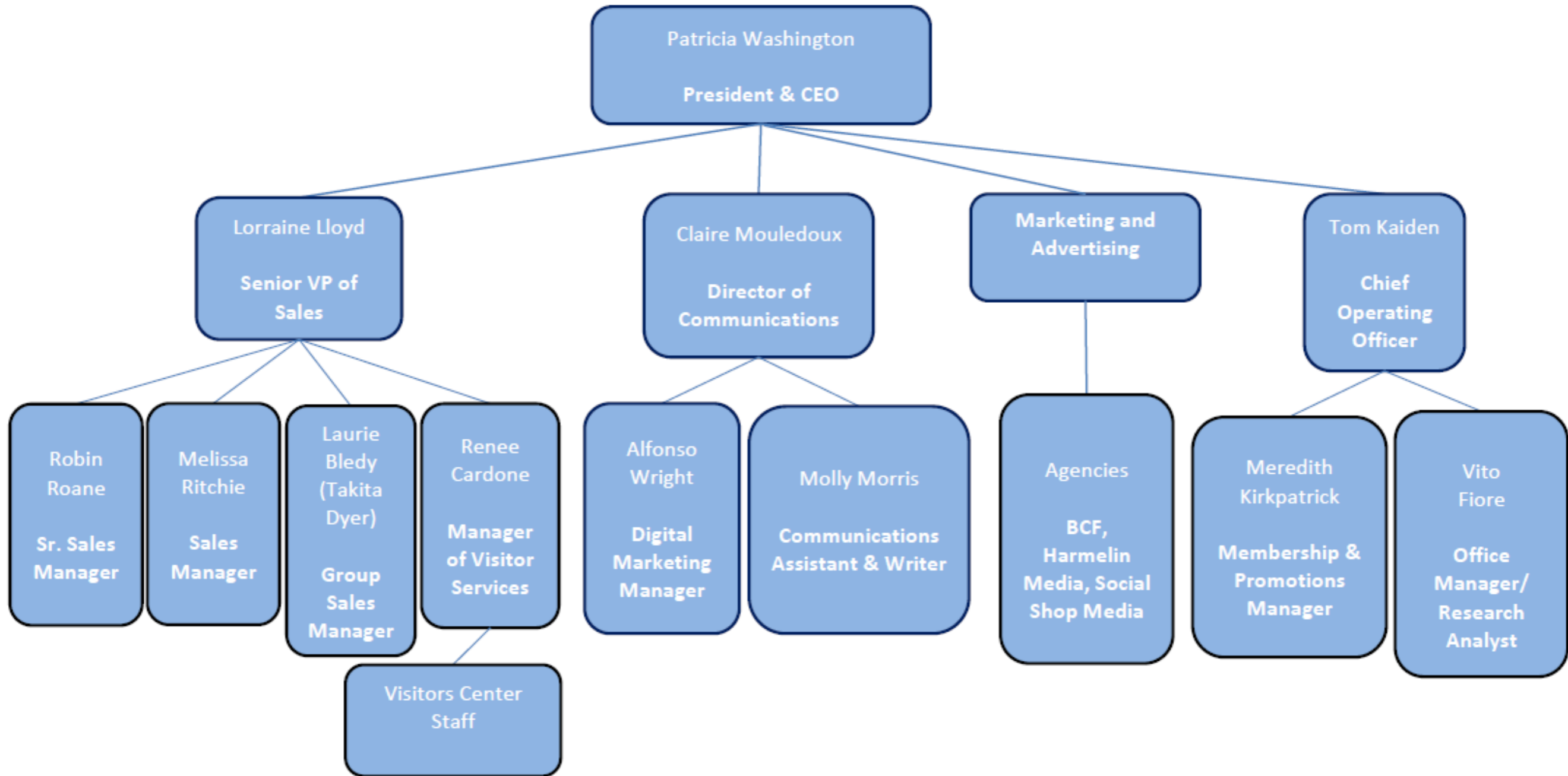
Christopher Jones
Retail Owner/Manager
Owner, Christopher H. Jones Antiques

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



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%)

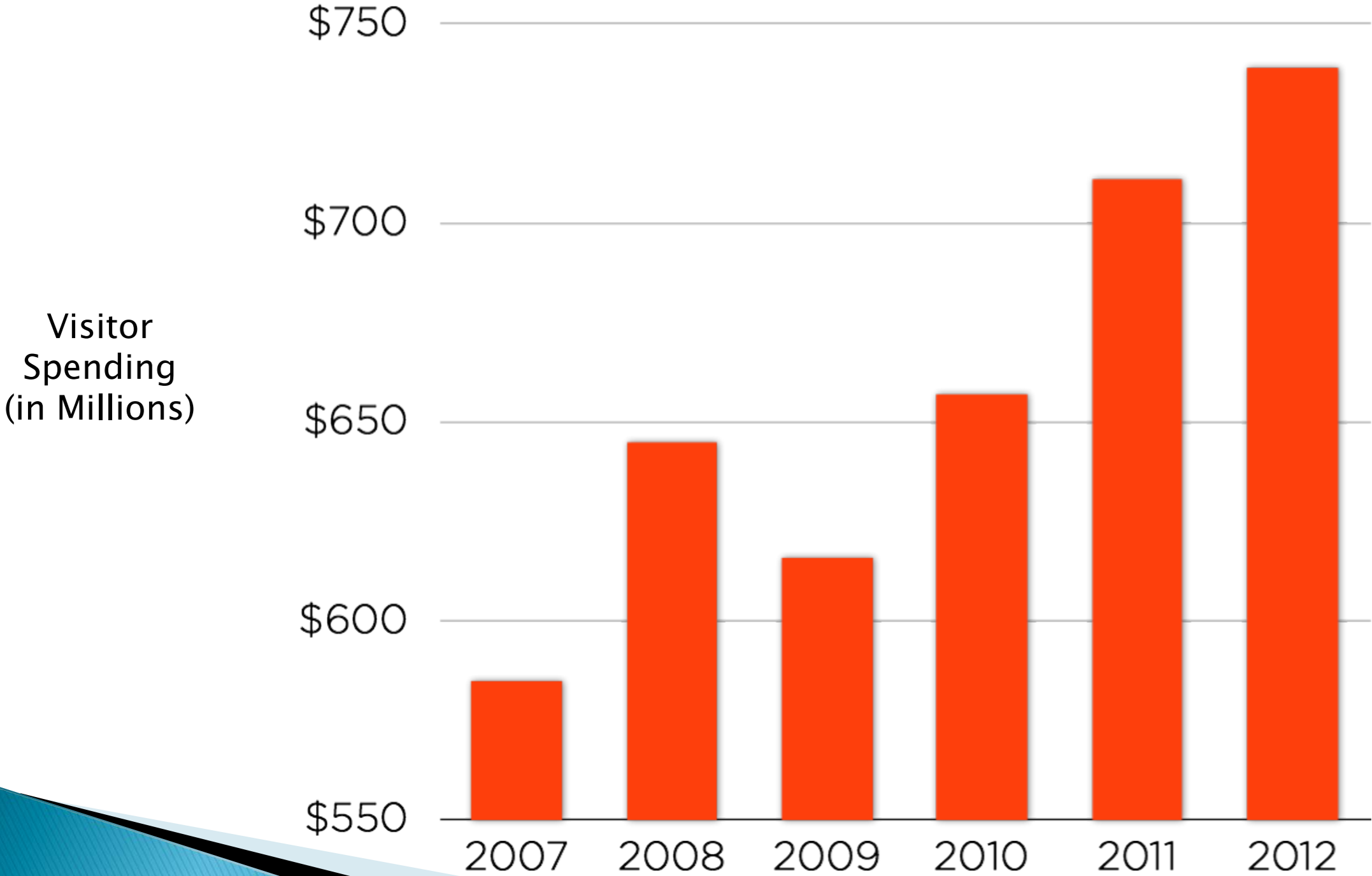
Meetings and Sales

\$5.3 million in group bookings (+39%)

Public Relations

700 media stories generated (+20%)

Visitor Spending in Alexandria



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

Conceptual Trailheads

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

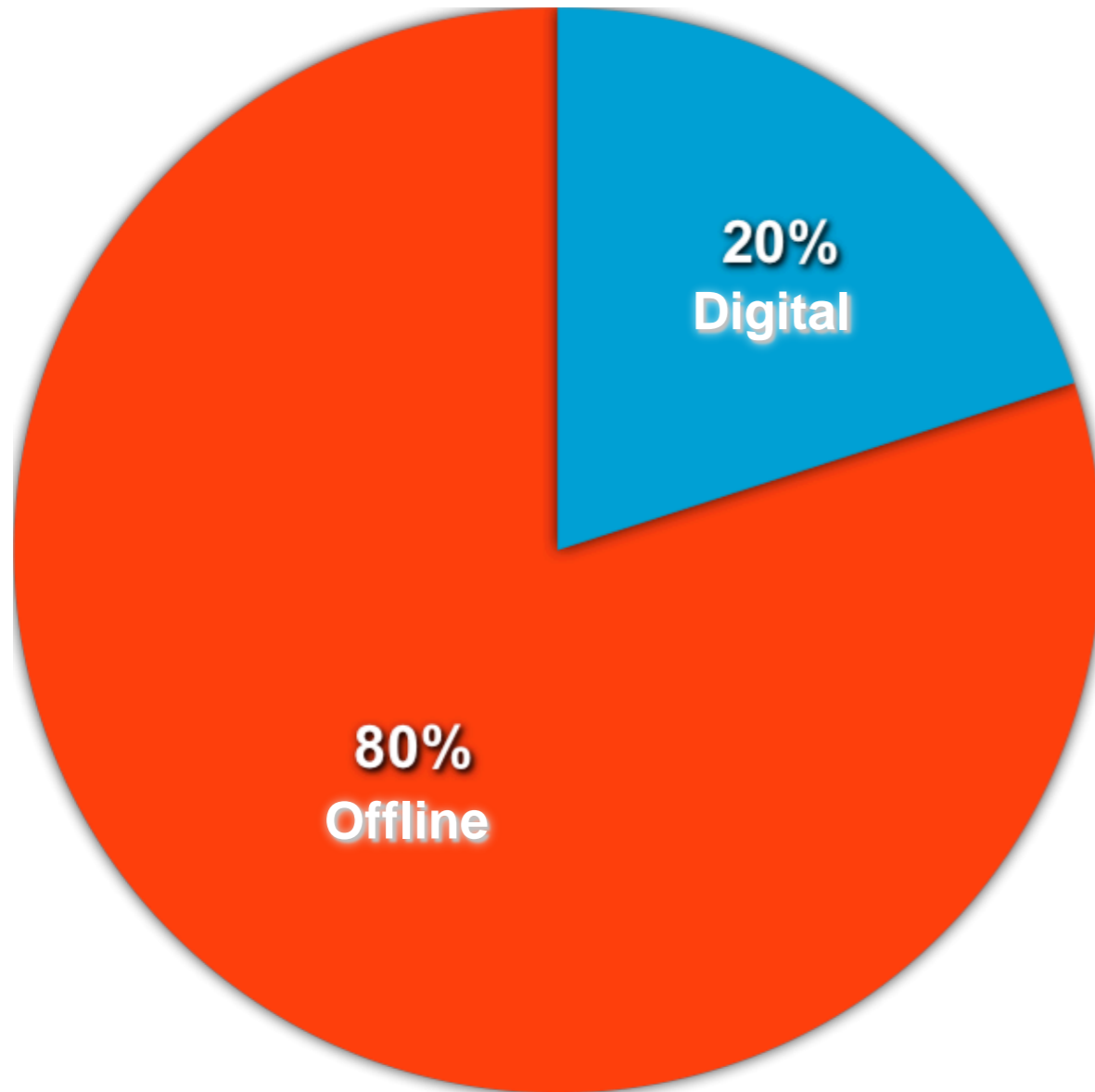
- Digital publishing = status quo*
- 89% of leisure travelers and 93% of business travelers watch online video **
- 62% of leisure travelers and 54% of business travelers use search to plan trips **
- 52% of travelers “Like” Facebook pages specific to an upcoming vacation ***

Source: * Alliance for Audited Media Releases Fourth Annual Survey Results

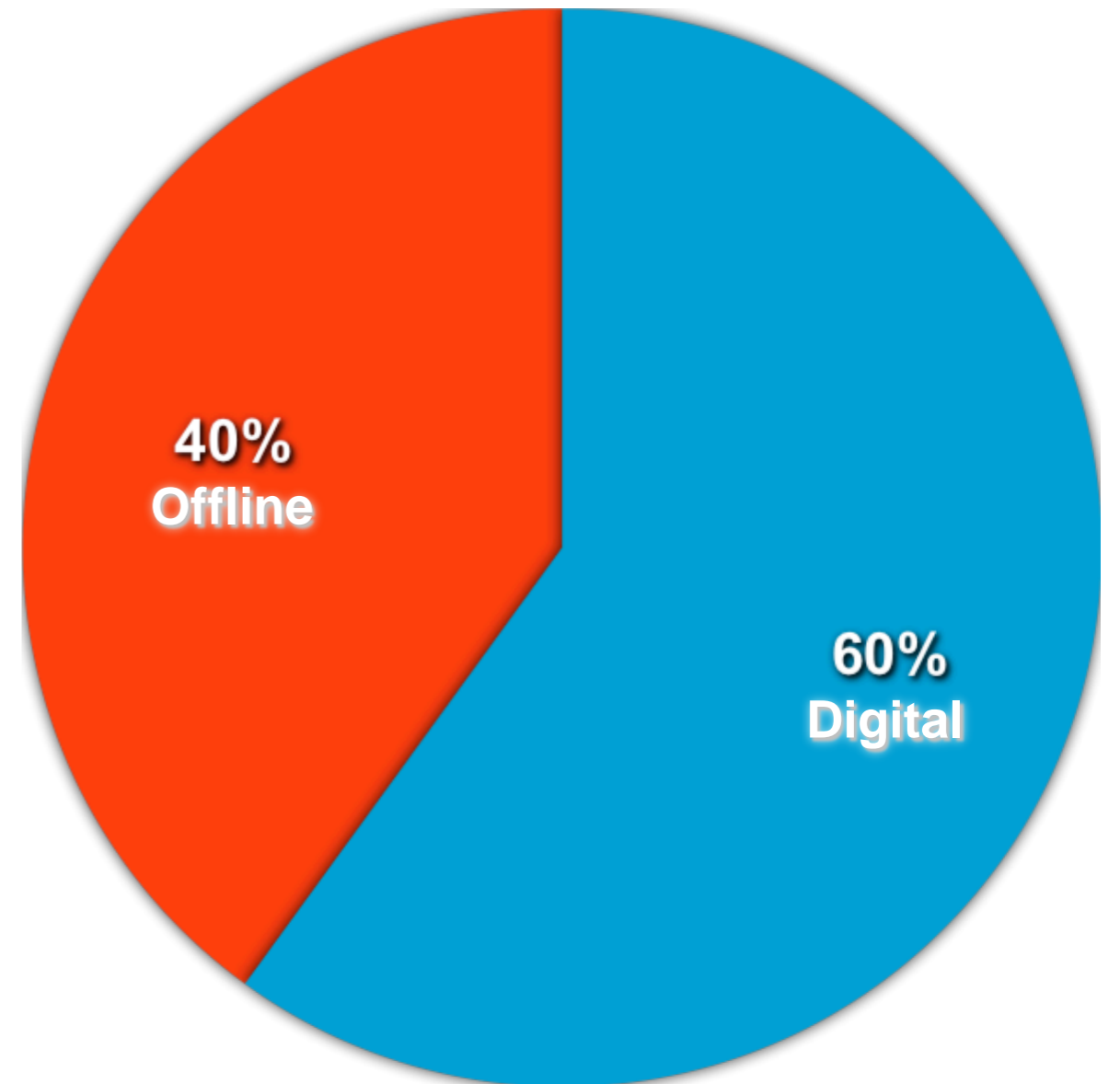
** The Traveler’s Road to Decision, Google and Ipsos Media CT, July 2012

*** Lab42, March 2012

FY13 Media Budgeting



FY14 Media Budgeting

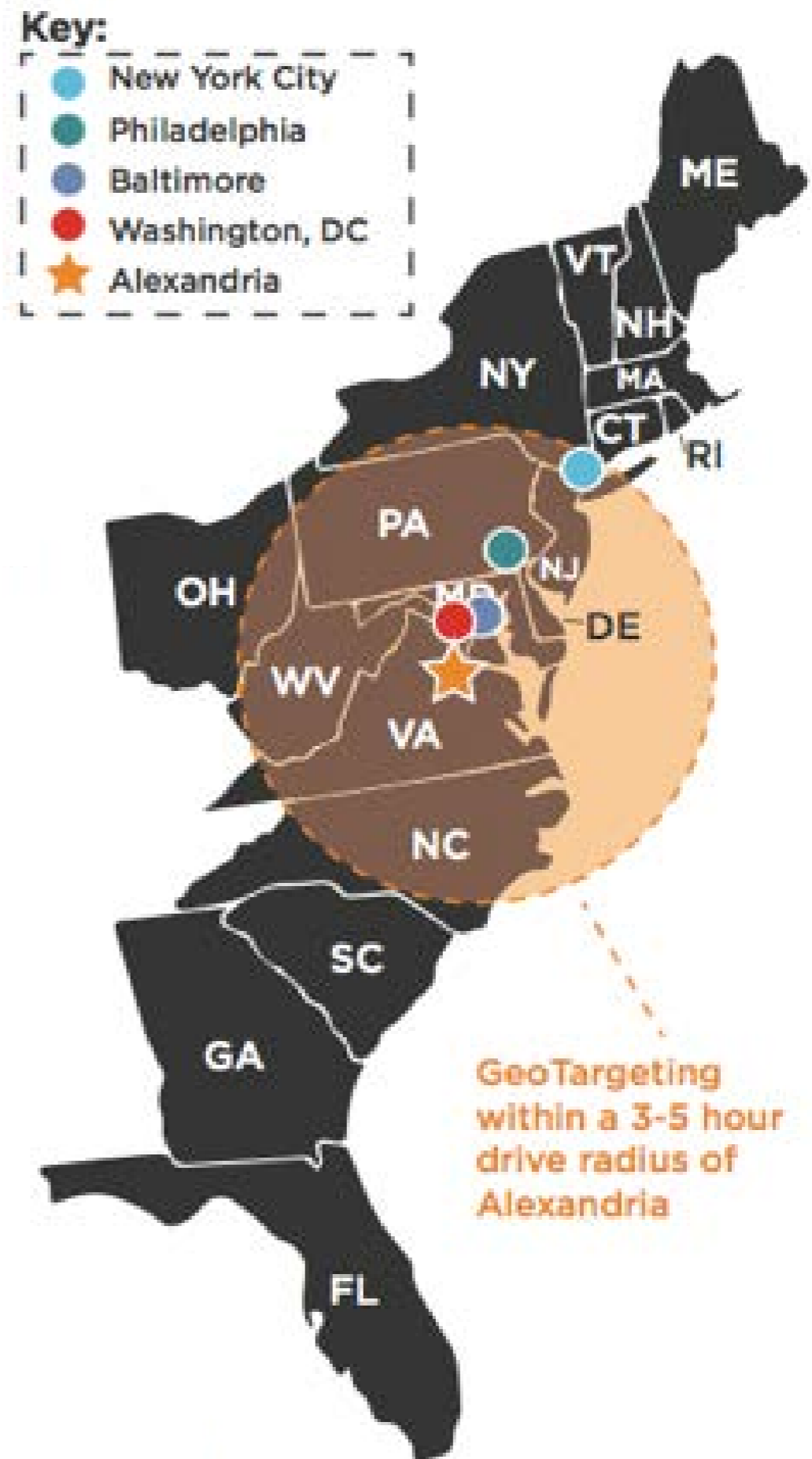


Media Buys

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

The screenshot displays the top portion of The Washington Post Magazine website. At the top, there is a navigation bar with the site name and various menu items like 'PostTV', 'Politics', 'Opinions', 'Local', 'Sports', 'National', 'World', 'Business', 'Tech', 'Lifestyle', 'Entertainment', 'Jobs', and 'More'. Below this is a 'Magazine' header. A search bar is visible on the right side. A prominent red-bordered advertisement for Alexandria is featured, with the text 'EXTRAORDINARY Welcome to a city without limits' and 'Plan your getaway'. Below the ad, there is a 'SPECIAL REPORT URBAN DESIGN' section with a sub-headline 'What's next for downtown D.C.?' and several image thumbnails. The main article title 'Downtown D.C.: What's next?' is displayed above a large photo of a group of people sitting on a lawn. To the right of the main article is an advertisement for safety, featuring a hard hat icon and the text 'Safety is at the heart of everything we do.' Below the ad are social media icons for Facebook, Twitter, and Email, and a link to 'Connect with WP Magazine'.

Target Geographic Markets



Target Audiences



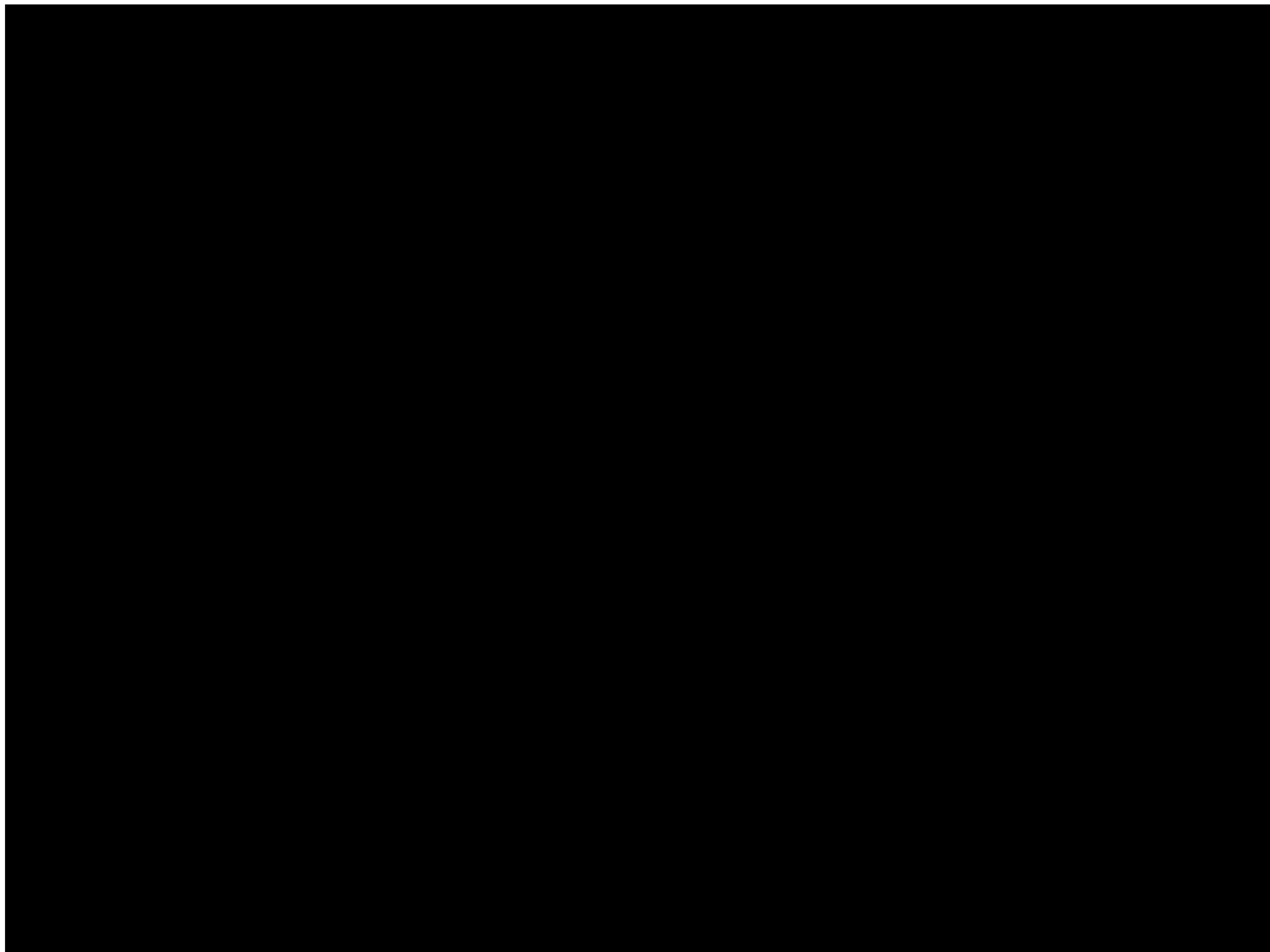
Cosmopolitan & Discerning

- 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

SHOPPING
EDITION

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

EXTRAORDINARY

Alexandria

ARTS
EDITION

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 Shakeeva**

EXTRAORDINARY

Alexandria

LIVING
EDITION



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

DATE NIGHT
EDITION

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

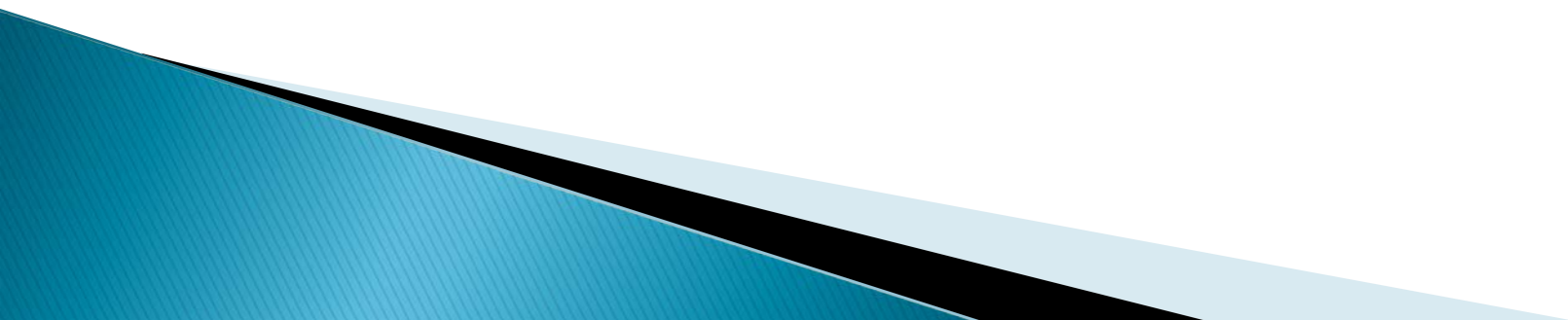
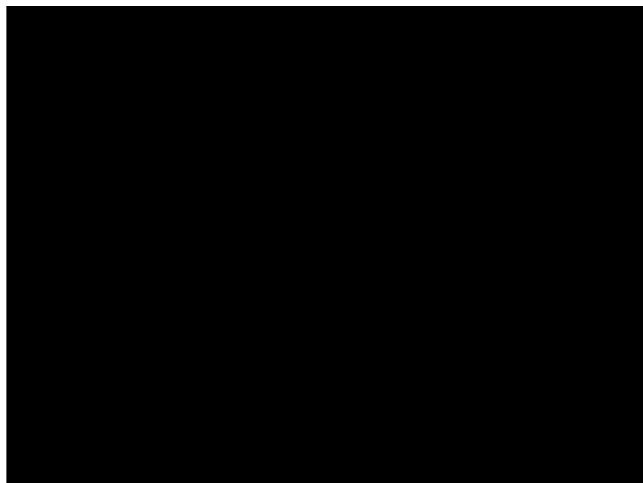


Let's get carried away.

Plan your escape at VisitAlexandriaVA.com/romance

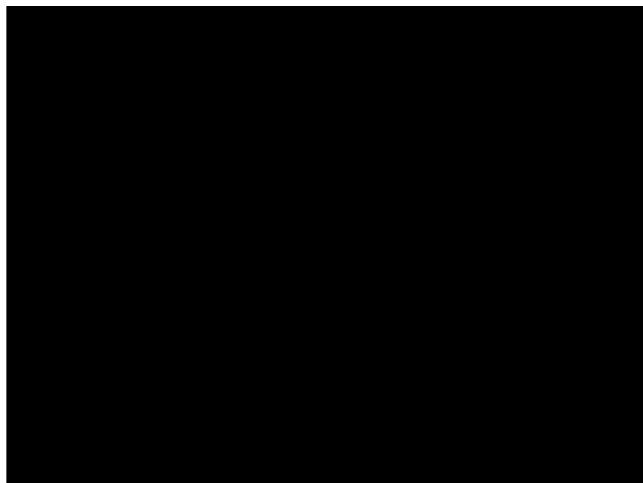
EXTRAORDINARY

Alexandria



EXTRAORDINARY

Alexandria



EXTRAORDINARY

Alexandria

ExtraordinaryALX

Early Results

“OLD TOWN” REBRANDS WITH EXTRAORDINARY ALEXANDRIA

BY SONYA GAVANKAR IN [AROUND TOWN](#), [DISH](#), [NEWS/UPDATES](#) · SEPTEMBER 19, 2013 · [NO COMMENTS](#)



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

-- **K★STREET★MAGAZINE★**
LOCAL LIFESTYLE

WASHINGTON
BUSINESS JOURNAL

Sponsored by:
TOPSHELF

Sep 19, 2013, 9:54am EDT

Alexandria's new branding is 'extraordinary'



Rebecca Cooper
Staff Reporter-
Washington Business Journal
[Email](#) | [Twitter](#)

Alexandria tourism officials want people to know the city is more than its history, that there's more going on than period costumes and ghost tours.

The new branding campaign, "Extraordinary Alexandria," was released Wednesday at the Old Town Theater but



[View Slideshow](#)

The Extraordinary Alexandria campaign highlights romance as one of the city's draws.

“...truly remarkable ads and video shorts”

-- OldTownAlexandria **Patch**

- In first 48 hours, brand film received over **15,000** impressions on Facebook.

Performance Metrics

▶ 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?