Fellow Alexandrians, Members and Friends:

Fiscal Year 2017 (July 1, 2016-June 30, 2017) was a record growth year for Alexandria’s visitor economy, and that success is vital for all. The economic impact, vibrancy and cultural diversity that visitors bring to our city make Alexandria an outstanding place not only to visit but to live, work and start a business.

Visit Alexandria is honored to promote Alexandria nationally and globally, and to extend a warm welcome to our guests from around the world. Alexandria’s spirit of independence is a hallmark that truly makes us unique. But it also demands a unified message and messenger. Growth doesn’t happen on its own. It requires daily, data-driven decision making and strategic marketing across all platforms. Thank you for the investment, confidence and partnerships that are paying dividends, including:

- Record visitor spending of $790 million
- Record tax receipts of $26.6 million, saving the average household $391/year
- 73% hotel occupancy (our third straight year above 70%)
- Record media coverage of 1,000+ stories

While we are proud of these accomplishments, we would be naïve to take them for granted. The pace of change in our region and competitive investment in our industry remind us that others would be pleased to capture some of Alexandria’s market share. There are big changes in store for 2018, and we must stand ready to seize this moment. Here are some of the opportunities at the center of our work for FY18:

- Welcoming the National Science Foundation (estimated 45,000 annual room nights)
- Creating immersive visitor planning experiences through virtual reality, 360° video and visually driven itineraries
- Promoting connectivity to D.C., The Wharf and National Harbor including high speed water taxis positioning Alexandria as a hub—a historic gem at the center of a burgeoning regional waterfront
- Introducing Fitzgerald Square, the focal point of our expanded public waterfront, tying together King Street with dramatic views of the Potomac
- Leveraging new marketing partnerships with MGM and Amtrak
- Capturing Alexandria’s share of the region’s projected $1.7 billion in increased visitor spending resulting from the 2017 IPW international trade show
- Offering one-stop marketing for Alexandria businesses to quickly and easily reach visitors

In short, Visit Alexandria works for all Alexandrians. With your support, we will continue to generate a vibrant visitor economy, outstanding quality of life and a growing tax base. It is an honor to serve you.
Alexandria’s visitor economy is thriving. Thanks to our third consecutive year of 70%+ hotel occupancy, visitor spending hit a new record of $790 million. That activity supported 6,450 local jobs and generated $26.6 million in tax revenue.

*Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.
Alexandrians benefit from outstanding public services—good schools, safe streets, rich cultural and recreational resources, care for the vulnerable, a sustainable environment, broad transportation options and a vibrant economy. That level of public service would be unaffordable without visitor spending.

Visitor spending supports these critical components of Alexandria’s local culture:

**HISTORIC SITES & MUSEUMS**
Preserving our city’s history is essential to Alexandria’s identity and character

**80% INDEPENDENTLY OWNED BOUTIQUES & RESTAURANTS**
in Old Town and Del Ray

**VISITORS CONTRIBUTE TO OUR TAX BASE**
but consume few city services.

<table>
<thead>
<tr>
<th>93%</th>
<th>87%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTEL</td>
<td>RETAIL</td>
<td>RESIDENTIAL</td>
</tr>
</tbody>
</table>

The share of property taxes that is retained by the City to fund other services.

Source: Alexandria Economic Development Partnership

**LIKELIHOOD TO VIEW A CITY AS A “GOOD PLACE TO START A BUSINESS”**

<table>
<thead>
<tr>
<th>79%</th>
<th>96%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORE LIKELY</td>
<td>MORE LIKELY</td>
</tr>
</tbody>
</table>

Halo effect:
- After seeing tourism advertising: 79% more likely
- After visiting city: 96% more likely

After seeing advertising & visiting city there is a **194% LIFT IN PERCEPTION**


**VISITORS GENERATED $26.6 MILLION IN CITY TAX REVENUE, WHICH EQUALS**

- Saving the average household: $391 per year
- Educating 1,565 Alexandria City Public School students
WHAT VISIT ALEXANDRIA DOES

Visit Alexandria uses an integrated marketing approach to deliver on our mission of generating overnight visitors that increase revenues and advance Alexandria’s global reputation.

2017 HIGHLIGHTS

- New advertising creative launched
- IPW International Showcase reached 1,500+ tour operators & media
- User generated content expanded
- Mercy Street Season Two sponsored
- LGBT initiative launched
- Key to the City Pass revenues
MEASURING OUTCOMES

Visit Alexandria takes our fiscal responsibility to taxpayers, members and residents seriously. We rigorously track outcome-related data to ensure that our marketing dollars are spent wisely and that we are always revising strategies based on their measurable return-on-investment.

RETURN ON INVESTMENT

**ADVERTISING**

Invested in advertising

Every dollar yields $171 in visitor spending

Visitor spending yields local tax revenues

Source: Advertising Effectiveness and ROI Study, Destination Analysts, San Francisco, 2014

**1,023 MEDIA STORIES | ↑11%**

**1.94 MILLION WEB VISITS | ↑4%**

**110,000 SOCIAL MEDIA FOLLOWERS | ↑29%**

**$40+ MILLION MEETING LEADS**

**91% MEMBER RENEWAL RATE | ↑3%**

**76,000 VISITOR CENTER GUESTS | ↑24%**
FINANCIAL RESULTS

REVENUE:

CITY ALLOCATION $3,206,909
EARNED INCOME $397,219
TOTAL $3,604,128

EXPENSE:

MARKETING & PROGRAMS $3,178,328
GENERAL & ADMIN $373,951
TOTAL $3,552,279

NET INCOME

TOTAL $51,849
INCREASING ALEXANDRIA’S GLOBAL RECOGNITION

Alexandria headlines don’t happen by accident. Visit Alexandria’s public relations team cultivates media relationships and hosts travel writers to place top stories across the country and around the world.

Alexandria is no suburb; It’s a vibrant destination in its own right.

VOGUE

Virginia may be for lovers, but this inimitable small town's charm is most certainly tailored for BFFs, too.

COSMOPOLITAN

Located minutes by car or subway from Washington, D.C., visitors feel like time travelers to Christmas Past in Alexandria’s quaint Old Town.

USA TODAY

If you want to visit DC, but prefer to stay away from The White House ... Alexandria is a great city to get your history fix and enjoy restaurants, lovely views, and waterfront activities.

SMARTERTRAVEL

Alexandria adds something extra, turning the city into a creative food hub. Locals and visitors flock to the city for its low-key beauty, but also for one-of-a-kind eats.

HONEST COOKING

Del Ray: This colorful neighborhood is noted for being family friendly, holds a farmers market on Saturdays and gets nicknamed “Well Ray” due to containing many wellness-related businesses. Its restaurant scene is just as eclectic.

ORBITZ
ACCOLADES

Must-Visit U.S. Hotspots for 2017
Alexandria #5 – Smarter Travel, 2017

America’s Top Holiday Towns
– USA Today, 2016

North America’s Coolest Downtowns
Old Town Alexandria #5 – Expedia Viewfinder, 2017

Top 20 Most Romantic U.S. Cities
Alexandria #3 – Amazon.com, 2017

25 Best Cities for Entrepreneurs
Alexandria #1 – Entrepreneur

2017’s Most Diverse Cities in America
Alexandria #21 – WalletHub

Top 100 Best Places to Live
Alexandria #32 – Livability, 2017

50 Best Bike Cities of 2016
– Bicycling Magazine

ADDITIONAL MEDIA COVERAGE

ACCOLADES

Must-Visit U.S. Hotspots for 2017
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– Bicycling Magazine

ADDITIONAL MEDIA COVERAGE

Visit Alexandria | 2017 Annual Report |
PREVIEWING 2018

360° Video & Photography and Virtual Reality Experiences

Visually Driven Itineraries

Welcoming National Science Foundation
September 2017

New Marketing Partnerships
MGM & Amtrak
The Washington, D.C. metro region is one of the most exciting regions in the country, but it is also one of the most competitive. We must invest and act nimbly to ensure that Alexandria retains its market share in the face of expanding, well-financed competition including The Wharf, MGM/National Harbor, and D.C. Here’s some of what we’re planning:

**Targeting Group Segments**
- health care
- weddings
- international

**Leveraging D.C. Partnerships and Proximity**

**Increased Video Content**

**Engaging Alexandrians in Welcoming Guests**
VISIT ALEXANDRIA MEMBERS
WORKING TOGETHER

Thanks to our Charter Members:
Alexandria Hotel Association
Burke and Herbert Bank
George Washington’s Mount Vernon
Potomac Riverboat Company

Bold: New members
216 - A City Bed & Breakfast
219 Restaurant
3 Sisters
529 Kids Consign
A Main Event - Caterers Creating Delicious
Acme Mid-Century + Modern
African American Hall of Fame
Alexandria Archaeology
Alexandria Arts Forum
Alexandria Black History Museum
Alexandria Chamber of Commerce
Alexandria Colonial Tours
Alexandria Cupcake
Alexandria Department of Recreation, Parks and Cultural Activities
Alexandria Economic Development Partnership
Alexandria Film Festival
Alexandria Framing
Alexandria Library
Alexandria Singers
Alexandria Small Business Development Center
Alexandria Symphony Orchestra
Alexandria Tours
Alexandria Transit Company
Alexandria Visitor Center at Ramsay House
The Alexandrian, Autograph Collection
Alexandria’s Footsteps to the Past
Alexandria’s Footsteps to the Past Ghost Tours
Antique Guild

AR Workshop Alexandria
Arlandria Chirilagua Business Association
Art League, Inc.
Art on the Avenue
Ashlar Restaurant & Bar
Asian Bistro
Athenaeum
Bastille
Bellacara
Big Bus Tours
Bike and Roll Alexandria
Bilbo Baggin’s Restaurant
Birchmere

Bistro Eighteen90
Blackwall Hitch
Bloomers
Blueprint Chocolatiers
Bombay Curry Company
Bon Vivant Cafe + Farm Market
Brabo
Brabo Tasting Room

Bread and Chocolate
Bugsy’s Pizza Restaurant & Sports Bar
BurgerFi
Buzz Bakeshop
Cafe Pizzaiolo
Cameron Run Regional Park
Campagna Center
Caphe Banh Mi
Caprese Restaurant, A Mediterranean Grill
Captain Gregory’s
Captain Rocky Versace Plaza and Vietnam Veterans’ Memorial
Carlucci’s
Carlyle Club
Carlyle House
Carr Workplaces
Casa Rosada Artisan Gelato
Cedar Knoll
Chadwicks
Chariots for Hire
Chart House Restaurant
Cheesetique
Chinquapin Park Recreation Center
Christ Church
Christmas Attic
City Kitchen
Clyde’s at Mark Center
Columbia Firehouse
Comfort Inn & Suites Alexandria
Comfort Inn Alexandria Landmark
Contrabands and Freedmen Cemetery Memorial
Courtyard by Marriott
Alexandria Pentagon South
Courtyard by Marriott
Alexandria Old Town/Southwest
The Creamery
Crowne Plaza Old Town Alexandria
CSI Washington, DC
Cualtzin Salon
Current Boutique
Dandy Restaurant Cruise Ships
Daniel O’Connell’s Irish Restaurant & Pub
Dash’s of Old Town
DC Livery
DC Metro Food Tours
DC Military Tours
Dejad Studio Jewelry
Del Ray Artisans
Del Ray Business Association
Del Ray Cafe
Delia’s Mediterranean Grill & Brick Oven Pizza
Destination DC

Discover Alexandria
Dishes of India
The Dog Park
Dolci Gelati
Don Taco
Dos Amigos
Eamonnn’s - A Dublin Chipper
EastCoast Entertainment

Eisenhower Consignment
Eisenhower Partnership
Embark DC
Embassy Suites Alexandria
Encore Consignment Boutique
Entertainment Cruises
Escape Quest, Inc.
Escape Room Live
Evening Star Cafe
Events Industry Council
EVA
Faccia Luna
Fetching Photos
fibre space
Finn & Porter
Fireflies Bar & Restaurant
First Night Alexandria
Fish Market
Fleet Transportation
Fontaine Caffe & Creperie
Fort Ward Museum & Historic Site
Foster’s Grille
Fountains Day Spa
Fraternal Order of Eagles
Freedom House
Friendship Firehouse
Gadsby’s Tavern Museum
Gadsby’s Tavern Restaurant
George Washington Birthday Celebration Committee
George Washington Masonic National Memorial
George Washington’s Distillery & Gristmill
Geranio Restaurant

Global Bridal Gallery
Go Ape Zip Line & Treetop Adventures
Gold Works
Gossypia
Greenstreet Gardens
Gunston Hall
Hampton Inn & Suites
Alexandria Old Town Area South
Hampton Inn Old Town King Street Metro Station
Hank’s Oyster Bar
Hank’s Pasta Bar
Hard Times Cafe
Haute Dogs & Fries
Hawwi Ethiopian Restaurant
Hen Quarter
Hilton Alexandria at Mark Center
Hilton Alexandria Old Town
Hilton Garden Inn
Historic Garden Week’s Alexandria Tour

The Hive
Holiday Inn Alexandria at Carlyle
Holiday Inn Express & Suites Alexandria Fort Belvoir
Holiday Inn Hotel & Suites Alexandria - Old Town
Hollin Hall & the Meeting House at Mount Vernon
Unitarian Church
Holy Cow
Hooray for Books!
Hotel Indigo Old Town Alexandria
The Hour Shop
Hummingbird
II Porto
Imagine Artwear
The Italian Place
Ivy Hill Cemetery Historical Preservation Society
Jack's Place
Jackson 20
John Strongbow's Tavern
Julian Tours
Junction Bakery
Kiwins
Kimpton Lorien Hotel & Spa
King Street Blues
King Street Tavern
King's Jewelry
La Bergerie
La Cuisine
La Tasca
Landini Brothers
Landmark Mall
Laporta's Restaurant
Lee-Fendall House Museum & Garden
Lena's Wood-Fired Pizza & Tap
Little Theatre of Alexandria
Live Oak Restaurant
Local Motion Studio
Lorien Hotel & Spa
Lost Dog Cafe
Lucky Knot
Lyceum, Alexandria's History Museum
Mackie's Bar and Grill
Magnolia's on King
Mai Thai Restaurant
The Majestic
Manumission Tour Company
Marcela's Yoga Boutique
Martz Gray Line of Washington DC
Mary M Gates Learning Center at United Way Worldwide
Mason Social
McEnearney Associates Inc.
Meetings & Events of Distinction
Megzprulls
Metropolitan School of the Arts
MetroStage
Mint Condition
Misha’s Coffee
Momo Sushi & Cafe
Morris Visitor Publications
Morrison House, Autograph Collection
Mount Vernon Inn
Murphy’s Irish Pub
Myron Mixon’s Pitmaster Barbeque
Nando's Peri-Peri
National Cancer Registrars Association
National Harbor
National Inventors Hall of Fame
Newseum
Nicecream
Nick’s Nightclub
Nightly Spirits
Northside 10
Office of Historic Alexandria
Old Colony Inn Alexandria
Old Presbyterian Meeting House
Old Town Boutique District
Old Town Business & Professional Association
Old Town Farmers Market
The Old Town Shop of Alexandria
Old Town Trolley Tours
Olde Towne Gemstones
Olio Tasting Room
Pacers Running Store Alexandria
Patricia Palermino Studio
Pendleton Woolen Mills
Penny Post
Periwinkle Boutique
Pilates ProWorks
Pita House Family Restaurant
Pizzeria Paradiso
Planet Wine
Popped! Republic
Pop's Old Fashioned Ice Cream Co.
Pork Barrel BBQ
Port City Brewing Company
Portner Brewhouse
Post Carlyle Square Apartment Homes
Potomac Belle Charters
Potomac Conference Center
Potomac Company
Precision Meetings & Events, Inc.
Pure Prana Yoga Studio
PX Lounge
Rachel M. Schlesinger Concert Hall and Arts Center
Ramparts Tavern
Red Barn Mercantile
RedRocks Neapolitan Bistro
Residence Inn by Marriott Alexandria at Carlyle
Residence Inn by Marriott Alexandria
Old Town/Duke Street
Restaurant Eve
Reston Limousine
River Farm: American Horticultural Society
Rock it Grill
Rocklands Barbeque and Grilling Company
Rouge Fine Catering
Royal Restaurant
RT’s Restaurant
Rustico Restaurant
Sacred Circle
Salon deZEN
Scratch Weddings
Serenity Day Spa
Shadrack Family Entertainment Center
Shelton Suites Alexandria
Shoe Hive
Shooter McGee’s
Signature Theatre
Silver Parrot
Silverman Galleries Antiques & Antique Jewelry
Society Fair
Sonoma Cellar
Southside 815
Specs New York
Spice & Tea Exchange of Old Town, Alexandria
Sport & Health
Springhill Suites Alexandria Old Town/Southwest
St. George Gallery
St. Paul’s Episcopal Church
Stabler-Leadbeater Apothecary Museum
Stomping Ground
Studio Antiques and Fine Art, Inc.
Sugar House Day Spa and Salon
Sugar Shack Donuts
Sunday in Saigon
sushi bar
Sweet Fire Donna’s
Swings Coffee
T.J. Stone’s Grill House & Tap Room
Tavern Cretekou
Ted’s Montana Grill
Tempo Restaurant
Ten Thousand Villages
Theismann’s Restaurant & Bar
Today’s Cargo
Toppolf Alexandria
Torpedo Factory Art Center
Trademark Drink and Eat
Triple Craft
Truly-Life Eco Gifts
TSALT
tu-anh
The Twig
Union Street Public House
United Motorcoach Association
USA Guided Tours DC
Vermilion
Vintage Mirage
Virtue Feed & Grain
Visit Alexandria
Vola’s Dockside Grill and Hi-Tide Lounge
Volunteer Alexandria
The Warehouse
Washington Metro Area Transportation Authority
Washington Sailing Marina
West End Business Association
Westin Alexandria
The Wharf
Wheel Nuts Bike Shop
Whiskey & Oyster
Whole Foods Market Old Town
WideWings Aviation
Windows Catering Company
Wine & Design Alexandria
Woodlawn & Pope-Leighey House
Workhouse Arts Center
Your Life Energy Holistic Center
Zelsman Powers Group

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VISIT ALEXANDRIA
BOARD OF GOVERNORS

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GM, Embassy Suites/HGI Alexandria

Vice Chair
Karen Kotowski
CEO, Events Industry Council

Treasurer
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Executive Committee
Ian Harvey
GM, Holiday Inn Alexandria – Carlyle

Executive Committee
Emily Baker
Deputy City Manager, City of Alexandria

Secretary (non-voting)
Patricia Washington
President & CEO, Visit Alexandria

Rebecca Aloisi
VP for Marketing, George Washington’s Mount Vernon

Bill Butcher
Founder/Owner, Port City Brewing Co.

Richard Casale
GM, Westin Alexandria

Annee Gillett
Eat Good Food Group

Charlotte Hall
Vice President, Potomac Riverboat Co.

Susan Hellman
Director, Carlyle House

Larry Ponzi
Owner, St. Elmo’s Coffee Pub/Café Pizzaiolo

Jeff Swedarsky
President, FTC4Lobe

Elizabeth Todd
Founder/Owner, The Shoe Hive/The Hive

Justin Wilson
Vice Mayor, City of Alexandria
VISIT ALEXANDRIA IS LISTENING

We are here to serve you. If there are other questions you want to ask, or suggestions to help us improve the marketing of our City, we’d love to meet with you at your location.

STAFF
Patricia Washington
President & CEO
Lafayette Barnes
Graphic Designer
Jennifer De Luca
Sales Manager
Misha Enriquez
Social Media & Visual Production Manager
Melanie Fallon
Director of Member & Visitor Services
Vito Fiore
Director of Marketing & Research
Megan Hosford
Sales Manager
Tom Kaiden
Chief Operating Officer
Lorraine Lloyd
Senior Vice President, Sales
Trisha Meisner
CRM & Membership Coordinator
Claire Mouledoux
Vice President of Communications
Robin Roane
Senior Sales Manager
Leah Spellman
Communications Manager
Sara Stanton
Communications Assistant & Writer
Alfonso Wright
Digital Marketing Manager

VISITOR CENTER STAFF & VOLUNTEERS
Charles Aldrich
Jacquelyn Austin
Sarah Buchanan
Kameron Clarke
Lauren Dessaure
Nancy Elder
Gabriela Faundez Rojas
Kristopher Grubbs
Carl Jeffrey Herre
Marilyn Howe
Katharine Jacobs
Nathaniel Jones
Madelyn Lichter
Andrew Maginn
Charles McCaffrey
Ann McCracken
J Howard Middleton III
Elizabeth Montgomery
Steven Posner
Renee Roberts
Bitsy Unkle
Yuri Villacorta
Raymond Williams

EXTRAORDINARY Alexandria

LET’S GET TOGETHER.

We dedicate this Annual Report to the memory of our good friend and colleague, Jacob Millington.