

EXTRAORDINARY

# Alexandria

VISIT ALEXANDRIA | 2017 ANNUAL REPORT





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.



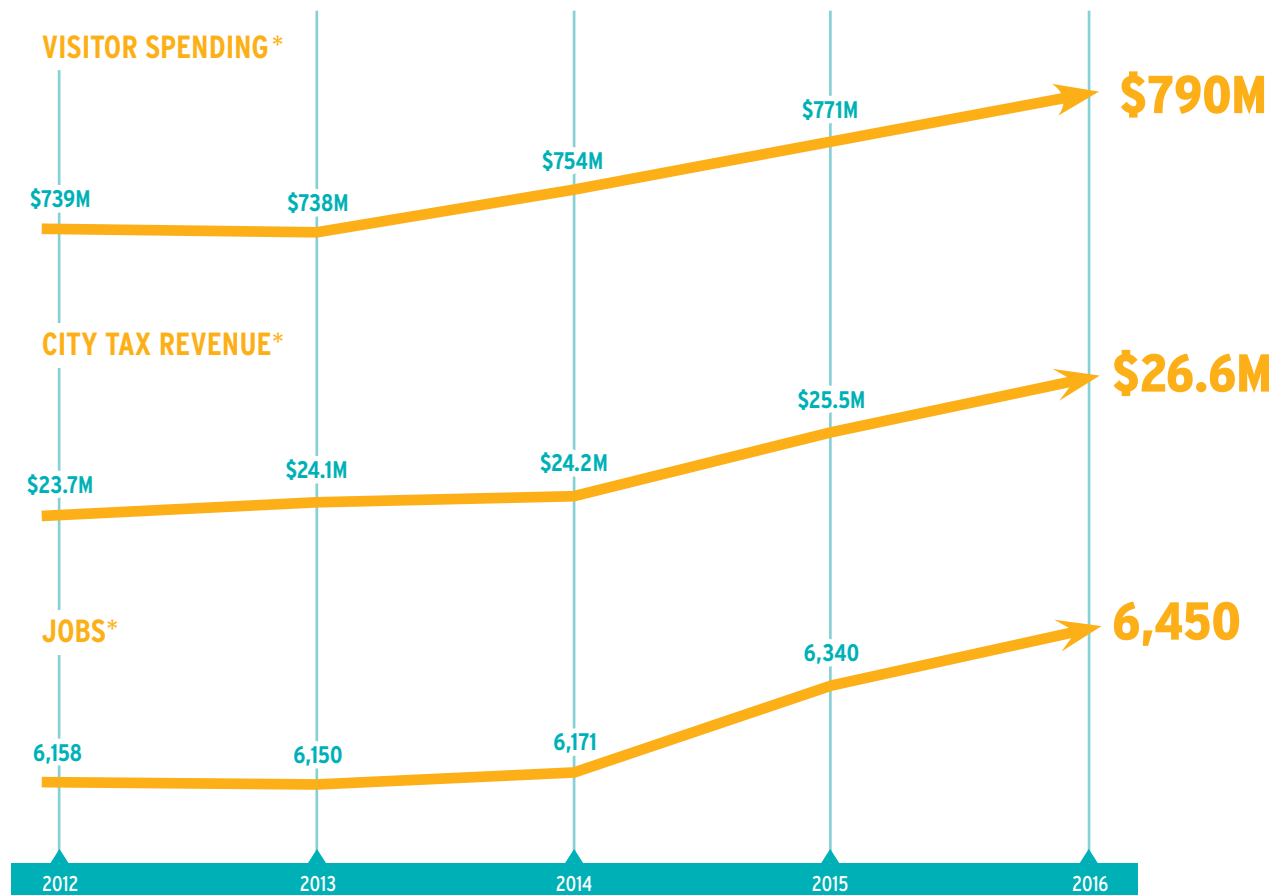
**Mary Anne Russell**  
Chair



**Patricia Washington**  
President & CEO

# RECORD VISITOR SPENDING

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.

# VISITORS SUPPORT RESIDENTS

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

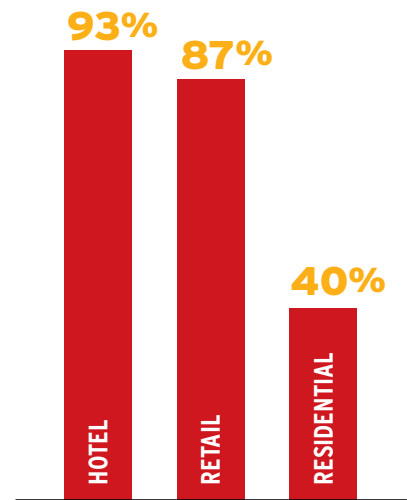


## 80% INDEPENDENTLY OWNED BOUTIQUES & RESTAURANTS

in Old Town and Del Ray

## VISITORS CONTRIBUTE TO OUR TAX BASE

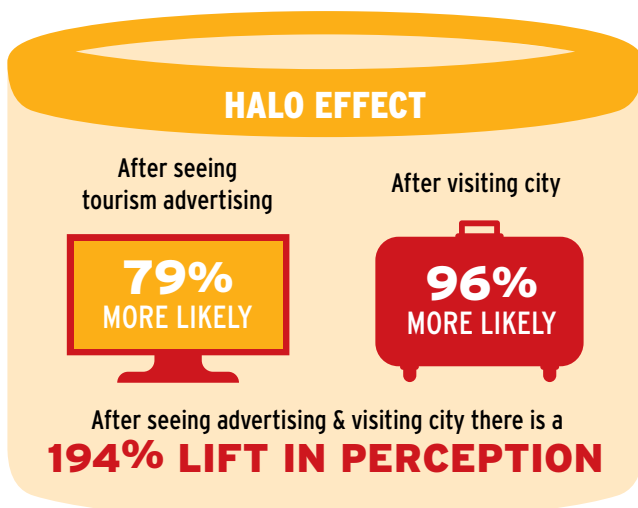
but consume few city services.



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"



Source: Longwoods International, TTRA Marketing Outlook Forum, 2015

## VISITORS GENERATED \$26.6 MILLION

IN CITY TAX REVENUE, WHICH EQUALS

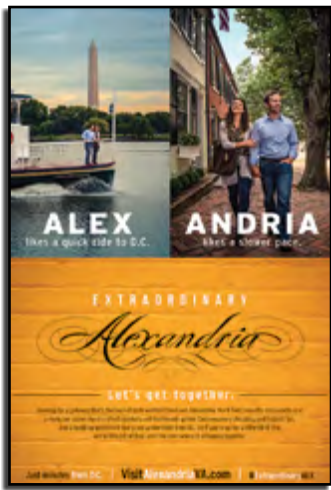


# WHAT VISIT ALEXANDRIA DOES

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



**↑86%**

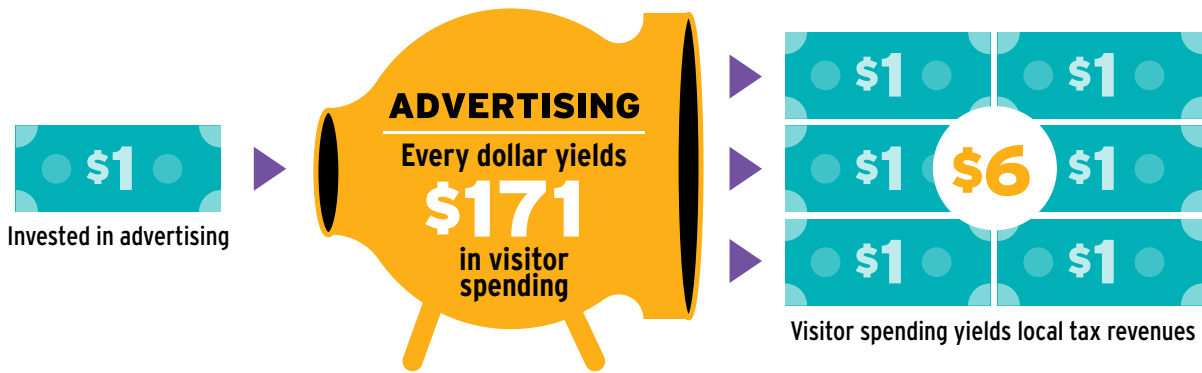
Key to the City Pass revenues

# 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



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



**1,023** MEDIA STORIES | ↑11%

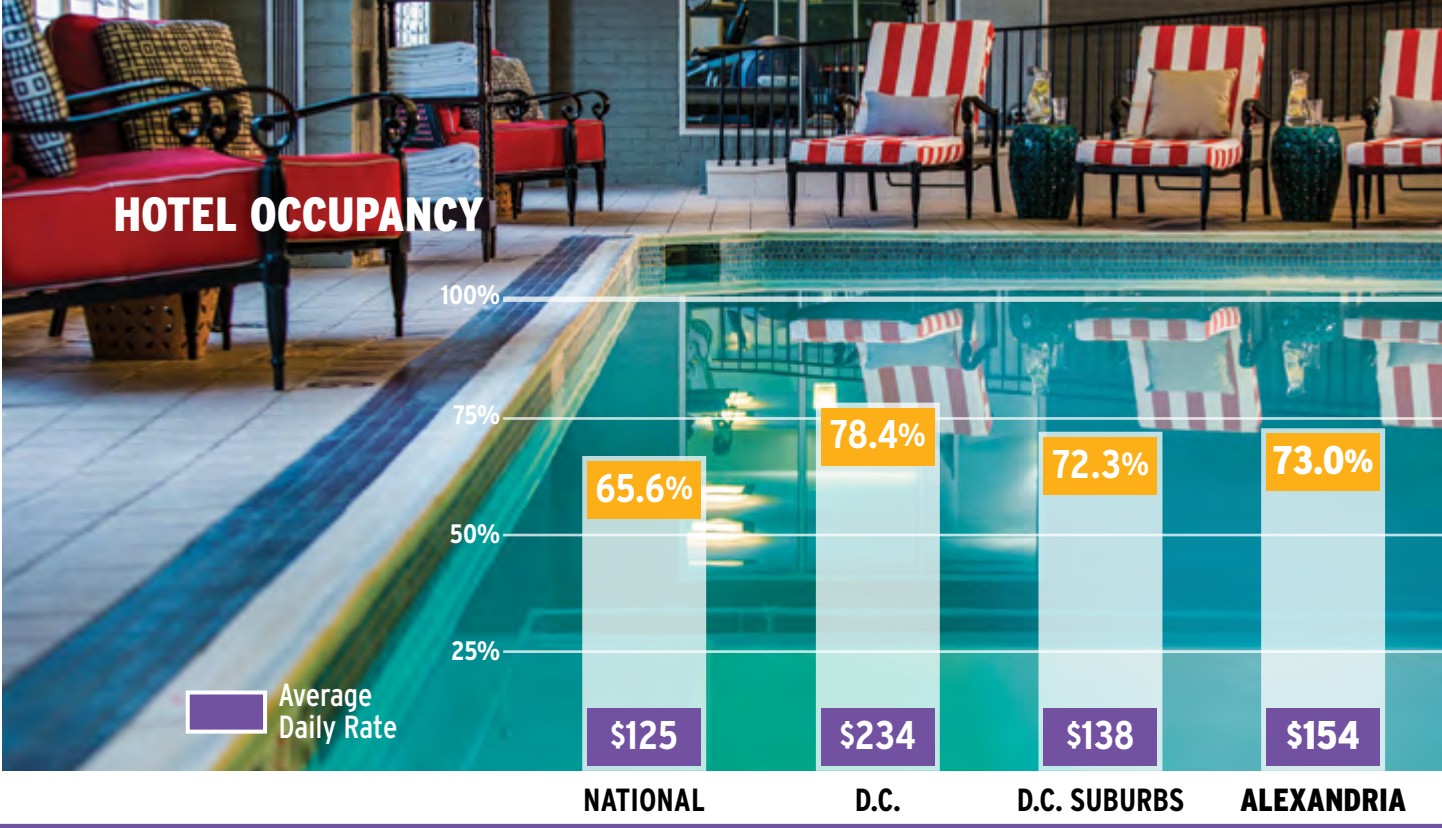
**1.94 MILLION** WEB VISITS | ↑4%

**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
<b>TOTAL</b>	<b>\$3,604,128</b>

EXPENSE:	
MARKETING & PROGRAMS	\$3,178,328
GENERAL & ADMIN	\$373,951
<b>TOTAL</b>	<b>\$3,552,279</b>

NET INCOME	
<b>TOTAL</b>	<b>\$51,849</b>





# 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

“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

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

COSMOPOLITAN

“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

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

USATODAY

“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





# 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 Galerie - Antiques and Fine Art  
A la Lucia  
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 Baggins 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  
Carluccio'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  
Dejan 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  
Eamonn'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  
**EYA**  
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**  
 Il 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**  
 Kilwins  
 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  
 McEneaney Associates Inc.  
 Meetings & Events of Distinction  
**Meggrolls**  
 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 Nixon'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**  
 Potomack 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  
 ShadowLand Family Entertainment Center  
 Sheraton 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  
 Taverna Cretekou  
 Ted's Montana Grill  
 Tempo Restaurant  
 Ten Thousand Villages  
 Theismann's Restaurant & Bar  
 Today's Cargo  
 Topgolf 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**

# VISIT ALEXANDRIA BOARD OF GOVERNORS



## **Chair**

**Mary Anne Russell**  
GM, Embassy Suites/HGI Alexandria

## **Vice Chair**

**Karen Kotowski**  
CEO, Events Industry Council

## **Treasurer**

**Lori Swain**  
Executive Director, National Cancer Registrars Association

## **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



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



**LET'S GET TOGETHER.**



PARK  
CLOSED  
8 pm to 6 am  
No Trespassing  
Loitering after closing  
Mason B. G. Hall  
Charles S. Hall  
Rochester W. Hall

EXTRAORDINARY

*Alexandria*

VisitAlexandriaVA.com | #ExtraordinaryALX  
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