

EXTRAORDINARY

Alexandria

**Visit Alexandria
2017 Annual Meeting**

SEPTEMBER 25, 2017

U.S. PATENT & TRADEMARK OFFICE

EXTRAORDINARY

Alexandria

Patricia Washington

President & CEO

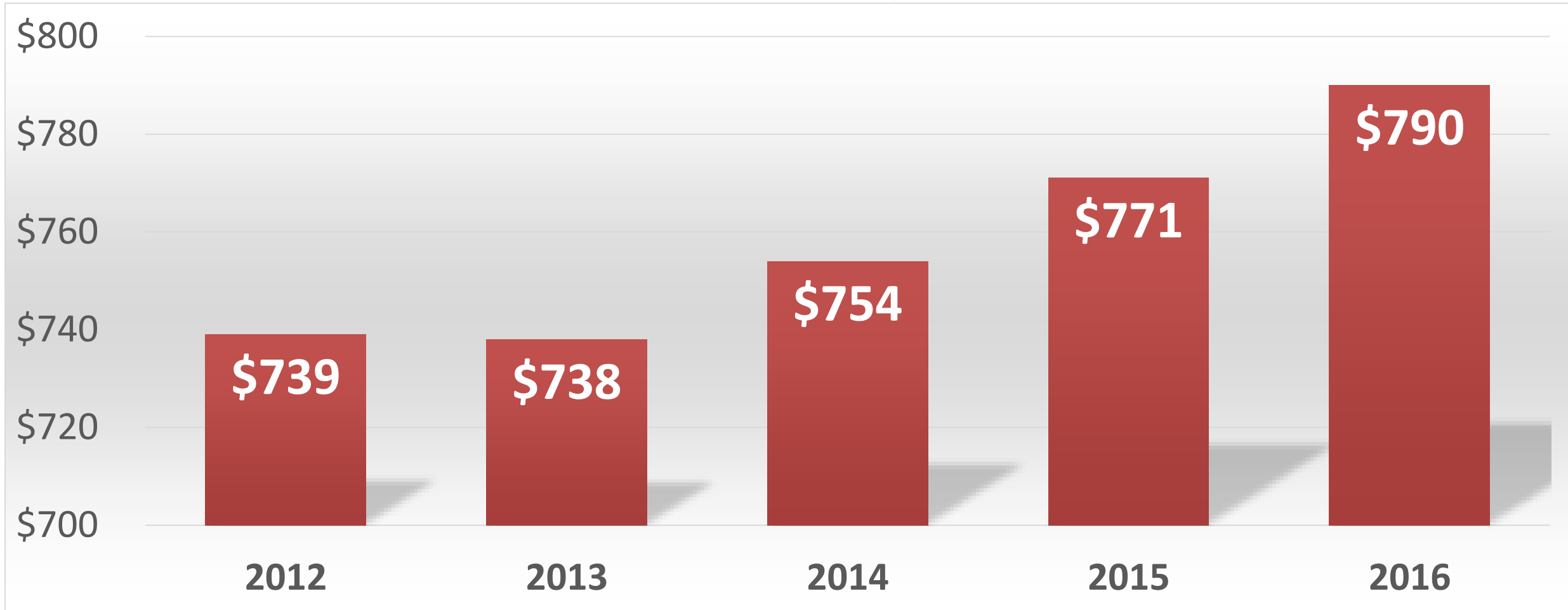
Visit Alexandria

EXTRAORDINARY

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FY 2017 Headlines

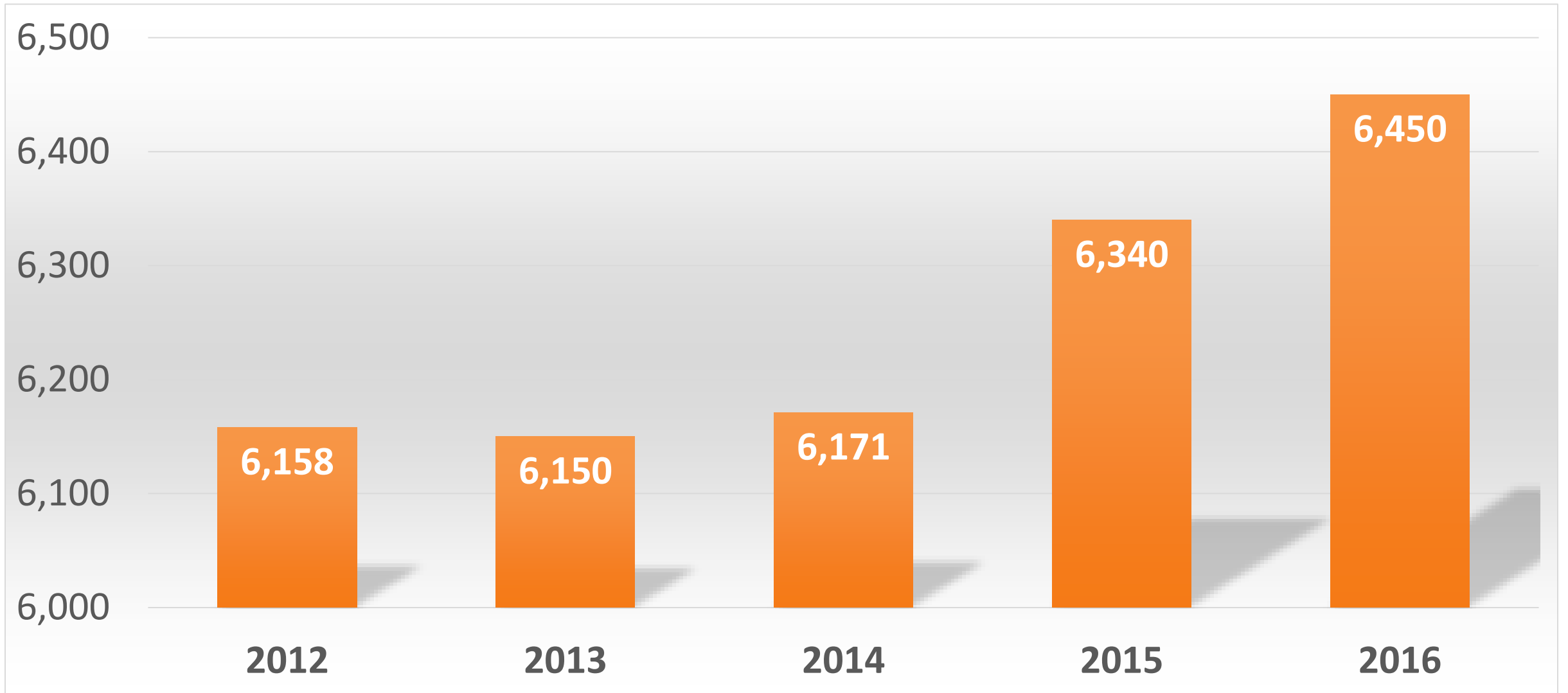
Visitor Spending in Alexandria (millions)



Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia
Tourism Corporation



Jobs

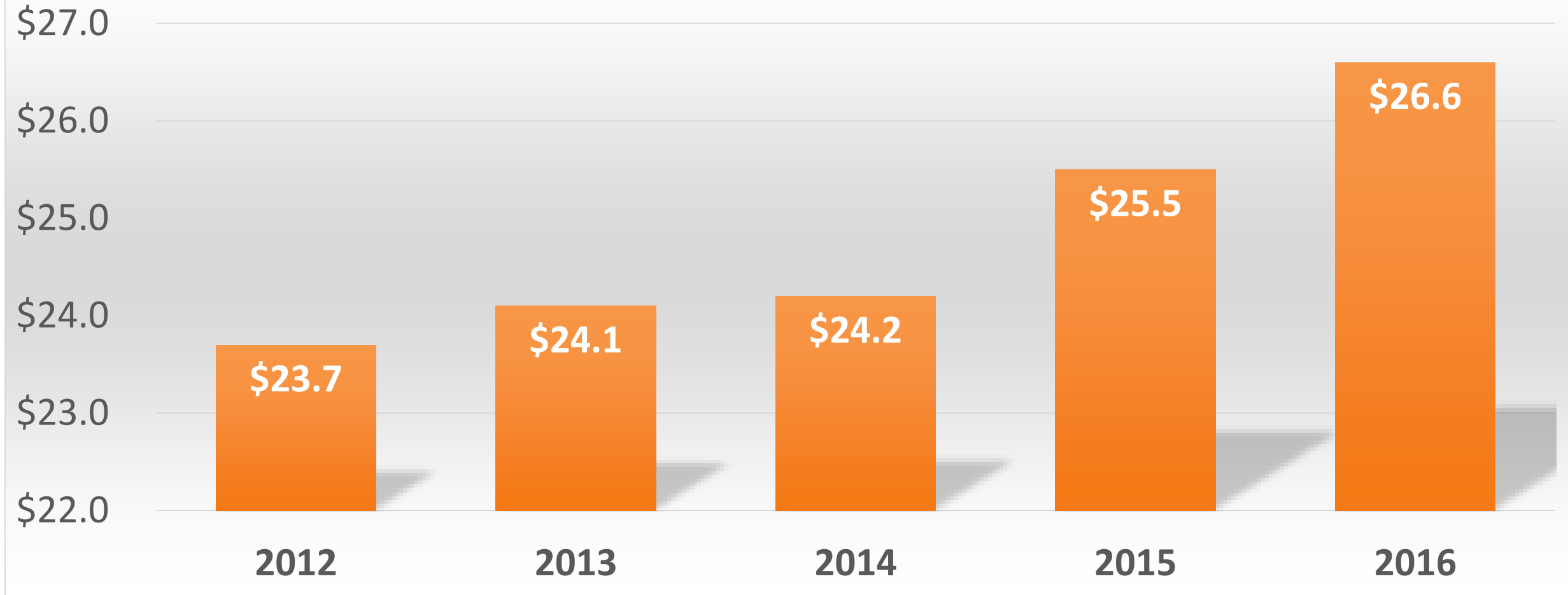


Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation



Tourism Tax Receipts

City Tax Revenue from Visitor Spending (millions)

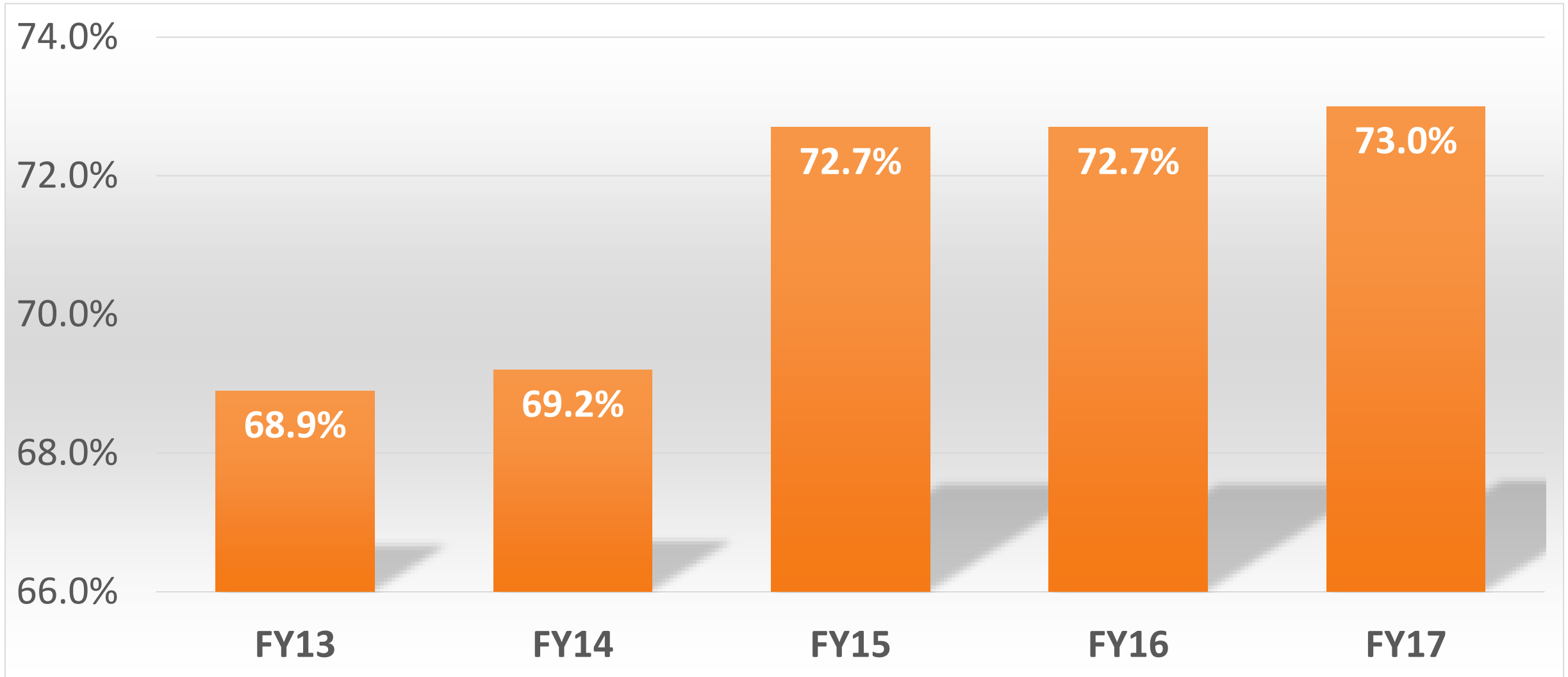


Source: 2016 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation

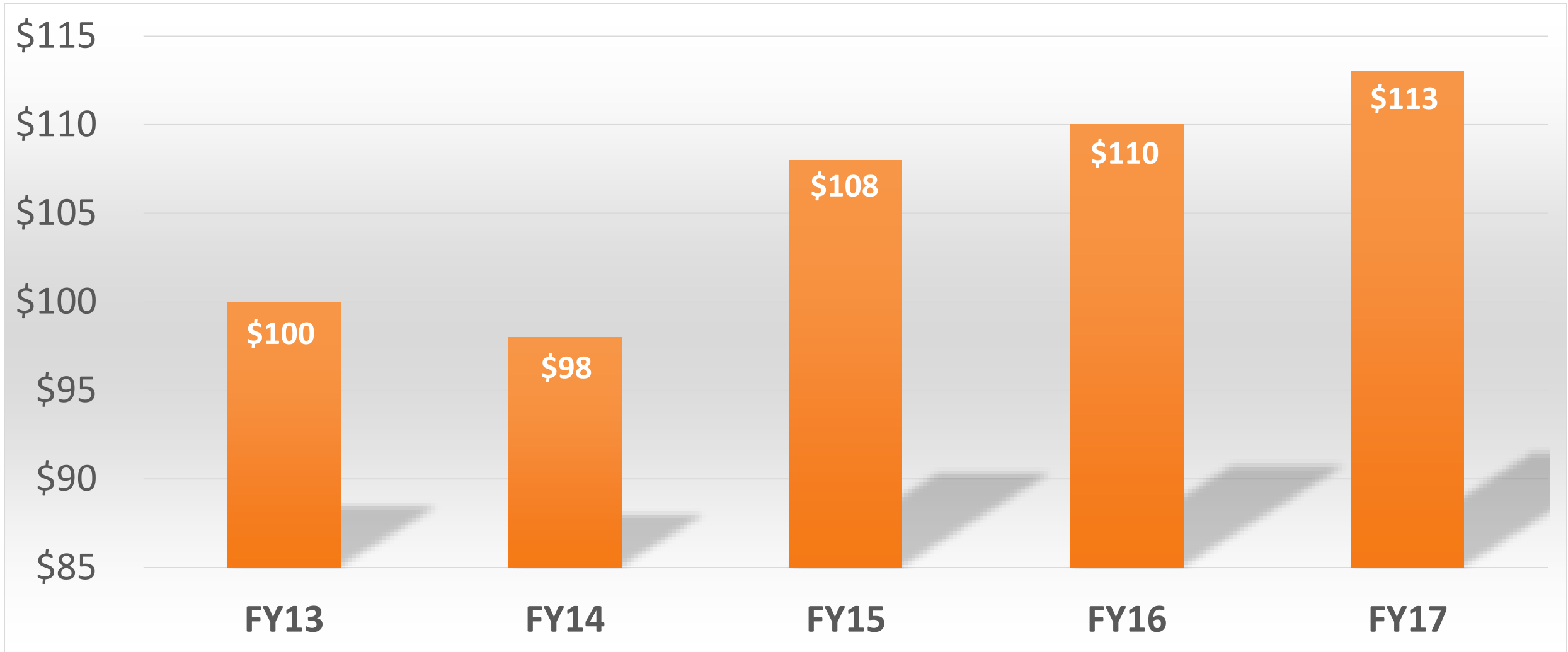
Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.



Occupancy

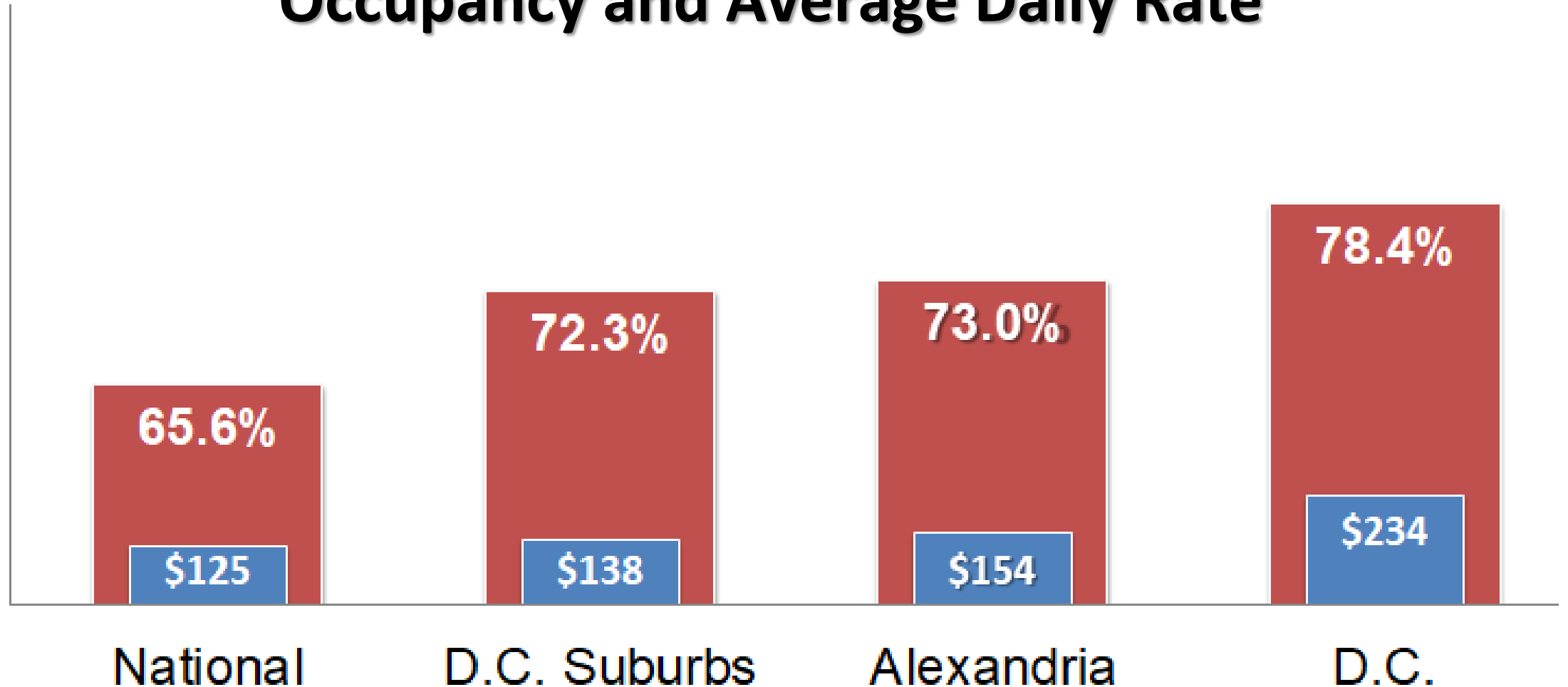


Revenue Per Available Room (RevPAR)



How Does Alexandria Compare?

Occupancy and Average Daily Rate



Source: Smith Travel Research; D.C. Suburbs includes Arlington County, Fairfax County, and Prince George's County (MD). July 2016-June 2017.



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Community Impact

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

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.



HISTORIC SITES & MUSEUMS

Preserving our city's history
is essential to Alexandria's
identity and character

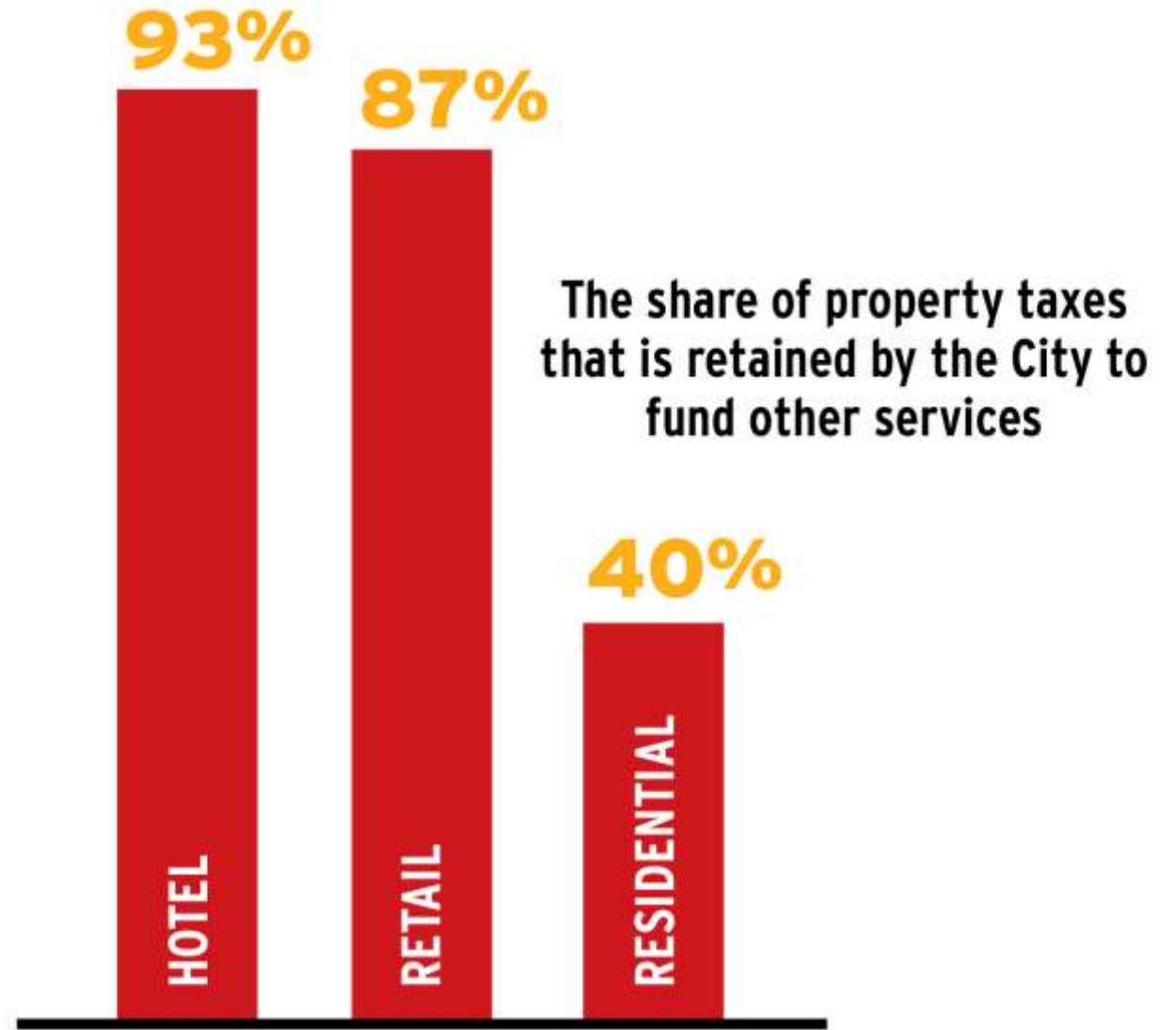
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80%
**INDEPENDENTLY
OWNED BOUTIQUES
& RESTAURANTS**
in Old Town and Del Ray

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



LIKELIHOOD TO VIEW A CITY AS A "GOOD PLACE TO START A BUSINESS"

HALO EFFECT

After seeing
tourism advertising



After visiting city



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

Visitors support all Alexandrians.

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Alexandria

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FY 2017 Key Activities

What We Do



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Alexandria

New Advertising Campaign Launched



ALEX likes a quick ride to D.C.
ANDRIA likes a slower pace.

EXTRAORDINARY
Alexandria

Let's get together.

Looking for a place that's the best of both worlds? One you can stroll through? One that's conveniently located to all the best spots in town? Well, you've found it. Alexandria is a beautiful city with a rich history and a vibrant culture. It's the perfect place to live, work, and play. Visit AlexandriaVA.com

Just minutes from D.C. | Visit AlexandriaVA.com | #ExtraordinaryVA



ALEX likes to live in the moment.
ANDRIA likes to visit the past.

EXTRAORDINARY
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YOU DON'T HAVE TO BE
THE BIG DOG
TO HAVE THE
PERFECT D.C. MEETING.

Looking for a place that's the best of both worlds? One you can stroll through? One that's conveniently located to all the best spots in town? Well, you've found it. Alexandria is a beautiful city with a rich history and a vibrant culture. It's the perfect place to live, work, and play. Visit AlexandriaVA.com

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ALEX likes sails.
ANDRIA likes the other kind.

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Just minutes from D.C. | Visit AlexandriaVA.com | #ExtraordinaryVA



ALEX likes a quiet dinner for two.
ANDRIA likes to turn it up a notch.

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Alexandria

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Just minutes from D.C. | Visit AlexandriaVA.com | #ExtraordinaryVA

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New Advertising Campaign Launched

ALEX likes to live in the moment.

ANDRIA likes to visit the past.

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Let's get together.

Looking for a relaxed home base for your DC family vacation? Think Old Town Alexandria. After all, we're just a quick ride to the National Mall, the monuments, and Mount Vernon. Yet we feel a world away with an authentic charm all our own. You can hop on and off a free trolley to yummy restaurants, eclectic shops, historic landmarks and a scenic waterfront. So after each day of getting your D.C. fill, you can come back here to chill.

Just minutes from D.C. | VisitAlexandriaVA.com | [#ExtraordinaryALX](https://twitter.com/ExtraordinaryALX)

EXTRAORDINARY

Alexandria

New Advertising Campaign Launched

YOU DON'T HAVE TO BE
THE BIG DOG
TO HAVE THE
PERFECT D.C. MEETING.

Looking for the perfect spot for your next small to mid-size meeting? Sniff around Alexandria, Virginia. We have a range of unique meeting options - from boutique hotels to state-of-the-art facilities - that can comfortably accommodate groups up to 300. And after the meeting? Well you're snack dab is the middle of all the shopping, dining and fun Alexandria is famous for. (Oh, and we're just a quick trip to D.C. if there's time.)

Contact our team of destination experts to make your next meeting extraordinary.

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Meet AlexandriaVA.com | (703) 652-5369

5 miles to Washington, D.C./1 mile to the Ronald Reagan National Airport/4 Metro stations

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Advertising ROI



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

IPW International Showcase



Reached 1,000+ Tour
Operators and 500+ Media

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Alexandria

User-Generated Content Expanded

#LetsGetTogether

Photos submitted by Alexandria visitors like you.

Explore Alexandria Old Town Food & Drink Waterfront & Outdoors

Explore Alexandria

[Learn More](#)

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Mercy Street Season 2




100+ million ad
impressions across
Seasons 1 and 2

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LGBT Initiative Launched



LET'S GET TOGETHER.

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Looking for a quick jaunt that's the best of both worlds? Check out Alexandria. You'll find delightful restaurants and a lively bar scene. Handcrafted cocktails and homemade gelato. And a bustling waterfront that's just a short ride from D.C. So if you're up for a little bit of this and a little bit of that, visit the town where it all comes together.

Visit AlexandriaVA.com/LGBT
Just minutes from D.C. | #ExtraordinaryALX

LGBT travelers spend \$57 billion annually, travel more, spend more and stay longer

Key to the City Expanded

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UNLOCK ALEXANDRIA'S HISTORY WITH THE



KEY TO
THE CITY
MUSEUM PASS

\$49 Value for \$15
Includes 8 Historic Alexandria sites plus 40% discount to Mount Vernon

- Alexandria Black History Museum
- Carlyle House Historic Park
- Friendship Firehouse Museum
- Gadsby's Tavern Museum
- George Washington Masonic National Memorial Observation Deck
- George Washington's Mount Vernon (40% discount coupon)
- Lee-Fendall House Museum & Garden
- Stabler-Leadbeater Apothecary Museum
- The Lyceum: Alexandria's History Museum

Visit AlexandriaVA.com/KeytotheCity

Sales  86%

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Key Performance Indicators

Key Performance Indicators

1.94 MILLION WEB VISITS ↑ 4%



The screenshot shows the Alexandria website homepage. At the top, there is a navigation bar with the word "EXTRAORDINARY" in a red box, followed by links for "MEETINGS", "GROUPS", "WEDDINGS", "PREFERRED", and "Search". Below this is a large banner image of Old Town Alexandria with the text "DISCOVER D.C.'S ORIGINAL OLD TOWN." and "OLD TOWN ALEXANDRIA Explore our nationally designated historic district." Navigation links for "THINGS TO DO", "RESTAURANTS", "OLD TOWN", "HOTELS", and "PLAN" are visible. Below the banner, the text "Minutes from DC yet A WORLD AWAY" is displayed. At the bottom, there is a paragraph of text and a video player with the title "Where It All Comes Together".

EXTRAORDINARY

MEETINGS GROUPS WEDDINGS PREFERRED Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

DISCOVER
D.C.'S ORIGINAL
OLD TOWN.

OLD TOWN ALEXANDRIA
Explore our nationally designated historic district.

Minutes from DC yet
A WORLD AWAY

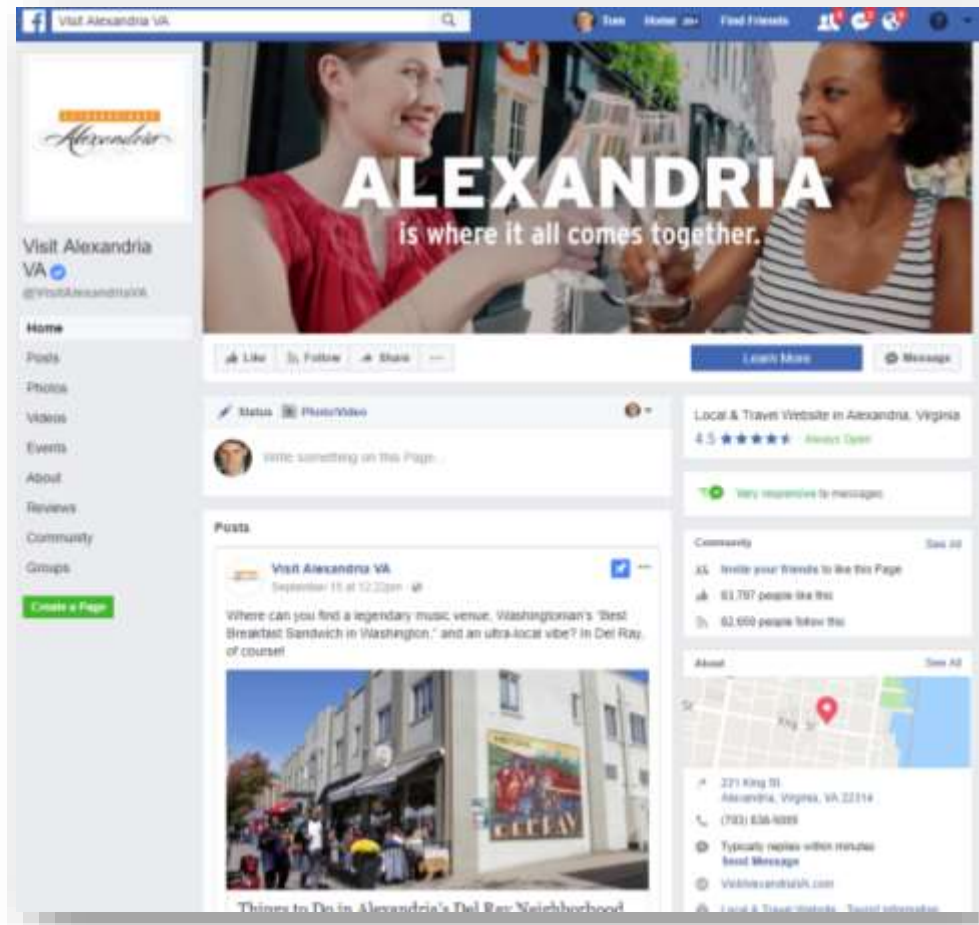
On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#), [historic boutique shops](#), vibrant [arts and culture](#), and a welcoming, walkable lifestyle. Alexandria is the relaxed and refined home base for your DC vacation and an unforgettable getaway of its own.

ALEXANDRIA

Where It
All Comes
Together

Key Performance Indicators

110,000 SOCIAL MEDIA FOLLOWERS ↑ 29%



EXTRAORDINARY



Key Performance Indicators

\$40 MILLION MEETING LEADS \uparrow 4%



EXTRAORDINARY

Alexandria

Key Performance Indicators

76,000 VISITOR CENTER GUESTS ↑ 24%



EXTRAORDINARY

Alexandria

Key Performance Indicators

1,023 PRESS HITS - A NEW RECORD ↑ 11%

AD
ARCHITECTURAL DIGEST

bravo

CountryLiving

NEWS
OTTAWA

Epicure&Culture
FOOD, WINE & CULTURE FOR THE ETHICAL TRAVELER

ESTADÃO.

Fodor'sTravel

GARDEN&GUN

HouseBeautiful

HUFFPOST

the knot

leSoleil

lonely planet

MEN'S JOURNAL

msn

Parade

Rachael Ray
every day

redbook

Southern Living

TÉLÉ
MATIN

THRILLIST

CONDÉ NAST
Traveler

travelocity

UPTOWN

USNews
& WORLD REPORT

The Washington Post

YAHOO!
NEWS

EXTRAORDINARY

Alexandria

Increasing Alexandria's Global Recognition

“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.”

SRBITZ

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Alexandria

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Alexandria

FY 2018 Preview

Visually Driven Itineraries



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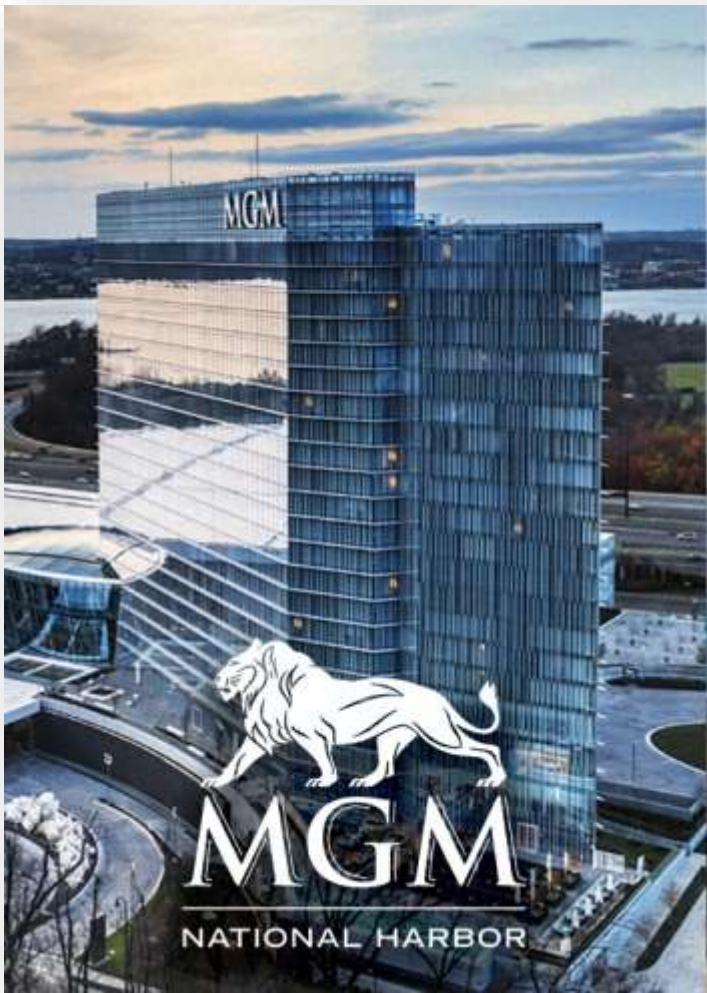
Welcoming National Science Foundation



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New Marketing Partners



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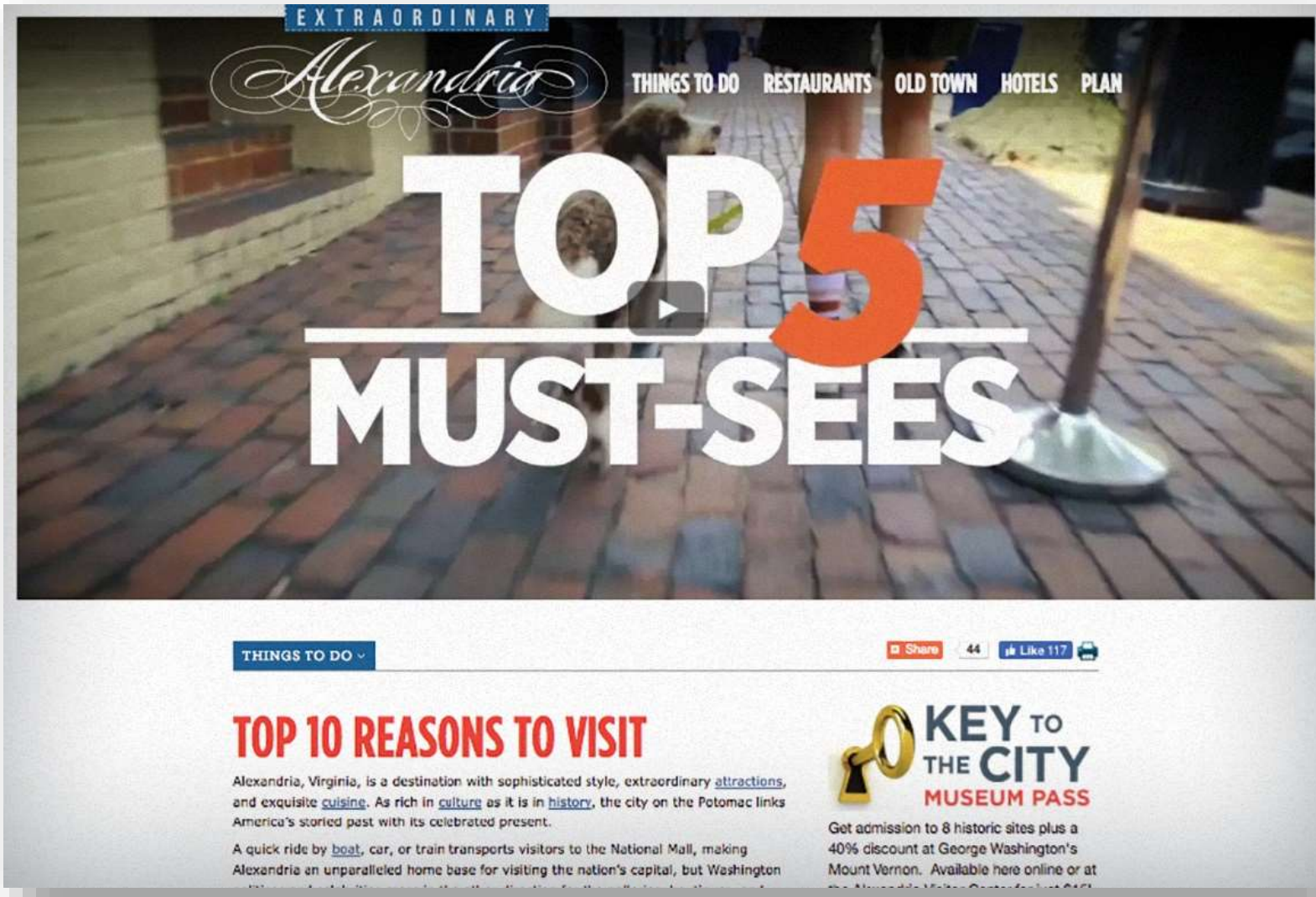
Targeting Group Segments



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Increased Video Content



The screenshot shows the Alexandria website's navigation bar with the word "EXTRAORDINARY" in a blue box, the "Alexandria" logo in cursive, and menu items: "THINGS TO DO", "RESTAURANTS", "OLD TOWN", "HOTELS", and "PLAN". The main content area features a video player with the title "TOP 5 MUST-SEES" overlaid in large white and orange text. Below the video player, there is a "THINGS TO DO" dropdown menu, a "Share" button with a count of 44, and a "Like 117" button. The page also includes a section titled "TOP 10 REASONS TO VISIT" with a short paragraph about Alexandria, Virginia, and a "KEY TO THE CITY MUSEUM PASS" advertisement with an image of a key and details about admission to historic sites.

Engaging Alexandrians in Welcoming Guests



EXTRAORDINARY

Alexandria

360° VR, Video & Photography Experiences



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#VisitAlexandria360

Visit Alexandria 360 available on:

1. VisitAlexandriaVA.com

2. Smartphone app

3. Virtual reality headset via app



Minutes from DC yet
A WORLD AWAY



On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Alexandria is the relaxed and refined home base for your DC vacation and an unforgettable getaway of its own.

2+ minute 360/VR video plus over 20 sites to explore.
See the full virtual experience at VisitAlexandriaVA.com/360



Captain's Row

Waterfront

King Street

Mount Vernon Trail

Stabler-Leadbeater
Apothecary Museum

George Washington's
Mount Vernon



Located In Old Town at the 100 block of Prince Street, Captain's Row is the city's most iconic cobblestone block. Here you'll find historic homes with colorful doors and flickering gas lamps. Stroll the romantic street, a



[VisitAlexandriaVA.com/360](https://www.visitalexandriava.com/360)

Google Street View

Member 360 Degree Photography Demo

https://youtu.be/Q8Tw3_nIsjs

Let's Get Together.

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Alexandria

VisitAlexandriaVA.com

