

HOW VISITORS SUPPORT ALEXANDRIA

EXTRAORDINARY



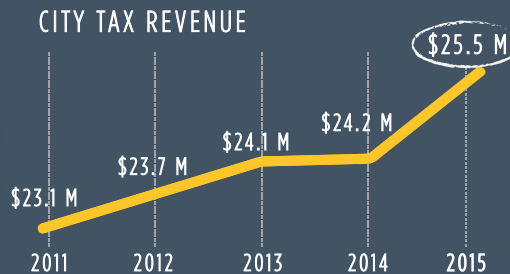
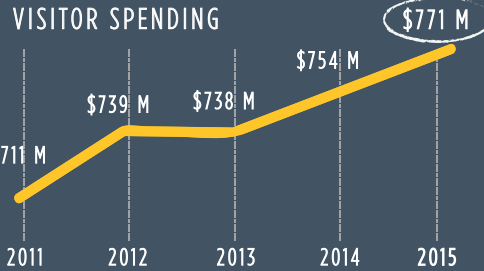
Alexandria welcomes 3.5 million visitors each year whose spending in local businesses is an economic driver for the city and our 150,000 residents. Visitor spending and the resulting tax revenue support essential resident services, our historic and cultural assets, and independent small businesses.

Local Impact

a record
\$771 million
in annual visitor spending

GENERATES

\$25.5 million
of city tax revenue



Which Equals =



Saving the average homeowner \$352 per year



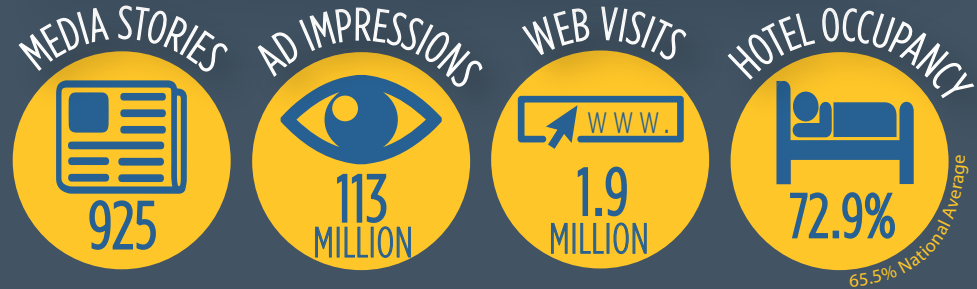
Educating 1,500 Alexandria City Public School students



Supporting 6,340 jobs, or 7% of the city's workforce

Tourism Marketing at Work

\$771 million in annual visitor spending doesn't happen on its own. Last year, the city invested \$3.2 million in marketing the city through Visit Alexandria. And it drove a lot of interest:



Data Source for Hotel Occupancy: Smith Travel Research, July 2015-June 2016

Return on Investment

Alexandria visitors generate jobs, business and tax revenues that fund essential city services. Every dollar invested in advertising yields \$171 in economic activity and \$6 in local tax revenues.

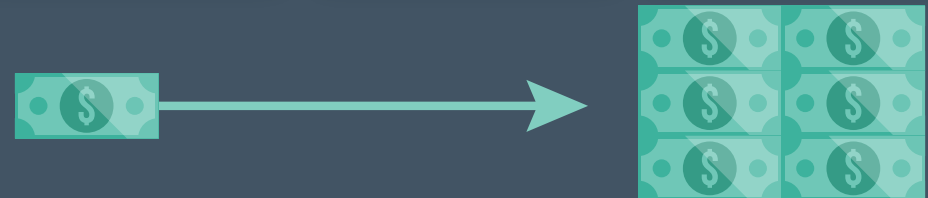


Image Building

At Visit Alexandria our mission is to generate tourism and meetings that increase revenues and promote the city of Alexandria and its assets. We do this through advertising, VisitAlexandriaVA.com, social media, public relations, meetings sales, visitor center services and market research. The result is enhanced brand awareness and image that extends well beyond tourism - lifting economic development and attracting business to our city.

IF AN INDIVIDUAL...

Had SEEN tourism advertising for a destination, they were:



79% more likely to think it was a good place to start a business

If they VISITED that location, they were:

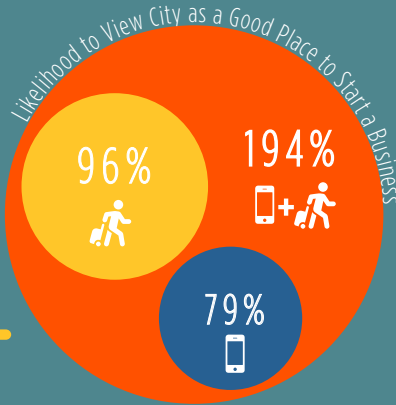


96% more likely to think it was a good place to start a business

And if they had both SEEN advertising AND VISITED, they were:



194% more likely to think it was a good place to start a business



Data Source: Longwoods International Presentation to TTRA Marketing Outlook Forum, 2015

Quality of Life

Attracting visitors is essential to Alexandria's unique character and quality of life. We need a critical mass of economic activity to support historic preservation, locally-owned retail, dining, culture and recreational amenities. The blend of global visitors and local residents make Alexandria an extraordinary place to live, work and visit.



Historic Sites & Museums

Preservation of our city's history is both essential to Alexandria's identity and is treasured by our residents.

Culture & Recreation

Alexandria consistently tops national rankings. This year's accolades include:

- "Best Cities to Live"
- "Best Downtown"
- "Ten Most Festive Cities"
- "25 Healthiest Cities"
- "25 Best Cities for Millennials"

Independent Shops & Restaurants

80% of the boutiques and restaurants in Old Town and Del Ray are independently owned.

Data Source: Alexandria Economic Development Partnership, 2016

EXTRAORDINARY

Alexandria

@VisitAlexandriaVA

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VisitAlexandriaVA.com
703-652-5369

ExtraAlex.com

@AlexandriaVA