

EXTRAORDINARY

*Alexandria*



## **IPW 2017 Recap**

**Lorraine Lloyd**

**Senior VP, Sales, Visit Alexandria**

**June 19, 2017**

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# Thanks to our Funding Partners



Alexandria Hotel Association



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## Thanks to our Member Sponsors

**POTOMAC**  
RIVERBOAT COMPANY

**DISCOVER ALEXANDRIA**

*Carluccio's*

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**



*Office of Historic Alexandria*

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## Supporting Members



“Town Crier”  
Ben Fiore-Walker



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# Thanks to our members who exhibited at IPW

**THE WESTIN**  
ALEXANDRIA

 **ENTERTAINMENT**  
CRUISES



***Holiday Inn***  
Alexandria @ Carlyle

**POTOMAC**  
RIVERBOAT COMPANY



GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**

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# Alexandria Buyer & Media Events

in partnership with Northern Virginia Visitors Consortium



- **Official Pre-Fam for Buyers and Media**
- **Official Media Pre-Fam**



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# Official Sightseeing Tour: Pints & Bites



54 Industry professionals experienced Alexandria's  
history & food scene

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## Individual Pre and Post Visits

Nelly Gaulier, Project Manager, **Monde Authentique**

Siggi Sperber, Senior Product Manager, **Travalco**

Mateo Provasnik, Product Manager, **Travelbound GTA**

Mellony Styles, Senior Contractor, **Trailfinders, Ltd**

Andrés Canet, writer ***Autos & Vives***

Maria D'Aires **EF Explore America**

Rich Grant, **Freelance Journalist**

Maria Campos, **Brazilian travel writer**

Sarah Siese, writer, **St. Christopher's Publishing**

Helen Hatzis, **Trip Jaunt**

Cori Weisel, **Voyages Terra Natura**

Christina Simpson, Senior Director, **Smart Destinations**

Lisa Cooper, journalist, ***The Australian***





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# Tradeshow Marketplace

- **Capital Region USA (DC, MD & VA) – exhibited with VA Tourism**  
VTC secured the highest number of appointments requested to date with a total of 143 appointments
- **Additional Representation: Cat Pear Consulting (in DC booth) & TourOperatorLand.com**
- **Media Marketplace**  
Visit Alexandria partnered with NVVC conducting 40 appointments



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# Advertising and Marketing

## BrandUSA Inspiration Guide

- Distributed to all media and buyers at registration
- Also distributed to 575,000 travel trade globally in 21 markets and 10 languages
- Pushed out digitally to consumers with 30+ million impressions
- One-time VTC co-op opportunity (full page \$27,800)



**SOUTHEAST | VIRGINIA**

**VIRGINIA**

**For lovers of NATURE & HISTORY**

Whether you love exploring the outdoors, trying new cuisines, learning about U.S. history or enjoying fun festivals, discover firsthand why Virginia is for lovers. From golden beaches to verdant mountains to pristine waterways, you'll see Virginia's natural beauty across the state. A mild climate means outdoor activities are available in all four seasons. Explore the state's rich history at museums and living history sites. As you travel, enjoy local favourites such as Chesapeake Bay oysters, fresh fish and delicious wines, beer and spirits from the state's many vineyards, breweries and distilleries. It's all easy to access through Washington, D.C., a convenient gateway city.

**CAPITAL REGION USA**  
WASHINGTON, DC • MARYLAND • VIRGINIA

Photo: New River, near Pambrake

**ALEXANDRIA**  
With its vibrant city life and National Historic Landmark District, Alexandria offers both contemporary and historic. Tour George Washington's Mount Vernon. Walk the same streets as the U.S. Founding Fathers or shop and dine in historic buildings. Discover the perfect home base for a holiday in the Washington, D.C. area.

**ARLINGTON**  
Just across the Potomac River from Washington, D.C., Arlington offers many American treasures - including Arlington National Cemetery and the National 9/11 Pentagon Memorial. You'll find excellent lodging value close to 11 Metrorail stations. Explore neighbourhoods full of shops, restaurants, art and parks.

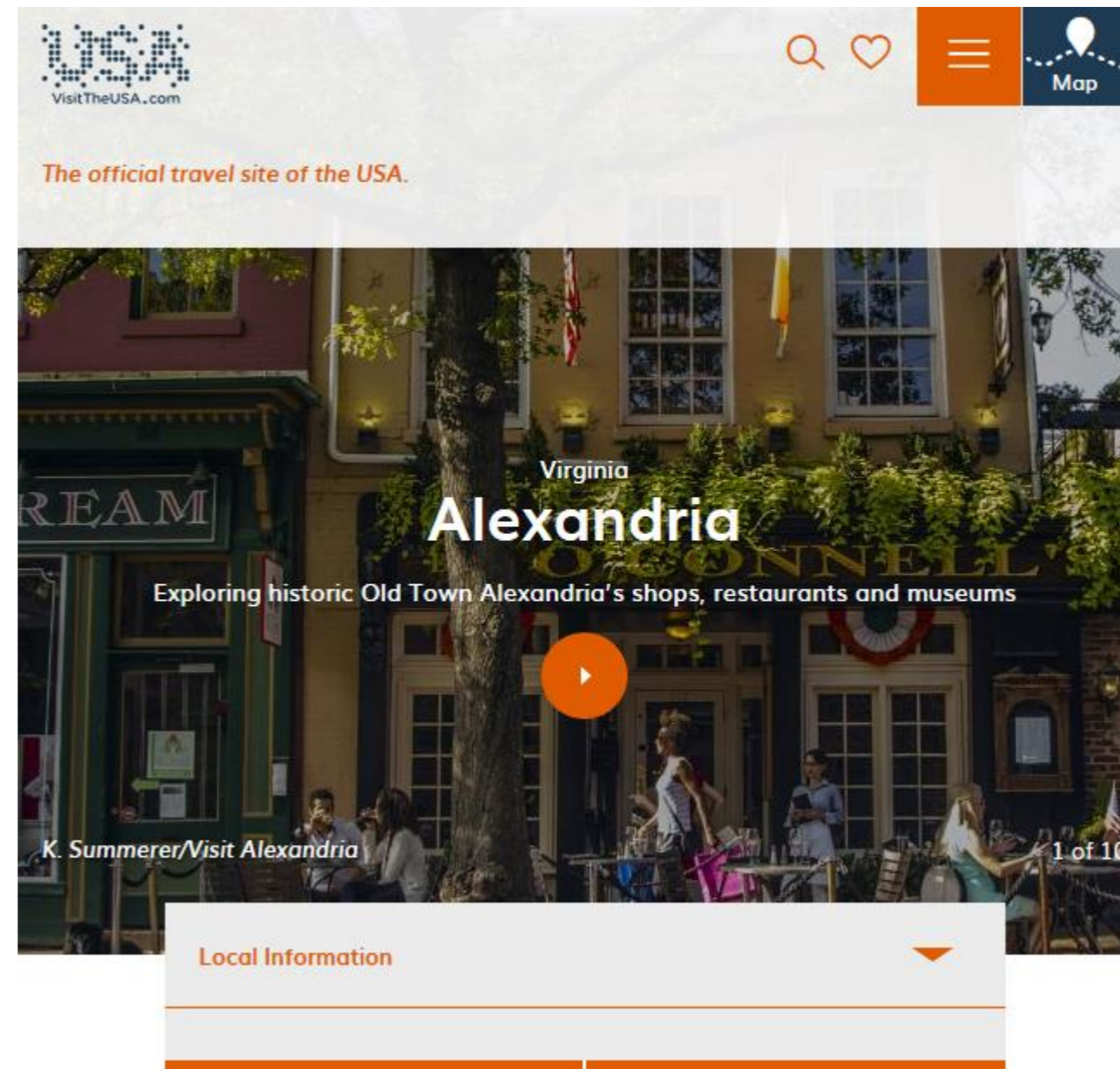
**VIRGINIA BEACH**  
Ranked among the USA's best beach appeal. Begin and end each part of the scenic waters of Chesapeake a stroll. Seeking serenity? Visit Seaboard coastal community. Family-friendly place to set sail. Enjoy a culinary Lynnhaven oysters, rockfish (strip) or enjoy a boat tour of an oyster

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### BrandUSA City Page

- Primary call-to-action for all Brand USA marketing outside of China
- Experiential/City description; includes 500 words of copy, 20 photos, 1 video module and custom eBook link
- One time charge as content lives on site indefinitely on the DiscoverAmerica sites
- Translated into 11 languages (except Chinese)

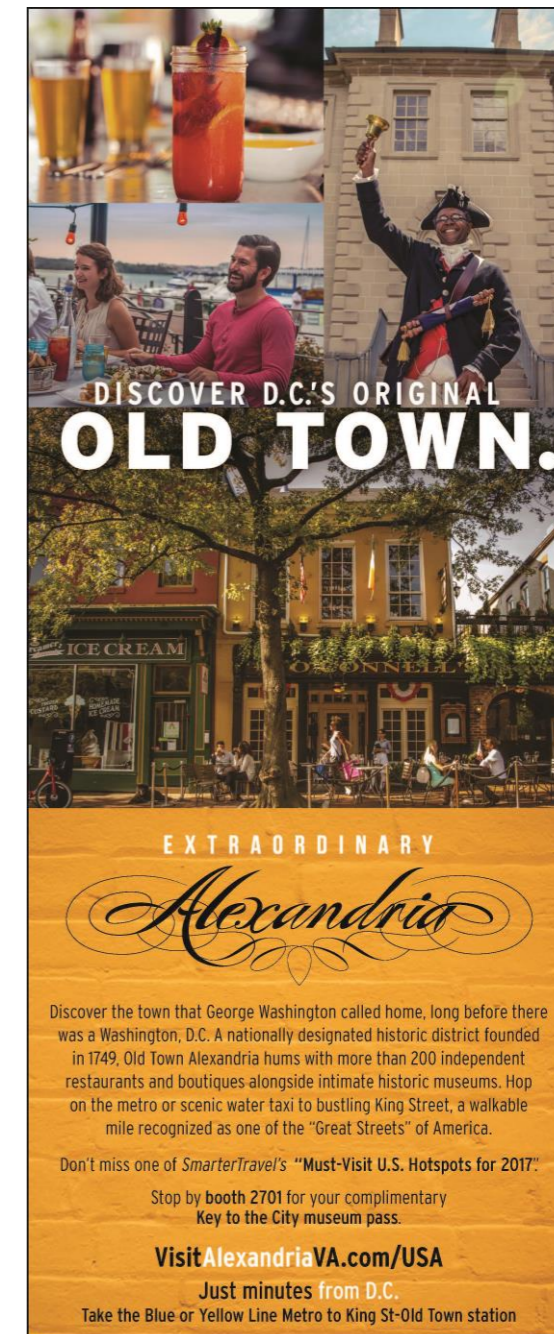


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## Additional Print Promotion

- **CRUSA Brochure Distribution**  
Distribution: 4,000 at (2) UK Consumer Travel shows
- **IPW Daily- Sunday (Opening day) edition**  
Distribution: on floor and in-room delegate delivery;  
includes digital version
- **Destination DC International Map**  
2016-2018; Circulation: 250,000; translated in 9  
languages; distribution: consumer and travel trade  
tradeshows, international sales missions and in-market distribution at IPW and DDC  
Visitors Centers/members
- **IPW Deals Brochure (comp) Brochure** distribution at DDC info booth and listed on  
official DDC site





# Online Presence

- [IPW Online Marketplace](#)
- [IPW Online Press Room](#)
- [BrandUSA.org](#)
- [VisitAlexandriaVA.com/USA](#)
- [Washington.org/IPW2017](#)  
Delegate Deals (Key to the City)  
Pints & Bites Sightseeing Tour  
Partners (NVVC)

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## **IPW Summary**

**Alexandria, D.C.'s Original Old Town, is positioned as the perfect home base for a Capital Region Vacation**

**71 International Buyers & Media Experienced Alexandria**

**93 Additional One-on-One Appointments Conducted**

**216 Additional leads will be received from Virginia and Maryland**

**Increase support from CRUSA In-Market Representatives**

**Now the work begins: Individual follow up to include hotel product/contacts, images, itineraries and new attractions and tours**

**Thank you!**

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**Visit [AlexandriaVA.com/USA](http://AlexandriaVA.com/USA)**