

EXTRAORDINARY

Alexandria

FY14 INTERNATIONAL
MARKETING PLAN



POWERFUL PARTNERSHIPS

ACVA Budget

\$50,000

LEVERAGED TO OVER

\$170,000



OVERVIEW

Canada:

651,000 visitors to Virginia annually
Northern Virginia Visitors Consortium (NVVC)
Virginia Tourism Corporation (VTC)

Overseas (Europe):

Over 2.1 million visitors to Capital Region
Capital Region USA (CRUSA)



CANADA

- ✘ Virginia's largest international market:
651,000 visitors (2012) ↑ 3%
 - ✘ Visitor Spending (2012): \$155 million ↑ 4%
 - ✘ High brand awareness of *Virginia is for Lovers* already in Canada
 - ✘ Shopping, sightseeing, outdoor recreation and historic places
 - ✘ Strong Canadian economy
 - ✘ Most immediate ROI from investment
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- ✘ \$10,000 investment leveraged to \$150,000
- ✘ Leadership role in NVVC & VTC partnerships

TARGET CANADIAN MARKETS



Ontario & Quebec



- ✘ Origin of 90% of the Canadian visitors
- ✘ Sought-after activities by Quebecers and Ontarians are found in Northern Virginia
- ✘ Drivable distance in one-day (84% drive)
- ✘ Strong economies
- ✘ VTC in-market representatives for consumer sales and media opportunities

NVVC MARKETING INITIATIVES

- ✘ Name and Identity Development
- ✘ Web Presence
- ✘ Collateral Piece
- ✘ Creative Assets
Brand USA Video
- ✘ Media Recommendations
- ✘ Public Relations
- ✘ Direct Sales
Sales Missions
Tradeshow
- ✘ Media and Trade Familiarization Trips



ACVA CANADIAN INITIATIVES

- ✘ Canadian In-Market Reps
- ✘ Brochure distribution
- ✘ Zeste & EvasionTV Promotion
 - + 47,299 impressions
 - + \$18,000 value
- ✘ Brand launch/FAM
- ✘ Consumer & Travel Tradeshows
115,000 consumers
- ✘ Ontario Motorcoach Association
2013 Summit
- ✘ Joint sales calls to Canadian AAA



OVERSEAS

- ✘ 2.1 million visitors annually
- ✘ Arrive any day of the week
- ✘ Stay longer and spend more money - \$1.7 billion
- ✘ Long haul destination, further booking and fewer cancellations
- ✘ Increased direct flights

- ✘ European Tour Operators
- ✘ U.S. Receptive Operators
- ✘ UK and France

WASHINGTON, DC
MARYLAND
VIRGINIA

CAPITAL REGION USA

EUROPE

Budget: \$40,000

CRUSA Partnership

- ✘ Leverage the CRUSA partnership to maximize existing budget
- ✘ Position Alexandria within the context of an established European marketer
- ✘ Expertise and marketing recommendations



WASHINGTON, DC
MARYLAND
VIRGINIA
CAPITAL REGION USA

MARKETING INITIATIVES

✘ 2014 Integrated Print & Digital Program

Placement	Impressions	Description	Value
2014 Travel Guide	70,000	Full-page 4 Color	\$10,000
Capital RegionUSA.org	100,000	Year-round banner	\$4,000
e-Newsletter	40,000	Spotlight Feature	\$1,500
e- Newsletter Premium Sponsor	40,000	Premium Banner; bi-monthly	\$1,000
e-Newsletter Standard Sponsor	40,000	Standard Banner; bi-monthly	\$3,000
SEM Click Credit	N/A	Landing Page (CRUSA)	\$380
		Total	\$19,880
		ACVA Cost	\$12,835

MARKETING INITIATIVES

Additional Media Buys			
Receptive Tour Operator Newsletters		1,080 newsletters	\$1,177
Tour Operator Co-op Purely America (UK)		4 e-newsletter to 25,000 operators	Value \$17,000 Cost \$ 1,500

Current media buy provides approximately 61% in savings, leveraging a \$14,355 investment to **\$36,800**

- ✘ CapitalRegionUSA.org – Video, itineraries, toolkit etc.
- ✘ Free promotions
 - + ADAC Germany Byways supplement (AAA)
 - ✘ 250,000 inserts – 8 Alexandria hotel partners
 - + “Road Trip Experiences” Social Media Campaign
- ✘ International Pow Wow (IPW) 2013 & 2014
Compagnie du Monde

MARKETING INITIATIVES

- ✘ FAM Trips and Site Visits
French Travel Trade Fam

*“A wonderful first morning in beautiful Alexandria!
Wine, cheeses and charcuteries. Virginia is for food
lovers! French Travel Trade fam, @ Butcher's Block.
Thank you ACVA!”*



- ✘ CRUSA Trade & Media Reps

Panrotas Brazil Hotspots August 2013

- ✘ Receptive Operators
Receptive Services Association (RSA)
2014 Summit in DC
Sales Calls NY & Boston

MEDIA: \$200,000 IN MEDIA VALUE

CRUSA Reps: CRUSA Group Tour

- ✘ UK Group Press Tour (June 2012 Visit)
 - + “A Tale of Three Cities” theme for Alexandria, Washington, DC and Baltimore
 - + 26 UK publications reaching a half million people at a value of \$116,000 (July 2013)
 - + 30 total stories (August 2012 – July 2013)

CRUSA Individual Tours

- ✘ UK Daily Mail Online (May 2013 Visit): **most-visited newspaper website in the world**
 - + Reached 1.9 million at a value of \$42,000 (July 2013)
- ✘ Brazil Top Destinos Magazine (Early 2012 Visit to Virginia)
 - + Alexandria’s 2 pages in a 17-page story are valued at \$46,000 (Nov 2012)

Non-CRUSA Tour

- ✘ The Philippine Star (October 2013 Visit)

THANK YOU

Merci Beaucoup

Obrigado

Danka

Muchas Gracias

Tack