



VISIT ALEXANDRIA VISITALEXANDRIAVA.COM WEBSITE ROI STUDY

Final Report of Findings—May 2016

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Introduction

Research Objectives

This report presents the final report of findings of a study of visitors to Visit Alexandria's official tourism website, VisitAlexandriaVA.com. This research was conducted on behalf of Visit Alexandria by Destination Analysts, Inc., with the primary objective of generating detailed Return on Investment (ROI) estimates for the city's official tourism website.

Methodology

The findings presented within this report are based on the results of two surveys conducted specifically for this project. These two surveys were fielded online between August 2014 and March 2016. The use of this survey data in the ROI estimation methodology is explained following.

1. Website ROI Estimation Methodology

As aforementioned, this Website ROI research is comprised of two surveys conducted amongst persons who visited Visit Alexandria's website. These surveys¹ were interconnected, and included a Website Visitor Intercept Survey and a Website Visitor Follow-Up Survey sent after the website visitor had a chance to visit Alexandria. Destination Analysts worked closely with

¹ Data presented in this report is from surveys collected from persons who visited the website between August 2014 and March 2016.

Visit Alexandria to develop these survey questionnaires, which were then implemented online. Each survey is described below:

Website Visitor Intercept Survey: A survey invitation was placed on VisitAlexandriaVA.com that asked visitors at random to take a brief survey. The survey questionnaire looked into topics such as website users' motivations for visiting the site, how far along they were in their destination decision process, and their expected/considered month of arrival in Alexandria, as well as permission to send them a follow-up survey after they planned to travel to the area. As an incentive to take the survey, all respondents were entered into a prize drawing.

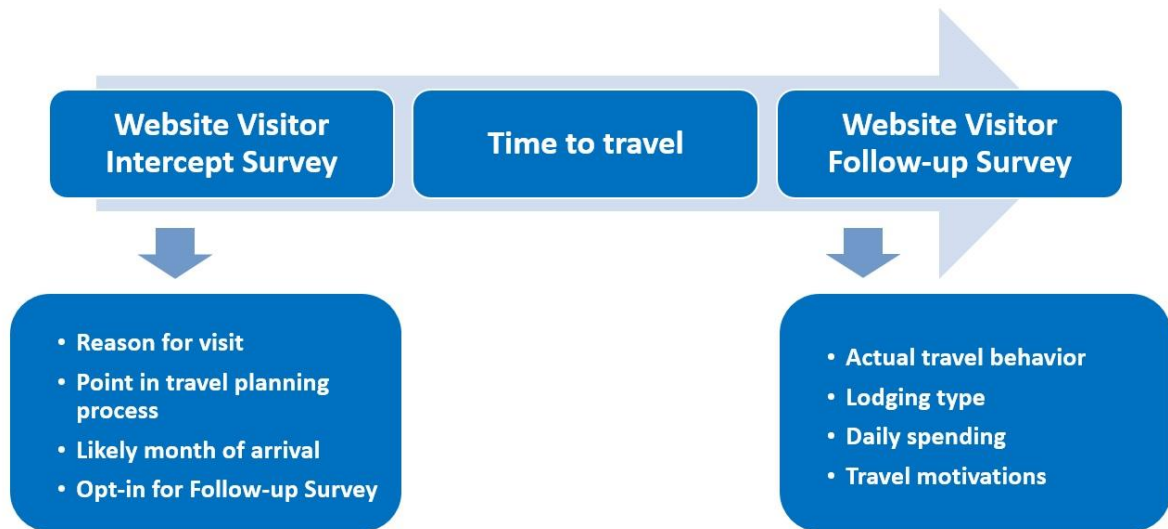
Website Visitor Follow-Up Conversion Survey: As previously stated, respondents were asked in the initial Website Visitor Intercept Survey what month they expected to visit (or were considering visiting) Alexandria. At the end of the reported month, these respondents were sent an invitation to take the Follow-Up Survey². This survey questionnaire asked respondents about topics related to their visitation to Alexandria. A sweepstakes entry was again offered as an incentive.

The data from the two surveys was then combined for each respondent, leaving our research staff with a robust set of data from visitors. For each respondent, beginning with their initial planning interactions with the website, the research process allows for tracking actual subsequent in-market behavior. Ultimately, this research technique allows Destination Analysts to develop estimates of the proportion of users who are converted to a visit by the website and other metrics needed for developing reliable return on investment estimates for Visit Alexandria.

Section 4 of this report (ROI Summary) presents a summary of the economic impact of the website to Alexandria using Destination Analysts' proprietary economic impact model for DMO websites. Data collected in the surveys (both motivational and reported direct in-market spending) were used for this analysis, with the goal of estimating the amount of visitor spending in Alexandria that is directly generated by the website. The study's

² Only survey respondents who opted-in for this follow-up survey were sent the invitation.

overarching methodology is summarized in the flow chart below:



IMPORTANT NOTE: For this report, we used an estimate of 875,765 true, unique visitors to VisitAlexandriaVA.com between August 2014 and March 2016 for the calculation of ROI estimates. This is based on the number of unique users on each of three device types—desktop, tablet and mobile phone—less the number of bounces from each device (those who only look at one page before exiting the site).

Quick Facts:

The profile below shows a summary of fundamental findings and descriptive statistics emerging from this research. These findings are based on the 875,765 true, unique visitors to the website (927,872 unique desktop visitors less 43.69% bounce rate; 235,036 unique tablet visitors less 51.05% bounce rate; 700,885 unique mobile visitors less 66.01% bounce rate) between August 2014 and March 2016.

Website ROI Estimates (875,765 true, unique visitors)

Trips to Alexandria generated by website (i.e. incremental trips):	52,482
Average length of stay on incremental trips:	1.8 days
Average spending per day on these incremental trips:	\$333.20
Total visitor spending on incremental trips to Alexandria:	\$32,176,286
Incremental visitor days spent in Alexandria on trips extended by website's influence:	14,942 days
Total visitor spending on trip days extended by website:	\$4,978,541
Total economic impact/ROI of the website:	\$37,154,827
Total economic impact/ROI per unique visitor:	\$42.43
Incremental room nights generated:	99,312

Executive Summary

Website ROI

The research suggests that VisitAlexandriaVA.com's economic impact to Alexandria is significant. The key ROI findings from this study of website users are summarized below.

- **VisitAlexandriaVA.com is attracting high-potential traffic.** In total, 79.1 percent of Visit Alexandria's website audience is from the non-professional segment (the professional segment includes meeting planners, travel trade, media and others using the website for purposes unrelated to travel and/or individual trip planning) and represent potential leisure travelers to Alexandria. Of those non-professional segment travelers who completed the Website Visitor Follow-Up Survey, 79.0 percent reside outside Alexandria. This distinction is significant, as any spending on trips by those residing outside Alexandria can be considered in the ROI analysis.
- **There is a significant rate of visitation to Alexandria by website users' post-use of VisitAlexandriaVA.com.** Based on the study's findings, the estimated rate of visitation after using the website is 76.9 percent.
- **VisitAlexandriaVA.com is influencing its audience's decision to visit Alexandria at an effective rate.** Half of website visitors who were potential leisure visitors to Alexandria (50.0%) had not yet made up their mind to visit the city when they used VisitAlexandriaVA.com, representing a significant conversion potential of the site's audience. In

the study's final findings, 75.7 percent of these potential incremental visitors agreed the website indeed influenced their ultimate decision to take a trip. Of these persons, 57.6 percent assessed the site as "Important" or "Very important" to this decision when asked to rate its relative impact on their decision process.

- **The average incremental trip generated by the website lasted 1.8 days, with reported in-market spending of \$333.20 per day.** These averages are based on trip details reported in the Website Visitor Follow-Up Survey.
- **Using data in our ROI model and the findings on incremental visitation summarized above, the website is estimated to have generated 52,482 incremental trips resulting in \$32,176,286 in new visitor spending in Alexandria, based on the 875,765 true, unique visitors to the site during the period of study.** Alternatively, it is estimated that for every true, unique visitor to VisitAlexandria.com, \$36.74 in incremental visitor spending is generated for Alexandria.
- **The website also inspires users to spend additional days in Alexandria. Those influenced by the website to extend their trip typically lengthened their stay by 1.0 days.** These additional visitor days can be included in the site's overall economic impact. Using data in the ROI model and the findings on lengthened stays summarized above, the website is estimated to have generated 14,942 additional visitor days and \$4,978,541 in additional visitor spending during the period of study. Alternatively, for every true, unique visitor to the site, an additional \$5.68 in visitor spending is generated for Alexandria.
- **The total estimated ROI/economic impact of the website for the 875,765 true, unique visitors during the period of study is \$37,154,827 (or \$42.43 per unique visitor).** The two components detailed above—spending on incremental trips and additional day's in-market—comprise the program's ROI/economic impact as defined in this study. From another perspective, every true, unique visitor to the website leads to \$42.43 in direct incremental visitor spending in Alexandria.
- **The incremental and extended trips generated by the website drive the booking of new room nights in Alexandria hotels.** Given the number and

length of such trips, and the proportion of these visitors reporting that they stayed in Alexandria hotels, we estimate that for the 875,765 true, unique visitors to the website during the period of study, 99,312 incremental room nights were generated in Alexandria hotels.

DMO Website ROI Comparison Matrix

The table below shows how VisitAlexandriaVA.com's key ROI metrics compare to other DMO websites for which this same research has been conducted. To make these comparisons, the results shown are based on a hypothetical 1,000 true, unique site visitors.

Destination	Incremental trips generated	Avg length of stay (days)	Increased Length of Stay due to Website	Avg visitor spending per day on incremental trips	Total visitor spending on incremental trips	Days spent in market on trips extended by website	Total visitor spending on trips extended by website	Total economic impact/ROI of the website	Total economic impact/ROI of the website per unique visitor
Alexandria	60	1.8	13.3%	\$333.20	\$36,741	17	\$5,685	\$42,426	\$42.43
Destination A	38	3.6	10.6%	\$347.50	\$48,405	7	\$2,235	\$50,640	\$50.64
Destination B	55	2.5	17.5%	\$434.83	\$58,625	16	\$5,239	\$63,864	\$63.86
Destination C	47	3.0	7.0%	\$266.97	\$37,322	8	\$2,059	\$39,381	\$39.38
Destination D	55	2.6	12.5%	\$306.80	\$44,066	17	\$5,115	\$49,181	\$49.18
Destination E	42	3.1	14.5%	\$216.50	\$28,270	15	\$3,331	\$31,600	\$31.60
Destination F	66	2.2	12.3%	\$267.80	\$38,788	19	\$5,095	\$43,883	\$43.88
Destination G	50	3.0	6.2%	\$251.30	\$37,829	11	\$2,696	\$40,526	\$40.53
Destination H	36	3.7	19.1%	\$384.93	\$46,343	29	\$11,147	\$57,490	\$57.49
Destination I	27	3.8	12.6%	\$252.00	\$26,100	32	\$8,115	\$34,215	\$34.22
Destination J	39	2.9	20.3%	\$176.60	\$20,082	40	\$9,168	\$29,250	\$29.25
Destination K	32	2.0	16.8%	\$336.46	\$21,892	17	\$7,777	\$29,669	\$29.67
Destination L	33	3.1	22.7%	\$247.76	\$25,142	58	\$14,474	\$39,616	\$39.62
Destination M	34	3.8	13.6%	\$284.26	\$36,861	27	\$7,770	\$44,631	\$44.63
Destination N	20	4.2	14.3%	\$480.40	\$40,076	13	\$6,114	\$46,190	\$46.19
Destination O	45	2.9	6.9%	\$340.00	\$44,090	14	\$4,640	\$48,729	\$48.73
Destination P	30	4.2	6.2%	\$285.40	\$36,372	39	\$11,197	\$47,569	\$47.57
Destination Q	19	8.5	6.3%	\$357.29	\$58,950	30	\$9,816	\$68,766	\$68.77
Average for all other destinations (excluding Alexandria)	39	3.5	12.9%	\$308.05	\$38,189	23	\$6,823	\$45,012	\$45.01
Average for smaller cities/boutique destinations (Destinations A-G)	50	2.9	11.5%	\$298.81	\$41,901	13	\$3,681	\$45,582	\$45.58
Average for major cities (Destinations H-P)	33	3.4	14.7%	\$309.76	\$32,995	30	\$8,934	\$41,929	\$41.93

Note: Destinations A-G are smaller U.S. cities/boutique destinations. Destinations H-P are major U.S. cities. Destination Q is a state.

ROI Summary & Estimates

Return on Investment for a destination marketing organization's marketing program can best be defined as the total amount of direct visitor spending in the destination that is generated by the program. Alternatively, a DMO marketing program's ROI can be defined as the amount of visitor spending in the destination that would not have occurred in the absence of the program. In short, we want to use this research to measure how much the website brought back to the community in economic impact per dollar spent developing/maintaining the website.

The method used is detailed below, followed by the actual ROI estimates.

Calculation of Website ROI Estimates

This Website ROI study used a two-step survey process.

Step 1: A large random sample of surveys was collected from visitors to the website, who were shown—and invited to take—the survey several seconds after their arrival to the site. The survey collected the following four key pieces of information:

1. The type of trip the website visitor was planning, if any (i.e., leisure, convention, business, etc.)
2. The website visitor's current stage in travel planning (i.e., upon entering the website, had they already made up their mind to visit?)

3. Expected month of arrival

4. Contact information and opt-in for a follow-up survey

Step 2: A follow-up survey to the first survey was sent to respondents at the end of the month they expected to visit Alexandria. If a respondent to the first survey did not have a date for their trip in mind, they were sent the survey invitation three months after their visit to the website.

Data collected in the first survey was then appended to responses to the second survey. By doing so, we could identify visitors who had already made up their mind to visit Alexandria before visiting the website. We could also differentiate between leisure and business/conference visitors and others and measure in-market spending by visitors influenced by the website to visit or extend their stay in Alexandria. The economic impact estimates derived for this report include all direct spending in Alexandria by two types of visitors: those who took incremental trips to Alexandria and those who extended the length of their trip based on information found on the website. These two visitor types are distinguished following:

1. Visitors on **incremental trips** had not fully made up their mind to visit Alexandria when they came to the website and stated that the website influenced their decision to ultimately visit the city. Influence on the decision to visit is based on two follow-up survey questions. To be considered an incremental visitor, respondents who had not made up their mind to visit prior to arriving at the website (as stated in the intercept survey) must have then stated in the follow-up survey that the website helped them make their decision to visit and that it was "Important" or "Very important" to their decision to visit.

2. Website visitors who **extended their stay in Alexandria** can be leisure travelers, business travelers or conference attendees. Leisure travelers who did not state that the website influenced their decision to visit Alexandria, and all business and conference travelers, were asked a series of questions on the influence of the website on their ultimate length of stay in Alexandria. Economic impact estimates for this group only include spending during reported "additional" days in-market generated by the website.

The chart below shows how the website's total ROI estimates are calculated:



The study's key ROI findings are summarized below.

• Incremental trips to Alexandria generated by

VisitAlexandriaVA.com: For the 875,765 true, unique visitors to VisitAlexandriaVA.com between August 2014 and March 2016, an estimated 52,482 incremental trips were generated for Alexandria. An incremental trip is one in which the visitor decided to visit Alexandria based on their experience with the website. These are trips to the city that would not have happened if the website did not exist, and thus any visitor spending in Alexandria on these trips can be counted as part of the website's economic impact. The average incremental trip lasted 1.8 days, with a reported in-market spending of \$333.20 per day for each visitor and their immediate party. These incremental trips are estimated to have generated \$32,176,286 in new visitor spending in Alexandria.

• Additional days spent in Alexandria generated by the website: A second way VisitAlexandriaVA.com can generate economic value for Alexandria is by convincing visitors to extend their stays in Alexandria. The research conducted shows that for the 875,765 true, unique visitors to the website during the period of study, 14,942 additional visitor days from extended trips were generated for Alexandria. Assuming that these visitors spent \$333.20 per day while in Alexandria, this would result in an additional \$4,978,541 in incremental visitor spending in Alexandria.

•**Total Estimated Economic Impact:** The two components discussed above (spending on incremental trips and additional days in-market) comprise the program's economic impact as defined in this study. It is estimated that for the 875,765 true, unique visitors to VisitAlexandriaVA.com during the period of study between August 2014 and March 2016, \$37,154,827 in economic impact was generated for Alexandria. Alternatively, every true, unique visitor to the website led to an additional \$42.43 in incremental visitor spending in Alexandria.

Graphical Presentation of Website Visitor Intercept Survey Questions

In this section, the findings of the Website Visitor Intercept Survey's base question set are presented in the order they were asked. A brief written analysis is included for each chart.

Please note: Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples were frequently used in the calculation of the ROI metrics presented in Sections 2, 3, and 4, the reader should use caution in making comparisons back to the ROI discussion presented earlier.

Alexandria, VA Residence

The majority of the website survey respondents lives outside the city of Alexandria (82.5%). About one-in-five visitors to VisitAlexandriaVA.com stated they are local residents (17.5%). This distinction is important because, ultimately, only those who live outside Alexandria are counted as visitors, and thus any visitation by this group can potentially be included in the estimates of the website's economic impact to the city of Alexandria.

Figure 5.1: Do you currently live in the city of Alexandria?

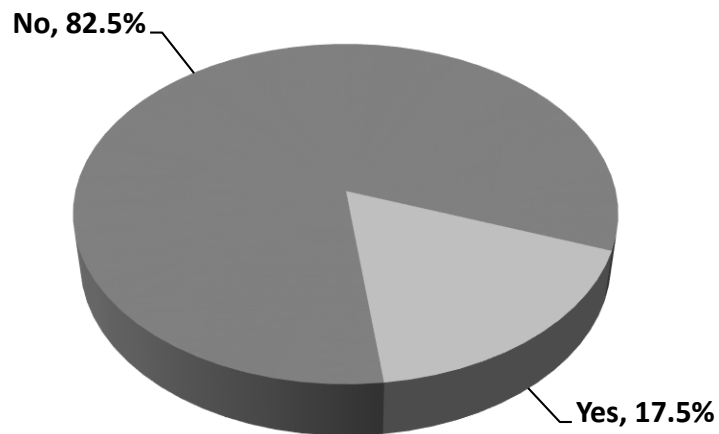


FIGURE 5.1- Question: Do you currently live in the city of Alexandria? Base: All respondents. 24,897 completed surveys.

How Website Visitor Learned about VisitAlexandriaVA.com

Website users primarily learned about VisitAlexandriaVA.com from a search engine result (56.7%). Search engines have been the overwhelming deliverer of traffic to all the other DMO websites Destination Analysts has studied, as well. However, VisitAlexandriaVA.com does have some diversity in the sources of its users learning about the site. 12.2 percent learned about VisitAlexandriaVA.com through a link from another website, while 2.2 percent learned about the site through social media resources and blogs. 5.6 percent cited word-of-mouth. 4.2 percent said they learned about the site from the Alexandria Visitor Guide. 4.2 percent said they learned about the site from the Alexandria Visitor Guide. 4.2 percent said they learned about the site from the Alexandria Visitor Guide.

Figure 5.2: How did you initially learn about this website (VisitAlexandriaVA.com)?

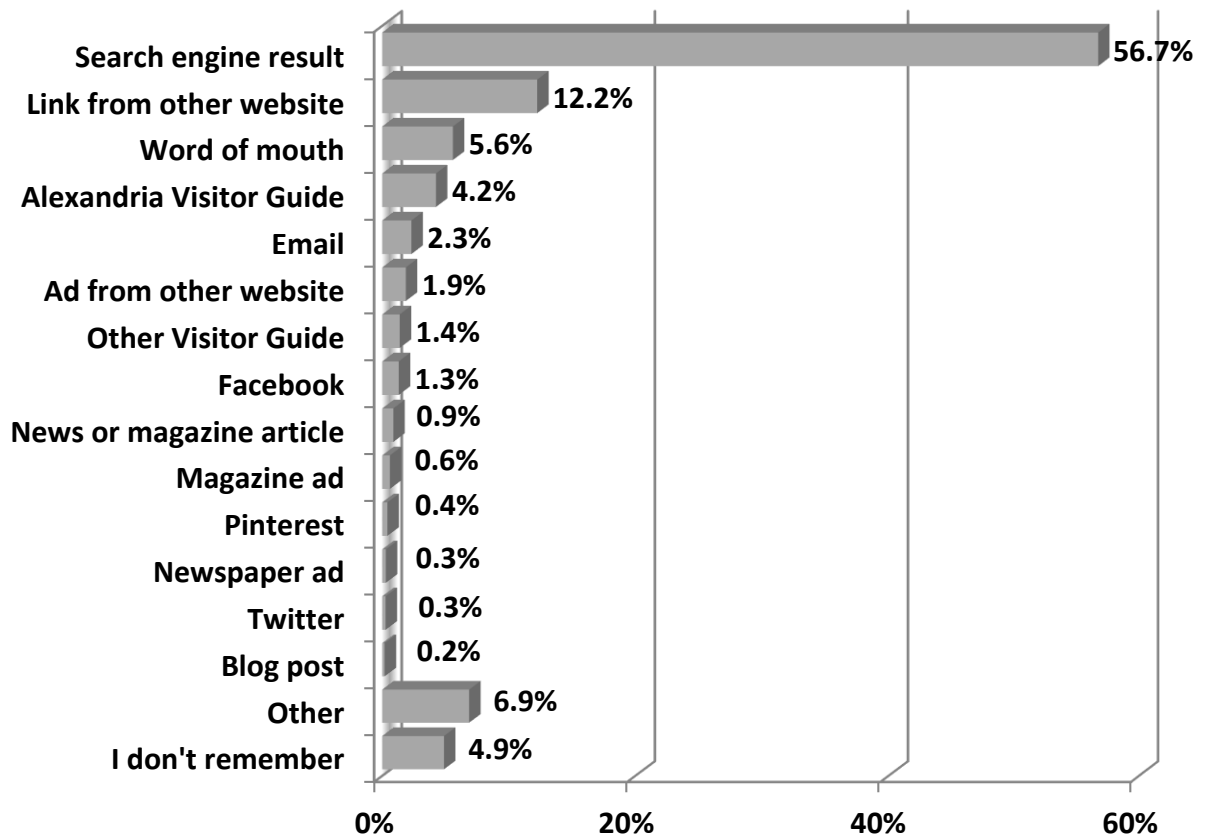


FIGURE 5.2 - Question: How did you initially learn about this website (VisitAlexandriaVA.com)?
Base: All respondents. 9,121 completed surveys.

Type of Website Visitor

Over half of survey respondents were in the process of gathering information for an upcoming trip, either to the city of Alexandria or to the Washington DC region. DMO websites serve a wide-variety of audiences, from consumers planning a visit to the destination to professional segments like meeting planners, the travel trade and media. Four in ten survey respondents visited the website primarily to gather information for a trip specifically to Alexandria (40.8%). Another 14.6 percent said they were gathering information for a trip to the Washington DC region with Alexandria as the homebase. Nearly one in ten were tourists already in-market in the DC area. In total, 14.2 percent are DC region residents using the site to research activities for themselves.

Figure 5.3: Which of the following best describes you? (Please only select those statements that apply)

I'm gathering information for a trip to Alexandria	40.8%
I'm gathering information for a trip to the DC region with Alexandria as my homebase	14.6%
I live in the DC region and am researching activities for myself	14.2%
I'm currently on a trip to the DC region	8.7%
I'm moving to Alexandria in the next 12 months	2.8%
I live in Alexandria and am researching activities for friends/family	1.4%
I'm a meeting, event or wedding planner visiting this website for business reasons	1.0%
I'm a journalist visiting this website for business reasons	0.7%
I'm a travel agent/tour operator visiting this website for business reasons	0.6%
I'm a student/educator doing research for a school project	0.5%
I'm visiting this website for market research	0.5%
I'm a member of the Alexandria CVA	0.2%
None of the above	14.0%

FIGURE 5.3 - Question: Which of the following best describes you? (Please only select those statements that apply) Base: Respondents who live outside Alexandria. 9,128 completed surveys.

Type of Trip

Nearly two-thirds of survey respondents who used VisitAlexandriaVA.com to gather trip information were planning or considering travel to Alexandria for personal leisure purposes (63.4%). Well over one-third characterized the trip they intended to take to Alexandria as a vacation (37.1%). Fully 26.4 percent described the trip as a weekend getaway (26.3%), representing an important opportunity to influence these site users to extend their length of stay in the area. In total, 12.1 percent of site users were business, group meeting or government travelers.

Figure 5.4: Which best describes the type of travel to Alexandria you are taking, planning or considering?

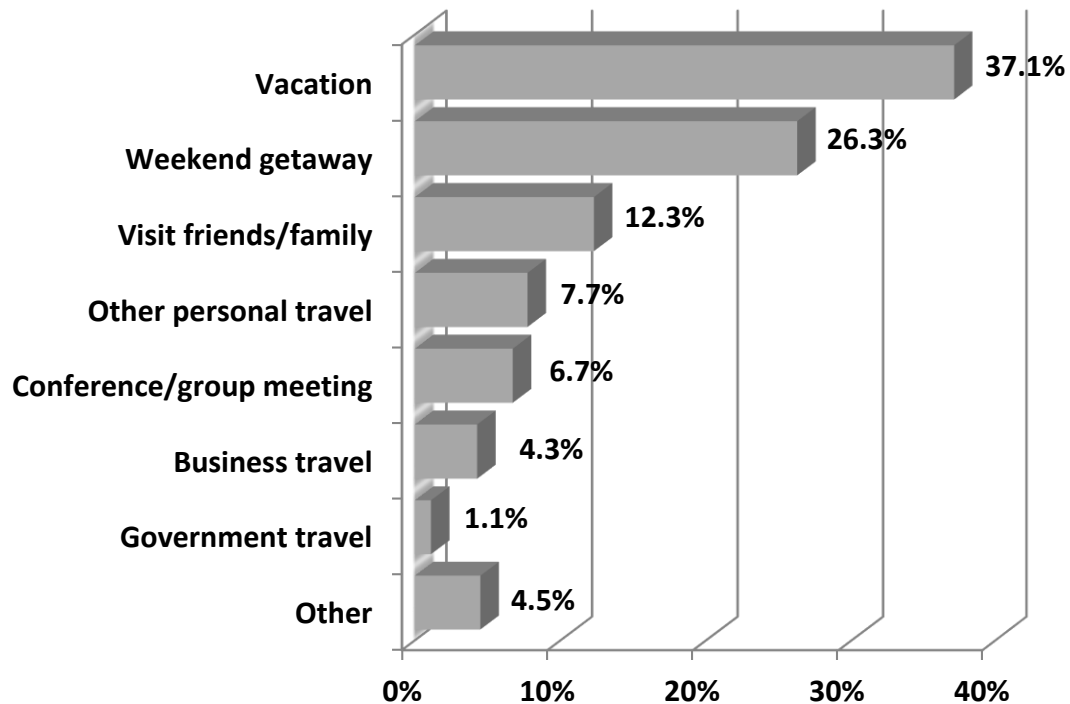


FIGURE 5.4 - Question: Which best describes the type of travel to Alexandria you are taking, planning or considering? Base: Respondents gathering information for a trip. 4,539 completed surveys.

Point in Travel Planning Process

Half of website users who are potential visitors to Alexandria have not yet made up their mind to visit, and are therefore subject to influence by the site in making the ultimate decision to visit Alexandria (49.3%). The survey asked respondents who were gathering trip information how far along they were in their travel planning process. One-third of these website users said they were interested in visiting, but had not yet made travel plans (33.5%). Another 15 percent said they were just considering destinations for a trip (15.8%). This shows that the website is attracting a significant proportion of people who can be influenced, and who can therefore be converted into actual visitors to Alexandria. The other half of this group of website users had already made up their mind to visit Alexandria when they arrived at the website (49.5%).

Figure 5.5: Which best describes where you are in the trip planning process? (Select one)

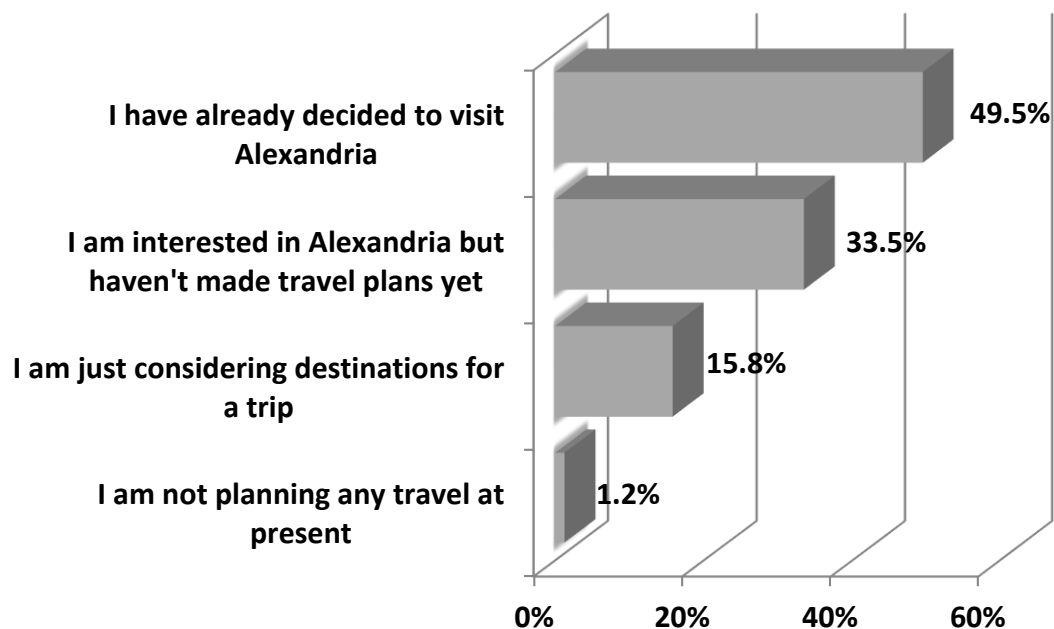


FIGURE 5.5 - Question: Which best describes where you are in the trip planning process? Base: Respondents gathering information for a trip. 4,995 completed surveys

Nights in Alexandria, VA

Those who planned to stay overnight in Alexandria said they were likely to spend **3.1 nights in the city**. In total, 43.5 percent of all website users gathering trip information intended to spend one or more nights in Alexandria.

Figure 5.6: How many nights are you likely to spend in Alexandria?

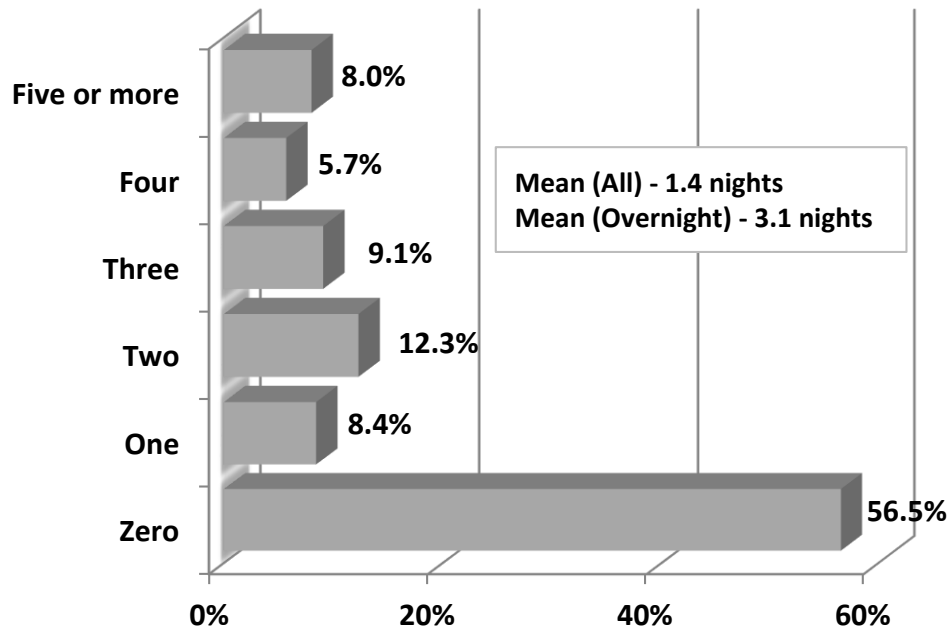


FIGURE 5.6 - Question: How many nights are you likely to spend in Alexandria? Base: Respondents gathering information for a trip. 9,118 completed surveys.

Month of Visit

During the period of study, the fall was the most popular season of prospective travel to Alexandria. In order to follow up with survey respondents after their intended visit to Alexandria, respondents were asked in which month they would be most likely to travel. September (11.0%) and October (13.3%) were two of the months with the most likely reported visitation.

Figure 5.7: In what month are you likely to arrive in Alexandria?

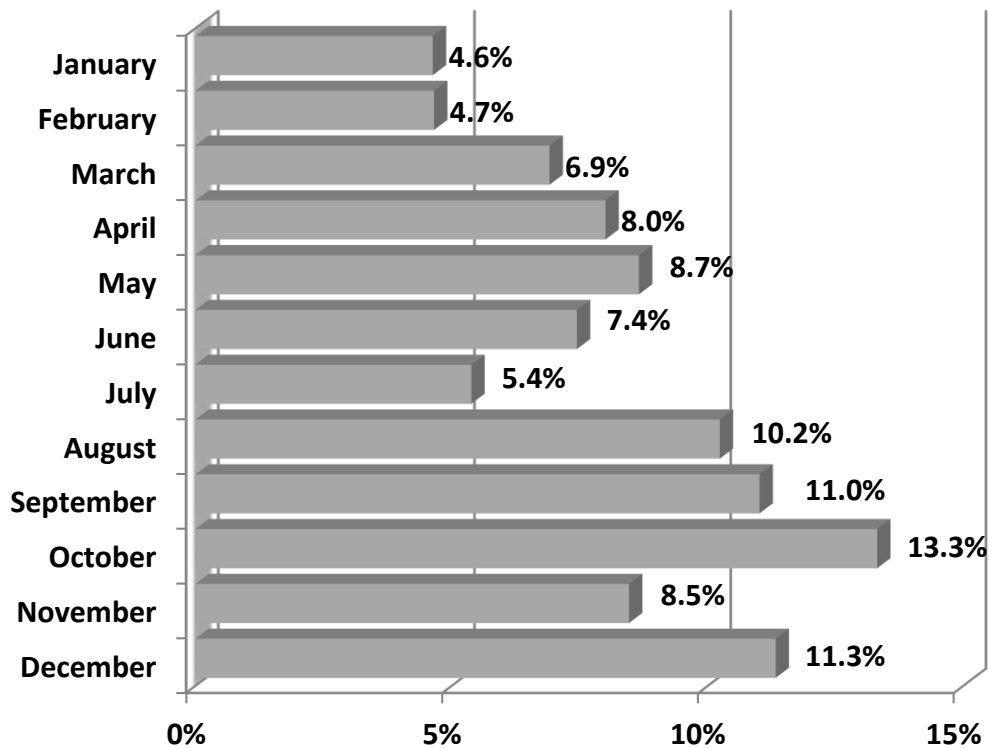


FIGURE 5.7 - Question: In what month are you likely to arrive in Alexandria? Base: Respondents gathering information for a trip. 4,125 completed surveys.

Information Sought on VisitAlexandriaVA.com

Information on Alexandria’s attractions and museums was the most popular type of content website users sought when they arrived at

VisitAlexandriaVA.com (59.6%). Presented with a set list of content types, respondents were asked to select all those which they were specifically looking for on the site upon arrival. In addition to attractions and museums, an events calendar (45.5%) and restaurant information (39.9%) were also commonly sought.

Figure 5.8: Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select all that apply, however only select those items that you had in mind before coming to this site.)

Information on Alexandria attractions and museums	59.6%
A calendar of Alexandria events	45.5%
Restaurant/dining information	39.9%
Special offers/coupons	30.3%
Shopping information	23.7%
Maps	22.5%
Local transportation information	18.0%
Sample trips/itineraries	17.4%
Bars/nightlife information	16.5%
Theater, arts or performance information	15.9%
A list of Alexandria hotels and other lodging	15.0%
Outdoor recreation information	12.6%
Detailed hotel/lodging information	12.0%
A way to order an official visitors guide	11.4%
Information on a specific event	6.8%

FIGURE 5.8 – Question: Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select all that apply, however only select those items that you had in mind before coming to this site.) Base: Respondents gathering information for a trip. 5,391 completed surveys.

Opt-in for Follow-up Survey

Half of survey respondents opted in for the follow-up survey (49.8%). As described earlier in this report, the information collected in the Website Visitor Intercept Survey was designed to be analyzed in conjunction with data collected in a second follow-up survey. The Website Visitor Follow-Up Survey was sent to respondents at the end of the month they were likely to visit Alexandria. In order to conduct this follow-up survey, opt-in permission for e-mail communication was necessary. Half of the website users surveyed gave their permission to be sent a second survey via email (49.8%).

Figure 5.9: May we send you a short questionnaire in a few months to ask about your travel experiences? We would greatly appreciate your help and there will be another opportunity to win prizes. Your email address will only be used to send you the questionnaire and not for any other purpose.

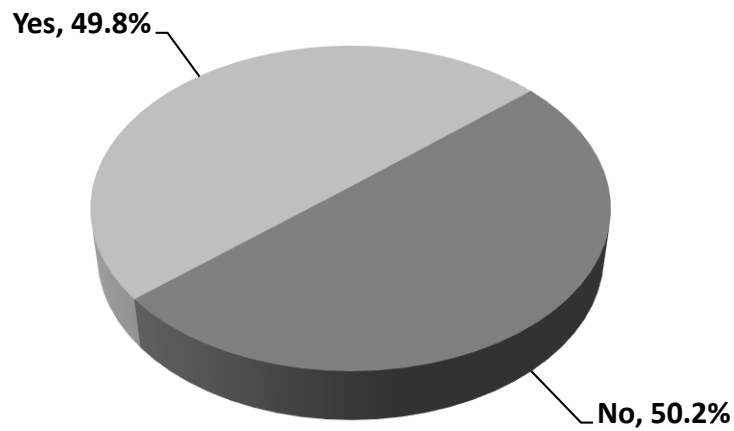


FIGURE 5.9 – Question: May we send you a short questionnaire in a few months to ask about your travel experiences? We would greatly appreciate your help and there will be another opportunity to win prizes. Your email address will only be used to send you the questionnaire and not for any other purpose. Base: Respondents gathering information for a trip. 5,812 completed surveys.

Graphical Presentation of Website Visitor Follow-up Survey Questions (Conversion Survey)

In this section, the findings of the Website Visitor Follow-Up Survey's base question set are presented in the order they were asked. A brief written analysis is included for each chart.

Please note: Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples were frequently used in the calculation of the ROI metrics presented in Sections 2, 3, and 4, the reader should use caution in making comparisons back to the ROI calculation tables presented earlier.

Alexandria, VA Residence

Nearly all respondents to the Website Visitor Follow-Up Survey reside outside of Alexandria and are thus considered visitors for the purposes of this study (93.1%). This distinction is important as only spending from website users who live outside Alexandria (including those who live inside Fairfax County as defined by Visit Alexandria) may be included in the ROI estimates.

Figure 6.1: Do you currently live in the city of Alexandria, VA, OUTSIDE of Fairfax County? (If you live in Fairfax County, please select “No” below.)

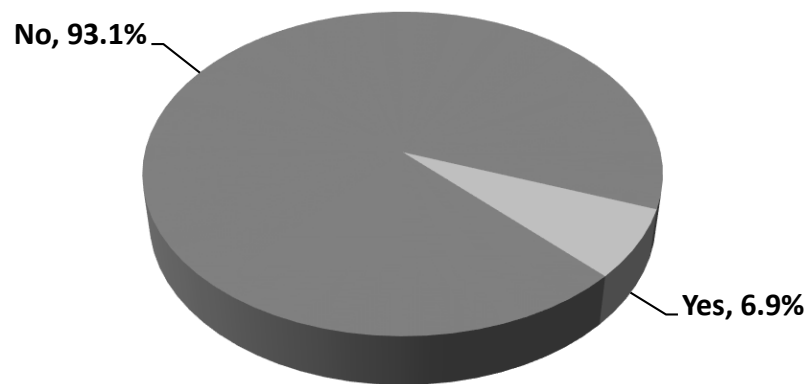


FIGURE 6.1 – Question: Do you currently live in the city of Alexandria, VA, OUTSIDE of Fairfax County? (If you live in Fairfax County, please select “No” below) Base: All respondents. 465 completed surveys.

Visited Alexandria, VA

Website users of VisitAlexandriaVA.com have a strong likelihood of ultimately traveling to Alexandria. In total, 78.2 percent of follow-up survey respondents who live in the city of Alexandria outside of Fairfax County reported visiting Alexandria after using the website.

Figure 6.2: Since visiting our website (VisitAlexandriaVA.com), have you visited the city of Alexandria, VA?

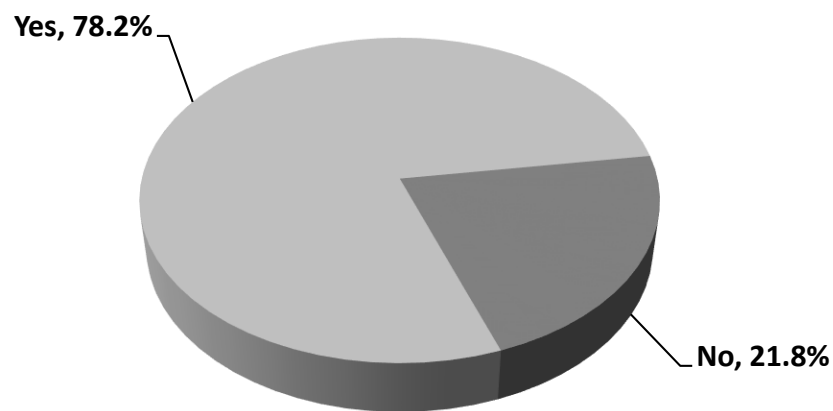


FIGURE 6.2 – Question: Since visiting our website (VisitAlexandriaVA.com), have you visited the city of Alexandria, VA? Base: Respondents who are not residents of Alexandria, VA. 432 completed surveys.

Firm Travel Plans to Alexandria, VA

Over one-quarter of those who have not yet visited Alexandria have made firm plans to visit in the future (28.7%). Those who had not visited Alexandria after using the website were asked if they had nevertheless made firm plans to visit. 28.7 percent of these respondents reported having such plans.

Figure 6.3: Have you made any firm travel plans for a trip to Alexandria, VA yet?

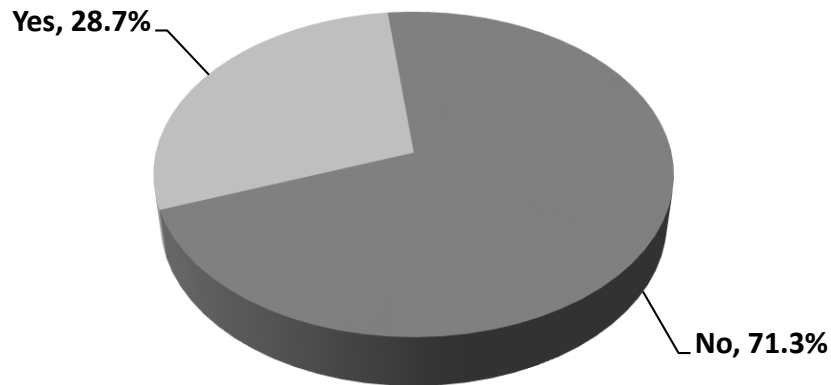


FIGURE 6.3 – Question: Have you made any firm travel plans for a trip to Alexandria, VA yet? Base: Respondents who have not traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 94 completed surveys.

Number of Trips to Alexandria

The typical website user who visited Alexandria made 1.6 trips to the area post-use of VisitAlexandriaVA.com. While vast majority took one trip to Alexandria after using the website (83.6%), a total of 16.4 percent took multiple trips to the city.

Figure 6.4: Since visiting our website (VisitAlexandriaVA.com), how many trips to Alexandria, VA have you made?

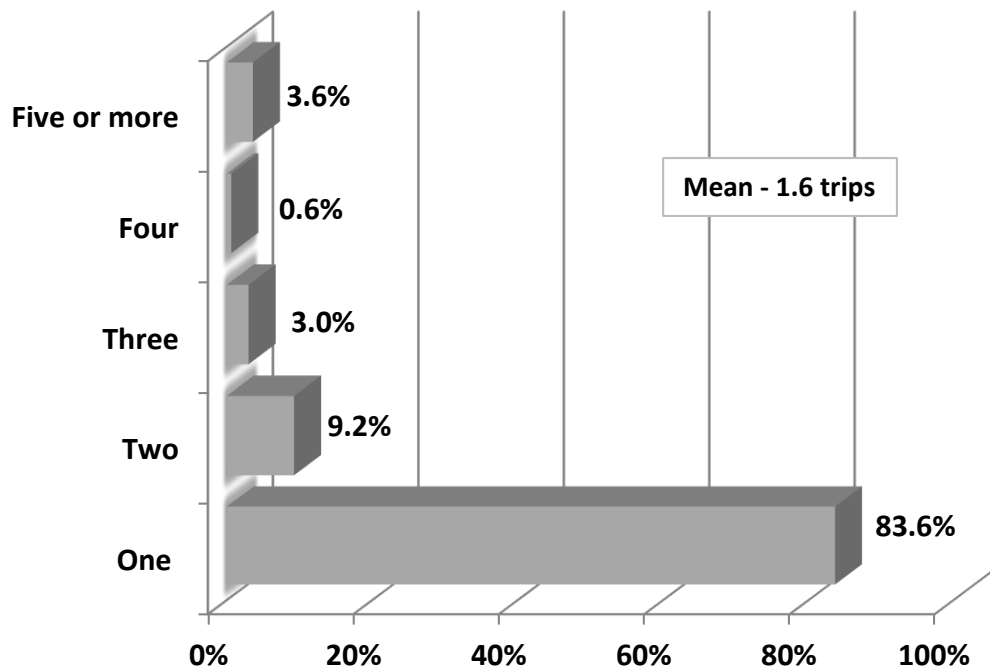


FIGURE 6.4- Question: Since visiting our website (VisitAlexandriaVA.com), how many trips to Alexandria, VA have you made? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Primary Reason for Visit

Leisure travel represents the crux of visitation to Alexandria. The survey asked those who traveled to Alexandria after using VisitAlexandriaVA.com a series of questions about their most recent visit. The first of these inquired about the type of trip they took. In line with what was reported in the Website Visitor Intercept Survey (Figure 5.4), these respondents traveled primarily to take a vacation (36.0%) or a weekend getaway (21.7%) to Alexandria. Business/conference/government related travel represented just under one in ten site users who visited Alexandria.

Figure 6.5: Which of the following best describes the reason for your most recent trip to Alexandria, VA? (Select one)

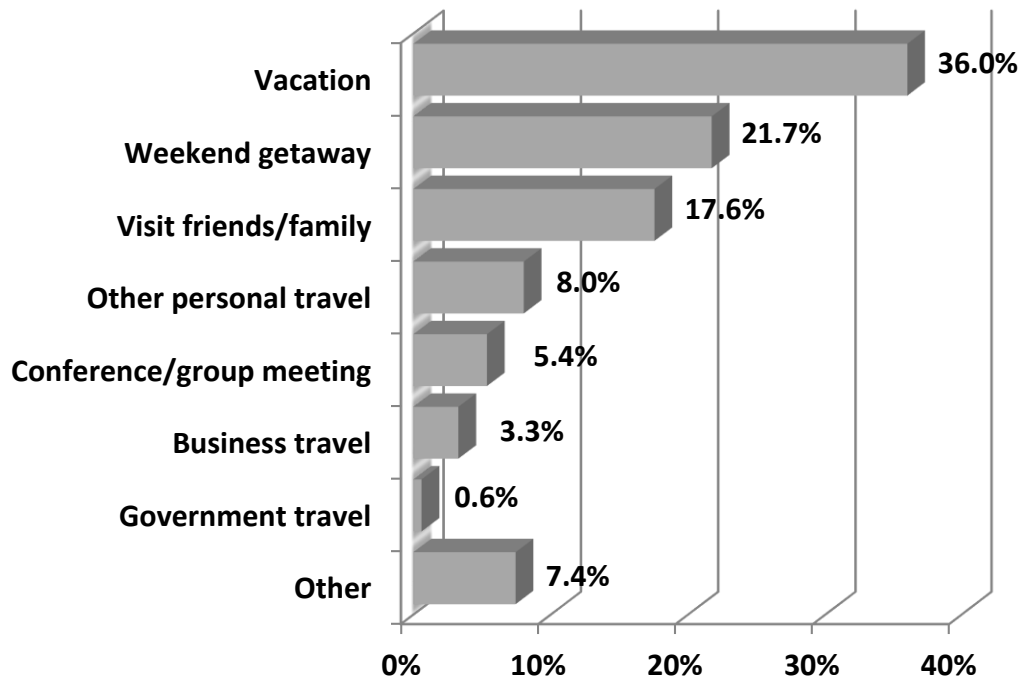


FIGURE 6.5 - Question: Which of the following best describes the reason for your most recent trip to Alexandria, VA? (Select one) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Place of Stay

The largest proportion of respondents who traveled to Alexandria after using VisitAlexandriaVA.com stayed in local commercial lodging, highlighting the website’s potential to generate incremental room nights in Alexandria. Nearly two-thirds of these visitors stayed in paid accommodations inside the city of Alexandria (63.4%). 8.0 percent stayed in the private residence of a friend or family member inside Alexandria, while another 2.7 percent stayed in a home rental in the city of Alexandria.

Figure 6.6: While on this trip, where did you stay while in Alexandria, VA? (Select all that apply)

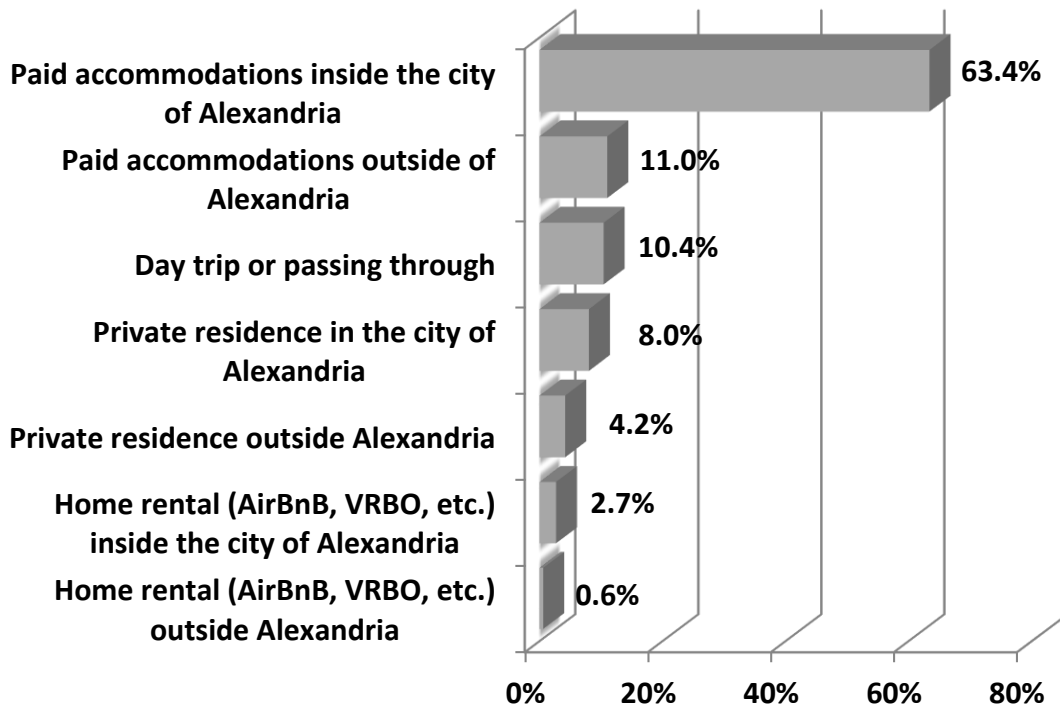


FIGURE 6.6 - Question: While on this trip, where did you stay while in Alexandria, VA? (Select all that apply) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Total Days Spent in Alexandria, VA

On average, website users who traveled to Alexandria after using VisitAlexandriaVA.com spent 4.1 days in-market. Over 80 percent of these respondents spent at least two days in Alexandria (81.6%).

Figure 6.7: How many total days and nights did you spend in Alexandria, VA on this trip?

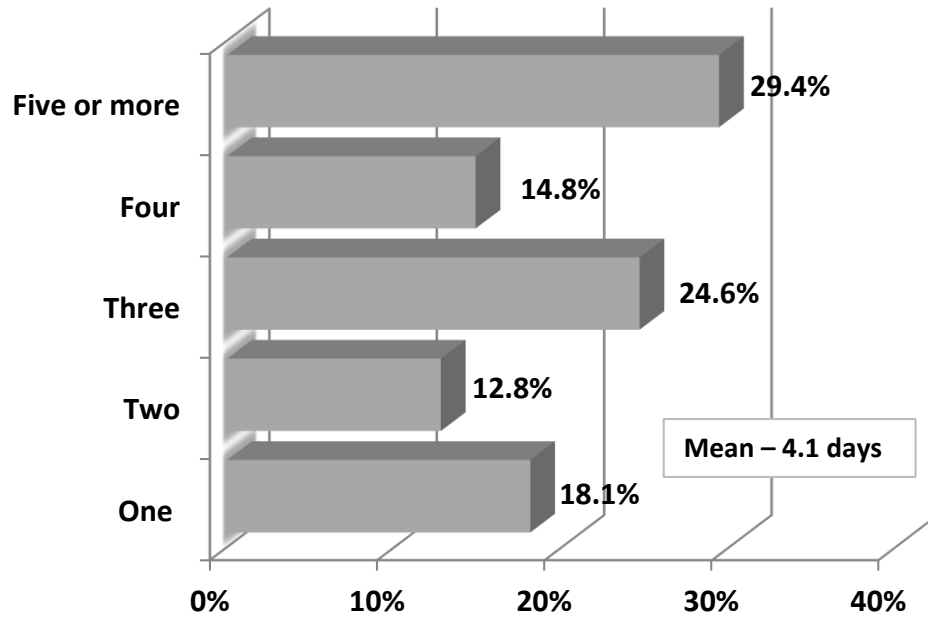


FIGURE 6.7 - Question: How many total days and nights did you spend in Alexandria, VA on this trip? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 337 completed surveys.

Total Nights Spent in Alexandria, VA

Website users who traveled to Alexandria after using VisitAlexandriaVA.com spent an average of 3.2 nights in the destination. Over 80 percent of respondents spent at least one night in Alexandria (83.1%).

Figure 6.8: How many total days and nights did you spend in Alexandria, VA on this trip?

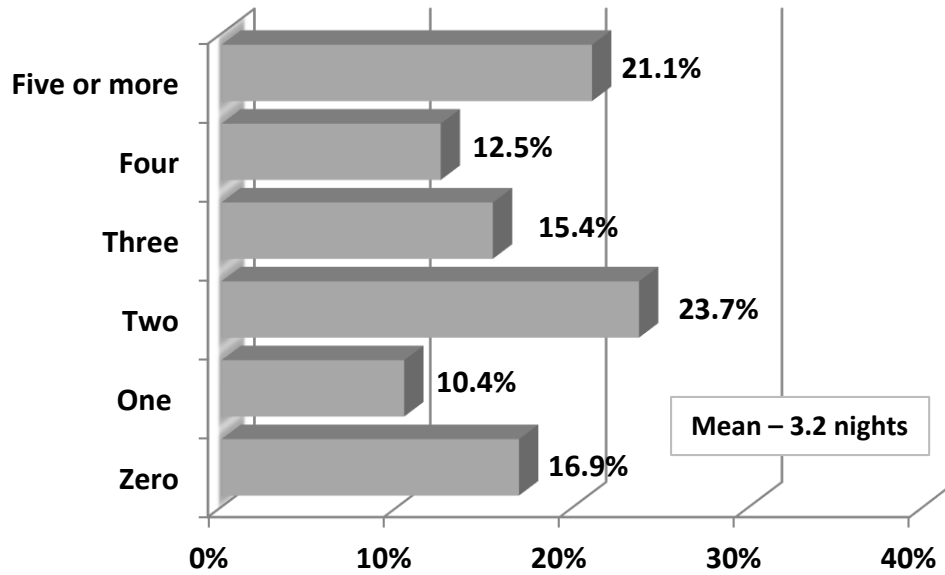


FIGURE 6.8 - Question: How many total days and nights did you spend in Alexandria, VA on this trip? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 337 completed surveys.

Travel Party Size—Adults

The average travel party size to Alexandria consisted of 2.4 adults. Nearly two-thirds of travel parties amongst website users who visited Alexandria were comprised of two adults (63.1%).

Figure 6.9: How many people were in your immediate travel party?

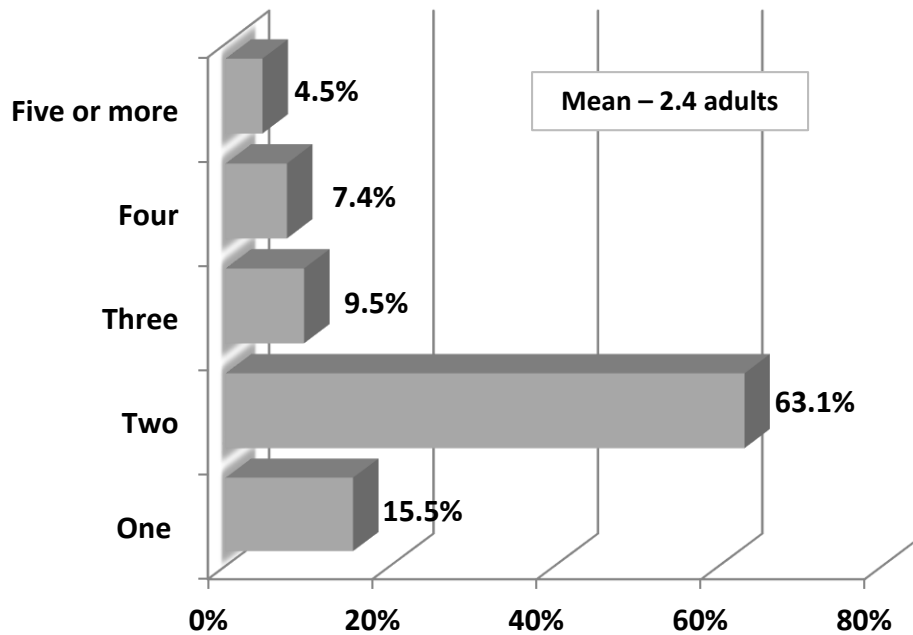


FIGURE 6.9 - Question: How many people were in your immediate travel party? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Travel Party Size—Children

On average, respondents' travel parties consisted of 0.4 children.

Approximately 15 percent of survey respondents traveled to Alexandria with children (14.6%).

Figure 6.10: How many people were in your immediate travel party?

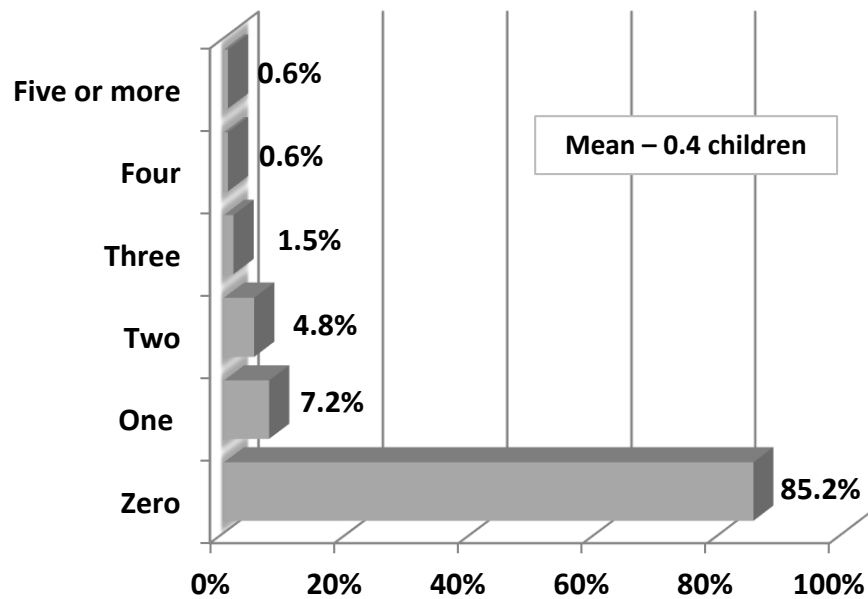


FIGURE 6.10 - Question: How many people were in your immediate travel party? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Spending Per Day

Travel parties who used VisitAlexandriaVA.com spent an average of \$380.11 per day while in Alexandria. Figure 6.11 (below) shows the average distribution of spending in Alexandria by website users who visited post-use of VisitAlexandriaVA.com. Lodging comprised the largest share of this spending (\$112.61 across all visitors; \$152.43 for those staying in a hotel/motel/inn inside the city of Alexandria), followed by restaurants and dining (\$93.47) and retail purchases (\$81.56).

Figure 6.11: While on this trip, approximately how much IN TOTAL did you spend PER DAY while in the city of Alexandria, VA on each of the following? (Please only INCLUDE spending inside the city of Alexandria, VA and EXCLUDE any spending made outside Alexandria, VA, e.g., any expenses incurred in Washington, DC)

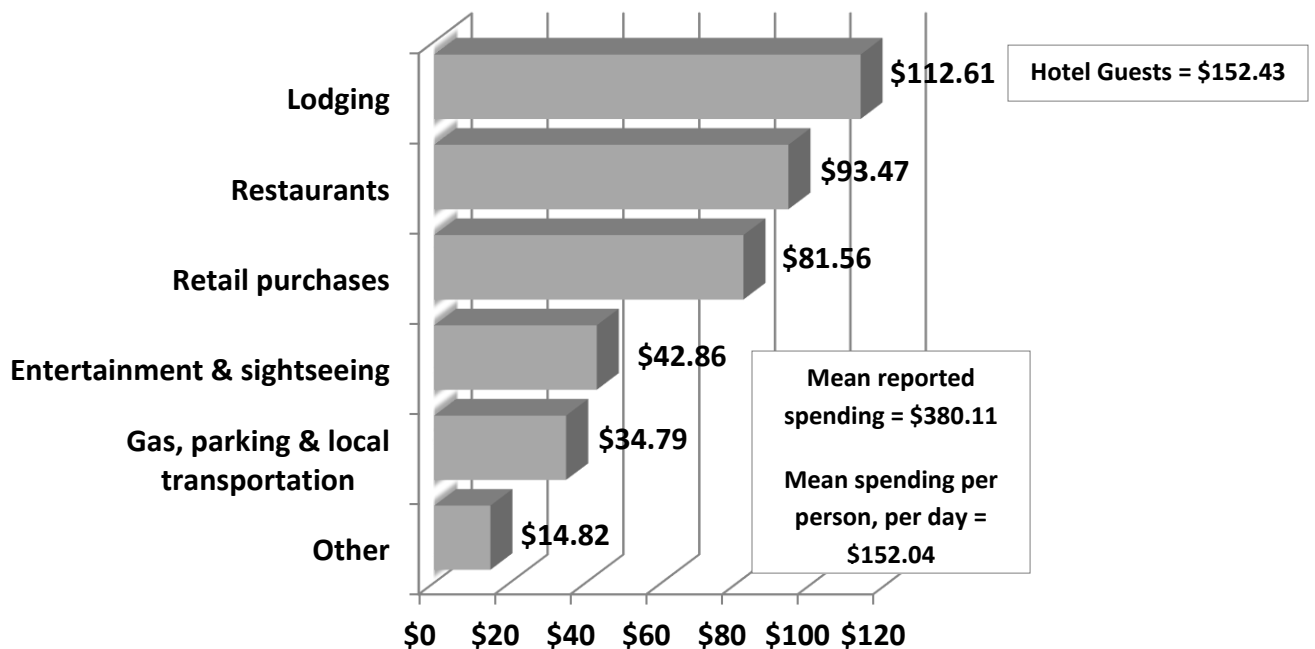


FIGURE 6.11 - Question: While on this trip, approximately how much IN TOTAL did you spend PER DAY while in the city of Alexandria, VA on each of the following? (Please only INCLUDE spending inside the city of Alexandria, VA and EXCLUDE any spending made outside Alexandria, VA, e.g., any expenses incurred in Washington, DC) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 330 completed surveys.

Number of Travelers Covered by Spending

Survey respondents' reported daily trip spending covered the travel costs of 2.5 persons on average. Thus, it is estimated that each of these visitors represents \$152.04 in daily spending in Alexandria.

Figure 6.12: How many people's travel expenses did the spending reported above cover?

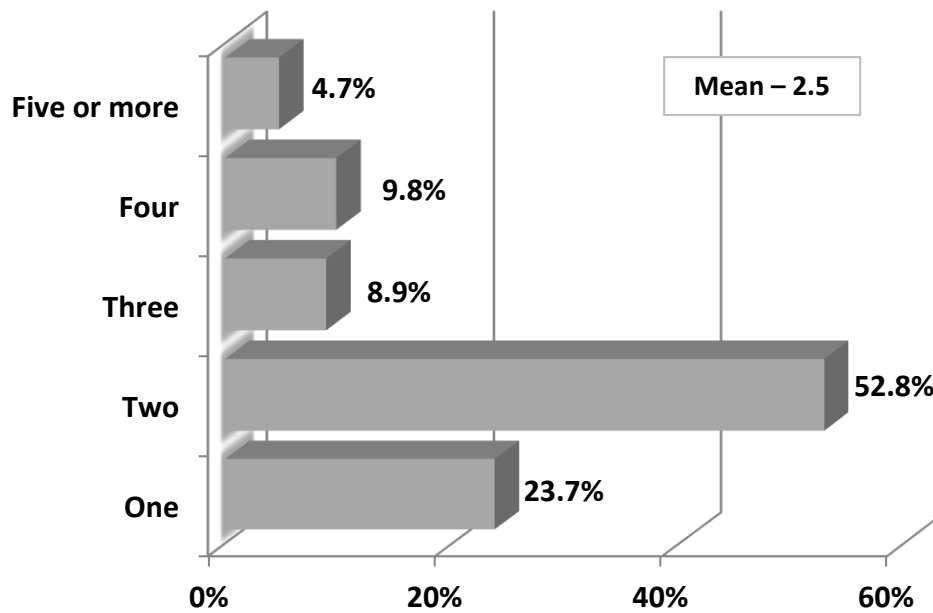


FIGURE 6.12 - Question: How many people's travel expenses did the spending reported above cover? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 337 completed surveys.

Destination Attributes Important to Visiting Alexandria

Alexandria’s walkability and ease of getting around is the destination attribute most important to making the decision to visit the city (67.9%). Presented with a set list of destination attributes, survey respondents who visited Alexandria after using VisitAlexandriaVA.com were asked to select those which were important in their decision to travel to Alexandria. In addition to the city’s walkability, its proximity to Washington, DC (59.8%) and easy access by metro and other modes of transportation (46.8% and 45.8%), visitors were motivated by Alexandria’s historic significance (53.6%), cleanliness and safeness (52.1%), well-preserved architecture (47.9%) and restaurants/food scene (49.7%).

Figure 6.13: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA? (Select all that apply)

Walkable and easy to get around	67.9%
Proximity to Washington, DC	59.8%
Historic significance	53.6%
Clean and safe	52.1%
Restaurants, cuisine, food scene	49.7%
Well-preserved 18th & 19th century architecture	47.9%
Access to metro/public transit	46.4%
Easy to get to by car, train, plane	45.8%
Waterfront location	44.6%
Unique shopping opportunities	36.3%
Overall ambiance and atmosphere	34.5%
Museums and historic sites	31.8%
Friends/family in the area	25.6%
Good deal on hotel/attractions	23.8%
Alexandria is uncontrived and authentic	22.3%
Art galleries/studios	19.9%
Alexandria is family-friendly	16.4%
Alexandria is a good value	15.5%
Alexandria is romantic	15.2%
Public parks and green spaces	14.0%
Alexandria is refined	12.2%
Special event/festival	9.2%
Dog-friendly	8.9%
Nightlife	6.0%
Bike-friendly	5.7%
Theatre, performing arts, live music	5.1%
Other	8.0%

FIGURE 6.13 - Question 14: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA? (Select all that apply) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Activities in Alexandria

Visiting Alexandria’s King Street or “Old Town” and dining in restaurants were the most common activities during a trip to Alexandria. Alexandria’s visitors who traveled to the area after using VisitAlexandriaVA.com engaged in a myriad of activities and attractions during their trip. In addition to strolling along King Street or “Old Town” (83.9%) and dining in restaurants (82.4%), these visitors also commonly went to the waterfront (70.2%) and visited Alexandria’s historic sites (53.9%) during their trip.

Figure 6.14: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip? (Select all that apply)

Stroll King Street ("Old Town")	83.9%
Dine in restaurants	82.4%
Visit the waterfront	70.2%
Visit Alexandria's historic sites	53.9%
Shopping	50.0%
Torpedo Factory Art Center	39.0%
Visit art gallery/antique store	31.8%
Visit Mount Vernon	28.6%
Visit local friends/family	23.8%
Take a history tour	20.5%
Attend a special event/festival	14.0%
Boat tour	8.9%
Visit Del Ray neighborhood	6.5%
Attend a conference	5.7%
Spa, yoga or other wellness activity	3.0%
Attend a business meeting	3.0%
Biking	2.4%
Birchmere music hall	0.3%

FIGURE 6.14 - Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip? (Select all that apply) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Other Destinations Visited

Nearly nine in ten VisitAlexandriaVA.com users who traveled to Alexandria post-use of the site visited the city in conjunction with other destinations (88.7%).

The most common of these destinations was Washington, DC, with about 70 percent of these survey respondents reporting also visiting the District during the same trip in which they traveled to Alexandria. Approximately one in four reported also visiting Arlington, VA (24.7%) on their Alexandria trip, and nearly one in five reported visiting National Harbor, MD (18.5%).

Figure 6.15: Which other destinations did you visit on this trip in which you visited Alexandria, VA? (Select all that apply)

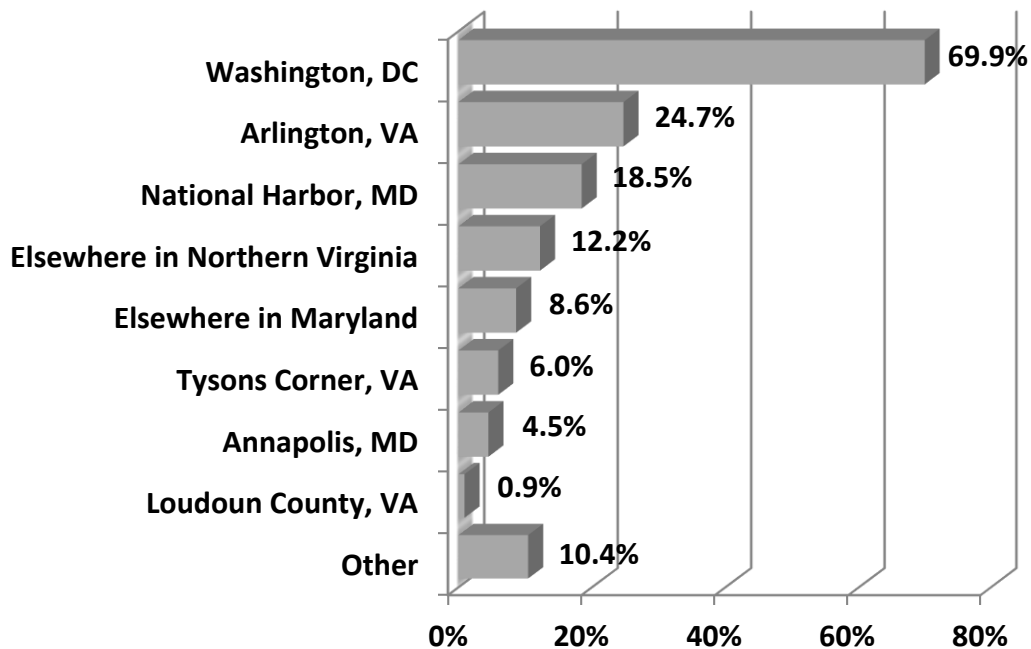


FIGURE 6.15 - Question: Which other destinations did you visit on this trip in which you visited Alexandria, VA? (Select all that apply) Base: To be determined. Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Impact of Website on Destination Decision

VisitAlexandriaVA.com effectively persuades its users to visit the city. Figure 6.16 (below) shows the proportion of survey respondents who feel that the website helped them make their decision to ultimately visit. Three-quarters of respondents agreed that the website indeed influenced them to visit Alexandria (75.7%).

Figure 6.16: Do you feel that our website (VisitAlexandriaVA.com) helped you make your decision to visit Alexandria, VA?

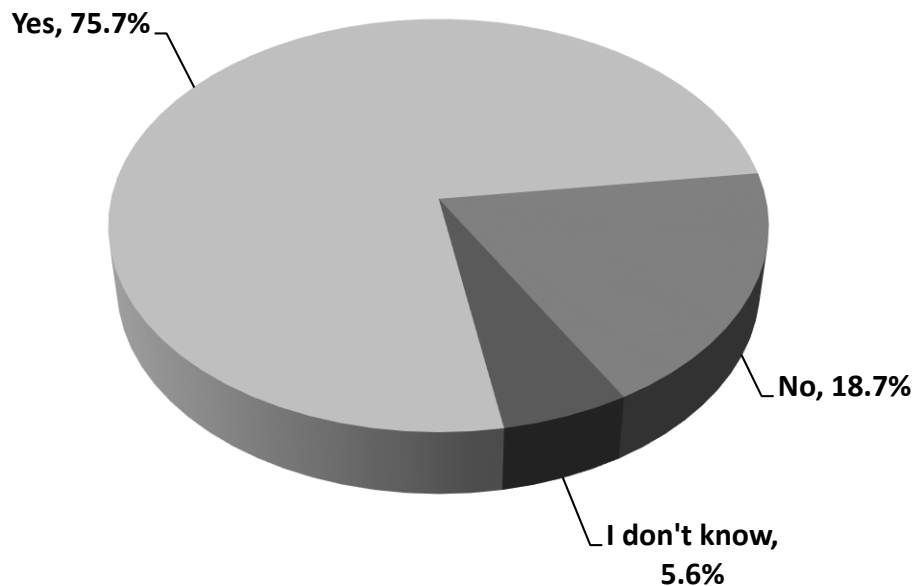


FIGURE 6.16 - Question: Do you feel that our website (VisitAlexandriaVA.com) helped you make your decision to visit Alexandria, VA? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 305 completed surveys.

Importance of Website on Destination Decision

Among those who reported that the website influenced their decision to visit Alexandria, over half reported that the website was “Important” (38.1%) or “Very important” (18.6%) to this decision (56.7%). This distinction is significant because it identifies those visitors on incremental trips, whose direct spending in Alexandria is used in the estimates of the website’s economic impact to the area. With another 38.1 percent of respondents citing the website as being “Somewhat important” to their decision to visit Alexandria, there is a notable opportunity to increase the site’s level of importance in the decision making process.

Figure 6.17: How important was our website (VisitAlexandriaVA.com) to you in making the decision to visit Alexandria, VA? (Select one)

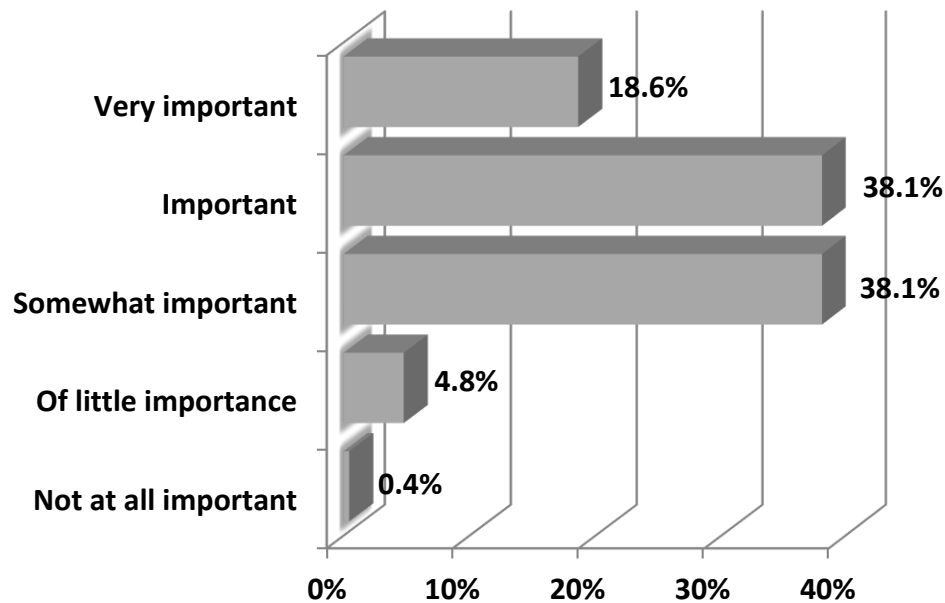


FIGURE 6.17 - Question: How important was our website (VisitAlexandriaVA.com) to you in making the decision to visit Alexandria, VA? (Select one)? Base: Respondents who reported that the website helped make their decision to visit. 231 completed surveys.

Importance of Website on Destination Decision — DC Regional Residents vs. All Other Visitors

In comparing DC regional residents who visited Alexandria to all other visitors who live outside the DC regional area, all other visitors are more likely to consider VisitAlexandriaVA.com important in their decision to visit the city. The table below compares the website's importance in the decision to visit Alexandria for DC regional residents and all other visitors. Nearly 60 percent of all other visitors felt that VisitAlexandriaVA.com was "Important" or "Very important" to their decision, compared to 47.8 percent of DC regional residents who reported this level of importance.

Note, due to the small sample sizes, please take caution using data reported in Figure 6.18.

Figure 6.18: How important was our website (VisitAlexandriaVA.com) to you in making the decision to visit Alexandria, VA? (Select one)

	DC Regional Residents	All Other Visitors
Top Two Box Score	47.8%	57.7%
Very Important	4.3%	20.2%
Important	43.5%	37.5%
Somewhat Important	47.8%	37.0%
Of Little Importance	4.3%	4.8%
Not At All Important	0.0%	0.5%
Base	23	208

FIGURE 6.18 - Question: How important was our website (VisitAlexandriaVA.com) to you in making the decision to visit Alexandria, VA? (Select one)? Base: Respondents who reported that the website helped make their decision to visit. 231 completed surveys.

Website Influence on Length of Stay

About one-in-five of those of whom the decision to visit Alexandria was already made reported that the website influenced the number of days they ultimately spent in Alexandria (17.1%). Those who visited Alexandria for business-related purposes, as well as those who visited for leisure but who said the website did not help them make the decision to visit, were asked if the site in any way influenced their length of stay in Alexandria. The theory underlying this question set is to help distinguish another type of visitor: those who are influenced by the website's content to increase their length of stay in-market.

Figure 6.19: Do you feel that the information you found on our website (VisitAlexandriaVA.com) in any way influenced the number of days you ultimately spent in Alexandria, VA on this trip?

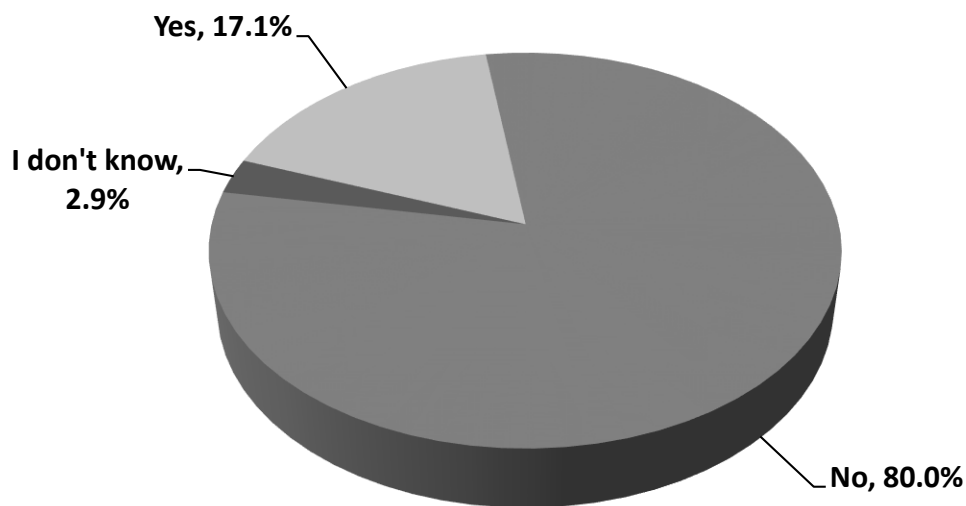


FIGURE 6.19 - Question: Do you feel that the information you found on our website (VisitAlexandriaVA.com) in any way influenced the number of days you ultimately spent in Alexandria, VA on this trip? Base: Respondents who reported that the website did not help make their decision to visit. 105 completed surveys.

How Website Influenced Length of Stay

Over three-quarters of survey respondents who stated that VisitAlexandriaVA.com influenced the number of days they spent in Alexandria reported that it increased their length of stay (77.8%). On average, these respondents increased the number of days spent in Alexandria by an average of 1.3 days.

Note, due to the small sample size, please take caution using data reported in Figure 6.20.

Figure 6.20: How did our website (VisitAlexandriaVA.com) influence the number of days you spent in Alexandria, VA on this trip?

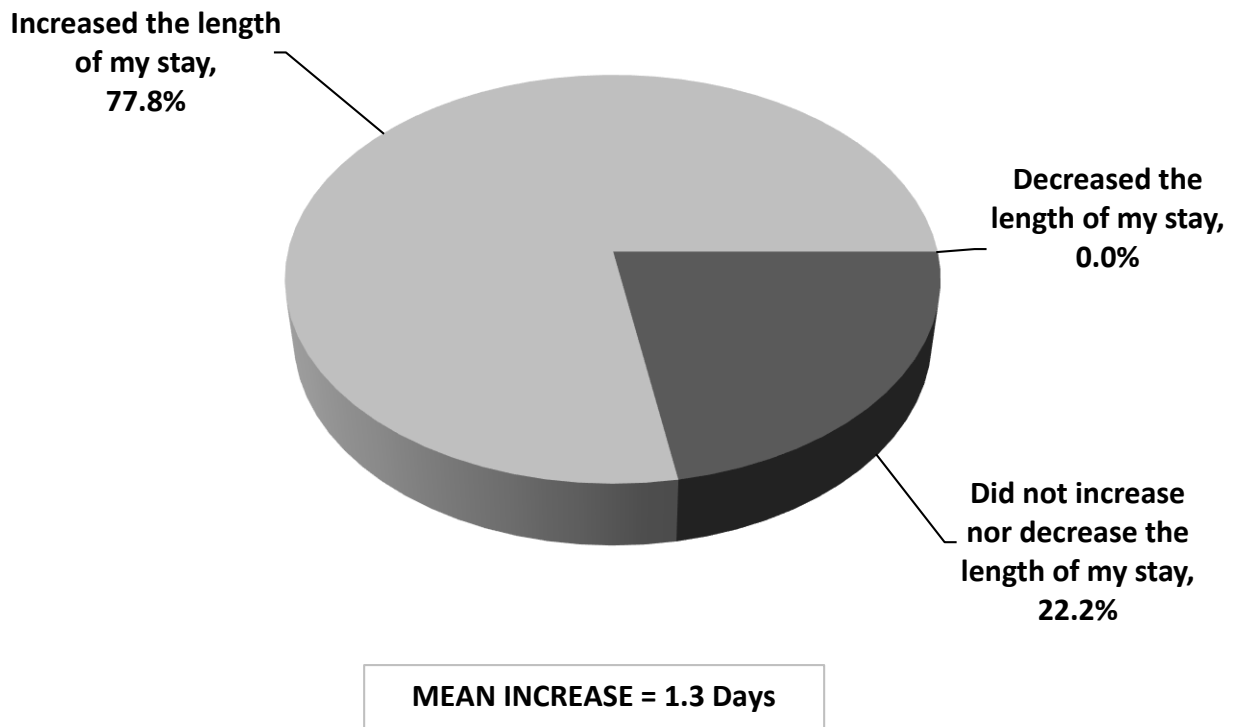


FIGURE 6.20 - Question: How did our website (VisitAlexandriaVA.com) influence the number of days you spent in Alexandria, VA on this trip? How many days did you increase the length of your stay in Alexandria, VA as a result of using our website (VisitAlexandriaVA.com)? Base: Respondents who reported that the website influenced their length of stay. 18 completed surveys.

Resources Used

In addition to VisitAlexandriaVA.com, other official Visit Alexandria resources were also commonly used in the trip planning process. Amongst the resources tested, survey respondents who visited Alexandria after using VisitAlexandriaVA.com most typically also turned to the Alexandria Official Visitors Guide (62.8%) for trip planning. About one in ten also reported using the the Visit Alexandria Facebook page (10.1%) and/or the Alexandria Insider email newsletter (7.7%) to help plan their trip. Other common resources were user-generated websites (43.5%), opinions of friends or family members (33.6%) and online travel agencies (27.7%).

Figure 6.21: Which of the following resources did you use to help plan your trip to Alexandria, VA?

Alexandria Official Visitors Guide	62.8%
User-generated content/reviews websites	43.5%
Opinions of friends or relatives	33.6%
Online travel agencies	27.7%
Information gathered on your mobile phone	16.4%
Alexandria, VA Facebook page	10.1%
Commercial guidebook	9.5%
Alexandria Insider email newsletter	7.7%
Lifestyle, city or travel magazine	6.5%
Newspaper travel section	2.7%
Alexandria, VA Twitter account	1.5%
Alexandria, VA on Instagram	1.5%
Alexandria, VA YouTube channel	1.2%
Alexandria, VA Pinterest	0.6%
Television programming	0.3%

FIGURE 6.21 - Question: Which of the following resources did you use to help plan your trip to Alexandria, VA? Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Likelihood to Return to Alexandria, VA

VisitAlexandriaVA.com users who visited Alexandria have a high propensity to travel to the area again. A strong indicator that Alexandria delivers a satisfactory visitor experience, approximately 90 percent reported that they were “Likely” (24.1%) or “Very likely” (64.6%) to return to Alexandria (88.7%).

Figure 6.22: How likely are you to return to Alexandria, VA? (Select one)

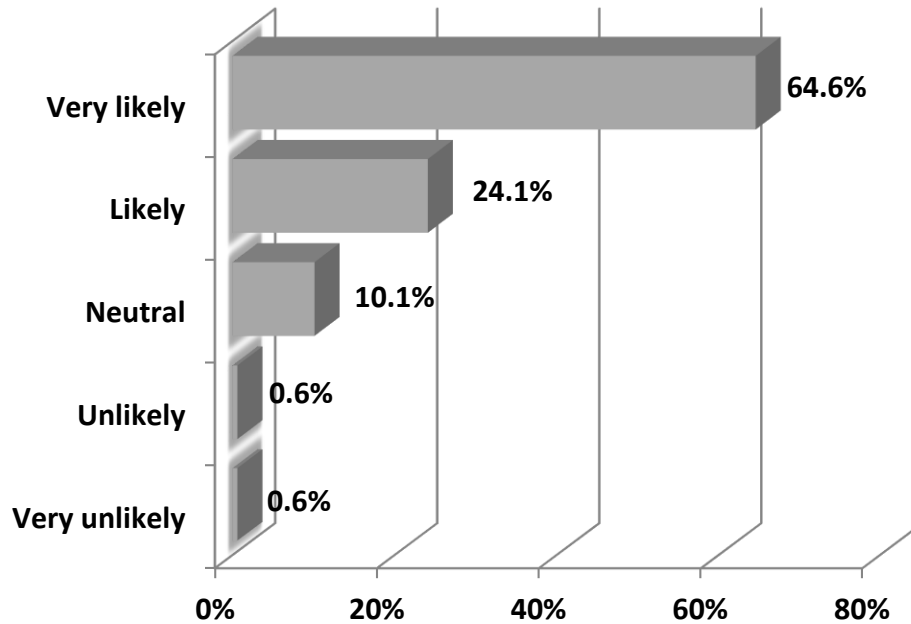


FIGURE 6.22 - Question: How likely are you to return to Alexandria, VA? (Select one) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Likelihood to Return to Alexandria, VA— DC Regional Residents vs. All Other Visitors

All DC regional residents who visited Alexandria post-use of the website are likely to return to the city. 87.5 percent of DC regional residents said that they were “Very likely” to return, while 12.5 percent were “Likely” to visit again. In line with what was seen for all survey respondents who visited Alexandria in Figure 6.22, nearly 90 of all other visitors who live outside the DC regional area reported that they were “Likely” (25.0%) or “Very likely” (62.8%) to return to Alexandria (87.7%).

Note, due to the small sample sizes, please take caution using data reported in Figure 6.23.

Figure 6.23: How likely are you to return to Alexandria, VA? (Select one)

	DC Regional Residents	All Other Visitors
Top Two Box Score	100.0%	87.8%
Very Likely	87.5%	62.8%
Likely	12.5%	25.0%
Neutral-Neither Likely Nor Unlikely	0.0%	10.9%
Unlikely	0.0%	0.6%
Very Unlikely	0.0%	0.6%
Base	24	312

FIGURE 6.23 - Question: How likely are you to return to Alexandria, VA? (Select one) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Satisfaction with Visitor Experience

Nearly all survey respondents reported being satisfied with their visitor experience in Alexandria (98.9%). Over 80 percent of visitors surveyed were “Very satisfied” (81.3%) with their experience. There were no reported levels of dissatisfaction.

Figure 6.24: In general, how satisfied were you with your visitor experience in Alexandria, VA? (Select one)

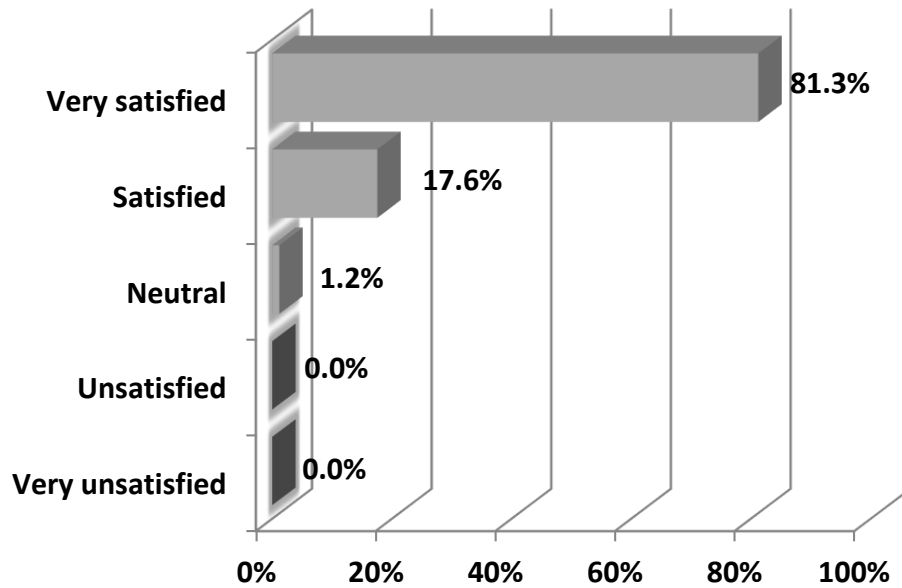


FIGURE 6.24 - Question: In general, how satisfied were you with your visitor experience in Alexandria, VA? (Select One) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Satisfaction with Visitor Experience— DC Regional Residents vs. All Other Visitors

Both DC regional residents and all other visitors who live outside the DC regional area are highly satisfied with the Alexandria visitor experience. Nearly all other visitors were satisfied with their experience (99.0%), including 81.4 percent who were “Very satisfied” with their visitor experience in Alexandria. DC regional residents also reported high satisfaction metrics, with 95.8 percent who were “Satisfied” (16.7%) or “Very satisfied” (79.2%) with their Alexandria visitor experience.

Note, due to the small sample sizes, please take caution using data reported in Figure 6.25.

Figure 6.25: In general, how satisfied were you with your visitor experience in Alexandria, VA? (Select one)

	DC Regional Residents	All Other Visitors
Top Two Box Score	95.8%	99.0%
Very Satisfied	79.2%	81.4%
Satisfied	16.7%	17.6%
Neutral-Neither Satisfied Nor Unsatisfied	4.2%	1.0%
Unsatisfied	0.0%	0.0%
Very Unsatisfied	0.0%	0.0%
Base	24	312

FIGURE 6.25 - Question: Question: In general, how satisfied were you with your visitor experience in Alexandria, VA? (Select One) Base: Respondents who traveled to Alexandria, VA after visiting VisitAlexandriaVA.com. 336 completed surveys.

Age

VisitAlexandriaVA.com website follow-up survey respondents have a mean age of 51.7 years. Approximately three-fourths of this group reported being 45 years of age or older (73.5%).

Figure 6.26: Which best describes your age?

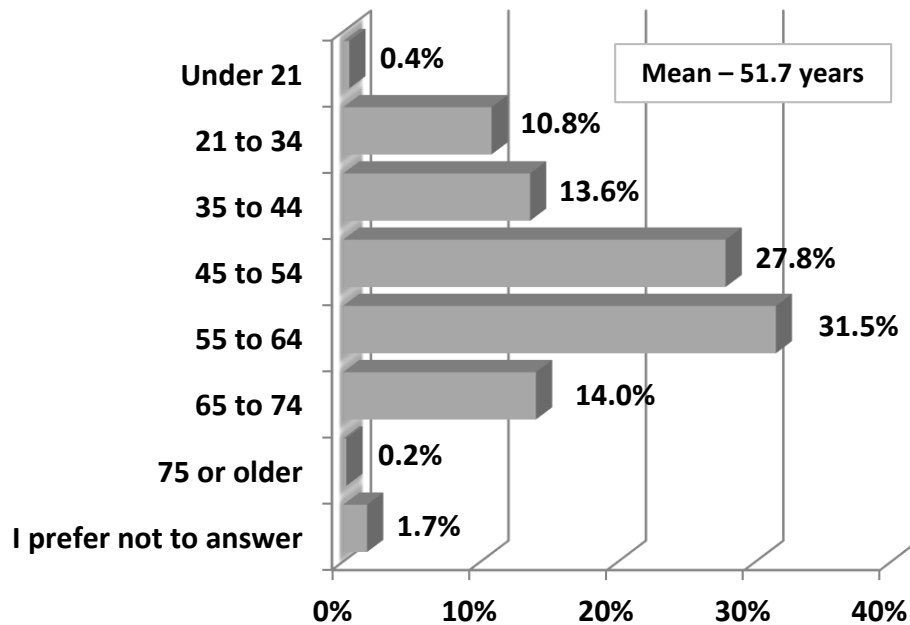


FIGURE 6.26 - Question: Which best describes your age? Base: All respondents. 464 completed surveys.

Gender

Over 70 percent of website users surveyed are female (72.2%) and 25.9 percent are male.

Figure 6.27: What is your gender?

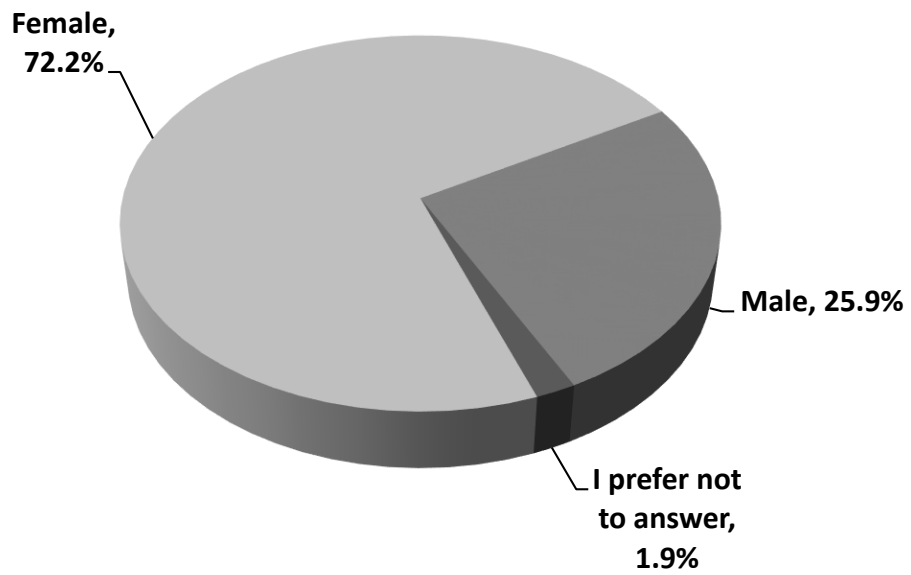


FIGURE 6.27 - Question: What is your gender? Base: All respondents. 464 completed surveys.

Formal Education

VisitAlexandriaVA.com's follow-up survey respondents are an educated audience. Three-quarters have at least a bachelor's degree (74.6%), of which 27.6 percent hold a graduate degree.

Figure 6.28: What is your highest level of formal education?

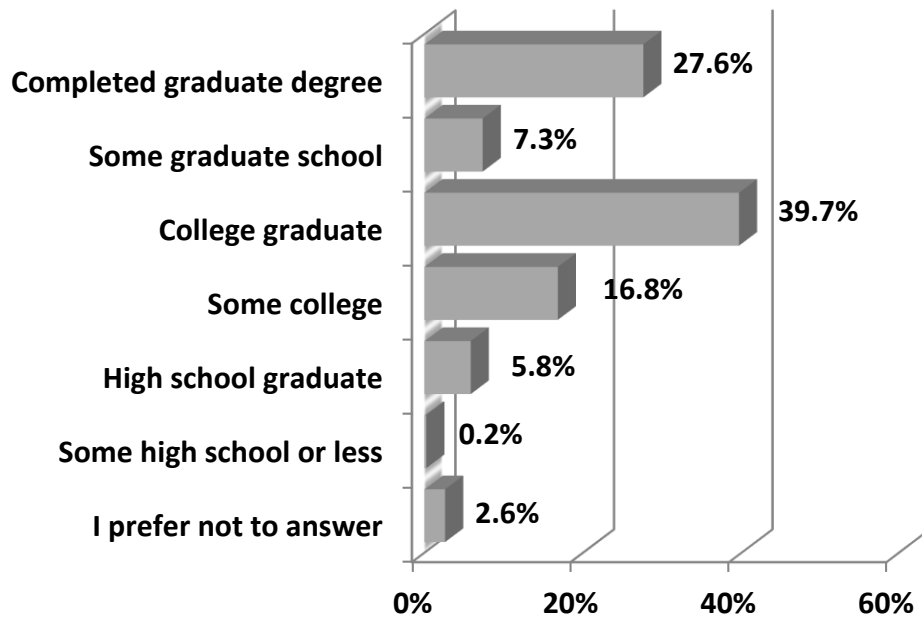


FIGURE 6.28- Question: What is your highest level of formal education? Base: All respondents. 464 completed surveys.

Annual Household Income

Follow-up survey respondents are affluent. The mean reported annual household income was \$100,876.

Figure 6.29: Which of the following best describes the combined annual income of all members of your household? (Select one)

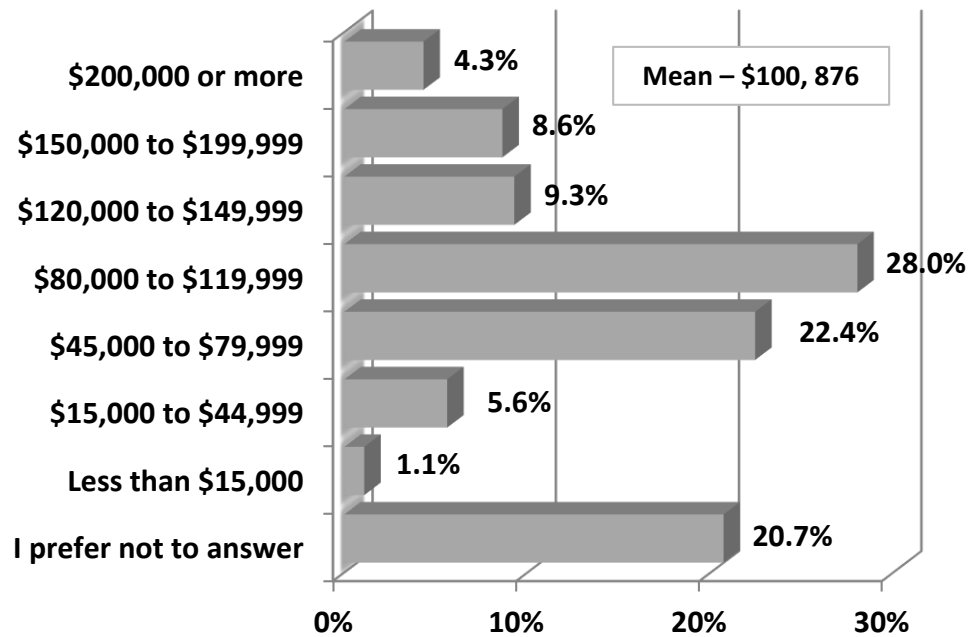


FIGURE 6.29 - Question: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All respondents. 464 completed surveys.

Ethnicity

The majority of follow-up survey respondents identifies as Caucasian (83.4%).

The remaining 13.8 percent are spread across various ethnic backgrounds, including Black, African-American (5.0%), Latino/Hispanic (3.9%), and Asian, Pacific Islander (3.4%).

Figure 6.30: Which best describes your ethnicity? (Select one)

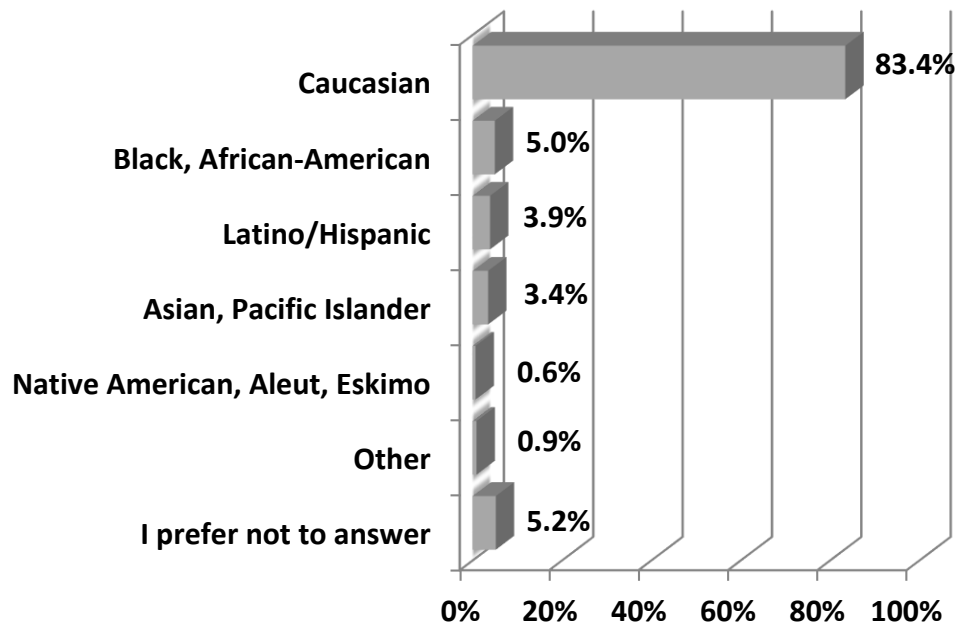


FIGURE 6.30- Question: Which best describes your ethnicity? (Select one) Base: All respondents. 464 completed surveys.

Marital Status

The majority of survey respondents is married or partnered (70.0%), while one-in-four is single (24.8%). Overall, 17.9 percent have children under 18 years old.

Figure 6.31: Which of the following best describes your current marital status? (Select one)

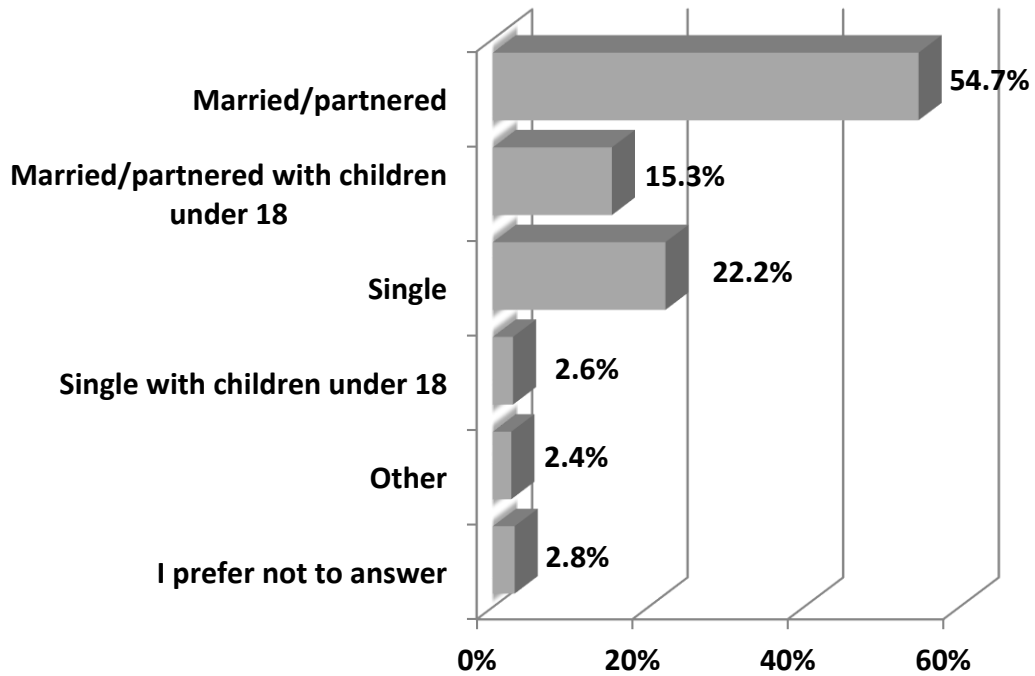


FIGURE 6.31 - Question: Which best describes your current marital status? (Select one) Base: All respondents. 464 completed surveys.

Point of Origin: State

Approximately 15 percent of follow-up survey respondents are residents of Virginia. Figure 6.32 shows the top twelve states of residence amongst survey respondents. While the largest share of these respondents live within Virginia (14.3%), approximately 10 percent of respondents reside in the nearby states of Pennsylvania (11.9%) and Maryland (9.4%).

Figure 6.32: What is your zip/postal code?

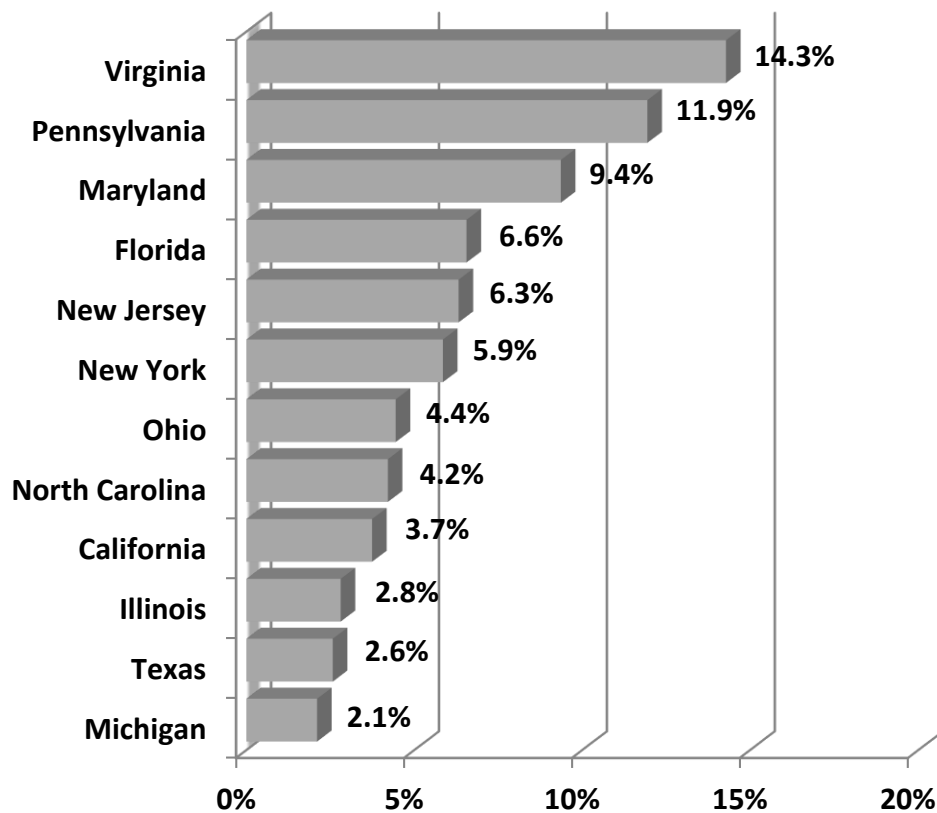


FIGURE 6.32 - Question: What is your zip/postal code? Base: All respondents. 427 completed surveys.

Point of Origin: MSA

Follow-up survey respondents most commonly reside within the Washington, DC-MD-VA MSA (9.3%). Figure 6.33 below illustrates the top ten metropolitan statistical areas (MSA) of residence amongst VisitAlexandriaVA.com website users who completed the follow-up survey. The Washington, DC-MD-VA MSA is closely followed by the Baltimore, MD MSA (7.2%).

Figure 6.33: What is your zip/postal code?

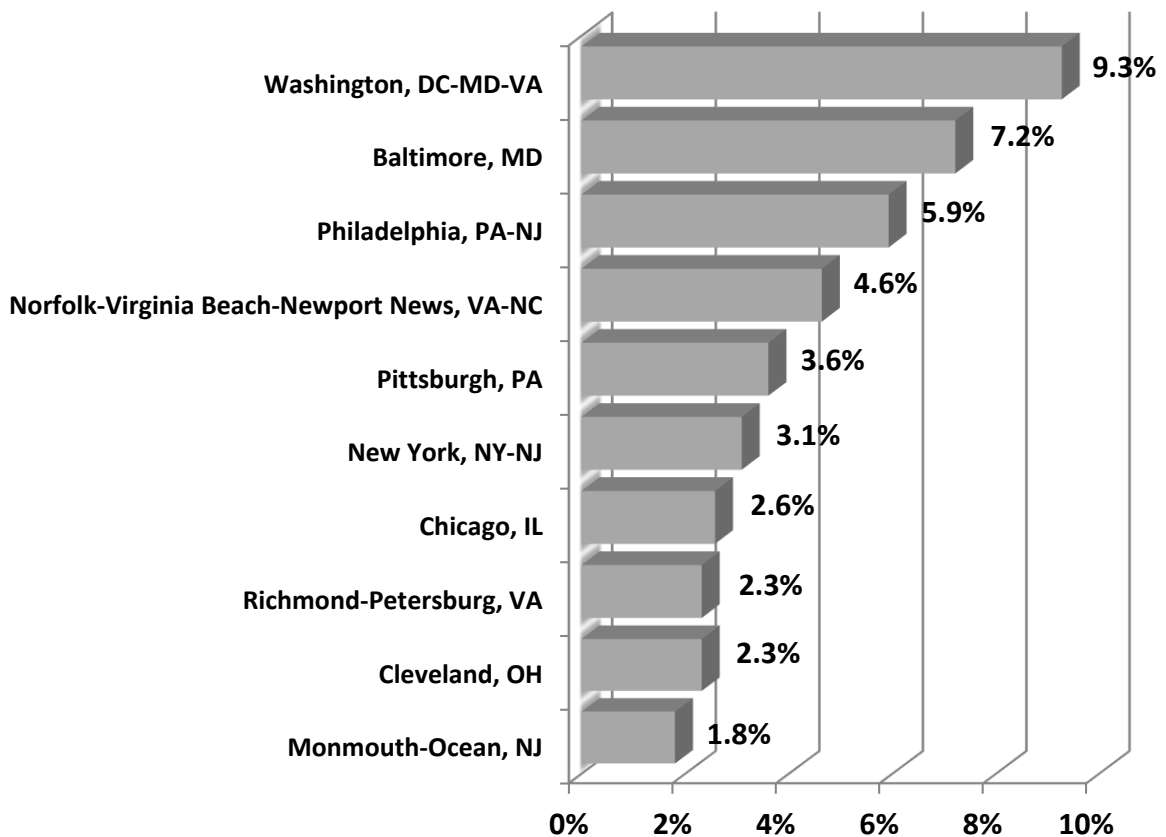


FIGURE 6.33 - Question: What is your zip/postal code? Base: All respondents. 427 completed surveys.

Section

8

Index I: Website Visitor Intercept Survey Questionnaires

VisitAlexandriaVA.com Website Visitor Intercept Survey

Thanks so much for answering a few brief questions about your visit to our website. Please complete the questions below and then click the “Next Page” button to continue.

1) Do you currently live in the City of Alexandria?

- Yes
- No

2) What is your zip/postal code? (We value your privacy. This data will only be used to help us better understand where our website visitors are from)

3) How did you initially learn about this website (VisitAlexandriaVA.com)?

- Search engine result (Google, Bing, Yahoo!, etc.)
- Facebook
- Twitter
- Pinterest
- Link from other website
- Advertisement on other website
- E-mail promotion
- Magazine ad
- Newspaper or magazine article
- Newspaper ad
- Blog post
- Alexandria visitor guide
- Other visitor guide
- Word-of-mouth/Referred by associate, friend or family member
- I don't remember
- Other (please specify) _____

4) Which of the following best describes you? (Please only select those statements that apply)

- I'm researching or gathering information for a trip to Alexandria I'm taking or considering taking
- I'm researching or gathering information for a trip to the DC region with Alexandria as my homebase
- I live in the DC region and am researching activities for myself
- I'm currently on a trip to the DC region
- I live in Alexandria and I'm researching options or activities for visiting friends or family

- I'm moving to Alexandria in the next 12 months
- I'm a meeting, event or wedding planner visiting this website for business reasons
- I'm a travel agent or tour operator visiting this website for business reasons
- I'm a journalist or writer visiting this website for business reasons
- I'm a student/educator doing research for a school project
- I'm visiting this website for market research or statistical information
- I'm a member of the Alexandria CVA
- None of the above

5) Which best describes the type of travel to Alexandria you are taking, planning or considering?

- Vacation
- Weekend getaway
- Visit friends and/or family
- Other personal travel
- Convention, trade show or group meeting
- Business travel
- Government travel
- Other (please specify) _____

6) Which best describes where you are in the trip planning process? (Select one)

- I have already decided to visit Alexandria
- I am interested in visiting Alexandria but haven't made travel plans yet
- I am just considering destinations for a trip
- I am not planning any travel at present

7) How many nights are you likely to spend in Alexandria? (Drop-down list)

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15

- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30 or more

8) In what month are you likely to arrive in Alexandria?

[Drop-down menu of months]

9) Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select all that apply, however only select those items that you had in mind before coming to this site.)

- Information on Alexandria attractions and museums
- A list of Alexandria hotels and other lodging
- Detailed hotel/lodging information (price, description, photos, etc.)
- Theater, arts or performance information
- A calendar of Alexandria events
- Information on a specific event
- Outdoor recreation information (hiking, cycling, etc.)
- Shopping information
- Bars and/or nightlife information
- Maps
- Local transportation information
- Restaurant and dining information
- Sample trips and/or suggested itineraries
- Special offers/Coupons
- A way to order an official visitors guide

10) May we send you a short questionnaire in a few months to ask about your travel experiences? We would greatly appreciate your help and there will be another opportunity to win prizes. Your email address will only be used to send you the questionnaire and not for any other purpose.

Yes, I'll help! Please email the short questionnaire to: _____

No

11) To be entered in our sweepstakes, please complete the information below. (We value your privacy. The information you provide will be used strictly for prize fulfillment and not for any other purpose)

First name: _____
Last name: _____
E-mail address: _____

Section

9

Index II: Website Visitor Follow-up Survey Questionnaire

VisitAlexandriaVA.com Website Visitor Follow-Up Survey

Thanks so much for your help. Please complete the questions below and then click the “Next Page” button to continue.

As our way of saying thanks, all completed surveys will be entered in our sweepstakes to win a \$300 Visa gift card, a \$200 Visa gift card, a \$100 Visa gift card or one of twenty \$10 Amazon.com e-gift cards. ([Official rules](#))

- 1.) For survey tracking purposes, please enter the e-mail address where you received this survey invitation:

- 2.) Do you currently live in the city of Alexandria, VA, OUTSIDE of Fairfax County? (If you live in Fairfax County, please select “No” below)
 Yes
 No
- 3.) Since visiting our website (VisitAlexandriaVA.com), have you visited the city of Alexandria, VA?
 Yes
 No
- 4.) Have you made any firm travel plans for a trip to Alexandria, VA yet?
 Yes
 No
- 5.) Since visiting our website (VisitAlexandriaVA.com), how many trips to Alexandria, VA have you made?
 0
 1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11

- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30 or more

Please tell us about the trip to the city of Alexandria, VA you took after visiting our website. (If you took more than one trip, please tell us about your most recent trip.)

- 6.) Which of the following best describes the reason for your most recent trip to Alexandria, VA? (Select one)
- Vacation
 - Weekend getaway
 - Visit friends and/or family
 - Other personal travel
 - Conference, trade show or other group meeting
 - Business travel
 - Government travel
 - Other (please specify):

- 7.) While on this trip, where did you stay while in Alexandria, VA? (Select all that apply)
- Paid accommodations (such as a hotel, motel or bed & breakfast) inside the city of Alexandria, VA
 - Paid accommodations (such as a hotel, motel or bed & breakfast) elsewhere outside of Alexandria, VA
 - Home rental (AirBnB, VRBO, etc.) inside the city of Alexandria, VA
 - Home rental (AirBnB, VRBO, etc.) elsewhere outside the city of Alexandria, VA
 - Residence of friend or family member inside the city of Alexandria, VA
 - Residence of friend or family member elsewhere outside the city of Alexandria, VA
 - None of these (I was on a day trip only or just passing through)

- 8.) How many total days and nights did you spend in Alexandria, VA on this trip?
 Days: _____
 Nights: _____
- 9.) How many people were in your immediate travel party?
 Adults: _____
 Children under age 18: _____
- 10.) While on this trip, approximately how much IN TOTAL did you spend PER DAY while in the city of Alexandria, VA on each of the following? (Please only INCLUDE spending inside the city of Alexandria, VA and EXCLUDE any spending made outside Alexandria, VA, e.g., any expenses incurred in Washington, DC)
 Lodging (before tax) _____
 Restaurants _____
 Retail purchases _____
 Entertainment & sightseeing _____
 Gas, parking & local transportation _____
 Other _____
- 11.) How many people's travel expenses did the spending reported above cover?

- 12.) Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA? (Select all that apply)
- Well-preserved 18th and 19th century architecture
 - Friends or family in the area
 - I got a good deal on hotel, attractions or other travel components
 - Alexandria, VA is romantic
 - Alexandria, VA is refined
 - Alexandria, VA is family-friendly
 - Alexandria, VA is a good value
 - Alexandria, VA is uncontrived and authentic
 - Historic significance
 - Art galleries/studios and other visual arts
 - Walkable and easy to get around (do not need a car)
 - Easy to get to by car, train, plane
 - Clean and safe
 - Dog-friendly
 - Bike-friendly
 - Waterfront location
 - Public parks and green spaces
 - Museums and historic sites
 - Proximity to Washington, DC
 - Access to Metro/public transit
 - Restaurants, cuisine, food scene
 - Unique shopping opportunities

- Special event and/or festival
- Theater and/or other performing arts/concerts/live music
- Nightlife
- Overall ambiance and atmosphere
- Other (explain) _____

13.) Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip? (Select all that apply)

- Attend a special event or festival
- Visit Alexandria, VA's historic sites
- Take a history tour
- Visit art gallery or antique / design store
- Participate in spa, yoga or other beauty / wellness activity
- Stroll King Street ("Old Town")
- Visit Del Ray neighborhood
- Visit Mount Vernon
- Dine in restaurants
- Visit local friends/family
- Visit the Waterfront
- Boat Tour
- Biking
- Torpedo Factory Art Center
- Shopping
- Attend a conference
- Attend a business meeting
- Birchmere Music Hall

14.) Which other destinations did you visit on this trip in which you visited Alexandria, VA? (Select all that apply)

- Washington, DC
- Tysons Corner, VA
- Arlington, VA
- Loudoun County, VA ("DC's Wine Country")
- Elsewhere in Northern Virginia
- National Harbor, MD
- Annapolis, MD
- Elsewhere in Maryland
- Other. Please specify: _____

15.) Do you feel that our website (VisitAlexandriaVA.com) helped you make your decision to visit Alexandria, VA?

- Yes
- No
- I don't know

- 16.) How important was our website (VisitAlexandriaVA.com) to you in making the decision to visit Alexandria, VA? (Select one)
- Very important
 - Important
 - Somewhat important
 - Of little importance
 - Not at all important
- 17.) Do you feel that the information you found on our website (VisitAlexandriaVA.com) in any way influenced the number of days you ultimately spent in Alexandria, VA on this trip?
- Yes
 - No
 - I don't know
- 18.) How did our website (VisitAlexandriaVA.com) influence the number of days you spent in Alexandria, VA on this trip?
- Increased the length of my stay in Alexandria, VA
 - Decreased the length of my stay in Alexandria, VA
 - Did not increase or decrease the length of my stay in Alexandria, VA
- 19.) How many days did you increase the length of your stay in Alexandria, VA as a result of using our website (VisitAlexandriaVA.com)?
- _____
- 20.) Which of the following resources did you use to help plan your trip to Alexandria, VA?
- Online travel agencies (Expedia, Travelocity, etc.)
 - User-generated content/reviews websites (Yelp, TripAdvisor, etc.)
 - Commercial guidebook
 - Alexandria Official Visitors Guide
 - Alexandria Insider Email Newsletter
 - Alexandria, VA Facebook page (Facebook.com/VisitAlexandriaVA)
 - Alexandria, VA Twitter account (Twitter.com/AlexandriaVA)
 - Alexandria, VA Pinterest (Pinterest.com/VisitAlexandria)
 - Alexandria, VA YouTube Channel (YouTube.com/user/VisitAlexandriaVA)
 - Alexandria, VA on Instagram (Instagram.com/VisitAlexVA#)
 - Television programming
 - Opinions of friends or relatives
 - Lifestyle, city or travel magazine
 - Newspaper travel section
 - Information gathered on your mobile phone
- 21.) How likely are you to return to Alexandria, VA? (Select one)
- Very likely
 - Likely

- Neutral-neither likely nor unlikely
- Unlikely
- Very unlikely

22.) In general, how satisfied were you with your visitor experience in Alexandria, VA?

(Select One)

- Very satisfied
- Satisfied
- Neutral-neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

The following questions will only be used to develop group profiles of those that use the VisitAlexandriaVA.com website. Your responses will only be aggregated with others and kept confidential.

23.) Which best describes your age? (Select one)

- Under 21
- 21 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older
- I prefer not to answer

24.) What is your gender? (Select one)

- Female
- Male
- I prefer not to answer

25.) What is your highest level of formal education?

- Some high school or less
- High school graduate
- Some college
- College graduate
- Some graduate school
- Completed graduate degree
- I prefer not to answer

26.) Which of the following best describes the combined annual income of all members of your household? (Select one)

- Less than \$15,000

- \$15,000 to \$44,999
- \$45,000 to \$79,999
- \$80,000 to \$119,999
- \$120,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- I prefer not to answer

27.) Which best describes your ethnicity? (Select only those that apply)

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American, Aleut, Eskimo
- Other
- I prefer not to answer

28.) Which of the following best describes your current marital status? (Select one)

- Single
- Single with children under 18
- Married/Partnered
- Married/Partnered with children under 18
- Other
- I prefer not to answer

29.) What is your zip/postal code?

30.) Please complete the information below to be entered into our survey prize sweepstakes.
Please note: This information will be used for prize notification only and not any other purpose.

Full Name: _____

Email Address _____

Thanks so much for your help!