

EXTRAORDINARY

*Alexandria*

**Visit Alexandria presents  
What's New in 2018?**

**January 25, 2018**

**The Lyceum**

# Thanks to Our Corporate Marketing Partners



EXTRAORDINARY



# Thanks to Our Charter Members

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**



**POTOMAC**  
RIVERBOAT COMPANY



Alexandria Hotel Association

EXTRAORDINARY



# This Morning's Event Made Possible By



*Office of Historic Alexandria*



EXTRAORDINARY



EXTRAORDINARY

*Alexandria*

**Patricia Washington**

**President & CEO**

**Visit Alexandria**

EXTRAORDINARY

*Alexandria*

**Gretchen Bulova**

**Acting Director**

**Office of Historic Alexandria**

EXTRAORDINARY

*Alexandria*

# **What's New in 2018**

**Claire Mouledoux**

**Vice President of Communications**

# New Waterfront Plaza



Fall 2018



# New Waterfront Plaza, Fall 2018



**Emily Baker, City of Alexandria**

# More at the Waterfront



Water Taxi to The Wharf



Archaeology Museum and Torpedo Factory

# Boutique Expansions and Second Concepts

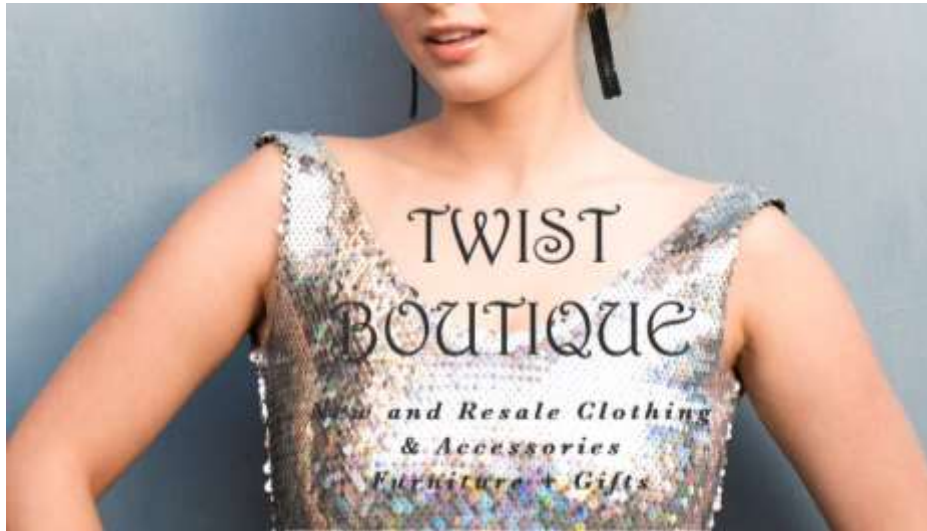


Wear Ever Jewelry, Feb. 2018



The Modern Home Bar, Spring 2018

# Boutique Expansions and Second Concepts



- Twist Boutique
- Penny Post
- fibre space
- Forge Industrial Works



*Forge Industrial Works*

# More New and Experiential Boutiques

## In the Works

- Threadleaf

## New

- Serafino Fine Italian Leather
- Home on Cameron
- Old Town Shop
- AR Workshop
- Sip and Sew Old Town



*Serafino*



*AR Workshop*

EXTRAORDINARY

*Alexandria*

# Founders Hall, April 2018



**alx**COMMUNITY  
work differently



**Kelly Grant, Alx Community**

# Street Food Concepts



Smoking Kow BBQ, Feb. 2018



Mia's Italian Kitchen, March 2018

# Mia's Italian Kitchen, March 2018



**Donna Shore, Alexandria Restaurant Partners**



# International Cuisine



Makeda Ethiopian



Sunday in Saigon

# International Cuisine

## The Washington Post

Restaurants • Review

### Alexandria restaurant gives Nepali cuisine the royal treatment



By **Tim Carman** Food writer and \$20 Diner  
October 31, 2017



Sel roti with marinated vegetables. (Dixie D. Vereen/For The Washington Post)

Royal Nepal

## The Washington Post

Food • Review

### At Nasime, sublime meets surprise



By **Tom Sietsema** Food critic October 12, 2017

*The following review appears in The Washington Post's 2017 Fall Dining Guide.*



Sake steamed lobster and uni cake with turnip puree at Nasime. (Dixie D. Vereen/For The Washington Post)

Nasime

EXTRAORDINARY

Alexandria

# More New Restaurants

## Coming Soon

- Charlie's on the Avenue
- Old House Cosmopolitan Grill

### NorthernVirginia

Bites: Family-friendly  
Charlie's on the Avenue to  
debut this spring

*The owners of neighboring Live Oak take over the  
FireFlies space.*



## In the Works

- Sancerre
- Urbano 116
- Chop Shop Tacos
- Glory Days Grill
- Executive Diner & Café

EXTRAORDINARY

Alexandria

# More New Restaurants

## Open Now

- 1986 Whiskey Bar at Union Street Public House
- Toppers Pizza
- Lori's Table
- Snackbar
- Sicilian Pizza
- Hummingbird
- Nectar Coffee & Wine Bistro
- Triple Craft
- Café 44
- Nicecream
- Dolce and Bean
- Meggrolls
- Portner Brewhouse
- Duck Donuts
- Myron Mixon Pitmaster BBQ
- Northside 10

EXTRAORDINARY



# Pampering for Pets

- Wag & Brew
- From Head to Tail Grooming Spa



EXTRAORDINARY

*Alexandria*

# Specialty Tours at Historic Sites

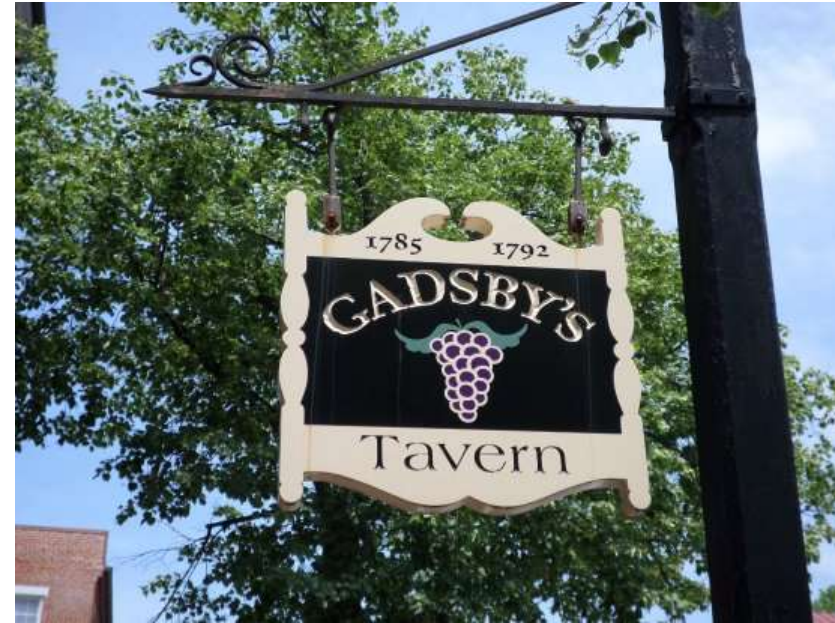
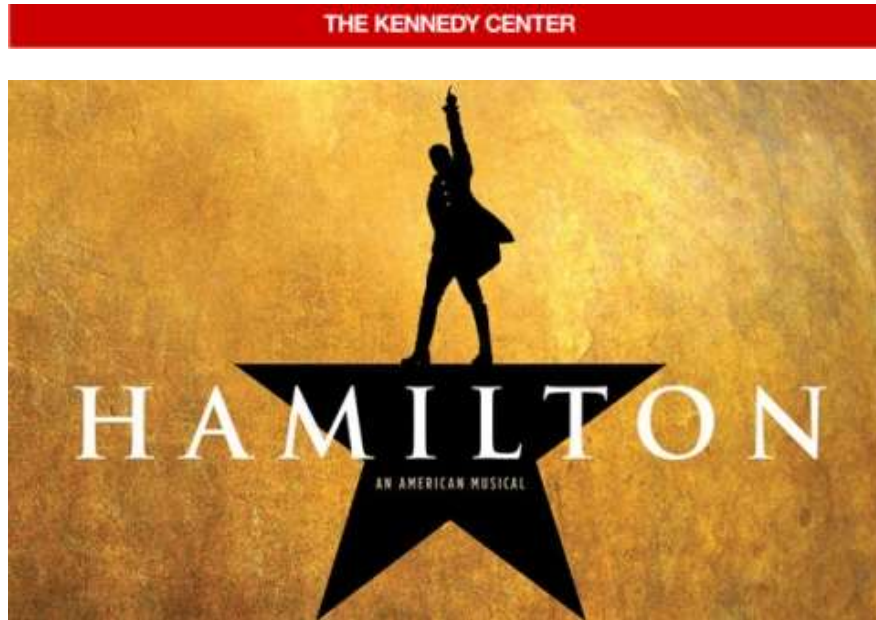


Freedom House Museum, Feb. 2018



Murray-Dick-Fawcett House  
May 10, 2018

# Specialty Tours at Historic Sites



Hamilton BFF & Frenemies tour at  
Gadsby's Tavern Museum; June 2 through Labor Day Weekend

# Immersive Experiences at Mount Vernon



“Be Washington: It’s Your Turn to Lead”

Feb. 2018



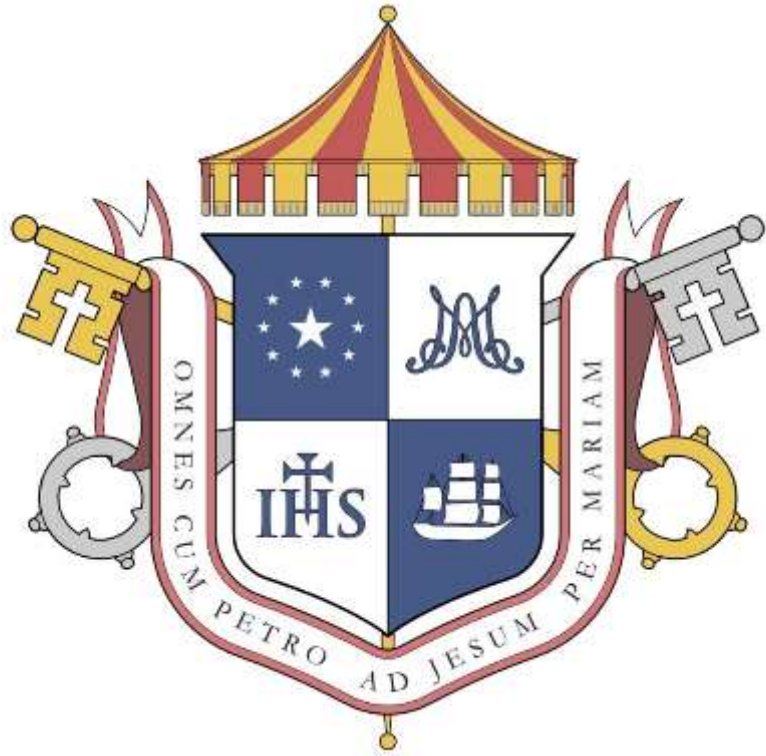
Revolutionary War Theater

Dec. 2017

**Rebecca Aloisi, George Washington’s Mount Vernon**



# New Basilica Designation



The Basilica of Saint Mary, Jan. 2018

# Hotel News



Kimpton Lorient Hotel & Spa renovation, Early spring 2018

# Hotel News

## Renovations

- Holiday Inn & Suites Alexandria-Old Town
- Embassy Suites by Hilton Alexandria-Old Town
- The Westin Alexandria

## Now Part of Marriott

- The Morrison House, Autograph Collection
- The Alexandrian, Autograph Collection
- The Westin Alexandria
- Sheraton Suites Old Town Alexandria

EXTRAORDINARY



# New Lifestyle Magazine

Alexandria  
LIVING

- Digital version Jan. 2018
- Print edition later this year



RESTAURANTS

## The 'Pasta Mamas' Behind the Scenes at Hank's

These women's hands form every piece of homemade pasta on the menu.

BY ANTHONY BROWN

Nov. 10, 2018



SPONSORED

Ultimate Alexandria Living  
\$1,500 Launch Sweepstakes



When It's Too Cold Outside  
for Puppy Play

EXTRAORDINARY

Alexandria

# Content Request: Pride Month

**Pride Month: June**

**Deadline: April**

- Host a Pride event or happy hour
- Host an LGBT artist, musician, author
- Themed cocktail or menu item
- Offer LGBT-made products
- Proceeds to NOVA Pride or Safe Space NOVA



EXTRAORDINARY

*Alexandria*

# Content Request: MLB All-Star Game

**MLB Events: July 13 to 17**

**All-Star Game: July 17**

**Deadline: May**

- Packages
- Themed activities
- Special promotions



EXTRAORDINARY

*Alexandria*

# Content Request: Waterfront City

**Plaza Opening: October**

**Deadline: June**

- Packages
- Themed drinks or dinner
- Promotions with maritime merchandise



EXTRAORDINARY

*Alexandria*

EXTRAORDINARY

*Alexandria*

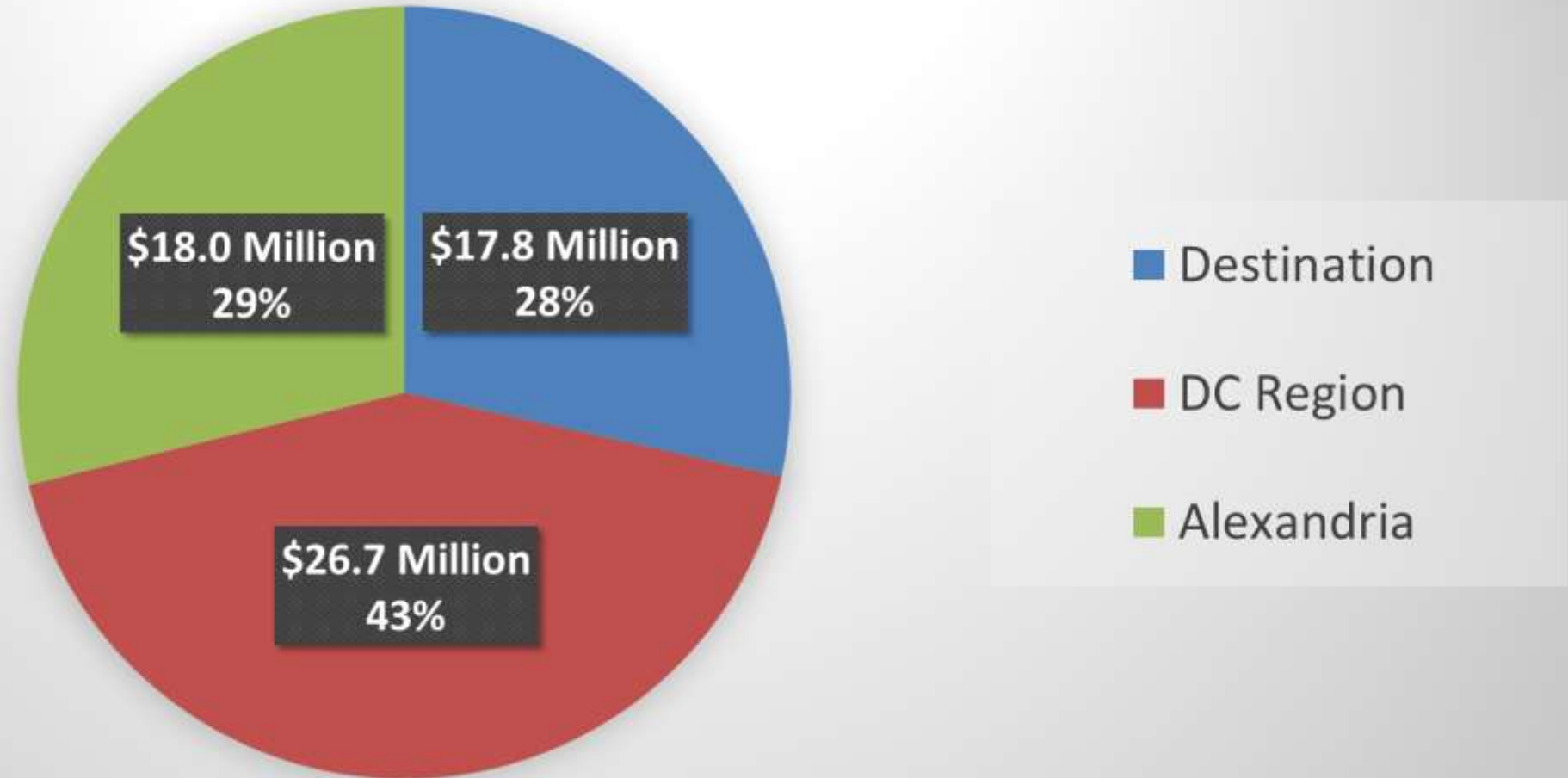
# Data and Trends

**Vito Fiore**

**Director of Marketing & Research**

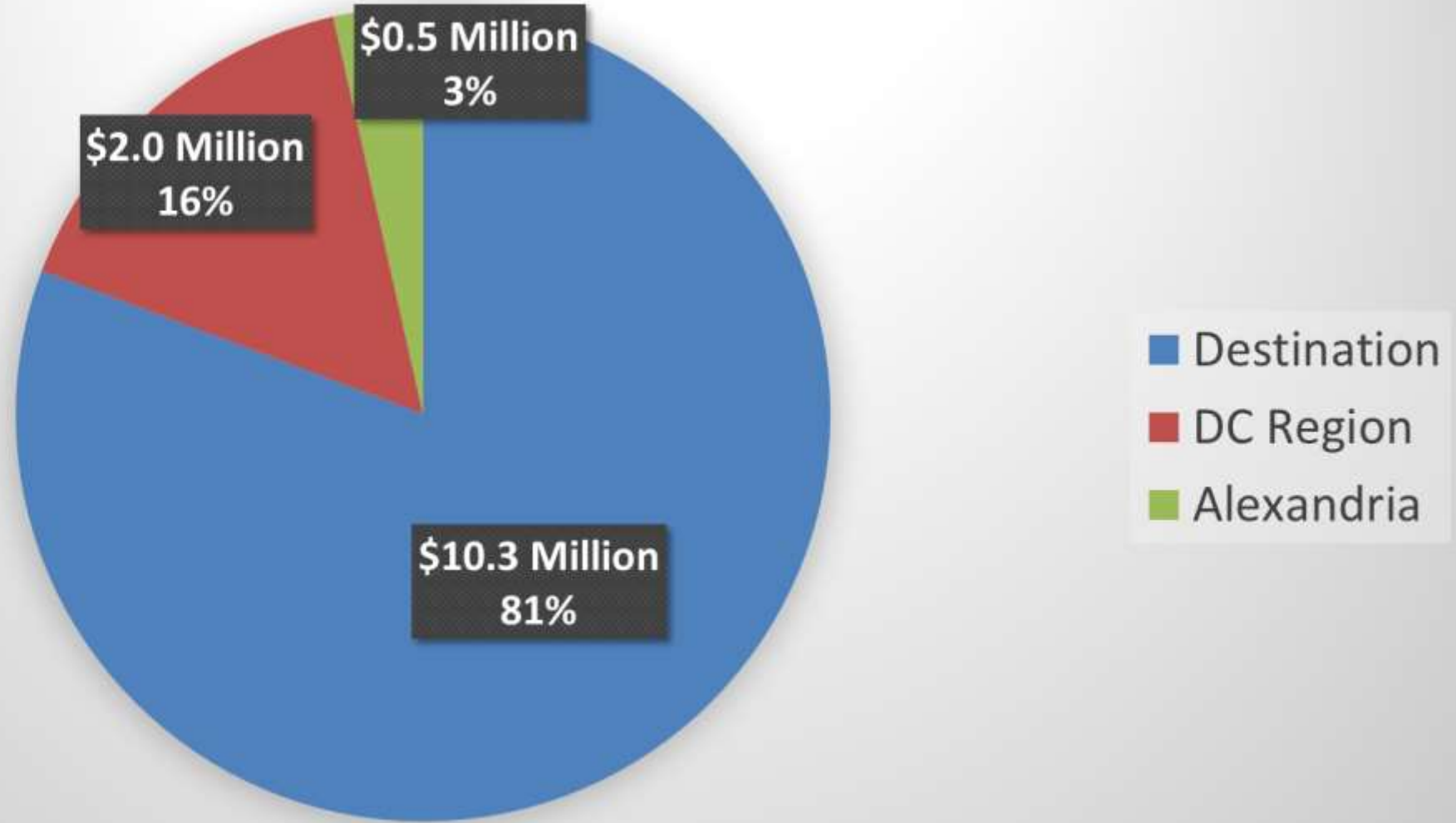


# Visitors Pay 71% of Consumption Taxes



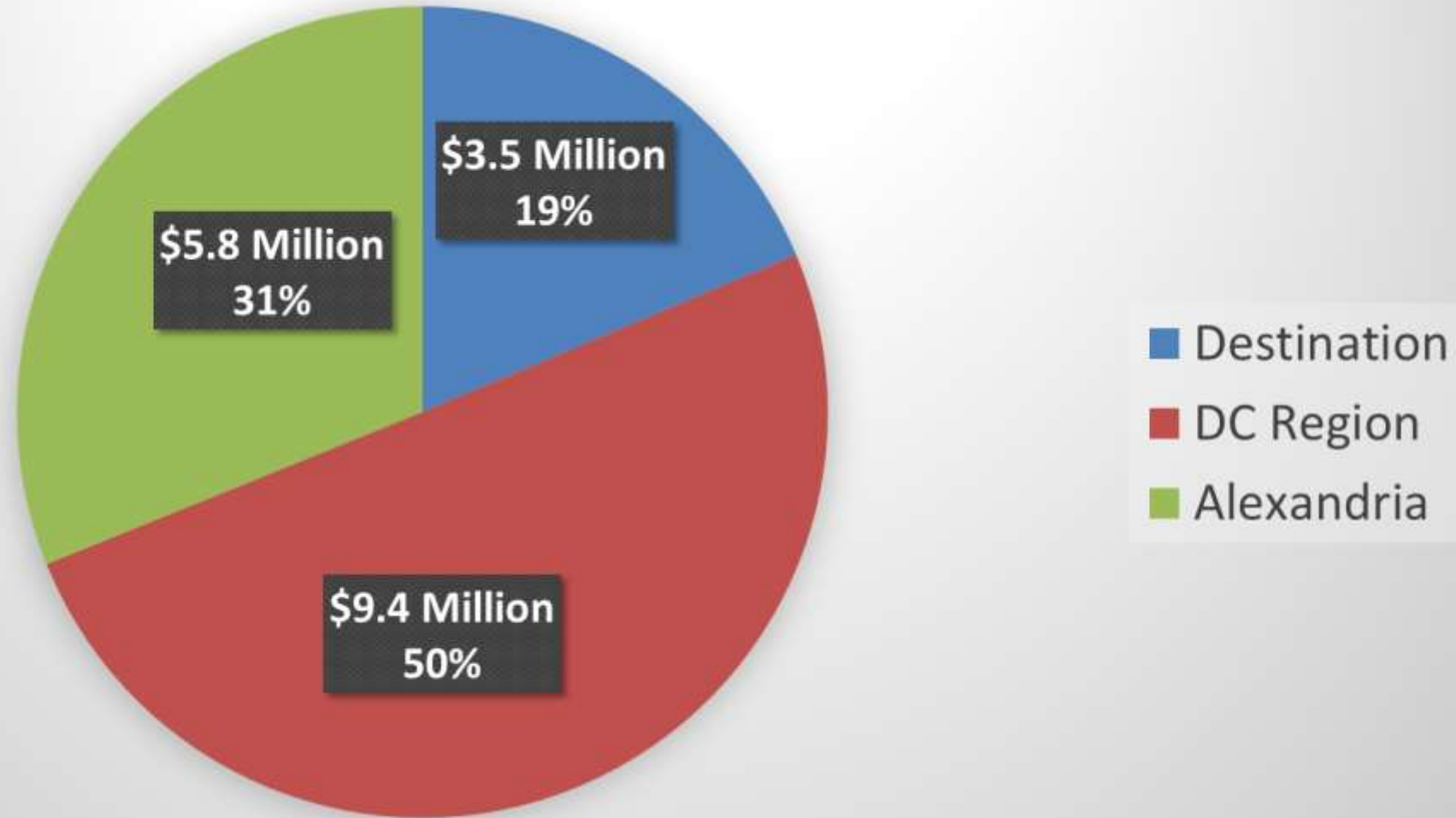
Source: Estimate based on extrapolation of actual 2016 *Visa Credit Card Transaction Data*, VisaVue

# Rooms Tax By Geography



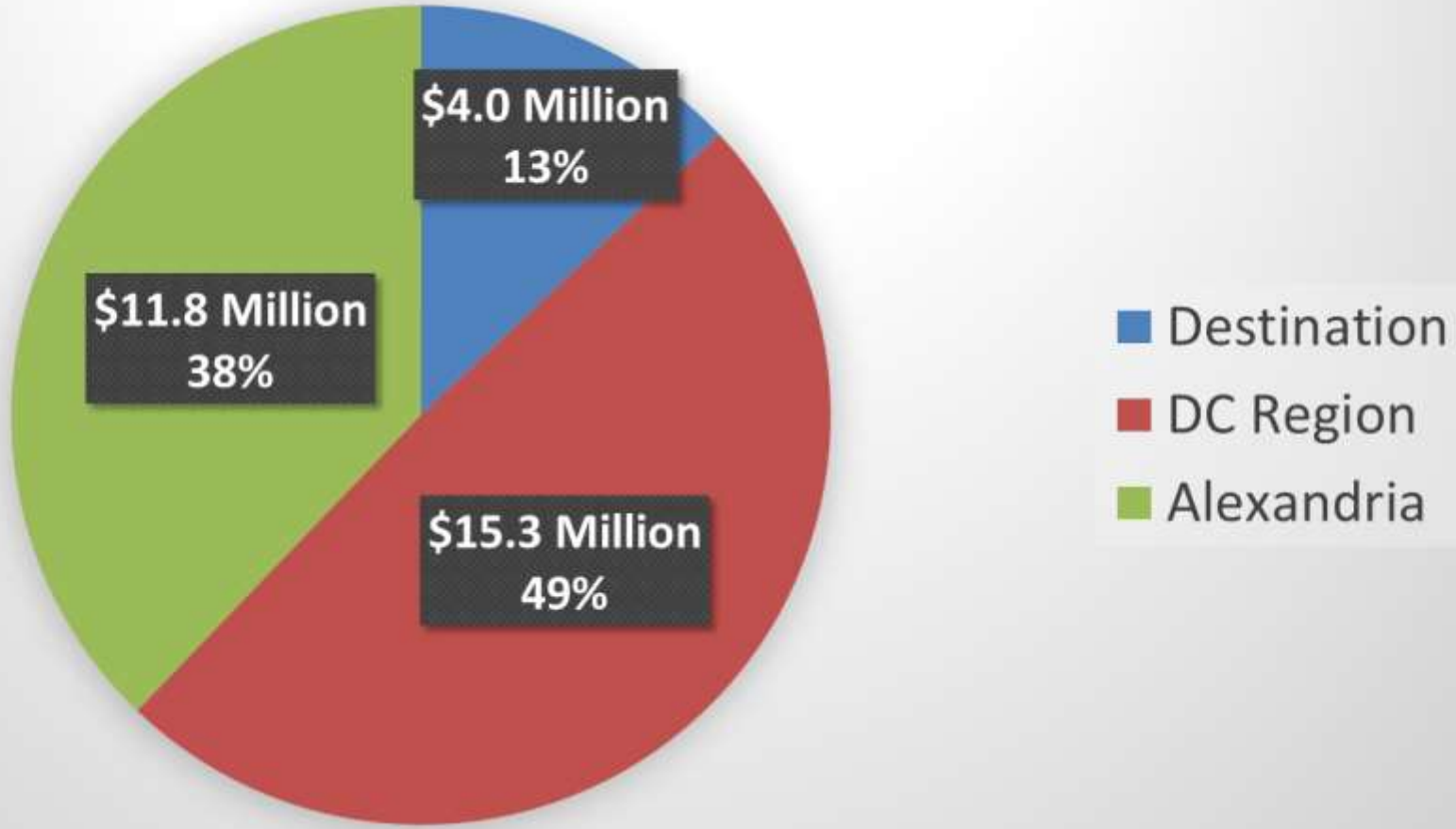
Source: Estimate based on extrapolation of actual 2016 Visa Credit Card Transaction Data, VisaVue

# Meals Tax by Geography



Source: Estimate based on extrapolation of actual 2016 Visa Credit Card Transaction Data, VisaVue

# Sales Tax by Geography



Source: Estimate based on extrapolation of actual 2016 *Visa Credit Card Transaction Data*, VisaVue



EXTRAORDINARY

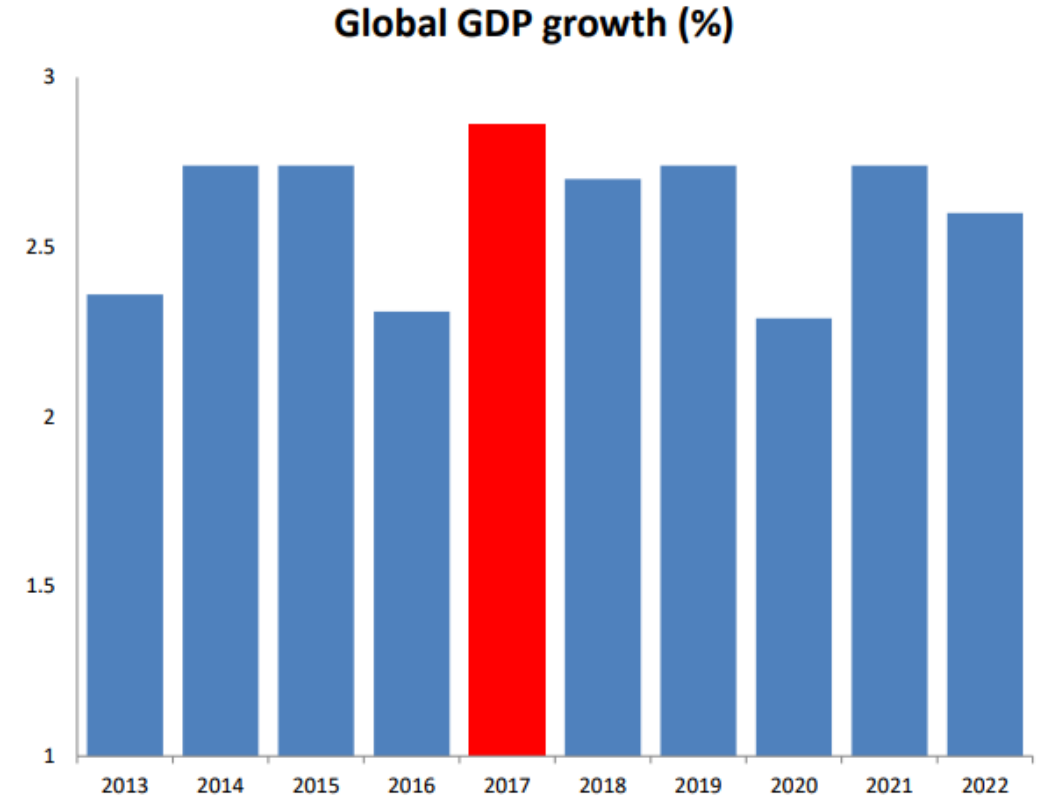
*Alexandria*

**10 Trends for 2018**

1

# “As Good As It Gets”

- 3% global GDP growth
- Dow 26,000
- Healthy business cycle could end in 2020



2

The  
Economist

Intelligence  
Unit

EXTRAORDINARY

Alexandria

# 2

## International Outlook

- 3.3% decline in inbound visitor spending in 2017
- Travel ban, immigration restrictions, feeling “unwelcome”
- “Guns and safety” is a real fear for international visitors
- Emerging markets = 100+ million new travelers

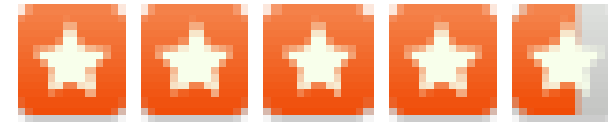


Source: Metrocosm

# 3

## The Ratings Economy

- 1 star increase in Yelp rating → 5-9% revenue increase
- Facilitate ratings by customers
- Customer experience follows rating



EXTRAORDINARY





# Crisis of Trust

- Skepticism towards traditional institutions and marketing
- Increase transparency
- Surprise and build trust through authenticity

Big Mac



Commercial



Reality

EXTRAORDINARY

*Alexandria*

# 5

## Consumers Without Borders

Travelers care about regional experience, not geographic boundaries

Think/plan like a guest:

- Itineraries
- Road trips
- Regional partnerships



EXTRAORDINARY



# 6

## Tourism Politicized

Destinations as political battleground:

- LGBT rights
- Confederate monuments



EXTRAORDINARY

*Alexandria*

# 7

## Destination Management (Not Just Marketing)

- Product development
- Balance bucket list and hidden gems



EXTRAORDINARY

*Alexandria*

# 8

## Crisis Prep is Essential

- Every community will experience it
- Terrorism/violence
- Politics
- Weather
- Silver lining—bounceback period is shortening



EXTRAORDINARY

*Alexandria*

# 9

## Experiences Drive Decisions

- Unique experiences and attractions motivate consumer decisions
- Digital attraction distribution platform is coming



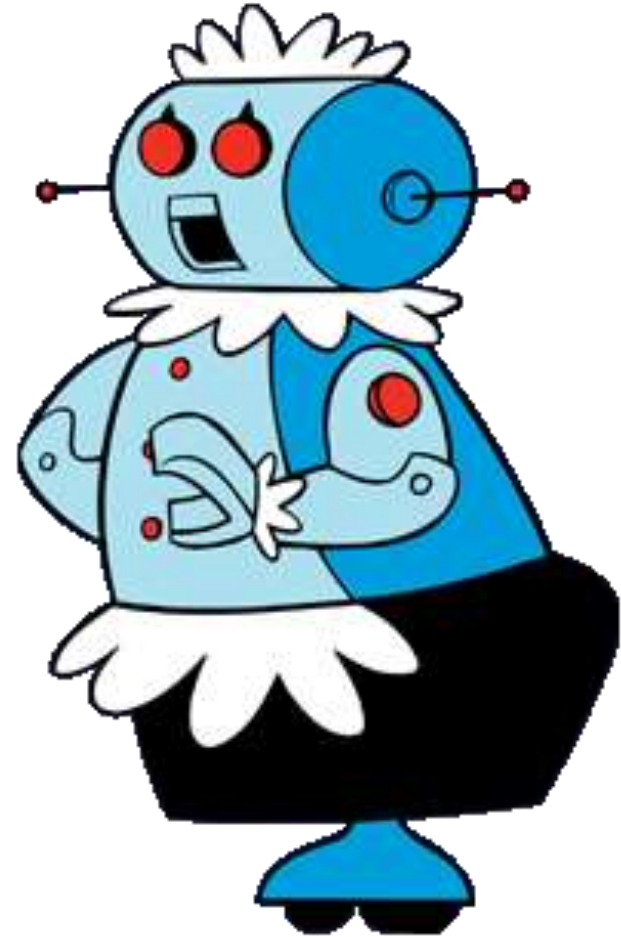
EXTRAORDINARY

*Alexandria*

# 10

## Artificial Intelligence is ~~Coming~~ Here

- Google search as travel agent
- Personal assistants: Echo/Google Home/Siri
- Chatbots – virtual customer service before, during, after trip
- Autonomous vehicles
- Collecting info on guests → customization



EXTRAORDINARY

*Alexandria*

[VisitAlexandriaVA.com/Research](http://VisitAlexandriaVA.com/Research)

EXTRAORDINARY





EXTRAORDINARY

*Alexandria*

# 2018 Marketing Tools

**Tom Kaiden**  
**Chief Operating Officer**

# Key Member Programs

## Destination Marketing:

- Advertising
- Public Relations
- Meeting Sales
- International
- Web & Social Media
- Visitor Services

## Member Marketing:

- Web ads/listings
- Visitor guide
- Map
- Promotions
- Research
- Member meetings

EXTRAORDINARY





EXTRAORDINARY

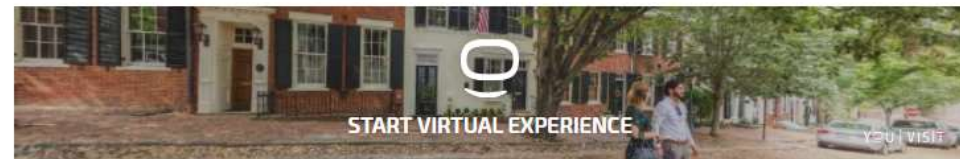
Alexandria

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

WEEKEND GETAWAY

Take advantage of some of the best hotel rates of the year and special deals with our Alexandria Extras package.

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.

LET'S GET TOGETHER

VisitAlexandriaVA.com  
2 million annual visits

MAP EXPLORER

VIEW: A-F | G-L | M-R | S-Z | ALL



**ALEXANDRIA  
ARCHAEOLOGY**

2025 N. Cooke Street, Torpedo Factory



**BIKE AND ROLL  
ALEXANDRIA**

One Wales Alley



**MOUNT VERNON BY BIKE  
& BOAT**

433 King Street

BIKE AND ROLL ALEXANDRIA



WHAT'S NEARBY

One Wales Alley  
Alexandria, VA 22314

(202) 942-2453



View Website

ITINERARY

DETAILS

Bike and Roll encourages locals and tourists alike to hop on two wheels and Bike the Sites® of Alexandria! We have hybrid bikes or kids equipment available to rent by the day. Rent a bike and cruise the George Washington Parkway to Gravelly Point and feel the rush as you watch planes take-off, or ride along the Potomac River to tour Historic Mount Vernon. Sign up for our popular Bike and Boat package, which includes a bike ride

EXTRAORDINARY

Alexandria

# VisitAlexandriaVA.com Paid Advertising

## Destination Travel Network & Extraordinary Alexandria

Online Advertising Media Kit | [www.VisitAlexandriaVA.com](http://www.VisitAlexandriaVA.com)



### Drop Down Banner

- Photo (300x150 Pixels)
- Title Copy: 30 characters
- Body Copy: 185 characters
- URL Link

### Premium Banner

- Photo (300x160 Pixels)
- Title Copy: 30 characters
- Body Copy: 120 characters
- URL Link

### Header Image

- Photo (1440x540 Pixels)
- Text, & URL Link

### EXTRAS



**RESTAURANT CRUISES**  
Savor Dinner on the Waterfront Here, Here

**HOTELS**  
Make Your Stay in Alexandria Even Better

**TOURS & WEDDINGS**  
Discover the History and Charm of Alexandria



### Home Page Spotlight

- Photo (210x155 Pixels)
- Title Copy: 20 characters
- Body Copy: 55 characters
- URL Link



### Home Page Sponsor

- Photo (450x250 Pixels)
- Title Copy: 35 characters
- Body Copy: 115 characters
- URL Link



### Mobile Banner

- Photo (320x50 Pixels)
- Text, & URL Link

## Destination Travel Network & Extraordinary Alexandria

Online Advertising Media Kit | [www.VisitAlexandriaVA.com](http://www.VisitAlexandriaVA.com)

### Run of Site Banner

- Photo (290x131 Pixels)
- Title, Text, & URL Link

### Page Sponsor

- Photo (290x194 Pixels)
- Title Copy: 20 characters
- Body Copy: 100 characters
- URL Link

### Spotlight Text Links

- Up to 60 characters
- URL Link

### Featured Listing

- Photo (290x194 Pixels)
- Title, Text, & URL Link



responsive website design allows advertising to display on multiple devices.



For pricing and program details: [advertising@DTNads.com](mailto:advertising@DTNads.com)



# Official Visitor Guide

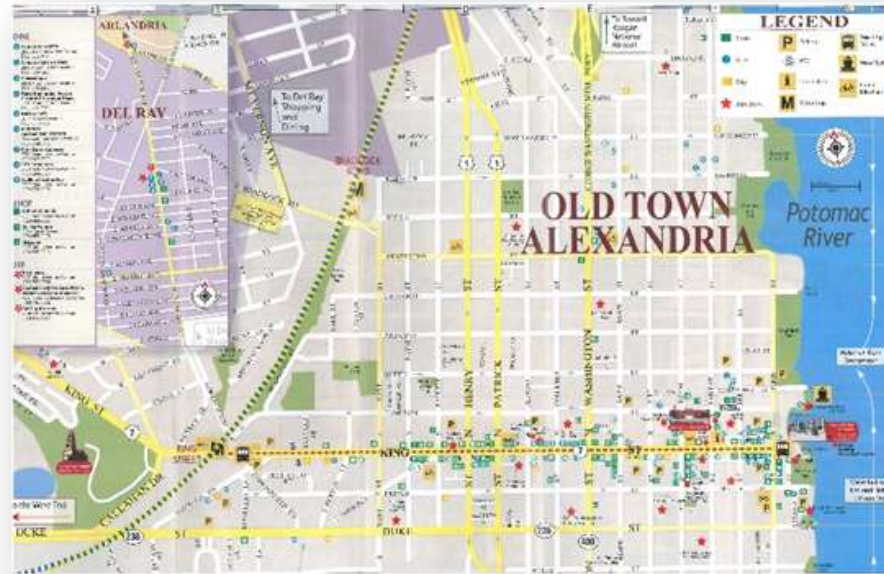


- 350,000 copies
- Free listing
- Paid advertising from \$200/month
- Timing: July 1 (listing)  
October 1 (ads)



# Official Alexandria Map

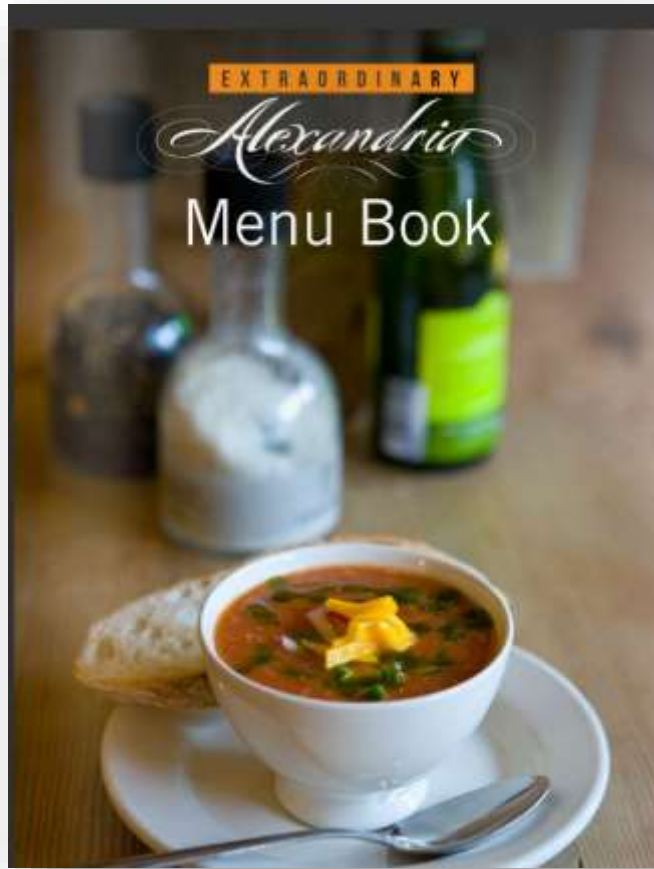
- 315,000 copies
- Free listing
- Paid advertising from \$125/month



EXTRAORDINARY



# Official Menu Book



- Over 70 restaurants participating!
- Organized by:
  - Name
  - Neighborhood
  - Cuisine

# Visitor Center



- 76,000 visitors served annually
- Free brochure slot
- Ticketing events & attractions



# King Street Trolley



- 900,000 passengers/year
- Digital advertising signboards (2/trolley)
- Visitor Center signboard bonus
- From \$133/month, design included

EXTRAORDINARY





GEORGE WASHINGTON  
**PARKWAY  
CLASSIC**  
10 MILE & 5K

# Parkway Classic Package

- April 20-22
- Targeting overnight guests
- Weekend package:
  - Hotel stay
  - Restaurant \$15 certificate for carbo-loading dinner or celebration brunch
  - Key to the City museum pass



EXTRAORDINARY

*Alexandria*

# Other Marketing Tools

- Meeting & group sales
- Wedding Showcase
- Public relations
- Social media
- Sidewalk Sale
- Holiday promotion
- Restaurant Weeks
- Hotel packages
- Key to the City
- Breakfast with the President
- Annual meeting
- Summer Social

EXTRAORDINARY



# Annual Planner & Programs Summary



## Visit Alexandria: Member Promotions & Marketing Programs Annual Planner

Business Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This form is intended to help you plan your participation for the year by checking off the ones you are interested in. If you would like additional information before making your decision, or if you have any questions, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com) or (703) 652-5368. You will receive additional correspondence with specific details and deadlines closer to the actual date(s) for each promotion.

Program Name	Member Category	Cost	Member Sign-Up*	Event/Launch Date	Yes	No	Tell Me More
Customized Listings on Visit Alexandria's Website	All	Free	Ongoing	Ongoing			
Online Advertising on Visit Alexandria's Website	All	\$100-\$1000/mo	Ongoing	Ongoing			
King Street Trolley & Visitor Center Advertising	All	\$135-\$200/mo	Ongoing	Ongoing			
The Official Alexandria Menu Book	Restaurant	Free	Ongoing	Ongoing			
Visitor Center Brochure Distribution	All	Free	Ongoing	Ongoing			
Breakfast with the President	All	Free	Varies	Varies			
What's New Meeting	All	\$20	January	January			
Parkway Classic Hotel Package	Hotel	Free	January	April			
The Official Visitor Map Advertising	All	\$1,750-\$5,950	February	May			
The Official Visitor Map Listing	All	Free	March	May			
Summer "Alexandria Extras" Hotel Package	Hotel	Free	April	June-September			
Summer Social	All	\$20	June	June			
Summer Sidewalk Sale	Retail	Free	June	August			
Summer Restaurant Week	Restaurant	Free	June	August			
Alexandria Wedding Showcase	All	\$275-\$1,500	July	February			
Marine Corps Marathon Hotel Package	Hotel	Free	August	October			
The Official Visitor Guide Customized Listing	All	Free	August	December			
Annual Meeting	All	\$20	September	September			
The Official Visitor Guide Advertising	All	\$2,410-\$17,600	September	December			
Holiday Shopping - Black Friday	All	Free	September	November			
Holiday Shopping - Small Business Saturday	All	Free	September	November			
Restaurant Openings & Dining on Major Holidays	Restaurant	Free	October	November-January			
Elf Price Patrol Gifts	All	In-Kind	October	November-December			
Winter Restaurant Week	Restaurant	Free	November	January/February			
Winter "Alexandria Extras" Hotel Package	Hotel	Free	November	January-March			

\*The sign-up month listed is estimated based on previous years' events.



## Visit Alexandria: 2018 Member Promotions & Marketing Programs Summary

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This document includes a short summary of each opportunity to help you better understand and take advantage of those that will support your business. You will receive additional correspondence with specific details and deadlines closer to the actual date(s) for each promotion. Please reach out to Trisha Meisner with any questions.

Trisha Meisner, Customer Relationship Marketing & Membership Coordinator  
 (703) 652-5368 | [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com)

Members are also encouraged to review the monthly "News You Can Use" member newsletter, sent by Trisha on the first business day of every month. Newsletters will include calls for content, marketing opportunities and sign up information for our promotions throughout the year.



EXTRAORDINARY



# Learn More Right Now....

- Meetings, Groups & Wedding Showcase
- Visitor & Member Services
- Programs, Promotions & Research
- PR, Social Media & Content
- LGBT Program
- Web Site
- Visitor Guide and Map Advertising

Call or e-mail Melanie/Trisha... anytime!

[mfallon@visitalexva.com](mailto:mfallon@visitalexva.com) | 703-838-4725

[tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com) | 703-652-5368

EXTRAORDINARY



# Thank You!

EXTRAORDINARY

*Alexandria*

**VisitAlexandriaVA.com**

