

A nighttime photograph of a street scene. In the background, a large, multi-story brick building with many windows is illuminated from within. The street is busy with traffic, including cars and bicycles. In the foreground, several people are walking, their figures blurred due to motion. The overall atmosphere is vibrant and urban.

# Alexandria Convention & Visitors Association

Fiscal Year 2013  
Annual Report

# Building on Our Success

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- Contributions to Economic Development
  - 3.3 million visitors annually
  - \$711 million generated
  - \$23 million in tax revenue
  - 6,000 local jobs supported
  - 22% increase in visitor spending over past 5 years

# Building on Our Success

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- **By the Numbers:**
  - **Over 100 million households** reached nationwide through advertising
  - **1 million visitors** to [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)
  - **\$5.2 million** in meetings and group bookings
  - **729 stories** (+20%)

# 12-Point Strategy

1. New brand
2. High impact creative
3. Updated media buying strategy
4. Defining target audiences
5. Industry research and tracking results
6. New strategic partnerships
7. Refreshing the website
8. Ramping up social media
9. International program
10. Value of diversity
11. Innovation and agility
12. The right team

# Communications



## Media Hits

- 729 stories +20%
- \$680,165 print value +61%
- 16.8 million print circ. +4%

# Signature Events

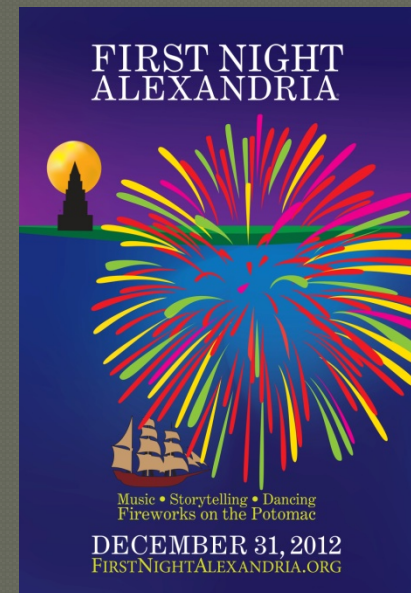
## Black Friday

- 45 hits
- Partners ACVA, Old Town Boutique District, and the City of Alexandria



## First Night Alexandria

- 77 hits
- Est. 10,000 attendance
- \$100,000 gross ticket sales, highest since 2001



# Signature Events

## George Washington's Birthday

- 61 hits
- + 28%

468221815

# The Washington Post

From my van in area outside metropolitan Washington MD DC VA SU V1V2V3V4  
Rain 50/30 • Tomorrow: Mostly sunny 40/27 • DETAILS, BS TUESDAY, FEBRUARY 19, 2013 washingtonpost.com • \$1.25

## The next big idea, stuck in visa limbo

U.S. system frustrates foreign-born students' business dreams

BY KEVIN SULLIVAN

CAMBRIDGE, MASS. — The contraption sits in a basement lab at the Massachusetts Institute of Technology, a mishmash of hoses, wires, whirring pumps and a 12-foot-high plastic tower filled with steam and dripping water, all set on plastic milk crates.

It looks like a high school science project, but it was developed by two postdoctoral mechanical engineers at MIT. And it just might be a breakthrough that creates wealth and jobs in the United States and transforms the white-hot industry of oil and natural gas hydraulic fracturing, or fracking.

That is, as long as the foreign-born inventors aren't forced to leave the country.

Anurag Bajpayee and Prakash Narayan Govindan, both from India, have started a company to sell the system to oil businesses that are desperate for a cheaper, cleaner way to dispose of the billions of gallons of contaminated water produced by fracking.

## One president comes first



MOORE FOR THE WASHINGTON POST

Temple Moore stands outside his Old Town home and salutes the American flag during Alexandria's annual George Washington Birthday Parade. The city, known as the first president's home town, celebrated Presidents' Day and Washington's birthday — Friday will be the 281st anniversary of his birth — with a series of events.

■ For a gallery of photos from Monday's parade through Old Town Alexandria, go to [washingtonpost.com/local](http://washingtonpost.com/local).

## Iran-tied group is on rise in Iraq

FORMER MILITANTS ENTER POLITICS

Organization touts its attacks on U.S. forces

BY LIZ SLY

BAGHDAD — The Iranian-backed Shiite group responsible for most of the attacks against U.S. forces in the final years of the Iraq war is busily reinventing itself as a political organization in ways that could enhance Iran's influence in post-American Iraq — and perhaps beyond.

In recent months, Asab Ahl al-Haq — the League of the Righteous — has been rapidly expanding its presence across Iraq, trumpeting the role the once-shadowy group says it played in forcing the departure of U.S. troops with its bomb attacks against American targets.

The group's chief officers have returned from exile in Iran, and they have set about opening a string of political offices, establishing a social services program to aid widows and orphans, and

# More Shopping

## Washington Post

- ◉ “Destination Design: Alexandria's King Street”
- ◉ \$103,000 value





# Restaurant Week

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## Summer Restaurant Week:

- ◉ 74 hits
- ◉ + 32%
- ◉ Washington Post Weekend with photo



## Winter Restaurant Week

- ◉ 48 hits
- ◉ Inauguration and Presidential hotspots

# International Press Tours

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Partners Capital Region USA and Virginia Tourism Corp.

- Co-hosted Germany, UK and Brazil
- 6 stories in FY13 (+20 in FY14)



# Top Travel Stories

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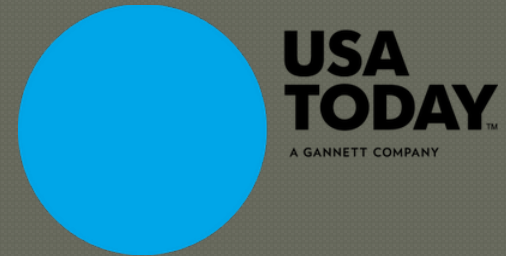
## Manchester Evening News (UK)

- "Can you be transported around three American cities without using a car?"



## USA Today

- "10 Great Places: Invention is the mother of vacation"  
National Inventors Hall of Fame and Museum



# Top Travel Stories

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## Southern Living Magazine

- ◉ “Finding the New in Old Town”

The logo for Southern Living magazine, featuring the words "Southern Living" in a yellow, serif font with a drop shadow effect, set against a white rectangular background.

## Baltimore Magazine

- ◉ “A Colonial Celebration: Each year, Alexandria, VA, transforms itself into the Christmas village of its founding fathers”

The logo for Baltimore Magazine, featuring the word "Baltimore" in a large, black, serif font, with the word "MAGAZINE" in a smaller, black, sans-serif font directly below it, all on a white rectangular background.

# Marketing



# Advertising

- \$1 million for Destination, Regional, Tourist in Market
- 15 million impressions

**HISTORIC FUN**  
IS CLOSER & MORE AFFORDABLE THAN YOU THINK

**SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS**

Nationally recognized for its early-American architecture, posh hotels, boutiques, fine retail stores, art & antique galleries, historic sites, and award-winning restaurants, Alexandria is the perfect destination for everyone who loves to shop, dine and celebrate — especially so close to the nation's capital. **Learn more and plan your visit at [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)**

**A LOCATION TO CELEBRATE:**

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- Water Taxi to D.C. & National Harbor

**GET YOUR FREE VISITORS GUIDE ONLINE!**

**Virginia Alexandria**  
[VISITALEXANDRIA.COM](http://VISITALEXANDRIA.COM)  
888.442.2331

Enjoy historic savings with your "Key to the City" featuring admission to 9 historic sites and 100 special offers from shops, restaurants & attractions. Check for the trolley, and take to 10 spots at the Marquis Visitors Center at Ramsay Square, located at 201 King Street, or online at [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)

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# Full Page Ad Placement

**REAL SIMPLE**  
life made easier, every day

**WASHINGTONIAN**

*Cooking Light*

**FOOD & WINE**  
Inspiration served daily

PEOPLE SAVING PLACES  
**preservation**  
The magazine of the National Trust for Historic Preservation

**TRAVEL+  
LEISURE**



**WASHINGTON**  
MAGAZINE  
LIFE

# Promotions

## ● Fashion's Night Out

- 90 Participating Businesses
- 24 Sponsors
- Advertising: Close to 2 million impressions
- Facebook: 400 Fans
- FNOA dedicated webpage with 20,000 page views
- Media Mentions: 106 media hits for an inaugural event



The poster is divided into two main color sections: white on top and red on the bottom. In the white section, on the left, is a silhouette of a woman in a dress carrying shopping bags, surrounded by a circular collage of various buildings and storefronts. To the right of this illustration, the text reads "Alexandria CELEBRATES" in a mix of script and sans-serif fonts, followed by "FASHION'S NIGHT OUT" in large, bold, black block letters. The red section features a black silhouette of a street lamp on the left. To its right, the date "SEPT. 6" is written in large, bold, white letters. Below the date, the text "SHOP, DINE, DISCOVER THE FASHIONABLE SIDE OF ALEXANDRIA" is written in white. This is followed by a paragraph of smaller white text describing the event. Below that, it says "Alexandria—A Stylish Destination for Local Fashion, Flavor and Fun". At the bottom, it says "PRESENTED BY" followed by the Alexandria logo and "EVENT PARTNERS" followed by several small logos for local businesses and organizations. At the very bottom, the website "FashionsNightOutAlexandria.com" is listed in white.

**Alexandria**  
CELEBRATES  
**FASHION'S  
NIGHT  
OUT**

**SEPT. 6**

**SHOP, DINE, DISCOVER THE  
FASHIONABLE SIDE OF ALEXANDRIA**

Join us 6–11PM (shopping 'til 10PM) and celebrate Alexandria's historic ambience and contemporary flair for the fashion, art and culinary lifestyle. Discover Alexandria's extraordinary collection of local businesses hosting an exciting array of events for this global fete—fashion shows, personal appearances, salon/spa treatments, restaurant specials, entertainment, retail happenings and more.

**Alexandria—A Stylish Destination  
for Local Fashion, Flavor and Fun**

PRESENTED BY  
**Alexandria**  
COMMUNICATIONS & MARKETING ASSOCIATION  
www.alexandria.com

EVENT PARTNERS

**FashionsNightOutAlexandria.com**



# Promotions

## ● Restaurant Week

- Summer and Winter
- 90,000 page views
- 57 restaurants participated



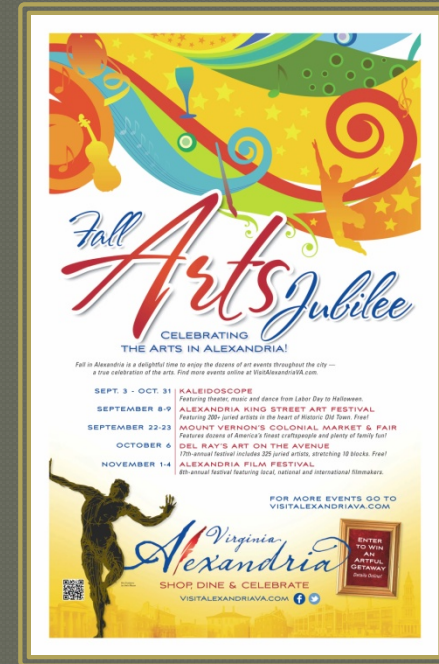
## ● Open Table

Through online reservations alone:

- 2,300 reservations
- 6,500 diners
- \$190,000.00 in revenue

# Promotions

- Fall Arts Jubilee
  - Umbrella marketing effort that featured Alexandria's signature arts events
    - King Street Art Festival
    - Del Ray Art on the Avenue
    - Mount Vernon's Craft Fair
    - Alexandria Film Festival
- Artful Getaway Contest:
  - Five packages awarded
  - 1,300 page views
  - 900 entries over three months
- Summer Add-A-Day Giveaway: June
  - 287 entries
  - 206 Access Alexandria sign-ups
  - 1,728 likes generated (+6,000 fy14)
  - Over 639,000 Facebook impressions



# Online Results

## Web site

- Over 1 million visits
- +5% over 2012
- Average time spent on site +15%
- Mobile site visits +162%

The screenshot shows the homepage of the Virginia Alexandria website. At the top, there is a navigation bar with the city logo, a search bar, and links for MEETINGS, GROUPS, WEDDINGS, MEDIA & PR, and ABOUT US. Below this is a red navigation bar with links for ABOUT ALEXANDRIA, THINGS TO DO, HOTELS, RESTAURANTS, EVENTS CALENDAR, and SHOPPING. The main content area features a large banner image of a historic house with a chef in the foreground. A 'Hotel Packages' callout box is overlaid on the banner. Below the banner, there is a 'Restaurants' section with a red ribbon icon and a 'Shop, Dine & Celebrate on America's Historic Main Streets' section. A 'Hotel' booking widget is visible on the right side, including fields for Check-In, Check-Out, Adults, Children, and Rooms, and a 'Book Now' button. The footer contains links for Highlights, Events, Offers, and Social media.

# Online Marketing

- DTN Program:  
Monthly average of 22 member participants
- Priority Listings
  - 124,000 listing clicks (Details)
  - 76,000 clicks directly to member business websites
- Banner ads, text links, page sponsors
  - Over 7.5 million impressions
  - 20,000 website clicks directly to member business websites

The screenshot shows a website interface for Alexandria's nightlife listings. It includes a search bar with filters for 'By Category' and 'By Location', and a 'Keyword Search' field. Below the search bar, there are several promotional banners: 'ALEXANDRIA SPOTLIGHT' with a reservation link, 'GET YOUR FREE TRAVEL GUIDE', and 'AREA MAPS & GETTING AROUND'. The main content area displays a list of listings, with 'Murphy's Irish Pub' highlighted. The listing for Murphy's Irish Pub includes its address (713 King Street, Alexandria, VA 22314), phone number (703) 548-1717, fax number (703) 739-4583, and a 'Visit Website' link. A detailed description of the pub is provided, along with 'Details' and 'Add to Trip Planner' buttons. A green arrow points to the 'Details' button, and another green arrow points to the 'Murphy's Irish Pub' listing header.



# Membership

- **330 members**
- **\$127,000** in revenue
- **590 member events** added to online calendar
- **400 attendees** at Tourism Marketing Forums



# Alexandria Visitors Center at Ramsay House

- **73,200** Visitors
- Increased **Ticket Sales**
- **Front Porch** Performances
- Over 3,000 **Motorcoach** Parking Permits processed



Sales

**FY11-FY12**

• **Research**

• **Strategy**

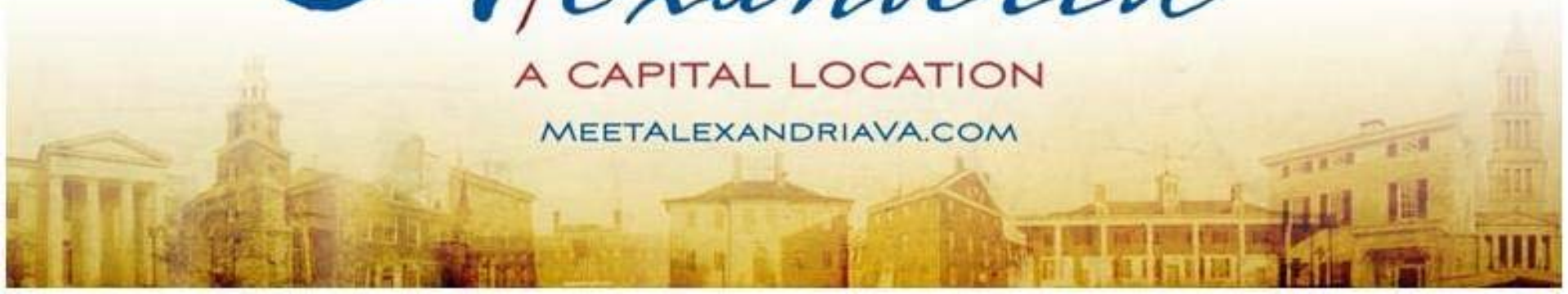
• **Implementation**

• **Results**

Virginia  
*Alexandria*

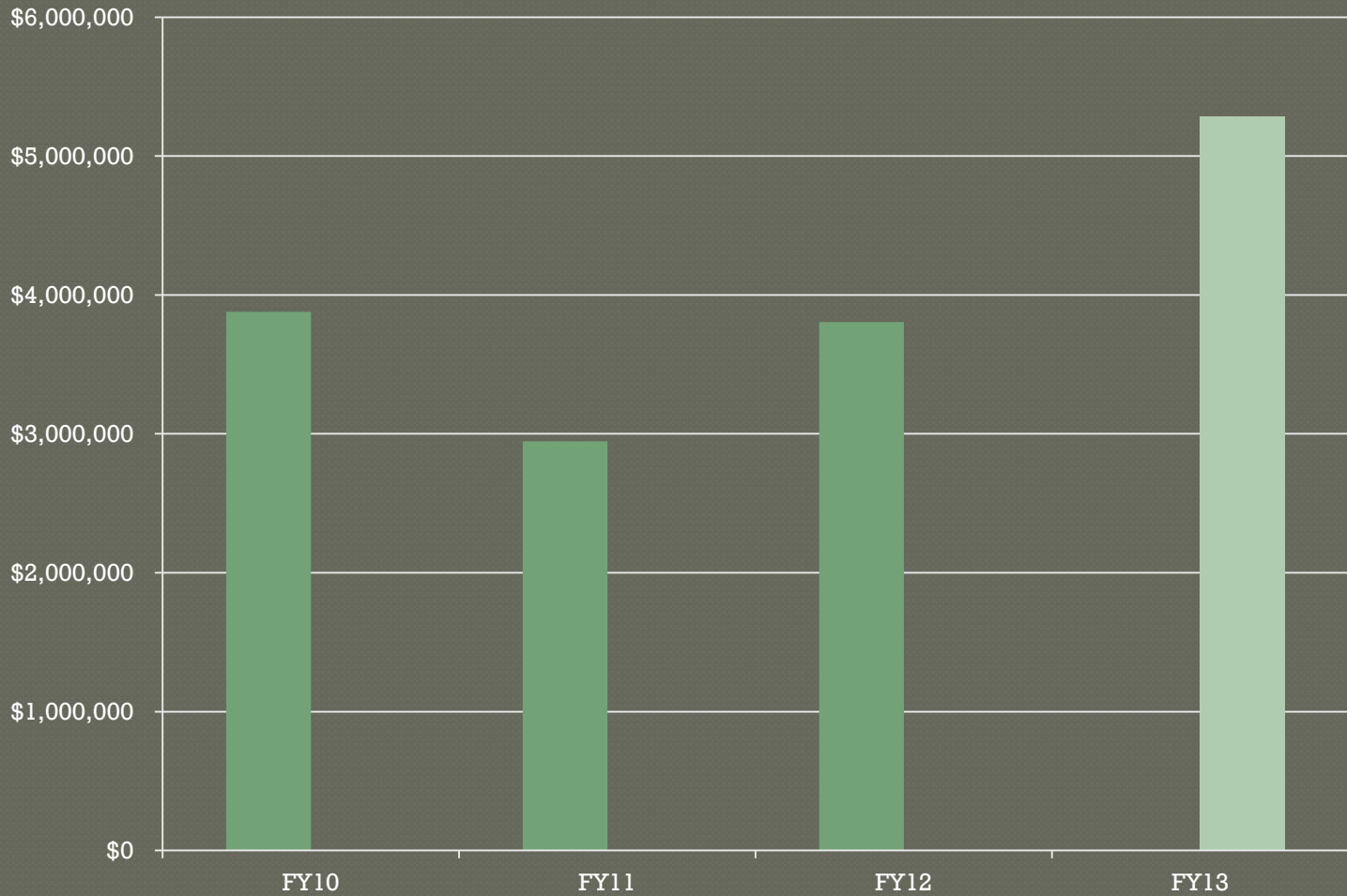
A CAPITAL LOCATION

MEETALEXANDRIAVA.COM



# Actualized Revenue +40%

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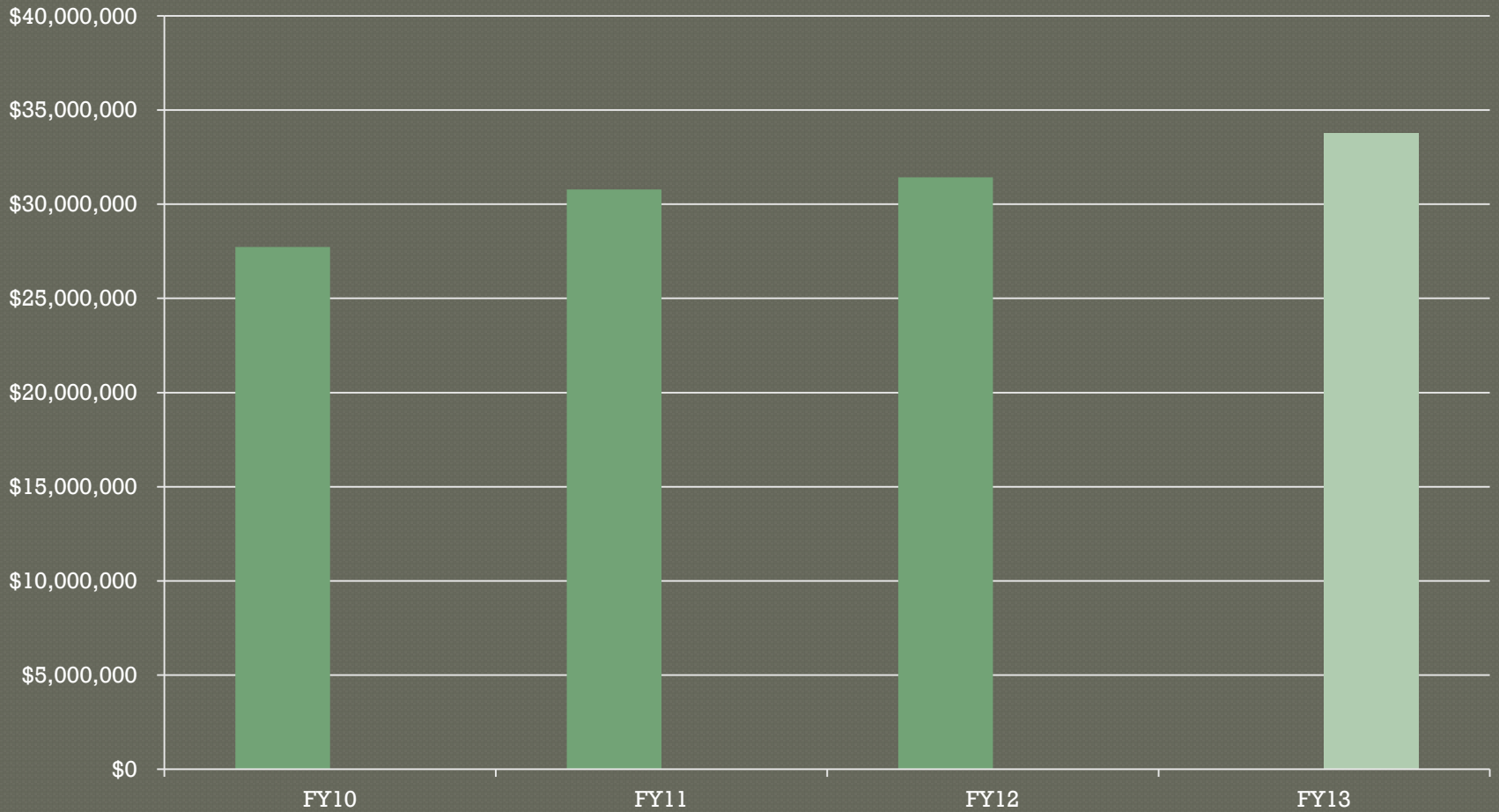




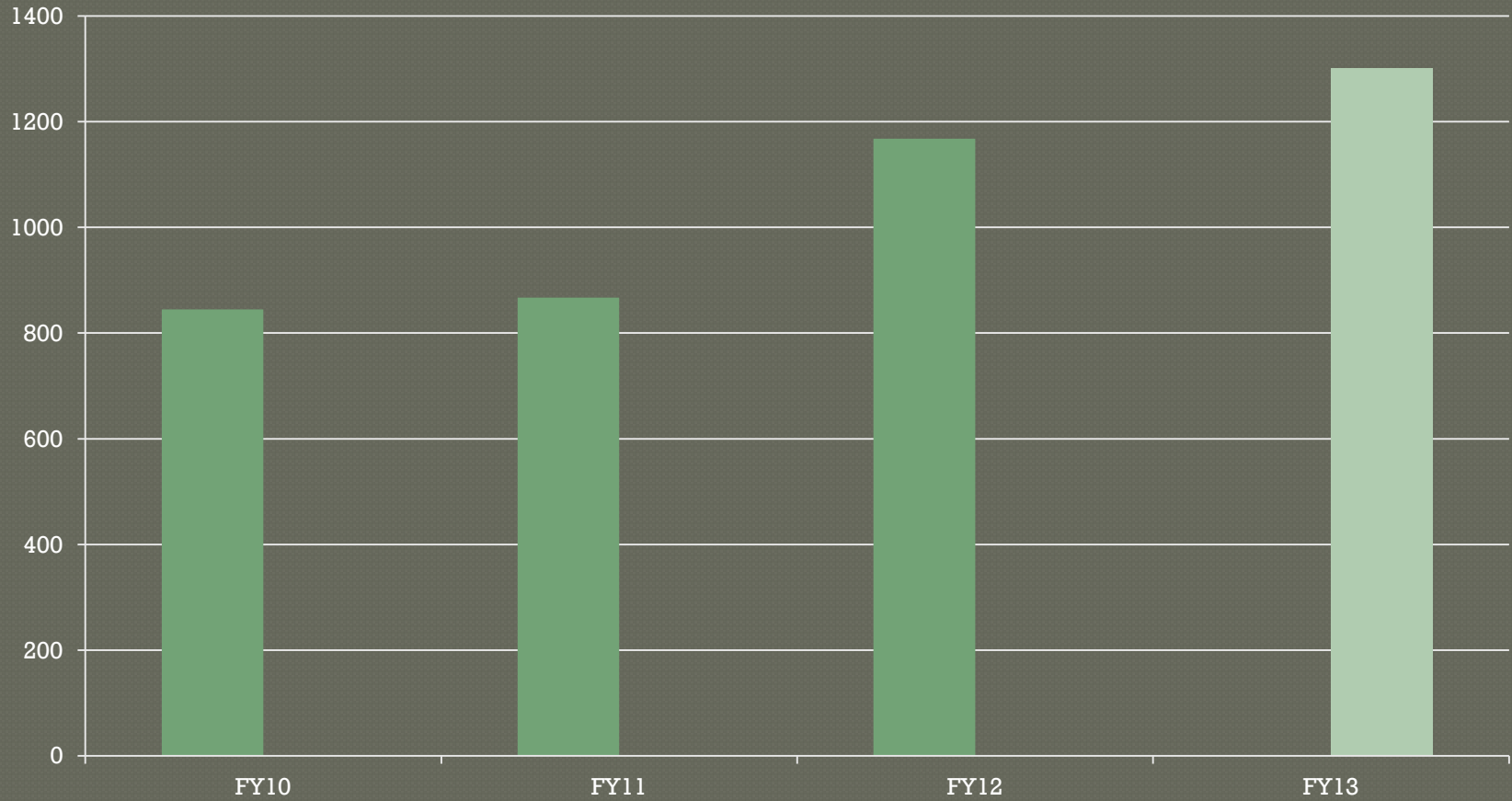
# Leads Generated $\uparrow$ 8%



# Estimated Revenue $\uparrow$ 7%



# Face to Face Contacts ↑ 11%



# Programs and Events

- ◉ **Alexandria Cares** - Corporate Social Responsibility Programs (CSR)
  - Bows, Baskets & Bikes Program Launch
  - Generated 18 earned media stories & five events



# Programs and Events

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- Alexandria Government Guarantee
- Quarterly **Speed Fams**
  - 76 planners to Alexandria hotels
  - 19 immediate leads valued at \$856,000



# Programs and Events

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- Annual **Breakfast & Blossoms** meeting planner educational breakfast
  - 1200 contacts,
  - 69 planners
  - Leads valued at \$34,000
- American Bus Association and the National Tour Association board dinner sponsorships
- CVENT sales & marketing program generated 197 leads (\$11.9m) and 37 definite bookings (\$1.1m)
- Attended 13 tradeshow generating RFPs valued at \$1.4 million and 389 general interest leads



## Earned Media

- 28 Meeting & Group Stories in national and regional publications

Thank You!





SAVE *the* DATE

09.18.13

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION  
ANNUAL MEETING & BRAND LAUNCH

*Party*

WEDNESDAY, SEPTEMBER 18TH

5:30 - 8:00PM

OLD TOWN THEATER

815 KING STREET

Join us for the grand unveiling of Alexandria's new brand and tourism campaign. Enjoy delicious bites, sips, music and good company as ACVA reveals the exciting future of Alexandria tourism.