

EXTRAORDINARY

Alexandria

**Top 10 Insights from the
2017 Simpleview Summit**

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Director of Marketing & Research

Visit Alexandria Board Meeting

June 19, 2017

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#1: Evolution of Brand

- Visitor experience and what people say about it = The Brand
- We think about 2 things:
 - most recent experience
 - most extreme experience
- **We don't rebrand—our customers rebrand us with stories they tell about us**



#2: Content: More, More, More

- More people consuming more travel content (esp. on mobile devices)
- Content preferred to ads
- How to carve out attention of our audience
- Testimonials increase credibility



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#3: The Role of Storytelling

- 360/VR creates memories
- Sell the emotion and the feeling of the experience
- Future *social currency*



Dream

Consider

Plan

Convert

Experience

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#4: Dare to Be Different

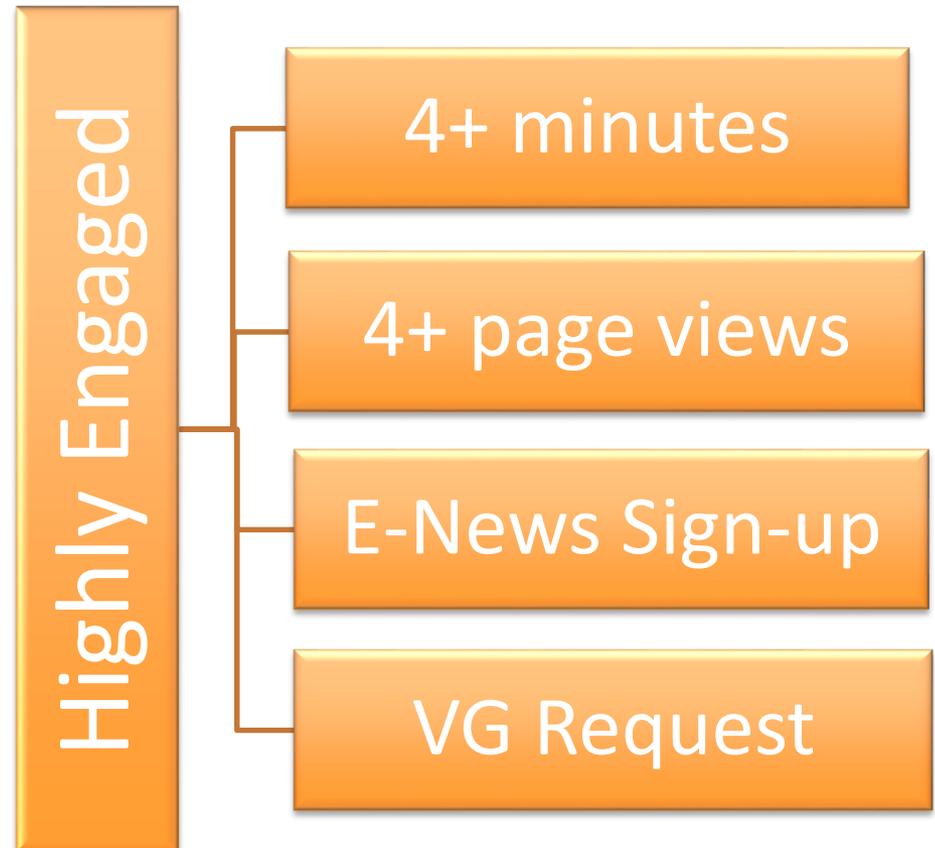
- Be lopsided. Striving for all around success = mediocrity
- Choose to succeed at what matters to your audience, and **underperform elsewhere**
- What makes you weird makes you wonderful

What happens here, stays here.™



#5: Evolving Focus from Pre-click to Post-click

- Engagement is key, vanity metrics are a mistake
- Stop collecting data you don't use to make decisions
- Conversion rate optimization
 - A/B Testing

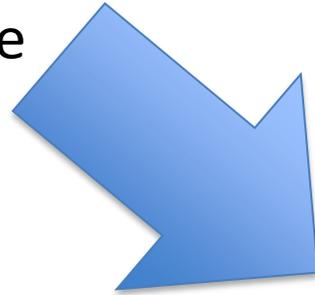


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#6: Move Down the Funnel

FY18: Increase focus here



- DC Travel Consideration Audience



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#7: Can't Beat 'Em? Join 'Em.

- Google and Facebook represent 60% of all digital ad spending
- Improve visibility
 - Search Engine Optimization
 - Structured data



#8: Personalized Content is Hot

Increase response through:

- Web personas based on site behavior
- Interest-based messaging
- Source location -> Dynamic content



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#9: Engage Members in Content

- Refined listing order - quality sort; best content higher in list
- Incentivize quality and engaging listings

MAP EXPLORER SORT BY: [NAME](#) | [DISTANCE](#) VIEW: [A-F](#) | [G-L](#) | [M-R](#) | [S-Z](#) | [ALL](#)



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CHRISTMAS ATTIC

125 S. Union Street
Alexandria, VA 22314

The Christmas Attic was opened by a local family that loved the spirit and joy of the holidays. For over 35... [more](#)

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Specs New York - the world's best designer eye-wear. Focused on personality, quality, and people, visit... [more](#)

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[The skinny dip](#)

116 KING SEASONAL POP-UP

116 King Street
Alexandria, VA 22314



3 SISTERS

213 King Street
Alexandria, VA 22314

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529 KIDS CONSIGN

122A S. Royal Street
Alexandria, VA 22314

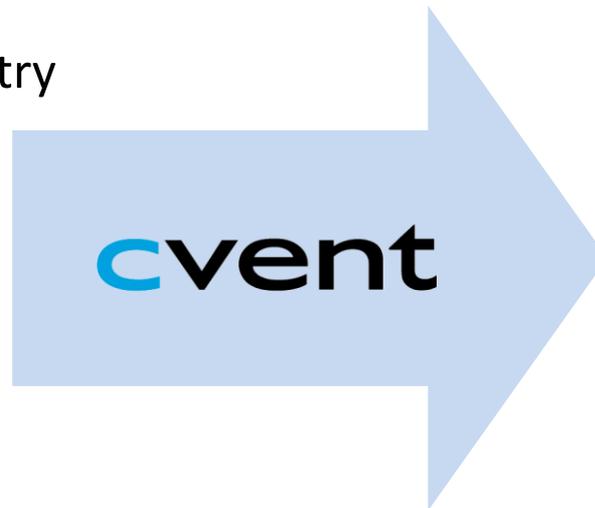
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#10: Cvent Integration is Coming

- Cvent = World's largest meetings and event management tech company
 - RFPs for meetings
- Will connect and update data from Cvent to Visit Alexandria database
- Will save time on data entry



Thank you!

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