



VISIT
alexandria

2024 ANNUAL MEETING

Building for the Future Together

September 26, 2024

Embassy Suites by Hilton, Alexandria Old Town

VISIT
alexandria



Kate Ellis

Board Chair,
Visit Alexandria

VISIT
alexandria



Mike Wilson

General Manager,
Embassy Suites by
Hilton, Alexandria
Old Town



**EMBASSY
SUITES**
by Hilton™

VISIT
alexandria



Phillip Quintana

Regional President,
Burke & Herbert
Bank

**Burke
& Herbert
Bank**

VISIT
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Hon. Justin Wilson

Mayor



VISIT
alexandria



James Parajon

City Manager



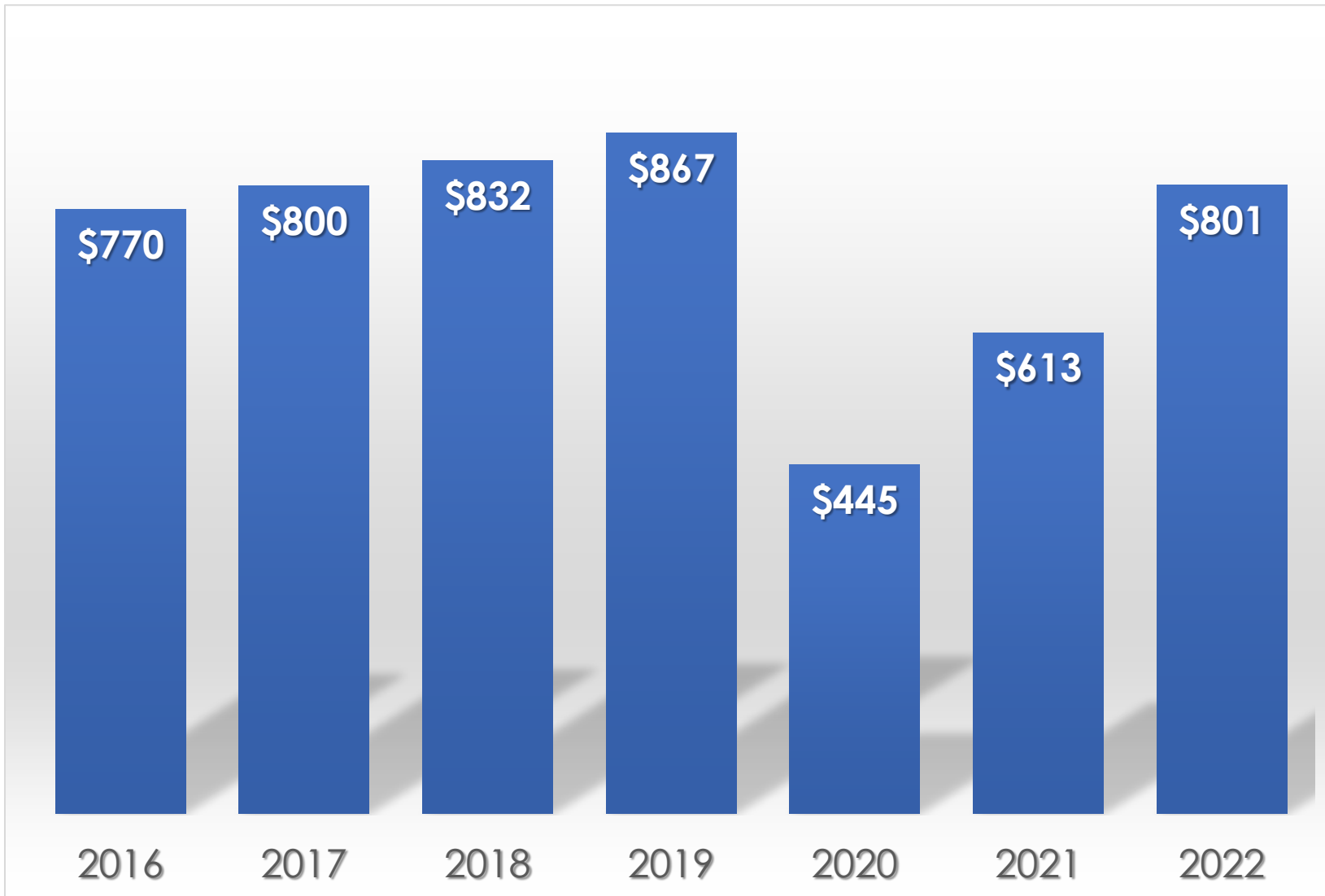
VISIT
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Kate Ellis

Board Chair,
Visit Alexandria

FY 2024 Highlights



Spending by Alexandria Visitors (\$ millions)

From
50+ Miles,
by Calendar
Year



Source: Commonwealth of Virginia, Economic Impact of Domestic Travel, Sept. 2023



Spending by Alexandria Visitors (\$ millions)

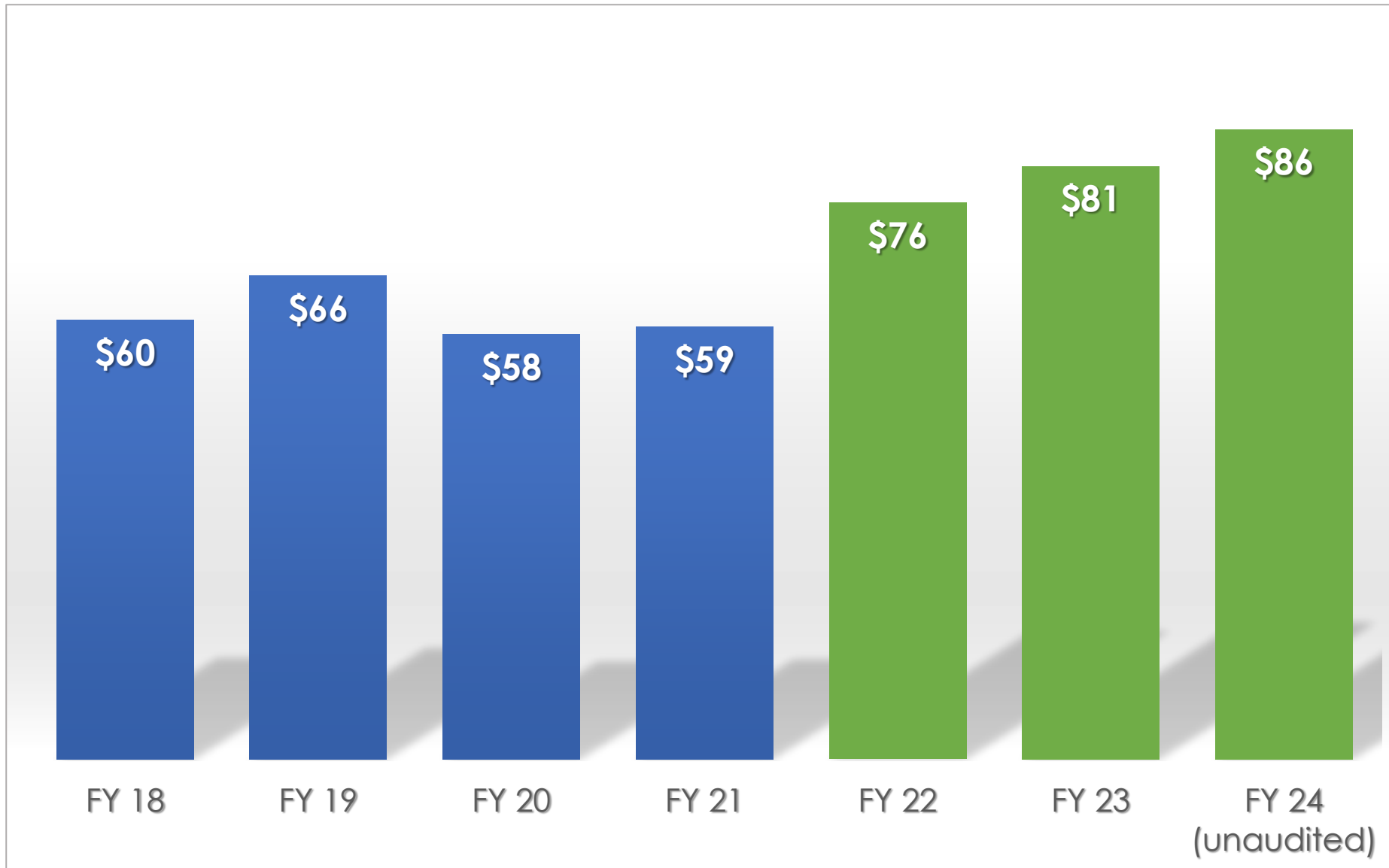
From
50+ Miles,
by Calendar
Year

+17.6%
#5 of 133
Virginia
municipalities



Source: Commonwealth of Virginia, Economic Impact of Domestic Travel, Sept. 2024

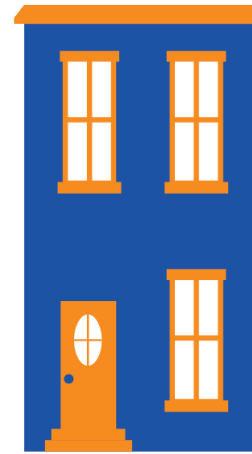
Sales, Restaurant & Lodging Tax Receipts (\$ millions)



Source: City Revenue Dept.

**\$86 million revenue
X 71% non-resident**

**= \$61 million in local
tax revenue from
visitors**



**SAVING THE
AVERAGE HOUSEHOLD**

**\$822
per year**

**Visitor
Spending
Lowering
Tax Burden**



Sources: City of Alexandria Revenue Department, Sept. 2024;
VisaVue spending study extrapolation, 2016

Sales Tax Receipts (\$ millions)



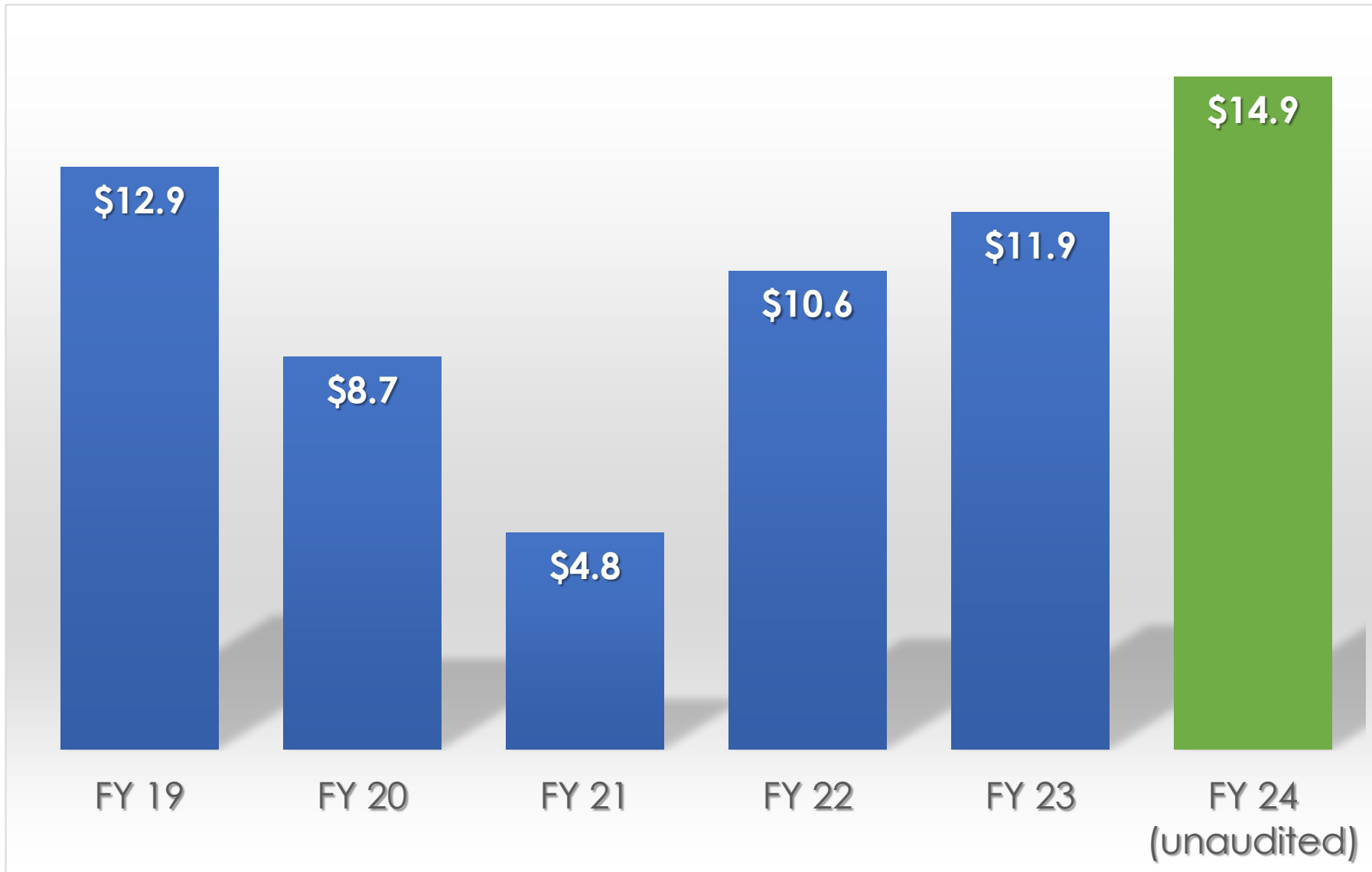
Source: City Revenue Dept.

Restaurant Tax Receipts (\$ millions)



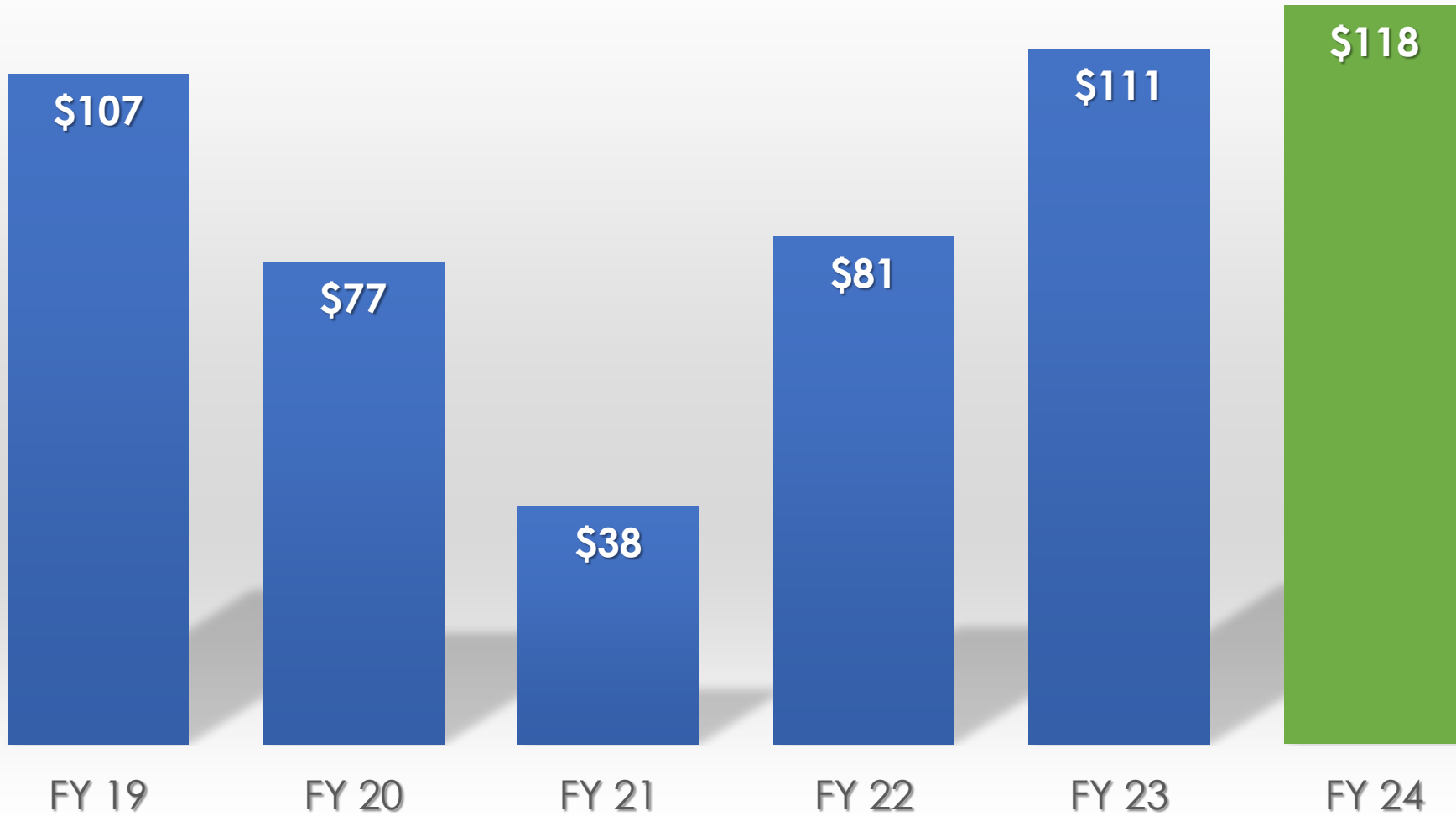
Source: City Revenue Dept.

Lodging Tax Receipts (\$ millions)



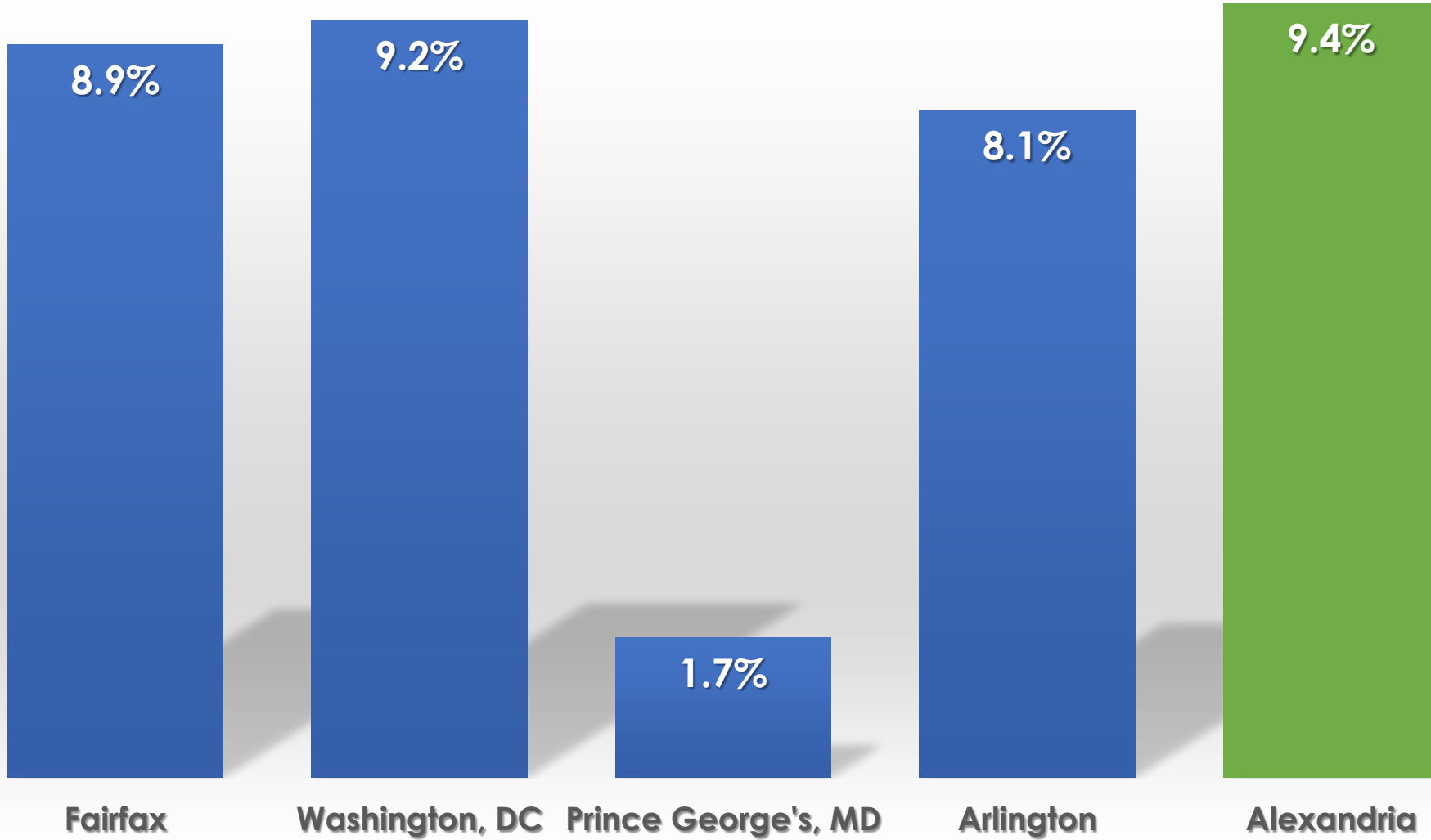
Source: City Revenue Dept.

Alexandria Revenue Per Available Room



Source: CoStar

Hotel Revenue Growth in the Region



Source: CoStar

Advancing Alexandria's Reputation *1,000+ Stories for 8 Years in a Row*

Condé Nast
Traveler

TRAVEL+
LEISURE

Fodor'sTravel

 msn

Forbes

AD

Southern Living

The Washington Post

**The Atlanta
Journal-Constitution**

**The
Weather
Channel**

GARDEN&GUN

P
Philadelphia
MAGAZINE

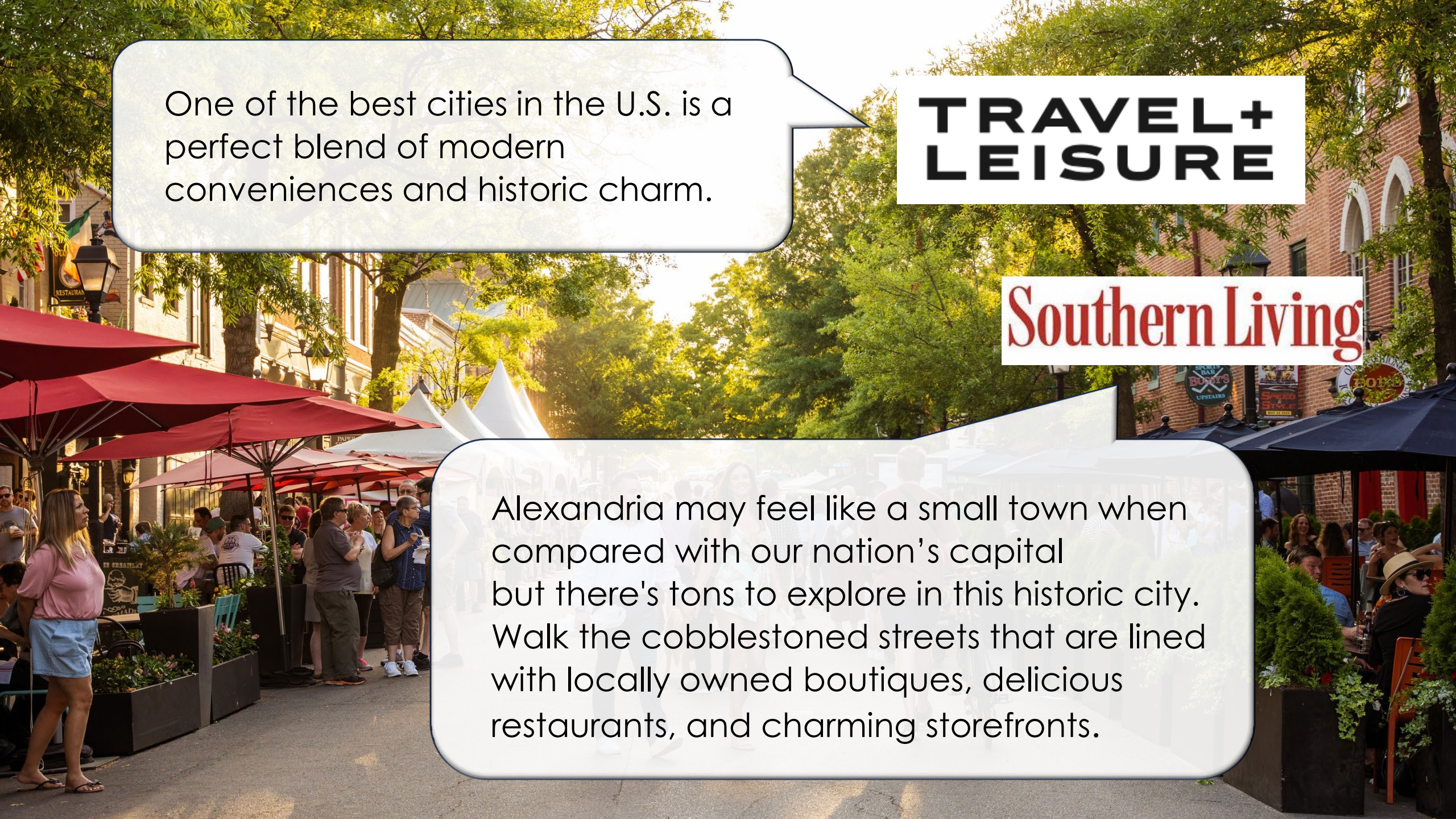




National Accolades

- Best Cities in US – *Travel + Leisure*
- Top 5 Best Small Cities – *Conde Nast Traveler*
- South's Best Cities – *Southern Living*
- Most Beautiful Streets in the World (King St) – *Architectural Digest*
- Best Riverwalks in the USA – *Fodor's*
- Safest Communities in U.S. – *US News & World Report*
- Best Cities in Live in America – *Niche*
- 100% Score for LGBTQ+ Equality – *Human Rights Campaign*





One of the best cities in the U.S. is a perfect blend of modern conveniences and historic charm.

TRAVEL+
LEISURE

Southern Living

Alexandria may feel like a small town when compared with our nation's capital but there's tons to explore in this historic city. Walk the cobblestoned streets that are lined with locally owned boutiques, delicious restaurants, and charming storefronts.

TRAVEL+ LEISURE

This Waterfront Virginia Town Has a Chic New Hotel With a Rooftop Bar and Stunning Views

Alexandria, Virginia, is a historic gem located just 15 minutes outside Washington, D.C.

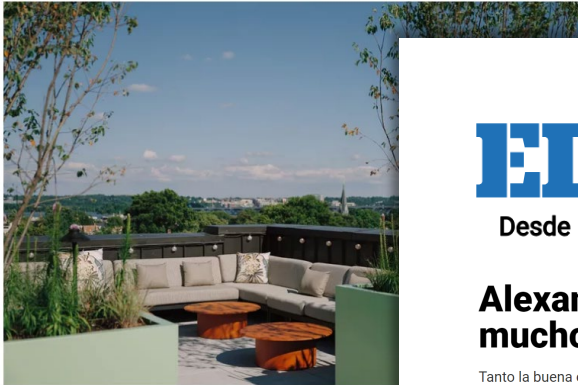


PHOTO: JASON THOMAS CROCKER/COURTESY OF HOTEL HER

EL DIARIO

Desde 1913, El Campeón de los Hispanos

Alexandria en Virginia tiene mucho que ofrecer

Tanto la buena comida, lugares de primera para hospedaje y la conexión con la riqueza histórica, hacen de esta pequeña localidad el lugar ideal para disfrutar unas cortas vacaciones.



Recorrido por el corredor comercial de King Street, Alexandria.

GARDEN & GUN

Seven Southern Places to Uncover Black History and Culture

Worthwhile museums and historic sites that might not be on your radar

Alexandria Black History Museum

Alexandria, Virginia



Fodor's Travel

The Quaintest Christmas Villages Across the U.S.

Alexandria

WHERE: Virginia

A stroll on historic King Street during the Christmas period feels equivalent to being in a real-life Dickens village, complete with European flair and seasonal delights, such as the 40-foot tree on Market Square adorned with nearly 40,000 twinkling lights. The



PHOTO: BUDDY SECOR



#1 In-House PR Team in the U.S.

Association/
Nonprofit

PRSA



Record Digital Marketing Impressions

219 million (+ 16%)

- Digital Advertising
- Social Media
- Expanded Video Strategy

**25.4 million
Video Views
(+47%)**



FY24 Expanded Video Strategy

“Heart & Soul”

with Virginia Tourism Corporation



See a trailer for the Heart & Soul videos [here](#) and watch the full videos at <https://www.instagram.com/imeumoh/>

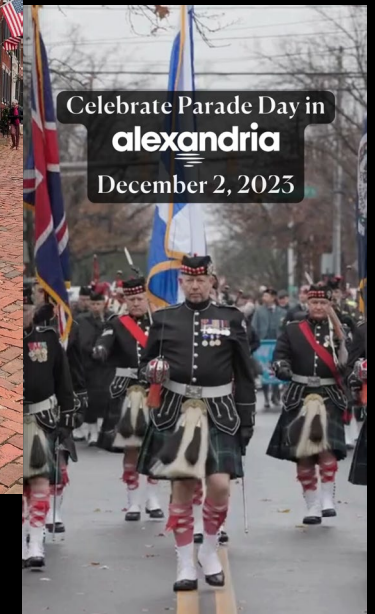
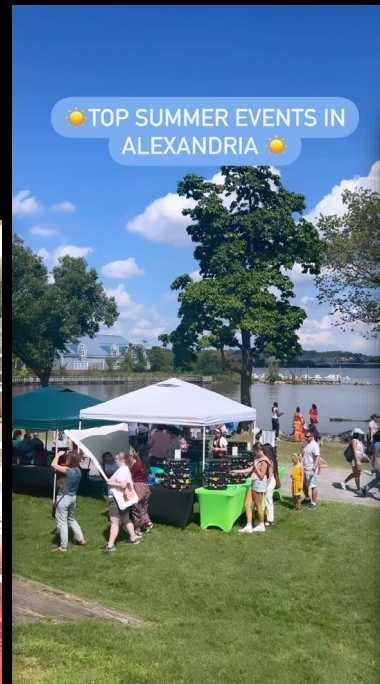


FY24 Expanded Video Strategy

Instagram Reels Content Series

- 43 Reels
- 2 million views (+126%)
- IG followers +20%

Follow and like us on Instagram
[@visitalexva](https://www.instagram.com/visitalexva)



FY24 Expanded Video Strategy

New Neighborhood Videos

“Taste Your Way Through
Alexandria’s West End”



Intro to Arlandria-Chirilagua



See the full West End food tour at ExpandYourALX.com
and the Arlandria-Chirilagua video [here](#).



FY24 Expanded Video Strategy

“48 Hours in Old Town”



See the full video and
browse our Old Town
Weekend Itinerary at
[48HoursinOldTown.com](https://www.48HoursinOldTown.com)

Total watch time on YouTube
in first round was **>1,142 days**



“Best Kept Shh!” Ad Campaign

Spring 2024 → 65,000 + Alexandria hotel searches

See the campaign's video ads [here](#).

Travel + Leisure

One of the **Best Cities in the U.S.** is just a short drive away.

BUT SHH!



alexandria

ItsTooGoodToShare.com


FIND OUT MORE



SHH!

CAN YOU KEEP A SECRET?

“ONE OF THE BEST CITIES IN THE U.S.” –Travel + Leisure



Visit Alexandria



Oh no! The secret's getting out.

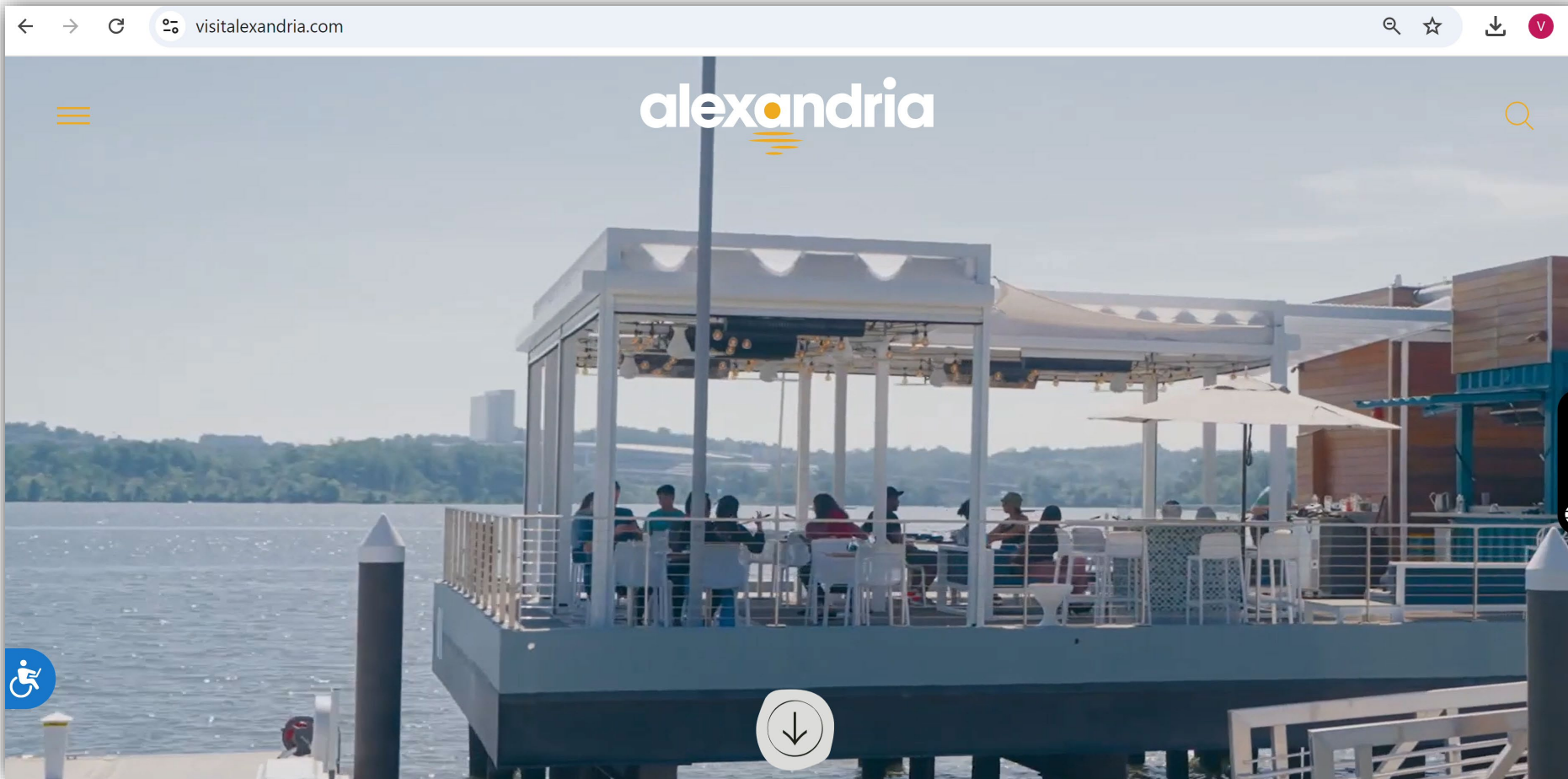
One of Travel + Leisure's "Best Cities in the U.S." is just a short ride away. But shh! It's too good to share.

ItsTooGoodToShare.com [Find Out](#)



- **2.2 million users** (+12%)
- 1.5 million engaged sessions

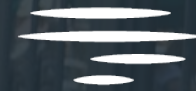
Web Visitation



Explore our website at [VisitAlexandria.com](https://www.visitalexandria.com)



alexandria



Group & Meetings

Cultivation

WINE & WISDOM

alexandria
MEETINGS

- 9 member venues
- 200+ planners
- ↑25% client attendance



Over 100 Tradeshows & Industry Events

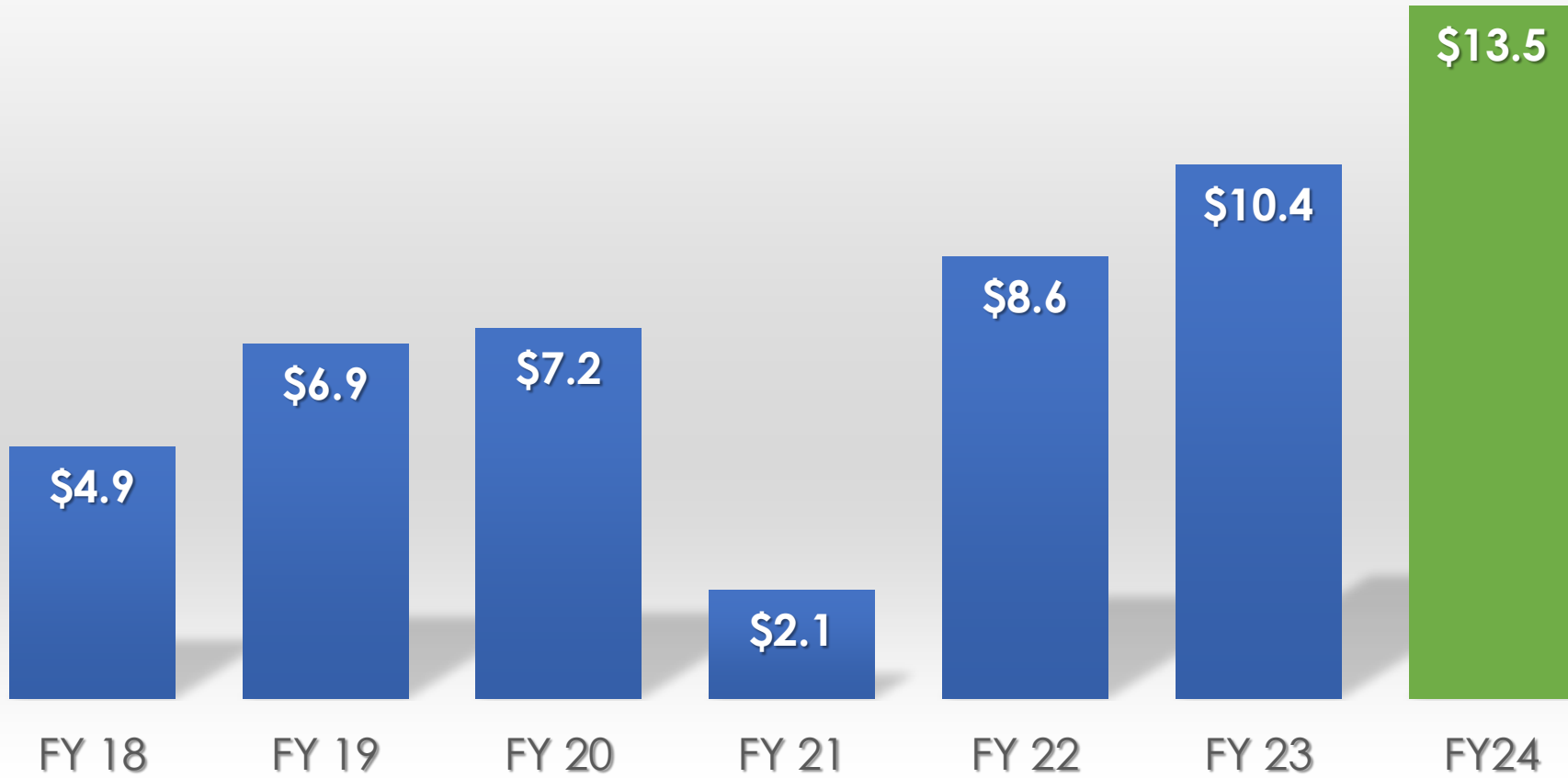


Travel Trade

- Doubled international FAMS
- + 44% domestic tour operator appointments



Value of Leads Turned Definite (\$ millions)



Meetings
+30%



ALX275

The City of Alexandria's 275TH Anniversary



Leveraging Events



ALX Jazz Fest @ Portside photo credit: Devin Eutsey

Serving **67,000+** visitors from

- All 50 states
- 81 countries

Visitor Center



18 CHOSSES À DÉCOUVRIR DANS OLD TOWN ALEXANDRIA

Classée quartier historique national et fondée en 1749, Old Town Alexandria, en Virginie, est une escapade accueillante et facile d'accès sur le fleuve Potomac. À quelques minutes de Washington, District de Columbia, Old Town Alexandria raconte l'histoire et les événements par une architecture des XVIIe et XVIIIe siècles et par une architecture des XIXe et XXe siècles. Découvrez les trésors cachés de cette ville.

18 choses à découvrir dans Old Town Alexandria

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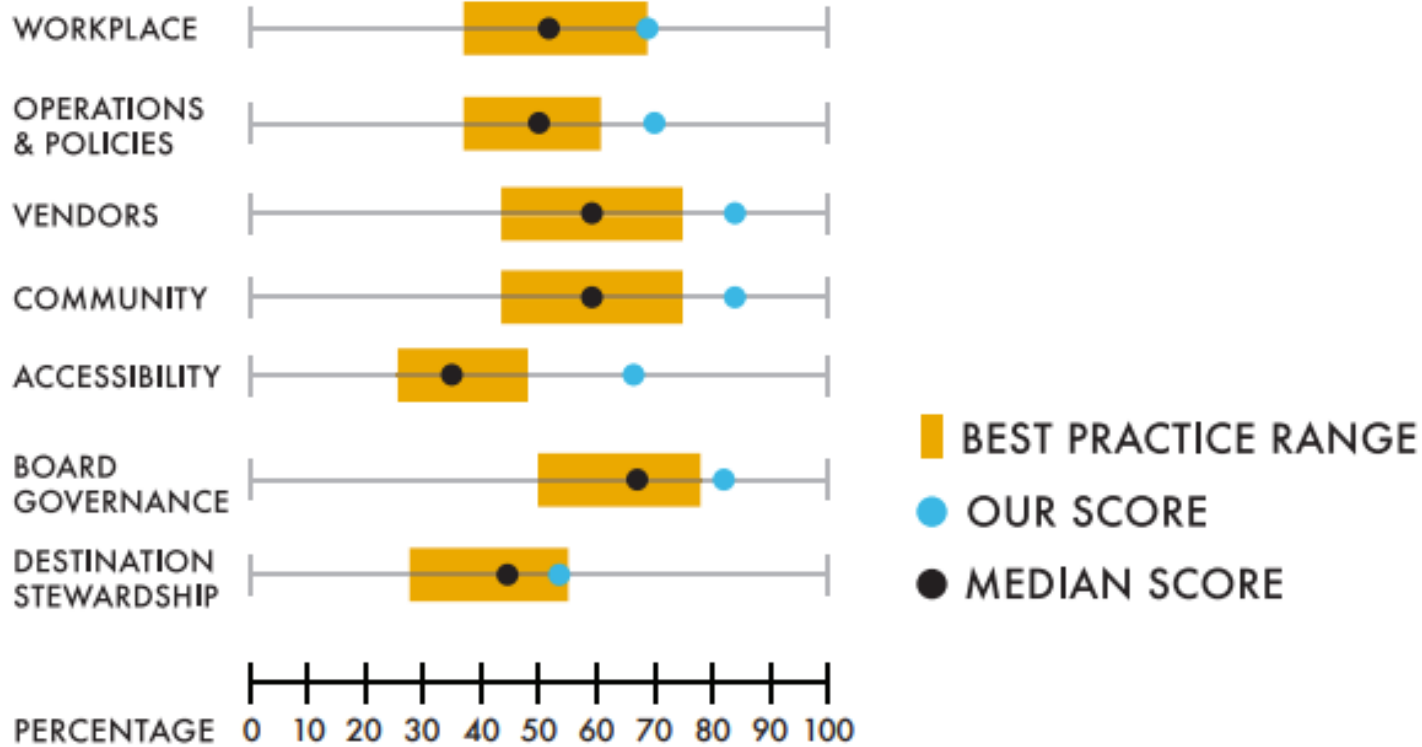
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Social Impact Assessment

INDUSTRY LEADERSHIP:



Diversity,
Equity,
Inclusion and
Accessibility



**456
Members
Strong**

Thank you!



Thank You Search Committee!

- Denise Jackson, Chair
- Bill Butcher
- Kate Ellis
- Ben Fiore-Walker
- Stuart Fox
- Nicole McGrew
- Sarah Taylor

**Welcome
President & CEO
Todd O'Leary**



Executive Search and Transition



VISIT
alexandria



Todd O'Leary

President & CEO
Visit Alexandria

Building Community

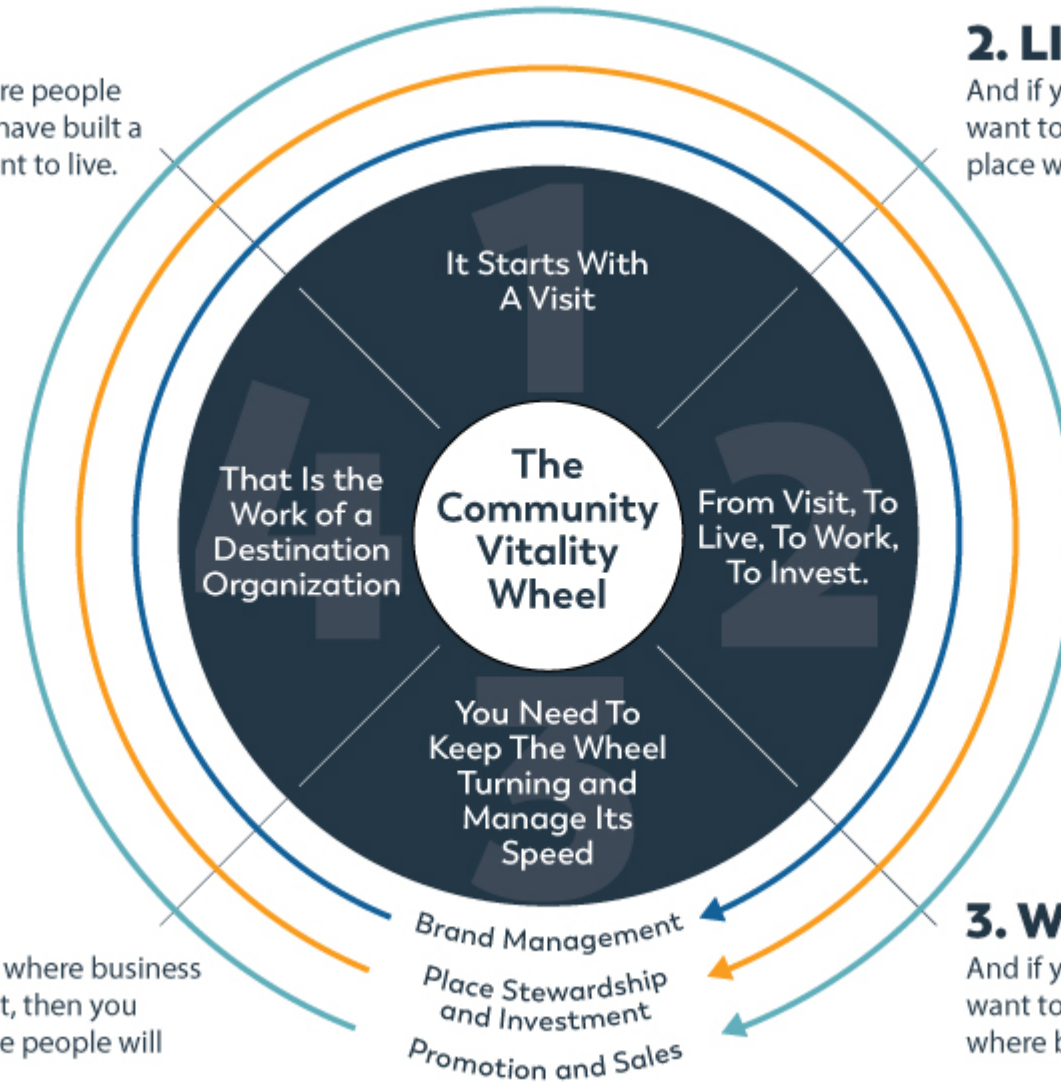
Building Community

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

Building a Place
People Want to Visit

Condé Nast Traveler Best U.S. Small Cities

Stay tuned, 2024 list coming out Oct. 1...

Condé Nast
Traveler

READERS' CHOICE
AWARDS 2023

Best Small Cities



Courtesy of Visit Alexandria/Sam Kittner

5. Alexandria, Virginia

Washingtonians are all in on the secret, but it's no surprise the rest of the world is catching up: Alexandria, Virginia, the charming, historic city just across the Potomac River from our nation's capital, draws travelers and would-be residents alike. Most folks start to imagine moving there immediately after setting foot in Old Town, once they've strolled the red-brick sidewalks, clocking street after street of perfectly preserved rowhouses from the 18th and 19th centuries. When you visit, scope out King Street, packed with boutiques, restaurants, and specialty shops, then land at the waterfront, where you can watch the boats bobbing on the water before touring the Torpedo Factory Art Center, a collective of galleries and artists' studios. End the day at Gadsby's Tavern, where some of our founding fathers used to drink—don't mind the actors in colonial garb.

1. Charleston, SC
2. Santa Fe, NM
3. Alexandria, VA
4. Greenville, SC
5. Savannah, GA
6. Aspen, CO
7. St. Augustine, FL
8. Pensacola, FL
9. Annapolis, MD
10. Sedona, AZ



Leveraging those accolades...



See the latest version of our accolades video ad [here](#).

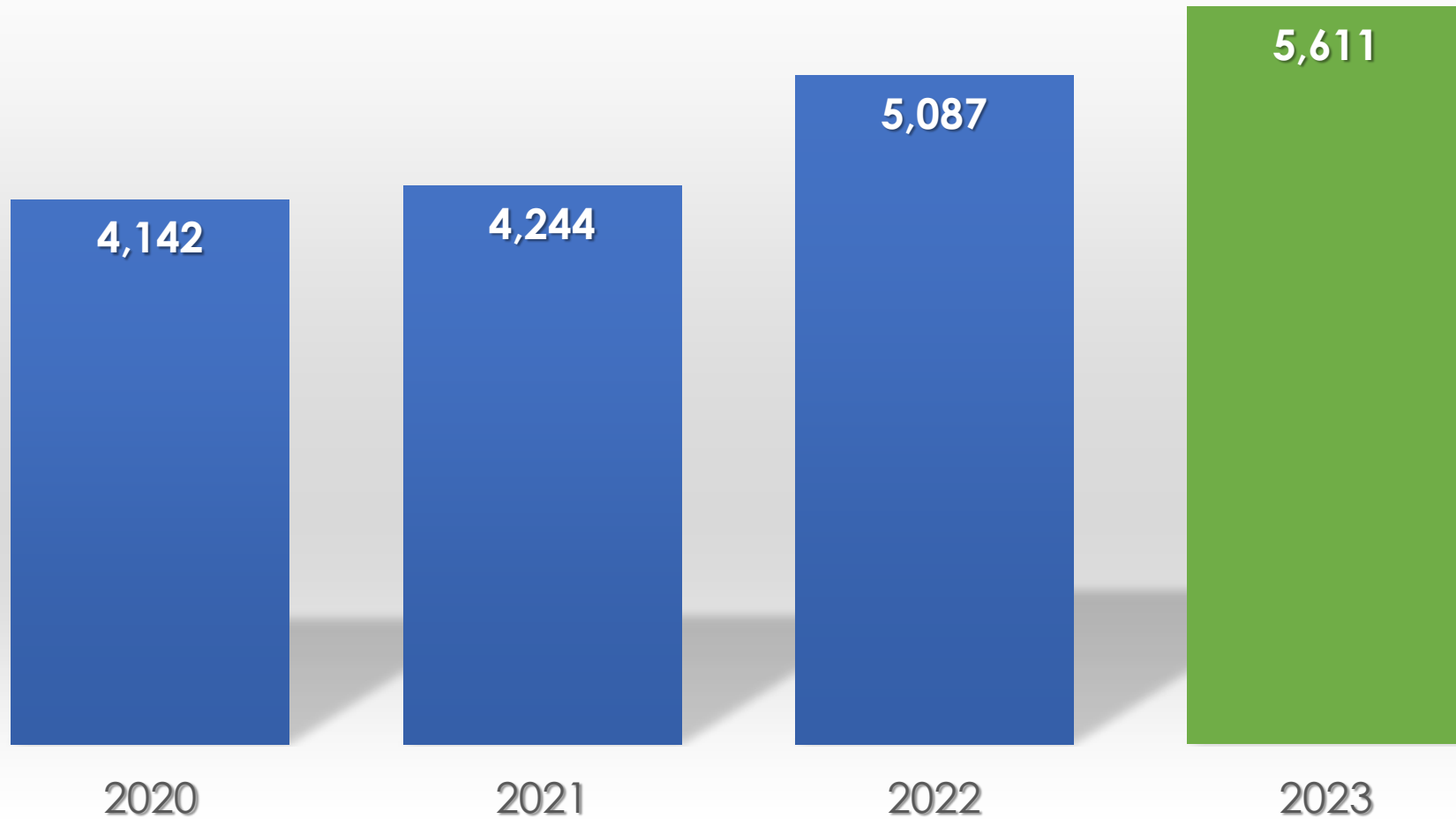


Building a Place
People Want to Live



Building a Place
People Want to Work

Jobs Supported by Tourism

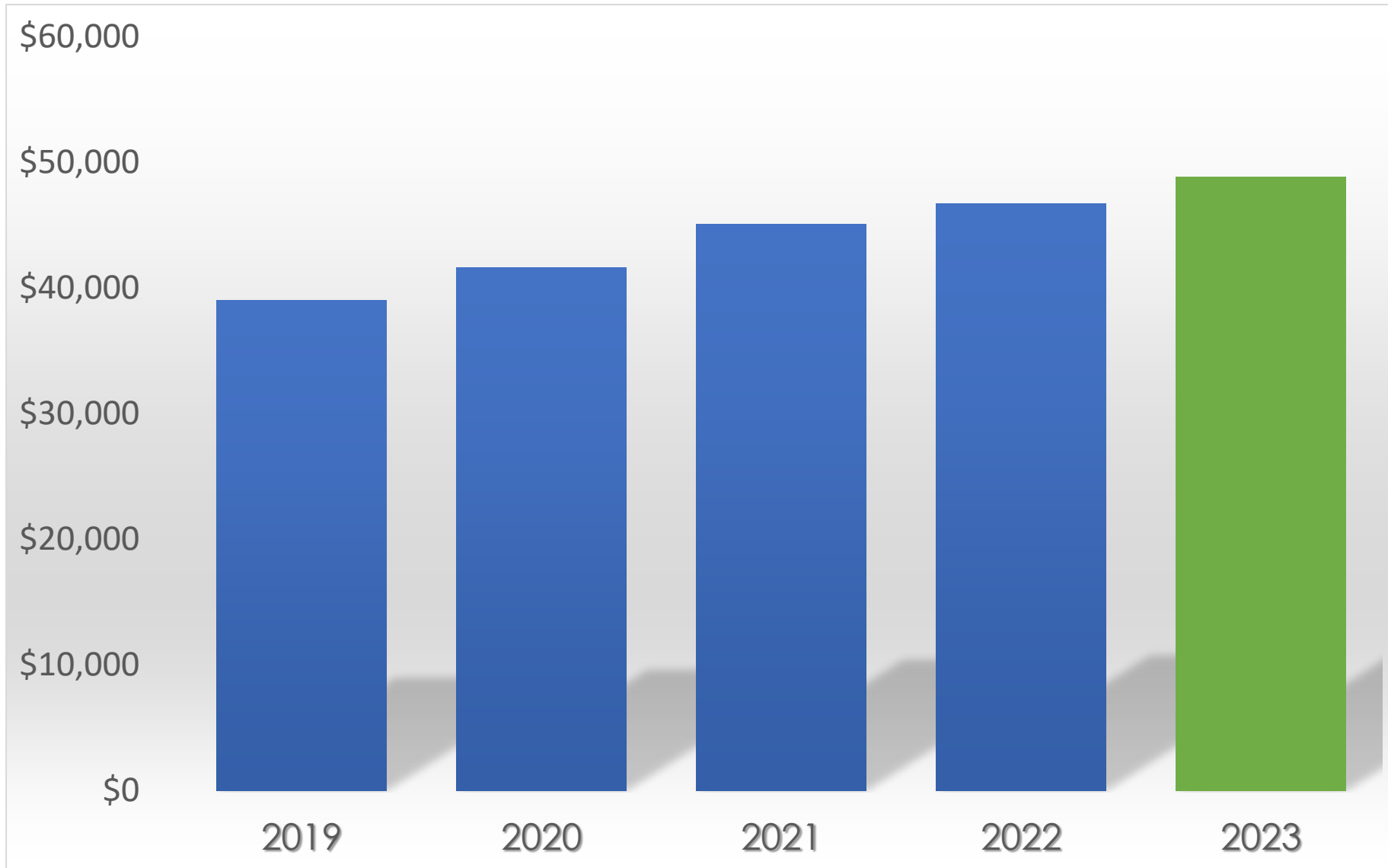


Alexandria Travel Sector Employment

Travel supports
6% of
Alexandria's
employment



Source: Virginia Tourism Corporation, Tourism Economics



Alexandria Travel Sector Annual Wages

+25%
from
2019-2023



Source: Virginia Tourism Corporation, Tourism Economics

Building a Place
People Want to Invest

Hotel Heron, June 20 24



“Halo Effect”: Extended Investment Impact



FY 2025 Plans

Strategic Planning

Visioning the Next 5-10 Years

**A Strategic Road Map
for the NEXT Generation of
Destination Organizations**



DESTINATION
NEXT



Deepening Our Data-Driven Approach

Analytics | Simpleview, Inc. > VisitAlexandria | visitalexandria.com (GA4) | Try searching "MoM growth in users for each device type"

Home

Users **203K** ↑ 36.2% | Event count **1.6M** ↑ 19.2% | Key events **51K** ↑ 1.6% | Views **401K** ↑ 22.5%

Post Performance

Lifetime activity on posts published from 7/1/2023 to 5/30/2024 (America/New_York)

05 May

7/1/2023 - 5/30/2024 vs 7/31/2022 - 6/30/2023

Sources: visitalexva | Post Types: Reel | Published Status: Published | Authors: Viewing all

Published Posts

Review the lifetime performance of the posts you published during the publishing period.

Post	Published Date	Impressions	Average Reach per Post	Average Potential Reach per Post	Engagement Rate (per Impression)	Engagement
38 Posts	Jul 1, 2023 - May 30, 2024	1,679,754	40,606.49	—	9.6%	160,000
		↑ 640.8%	↑ 96.7%	—	↑ 48.5%	↑ 1,000%
10 Posts	Jul 31, 2022 - Jun 30, 2023	226,756	20,644.5	—	6.4%	14,000
visitalexva	Eri_May_24_2024 11:51 am EDT	631,980	570,783	N/A	13.5%	85,000

Campaign Manager Reporting Summary (Refresh Rate: Daily | Last Refreshed: September 17, 2024)

Date Range: Past 365 Days | Campaign: (All) | Site: (All) | Custom Start: 1/1/2024 | Custom End: 9/19/2024

Key Performance Indicators

Impressions	Clicks	Total Conversions
81,961,702	119,051	310,196
Click Through Rate	Conversion Rate	Video View Rate
0.15%	0.38%	23.78%
Historical Benchmark 0.15%	Historical Benchmark 0.38%	Historical Benchmark 23.78%

Performance Table

Campaign (group)	Tactic (group)	Creative (group)	Impr. ess.	Clicks	Click Th. rough.	Total Co. nversio.	Convers ion Rate	Video Views	Video View R.
Grand Total			119,051	0.15%	310,196	0.38%	23.78%		
ALX_FY25_Destination...	ALX_YouTube_OldTown_Eng...	Youtube_OldTown_English_1...	146,218	265	0.18%	25	0.02%	145,962	99.82%
	ALX_YouTube_OldTown_Spa...	Youtube_OldTown_Spanish...	150,845	0	0.00%	0	0.00%	150,646	99.87%
ALX_FY25_Regional_AlwaysOn	Storygize_Events_SidewalkSale_Display	ALX_Storygize_SS_300x250...	69,193	30	0.04%	423	0.61%	0	0.00%
		ALX_Storygize_SS_336x280...	33,645	47	0.14%	188	0.56%	0	0.00%
		ALX_Storygize_SS_728x90...	31,229	6	0.02%	193	0.62%	0	0.00%
		ALX_Storygize_SS_300x600...	22,772	16	0.07%	152	0.67%	0	0.00%
		ALX_Storygize_SS_300x50...	17,949	13	0.07%	82	0.46%	0	0.00%
		ALX_Storygize_SS_970x90...	8,389	4	0.05%	88	1.05%	0	0.00%
		ALX_Storygize_SS_160x600...	3,137	1	0.03%	12	0.38%	0	0.00%
	Storygize_Events_SidewalkS...	Storygize_Events_Native	456,429	568	0.12%	2,696	0.59%	0	0.00%
	Storygize_Events_SweetSpot...	Storygize_Events_Native	933,008	1,452	0.16%	5,763	0.62%	0	0.00%
	Storygize_Events_TonThinn...	Storygize_Events_Native	241,648	600	0.25%	750	0.31%	0	0.00%

Impressions & Conversion Rate (PIR) Over Time



Deepening Our Data-Driven Approach



Destination Promotion





Este es uno

This is one of the cutest
places to visit in the country.

Browse our Spanish-
language landing page and
video content at
[VisiteAlexandria.com](https://www.VisiteAlexandria.com).

Neighborhoods Program



Leveraging Major Events

ALX275

The City of Alexandria's 275TH Anniversary



Leveraging Major Events



Leveraging Major Events

ALEXANDRIA
VA★250



Leveraging Major Events

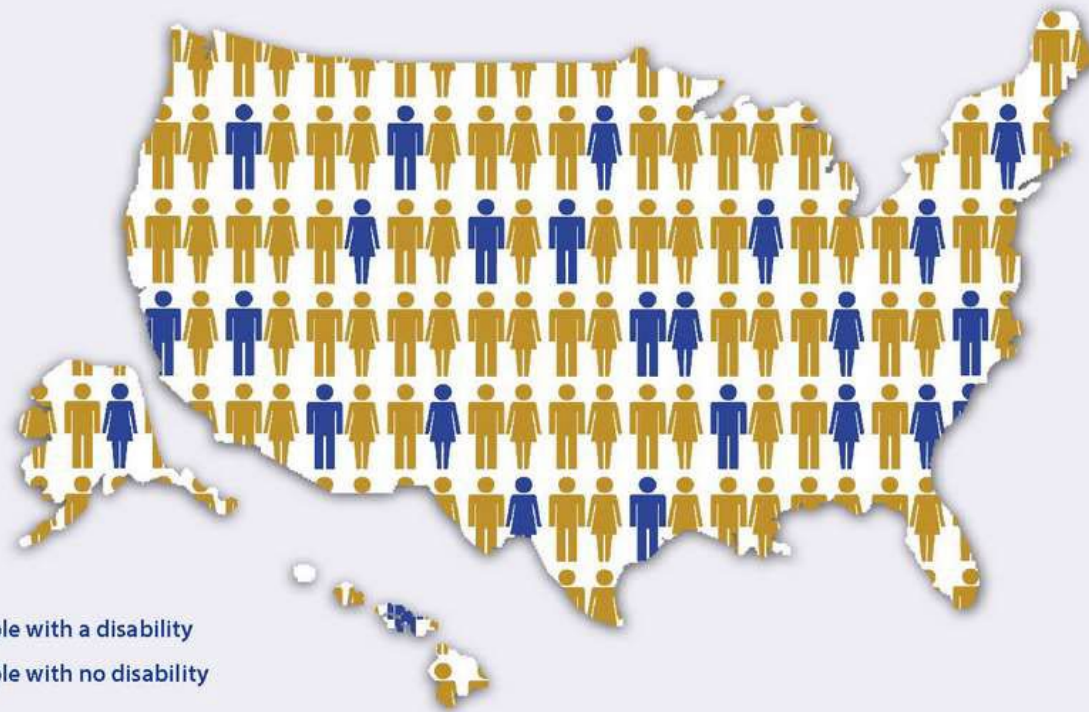


See WorldPride 2025's promotional video [here](#).



Inclusive Destination

Up to **1 in 4** adults in the United States
(27%) have some type of disability



 People with a disability
 People with no disability

Inclusive Destination



Inclusive Destination



Inclusive Destination



DESTINATIONS
INTERNATIONAL

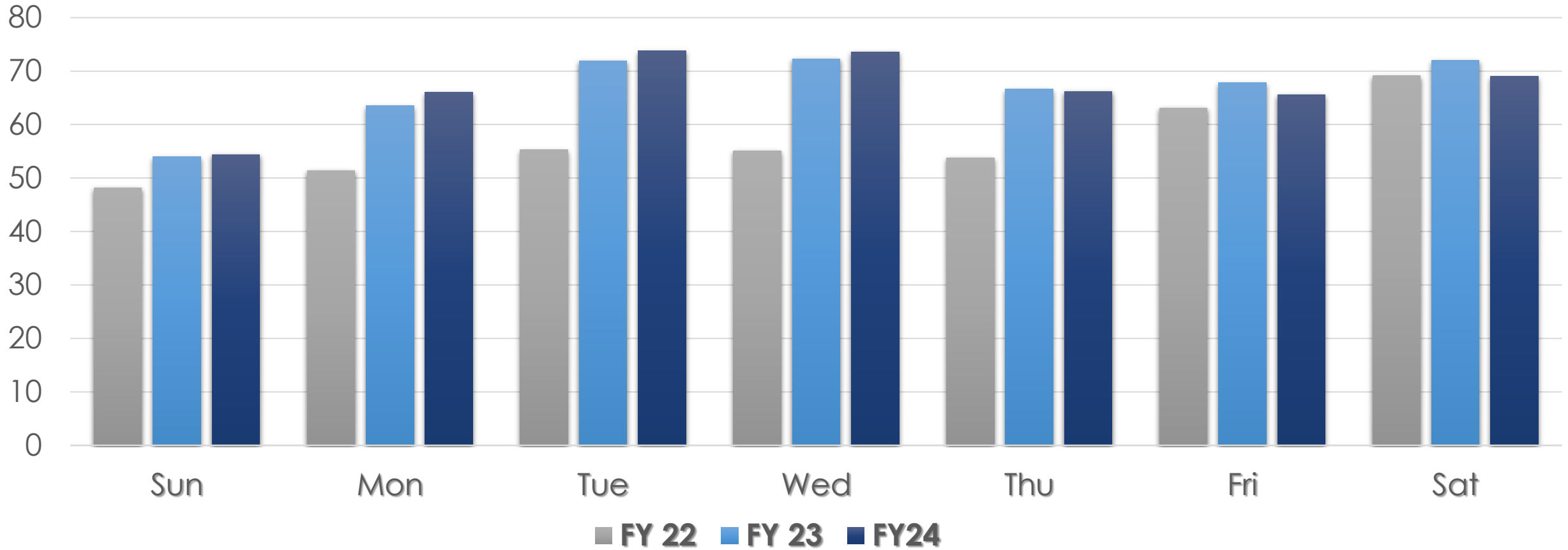


Meetings and Travel Trade



Meetings and Travel Trade

Alexandria Occupancy by Day of Week



Source: CoStar

Meetings and Travel Trade



Oh no! The secret's getting out. Only minutes from DC, there's a place that's been named one of the **Top 5 Small Cities in the U.S.** for seven years in a row by *Condé Nast Traveler* – which makes it the perfect fit for a small to midsize meeting. But shh! It's too good to share.

WALKABILITY

Old Town's iconic King Street Mile including 200+ restaurants, shops and museums

BOUTIQUE SPACES

Award-winning boutique hotels and unique meeting spaces best suited for events of under 250 attendees

LEADERSHIP PROGRAMS

One-of-a-kind activities such as "Wine and Welding" through *The Leadership Collection at Alexandria*™

Get in on the secret here and let us help you plan your next event.

alexandria



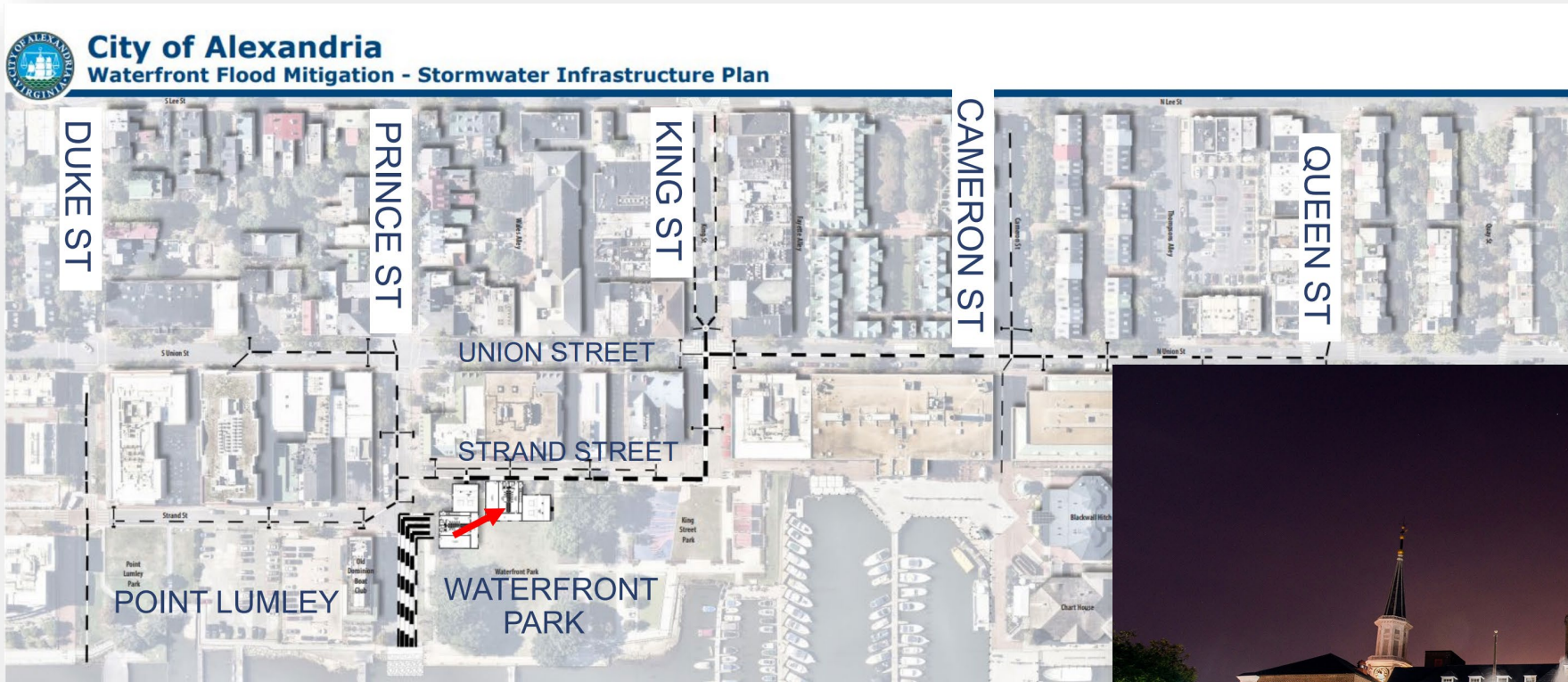
MeetAlexandriaVA.com

703-652-5378 | meetings@VisitAlexVA.com

Managing the Visitor Experience



Managing the Visitor Experience



Member Engagement



Industry Partnerships



Holiday Campaign Preview

Merry Me
in
alexandria

Get an early preview of a video from our upcoming holiday campaign [here](#).



Merry Me
in
alexandria



Join us at the reception!

VISIT
alexandria

VisitAlexandria.com | #visitALX

Thank You to Our Partners



**VIRGINIA
IS FOR
LOVERS[®]**



Thank You to Our Charter Members

**Burke
& Herbert
Bank**



Alexandria Hotel Association

GEORGE WASHINGTON'S
MOUNT ★ VERNON



Thank You to Our Host



**EMBASSY
SUITES**

by Hilton™

Alexandria Old Town

