Visit Alexandria: Member Promotions & Marketing Programs
Annual Planner

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This form is intended for internal use to help you plan your participation for the year by checking off the ones you are interested in. An estimated timeline is also included, so you can keep an eye out for correspondance with specific sign up details and deadline information closer to the actual date(s) for each promotion. If you would like additional information or if you have any questions, please contact Trisha Meisner at tmeisner@visitalexva.com or (703) 652-5368.

Program Name	Member Category	Cost	Member Sign-Up*	Event/Launch Date	Yes	No
Customized Listings on Visit Alexandria's Website	All	Free	Ongoing	Ongoing		
Online Advertising on Visit Alexandria's Website	All	$100-$1,000/mo	Ongoing	Ongoing		
Visitor Center Brochure Distribution	All	Free	Ongoing	Ongoing		
Seasonal Content Submissions	All	Free	Varies by Season	Varies by Season		
What's New Meeting	All	$30	February	March		
Annual Hotel Promotion	Hotel	Free	January	February/March		
Summer Social	All	$20	May	June		
Summer Restaurant Week	Restaurant	Free	June	August		
The Official Visitor Guide Customized Listing	All	Free	August	March		
The Official Visitor Guide Advertising	All	$2,250-$17,600	August	March		
Annual Meeting	All	$40	September	September/October		
Winter Restaurant Week	Restaurant	Free	November	January		

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

2025 Member Promotions & Marketing Programs Summary

Each year, Visit Alexandria offers its members the opportunity to participate in members-only 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 use this summary as a general guide but be sure to review individual sign-up emails from Trisha for the most up-to-date information and participation guidelines.

Trisha Meisner, Director of Member Relations
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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. It includes calls for content, marketing opportunities, and sign-up information for our promotions throughout the year. Be sure to add "@visitalexva.com" to your email's safe senders list so you do not miss any communications from our team!

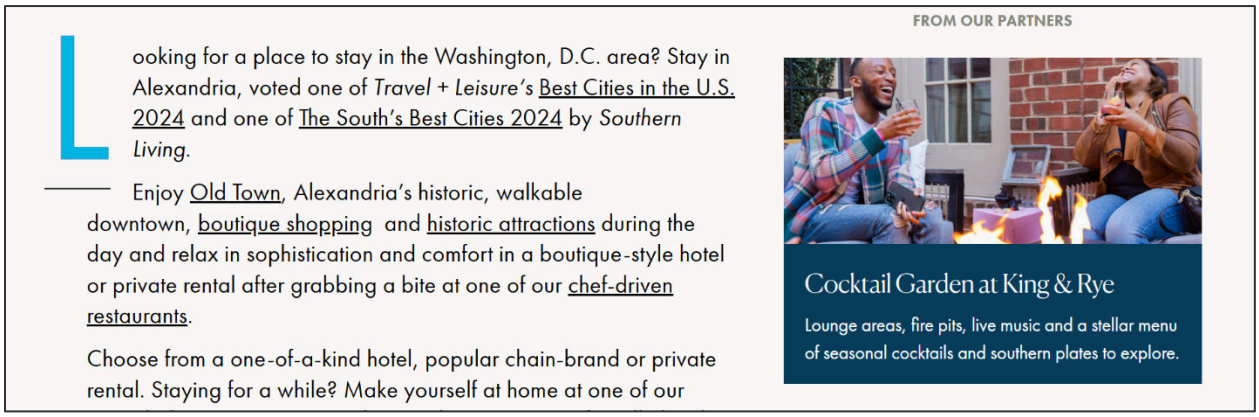
Customized Listings on VisitAlexandria.com

When: Ongoing throughout the year

Visit Alexandria's website is the number one vehicle to reach visitors, with nearly 2.5 million visits per year! Our website is carefully designed and organized to help users plan their trip, with numerous pages highlighting Alexandria's unique experiences, restaurants, shops, hotels, and more. Members can edit their customized listings via the Visit Alexandria extranet. We can provide access for multiple users to the extranet, if necessary.

The Calendar of Events includes listings for events with an interactive component or experience. Our Deals & Happenings page includes listings for discounts, promotions, and sales. Members are encouraged to add their events and happenings to these pages. If you have questions about listings or the extranet, please contact Trisha Meisner at tmeisner@visitalexva.com.

Online Advertising on VisitAlexandria.com



When: Ongoing throughout the year

If you want your business to stand out, but need to spend your marketing dollars efficiently, advertising on the Visit Alexandria website should be your first investment, if space is available. Ad space is extremely limited, because the site is designed to maximize the user experience, not ad revenues. Be sure to ask Trisha about space that may be available in your industry category. First preference is always given to existing advertisers, but openings do emerge.

As noted above, Visit Alexandria's website receives nearly 2.5 million visits per year. As a member, you have an exclusive right to advertise through this cost-efficient, highly targeted vehicle that reaches people who have already expressed an intent in coming to Alexandria. Plus, nearly 73% of those users are new to VisitAlexandria.com, representing potential new business and ready-to-spend prospects. Your ads will also reach the critically important smart phone and tablet users, who are likely in the area and ready to book a room, dine out or be entertained right now!

Options include top or bottom run of site banners, home page sponsor, and featured listings. To schedule a one-on-one web advertising consultation and discover the options that would work best for your budget and business, please contact Trisha Meisner at tmeisner@visitalexva.com.

Visitor Center Brochure Distribution

When: Ongoing throughout the year

As a member of Visit Alexandria, you are entitled to a dedicated rack space in our Visitor Center. This is a great opportunity to promote your business to guests who are already in Alexandria and looking for

ideas of what to do and where to dine, shop and stay. Distributing your brochure in the Visitor Center also enables our welcoming staff to become more familiar with your business and provide guests with tangible take away information about you. There is no additional cost for rack space—it is included as part of your annual membership dues. If you have questions regarding rack space, please contact Melanie Fallon at mfallon@visitalexva.com.

Annual Member Events & Educational Opportunities

When: Events throughout the year

Each year, Visit Alexandria hosts annual member-focused events, allowing you the opportunity to network with one another and providing an outlet for you to share feedback with us.

At our "What's New", our team will present information on new events and major openings specific to the City of Alexandria, plus valuable marketing and tourism research and members-only marketing opportunities. Our Summer Social in early summer is Visit Alexandria's opportunity to celebrate our members and thank you for your support and partnership all year long. At our Annual Meeting in the fall, our team will share the latest visitation statistics, reflect on the past year, and look ahead to plans for the upcoming one. Visit Alexandria will offer educational events, with topics specific to the tourism industry. You will receive an email invitation with additional details and RSVP/ticket information closer to the actual date of each event.

Seasonal Content Submissions

When: Ongoing throughout the year

Visit Alexandria shares upcoming seasonal content requests with members in the monthly “News You Can Use” member newsletter. For example, this winter we requested content for “What’s New in 2024”. In the new year we requested cherry blossom-themed offers. Please review the monthly “News You Can Use” newsletter for guidelines, details, and deadline information on the next season’s request.

Below find a general outline of some of our themes and when to expect deadlines throughout the year (subject to change).

JANUARY
Black History Month events
Romantic packages & experiences
George Washington Birthday events
What's New for 2026
FEBRUARY
Cherry blossom events & offers
Spring events & packages
APRIL
Summer events & packages
AAPI Heritage Month

MAY
LGBTQ Pride Month events
Juneteenth events
4th of July offerings
JULY
Fall events & packages
Hispanic Heritage Month
AUGUST
Halloween events
SEPTEMBER/OCTOBER
Holiday events

Alexandria Hotel Promotion

When: One annual promotion, usually begins early spring
Planning begins: One month prior to promotion start date

Alexandria’s annual hotel promotion is typically offered once per year, beginning early spring. All participating hotels will be listed on the hotel promotion page of Visit Alexandria’s website. There is no fee to participate, and guests will book directly with your hotel. This promotion is not a package but rather a price point, and Visit Alexandria will drive traffic directly to your hotel’s listing and website. You will receive an email with additional details and sign-up instructions closer to the actual promotion dates.

Alexandria Restaurant Week – Winter & Summer

When: Offered twice per year--winter (end of January) and once in the summer (end of August)
Planning begins: Two months prior to promotion start date

Enjoy meals from Alexandria's restaurants at home with Alexandria Restaurant Week, happening twice per year. Restaurants will offer dinner for one menu at one of the following price points: $30, $40, or $50. The dates for each Restaurant Week will be announced later in the year. You will receive an email with additional details and a link to the sign-up form closer to the actual promotion dates.

The Official Visitor Guide – Customized Listing & Advertising

When: Printed annually in March
Planning begins: Early August

The Official Visitor Guide makes exploring Alexandria fun and easy for our visitors, with suggestions on things to do, events and area information. 250,000 copies of the Visitor Guide are distributed throughout the city, at local hotels and various locations in Washington, D.C., plus Visitor Centers and to groups outside of the D.C. area. The Visitor Center also fulfills single guide requests submitted through our website to visitors all over the country.

Like website advertising, the Visitor Guide is a highly targeted and cost-efficient medium. Advertising in the guide begins at $2,250 and the publication completely *sold out* the last three years. First right of refusal is given to all renewing advertisers, with additional spaces opened on a space-available basis, so submit your request to advertise early. For additional details, please contact Trisha Meisner at tmeisner@visitalexva.com.

In addition, each member is entitled to a free line listing in the Visitor Guide. You will receive an email notification when it is time to sign up and review your listing. If you are a new Visit Alexandria member and were not included in the most recent version of the Visitor Guide, Trisha will reach out to you separately with information about your listing. If you have any questions regarding your Visitor Guide listing, please contact Trisha Meisner at tmeisner@visitalexva.com.

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Connect with us!

Web:	VisitAlexandria.com
Blog:	VisitAlexandria.com/The-Best-Of/
Facebook:	Facebook.com/VisitAlexandriaVA
X:	X.com/AlexandriaVA
Instagram:	Instagram.com/VisitAlexVA
Hashtag:	#visitALX