



VISIT  
**alexandria**

**WHAT'S NEW 2025**

Virginia Tech Innovation Campus

March 11, 2025





Todd O'Leary  
President & CEO

VISIT  
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Burke  
& Herbert  
Bank

*Wegmans*









Kristin M.  
Lamoureux, Ph.D.  
Director, Hospitality and  
Tourism Graduate  
Program







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President & CEO

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## Spending by Alexandria Visitors

**From 50+ Miles;  
by Calendar  
Year  
(\$ million)**

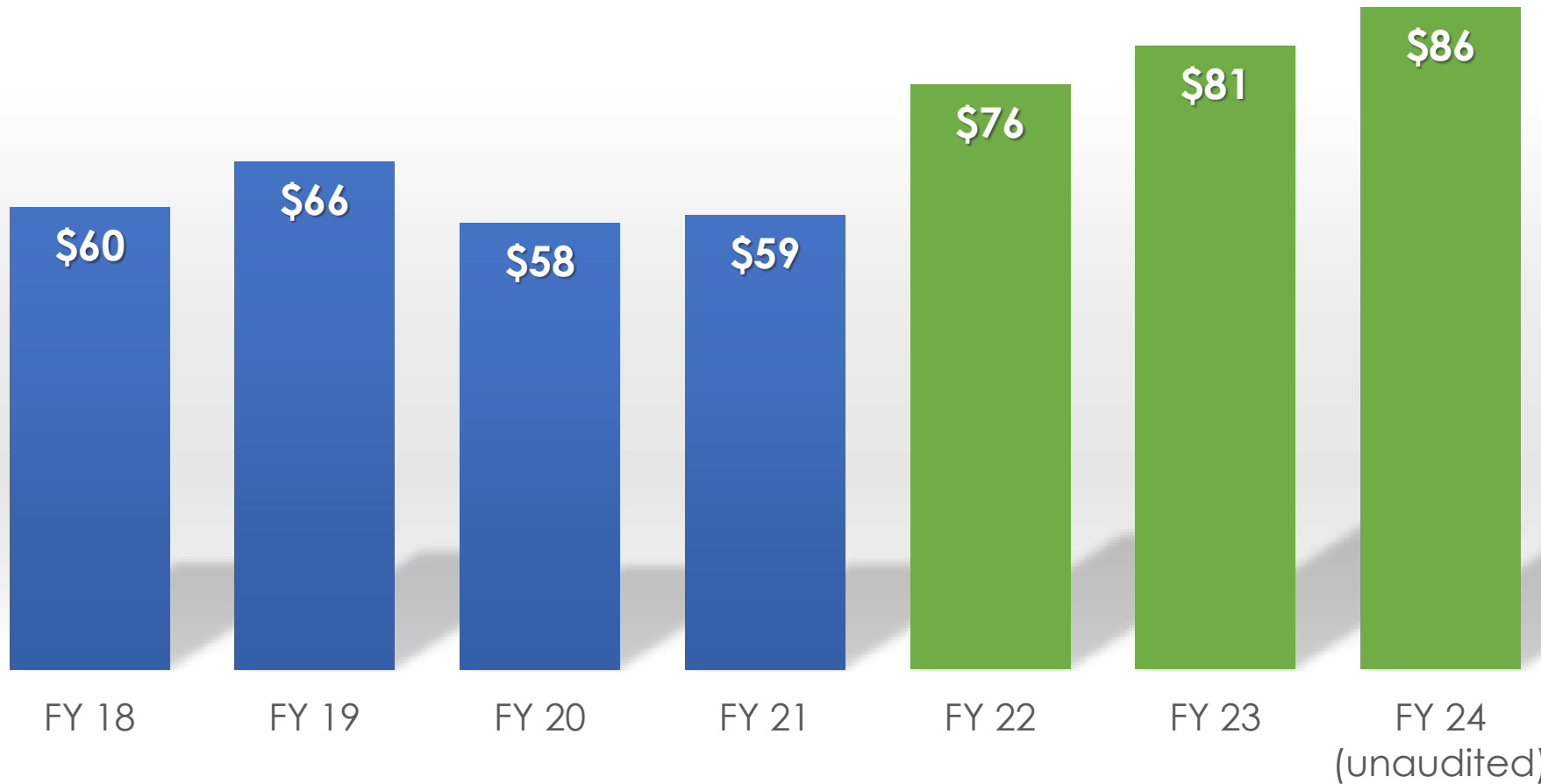
**+17.6%**  
**#5 of 133**  
**Virginia**  
**municipalities**



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



## Alexandria Consumption Tax Receipts (\$ millions)



# Sales, Lodging & Restaurant Tax Receipts



Source: City Revenue Dept.

# 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

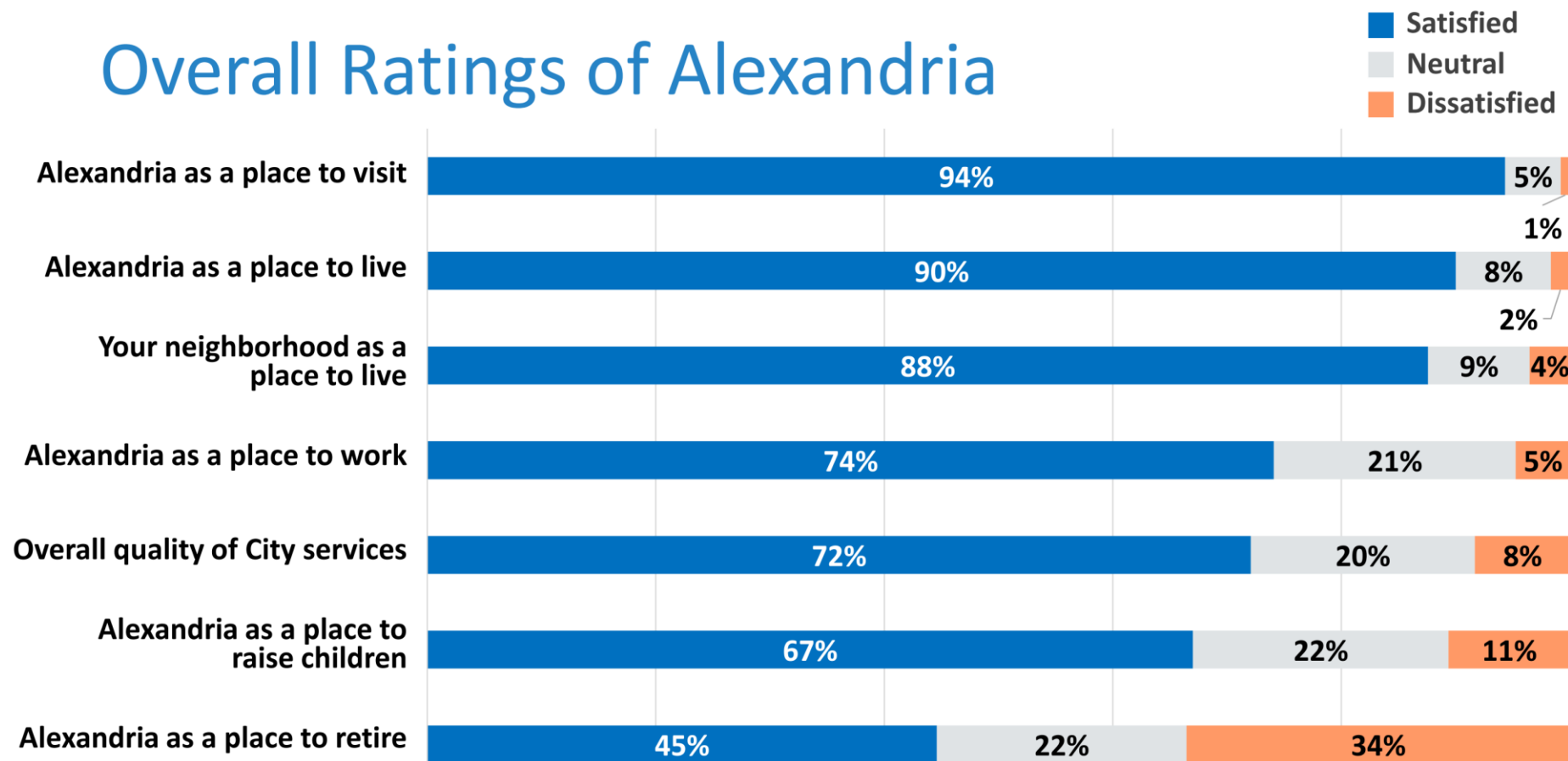
And if you built a place where people want to work, then you have built a place where business and residents will invest.





# 2024 Alexandria Resident Survey

## Overall Ratings of Alexandria



Source: City of Alexandria Office of Performance Analytics







Sarah Bagley  
Vice Mayor,  
City of Alexandria







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# Today's Agenda

- **National Outlook and Travel Trends**
- **New Alexandria Visitor Profile Research**
- **Major Openings and New Experiences**
- **Member Opportunities**
- **Development Outlook**







Vito Fiore

Vice President of  
Marketing &  
Research

Tourism Outlook  
& Trends

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# National Economic Trends

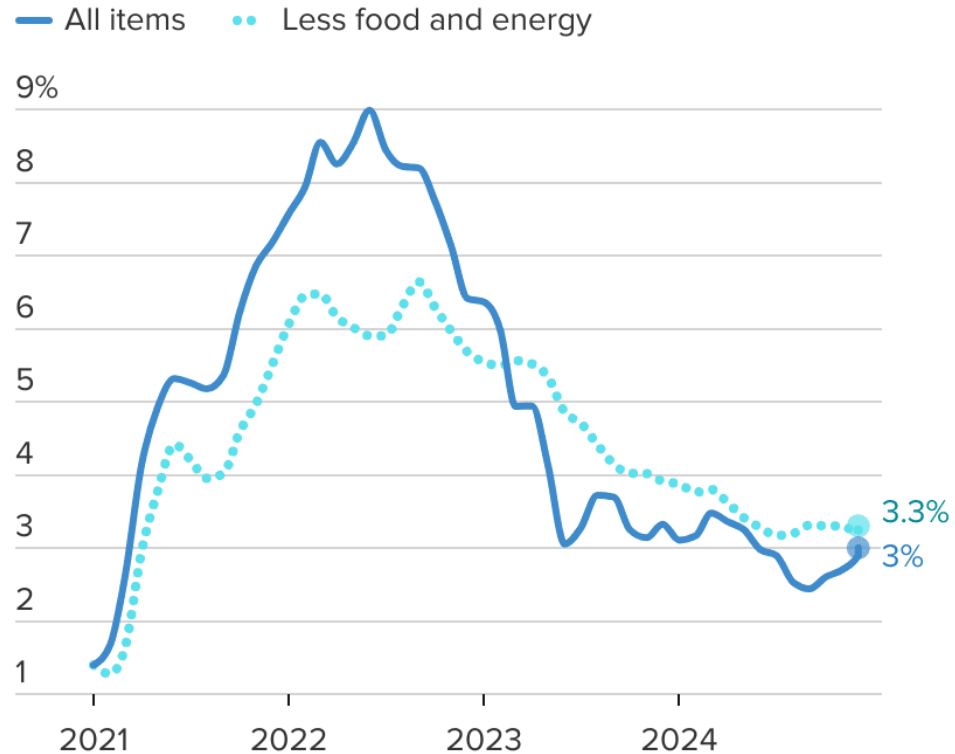




# Inflation Remains Low

## U.S. consumer price index

Year-over-year percent change | Jan. 2021–Jan. 2025



Note: Not seasonally adjusted

Source: U.S. Bureau of Labor Statistics

Data as of Feb. 12, 2025



# ...And So Does Unemployment

## U.S. unemployment rate

January 2021–January 2025

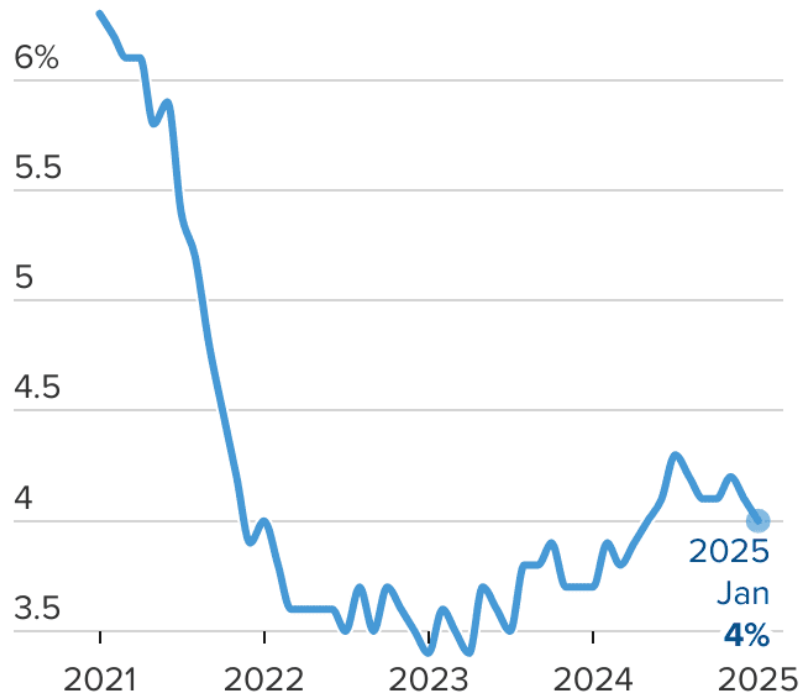


Chart: Gabriel Cortes / CNBC

Source: U.S. Bureau of Labor Statistics

Data as of Feb. 7, 2025



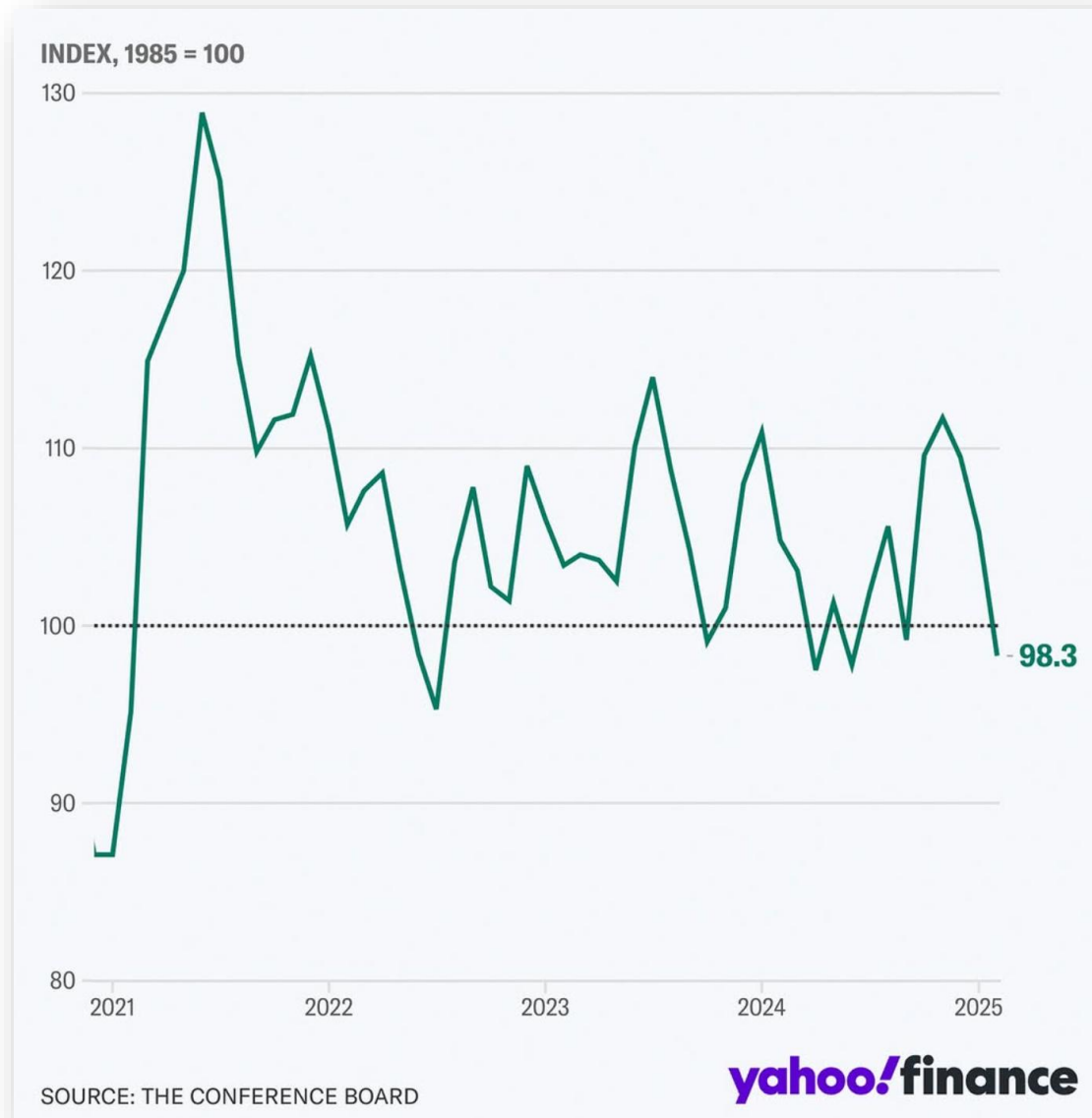
**US employers add a solid 151,000 jobs last month though unemployment up to 4.1%**



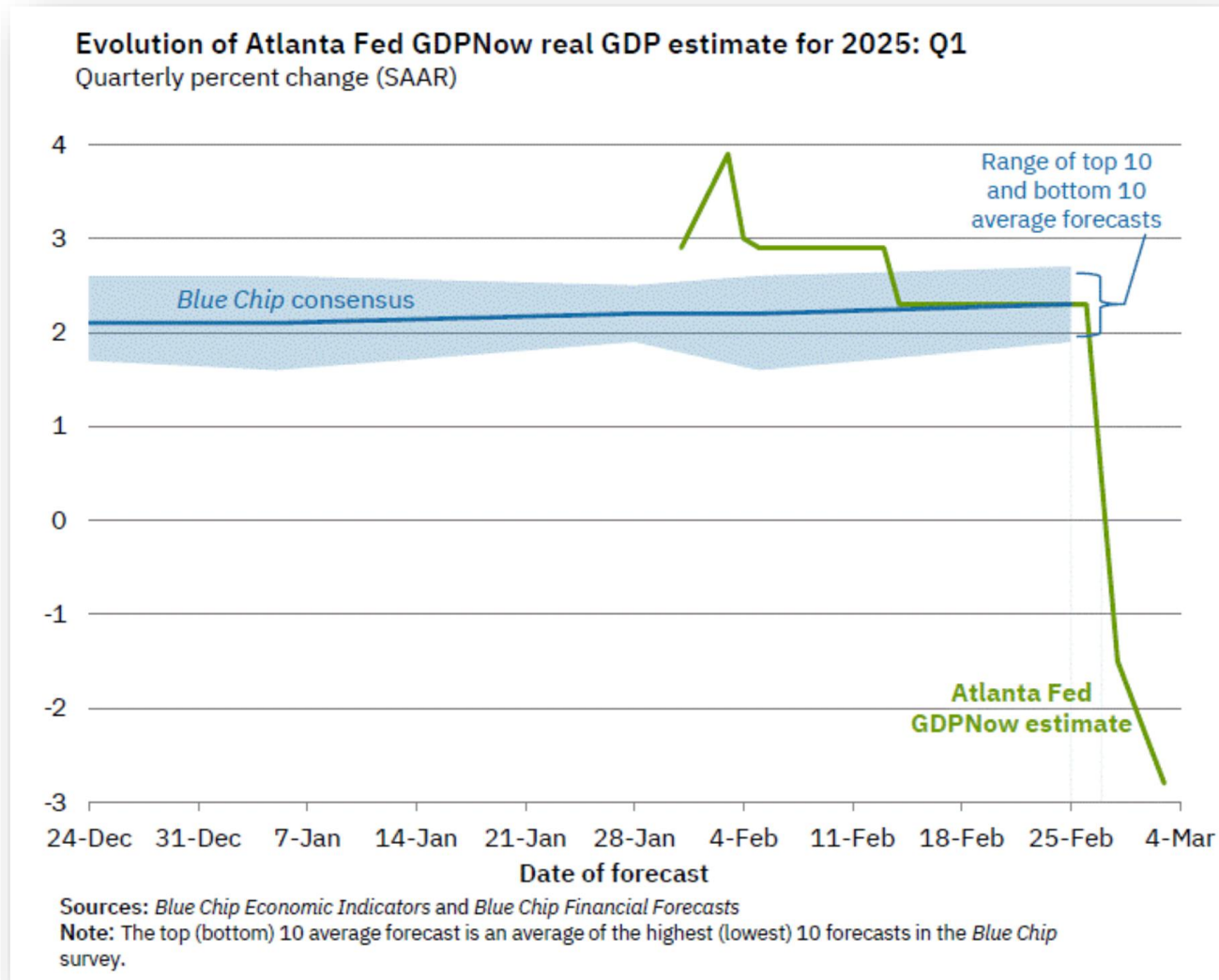
Source: AP News



# Consumer Confidence Falls Amid Uncertainty



# GDP Forecast Declines in Recent Weeks





# New Administration: Economic Impacts?

## UPENDED

Greater Washington braces for an economic contraction

DOGE Layoffs Pose 'Growing' Risk To U.S. Economy And Markets, Says Apollo Economist

### WORKFORCE

Trump's day 1 executive actions include federal hiring freeze, return-to-office directive

**Trump puts tariffs on thousands of goods from Canada and Mexico, risking higher prices**

**How Trump's plans for mass deportations and ICE raids are playing out**

Trump and Musk have tapped into US anger at government waste

**The Dow plunges 890 points as recession fears mount. The Nasdaq and the S&P 500 bleed even worse**

Trump's US Treasury pick Bessent says extending tax cuts a top priority

**Trump's tariffs will likely raise prices for US consumers, Fed chair says**



Sources: Washington Business Journal, Forbes, Federal News Network, NBC News, Washington Examiner, Yahoo Finance, Reuters, ABC News

# New Administration: Travel Impacts?

**Trump Administration Prepares to Revive and Expand Travel Bans**

**Trump administration begins firings of FAA staff just weeks after fatal D.C. plane crash**

**Trump's Return: Hoteliers Eye Tax Cuts and Worker Visas**

**Delta Slashes Its Profit Forecast on Weakening Travel Demand**

**Trump kicks off potentially messy fight over Biden's infrastructure money**

**Assessing the Future of Government Meetings**

A government conference specialist details his experiences with cancellations and uncertainty over the past month.

**National Parks cutting hours, limiting services as Trump layoffs reduce staffing**



Sources: New York Times, AP, Skift, Bloomberg, Politico, Northstar Meetings Group, USA Today



# State of Tourism



# Compared with Previous Year

## Travel Indicators

% change relative to same month vs. Previous Year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Travel Spending (Tourism Economics)	1.3%	2.2%	0.8%	2.9%	4.8%	2.5%	1.6%	3.4%	0.4%	3.4%	2.6%	2.4%
Air Passengers (TSA)	2.8%	7.2%	4.4%	2.3%	4.8%	3.2%	2.4%	2.1%	-1.2%	-2.3%	-3.0%	3.6%
Overseas Arrivals (NTTO)	24.0%	25.8%	25.4%	9.2%	17.5%	13.7%	9.2%	7.6%	4.5%	5.8%	6.3%	5.8%
Hotel Demand (STR)	-1.2%	-0.8%	-2.0%	1.7%	2.0%	0.3%	0.0%	1.9%	-2.0%	2.7%	2.2%	1.1%
Top 25 Group Hotel Demand** (STR)	4.2%	3.0%	1.4%	2.5%	4.1%	2.3%	2.0%	4.0%	0.2%	2.5%	1.4%	2.3%
Short-term Rental Demand (AIRDNA)	2.0%	12.7%	12.6%	1.0%	13.9%	11.6%	10.5%	15.5%	4.3%	9.5%	7.4%	4.4%
National Park Visits (National Park Service)	-1.1%	4.4%	11.9%	2.1%	-8.5%	-2.9%	-8.2%	-3.8%	-8.9%	-8.6%	-7.8%	-6.4%

-8.9%  25.8%

SYMPHONY TOURISM ECONOMICS





# Compared with 2019

## Travel Indicators

% change relative to same month vs. 2019

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Travel Spending (Tourism Economics)	8.1%	9.2%	6.7%	12.7%	13.2%	11.6%	9.8%	10.0%	15.8%	13.2%	11.1%	13.2%
Air Passengers (TSA)	1.5%	6.9%	3.2%	2.9%	4.7%	4.1%	3.7%	1.2%	4.1%	2.8%	2.8%	2.9%
Overseas Arrivals (NTTO)	-17.3%	-13.4%	-6.2%	-20.7%	-13.5%	-16.7%	-14.4%	-11.5%	-12.1%	-10.2%	-12.0%	-6.8%
Hotel Demand (STR)	-0.8%	-0.6%	-2.9%	-0.3%	-0.8%	-1.9%	-3.6%	-3.0%	-1.0%	0.5%	-0.7%	0.2%
Top 25 Group Hotel Demand** (STR)	-3.4%	-2.9%	-1.6%	-2.6%	-0.2%	-1.7%	-2.5%	-3.4%	0.5%	-0.6%	-3.5%	-3.8%
Short-term Rental Demand (AIRDNA)	36.7%	59.6%	42.6%	30.6%	44.7%	48.7%	37.2%	27.6%	29.5%	44.3%	40.9%	35.2%
National Park Visits (National Park Service)	28.1%	21.0%	22.1%	4.5%	-4.6%	-6.1%	-11.0%	-8.7%	-5.8%	2.3%	-3.1%	1.2%

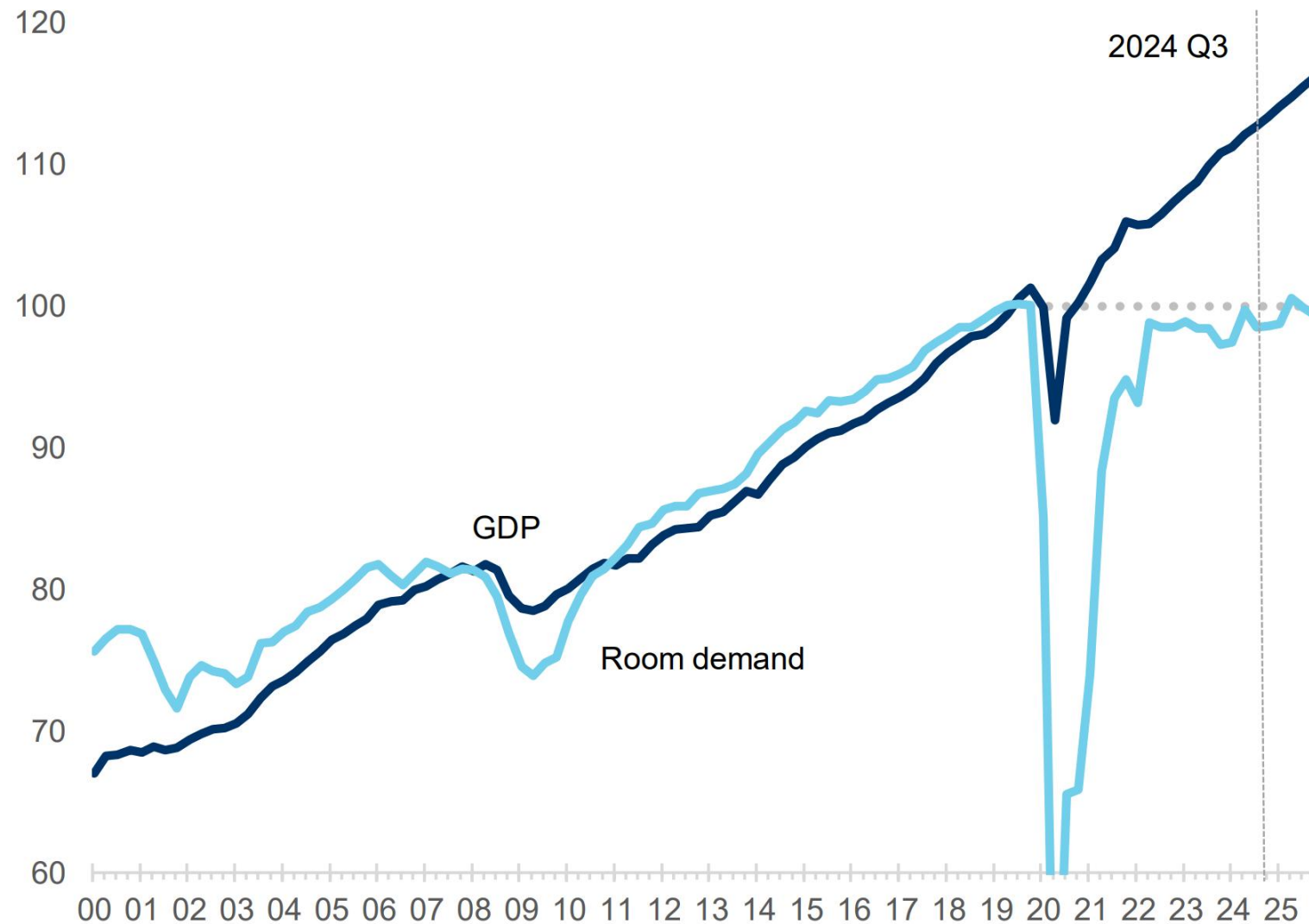
-20.7%  59.6%

SYMPHONY TOURISM ECONOMICS



# GDP and hotel room demand

Index (2019 = 100)



Note: Real GDP, seasonally adjusted.

Source: BEA; STR; Oxford Economics



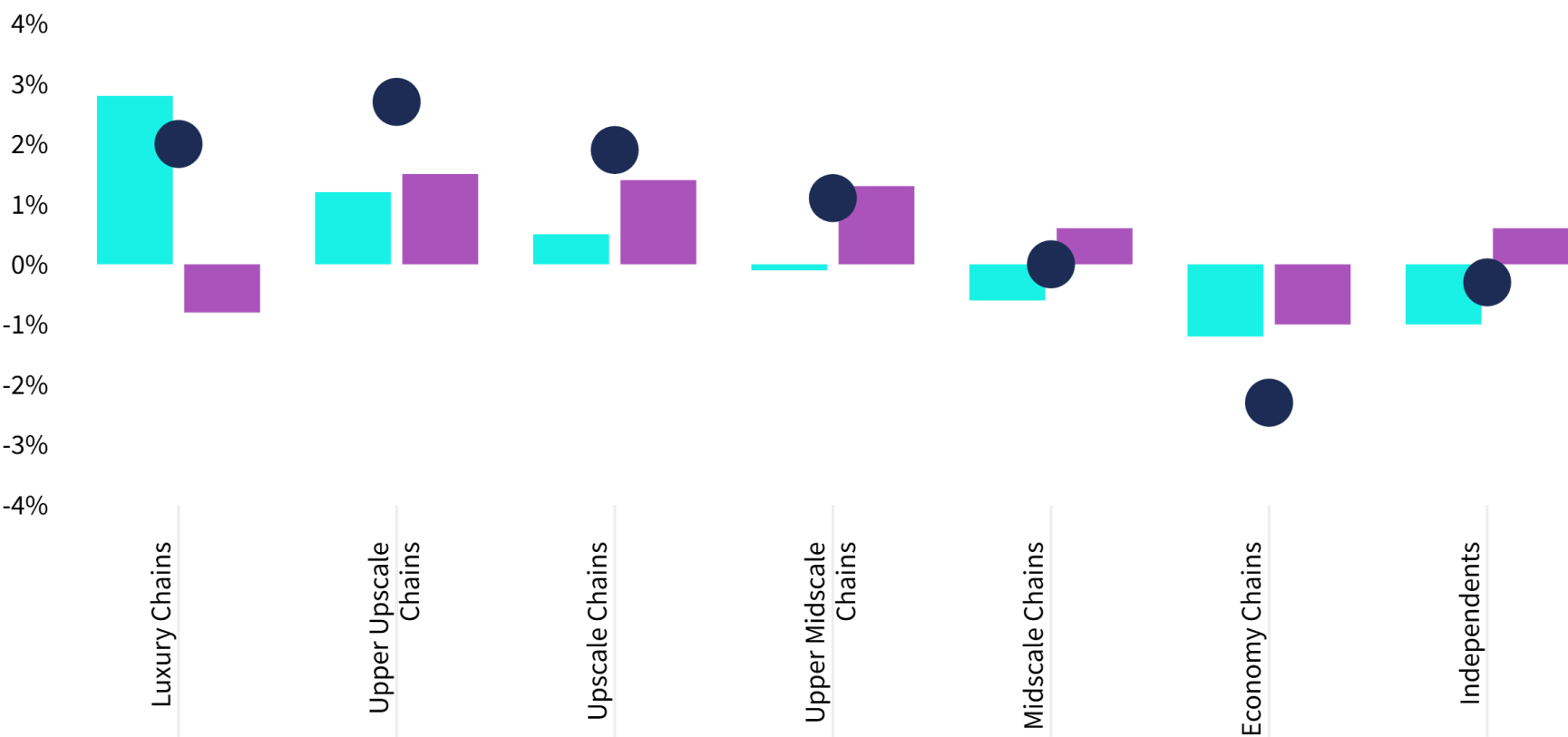


# The More Upscale the Hotel, the Better Performing

## YTD performance remains bifurcated

U.S., KPI % change. YoY, YTD November 2024

● RevPAR    ■ Occupancy    ■ ADR

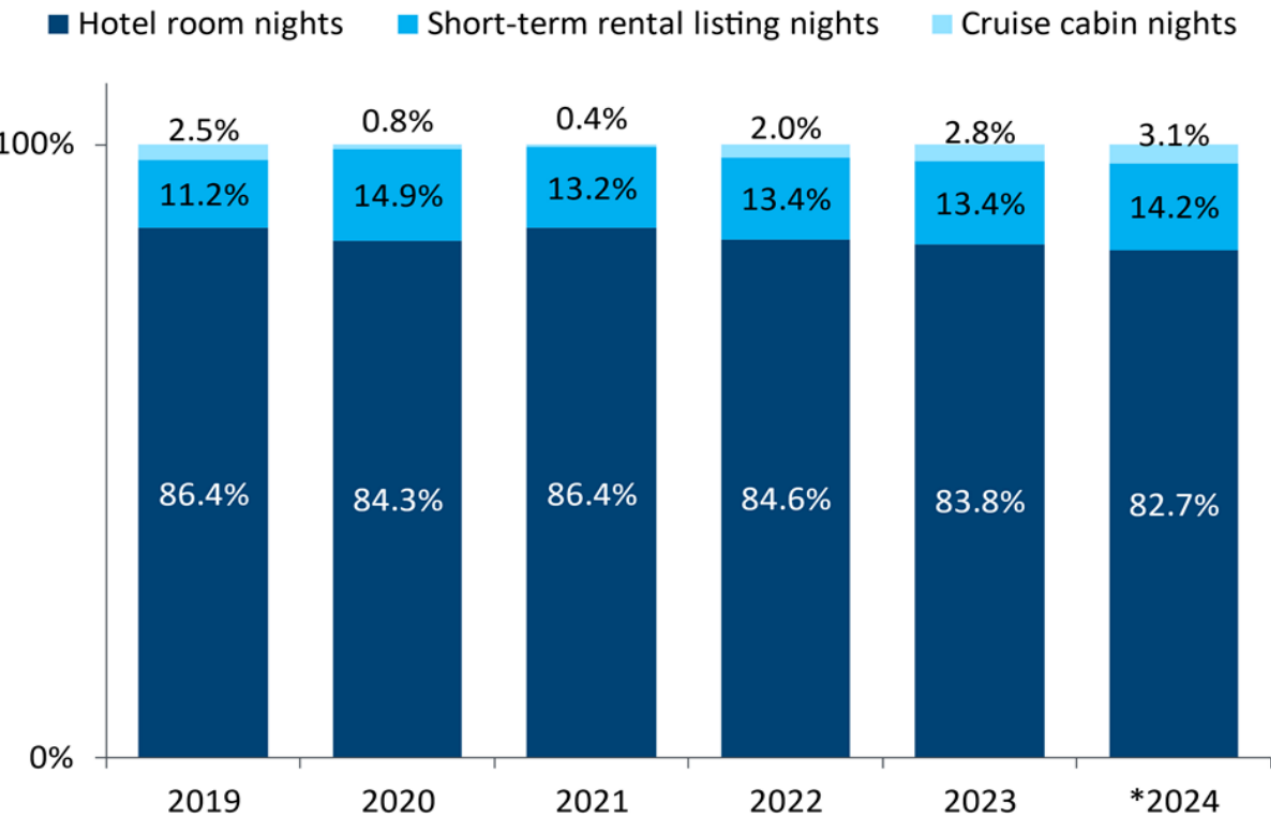


Source: STR



# Short-term rentals and cruising are gaining share

US lodging demand share



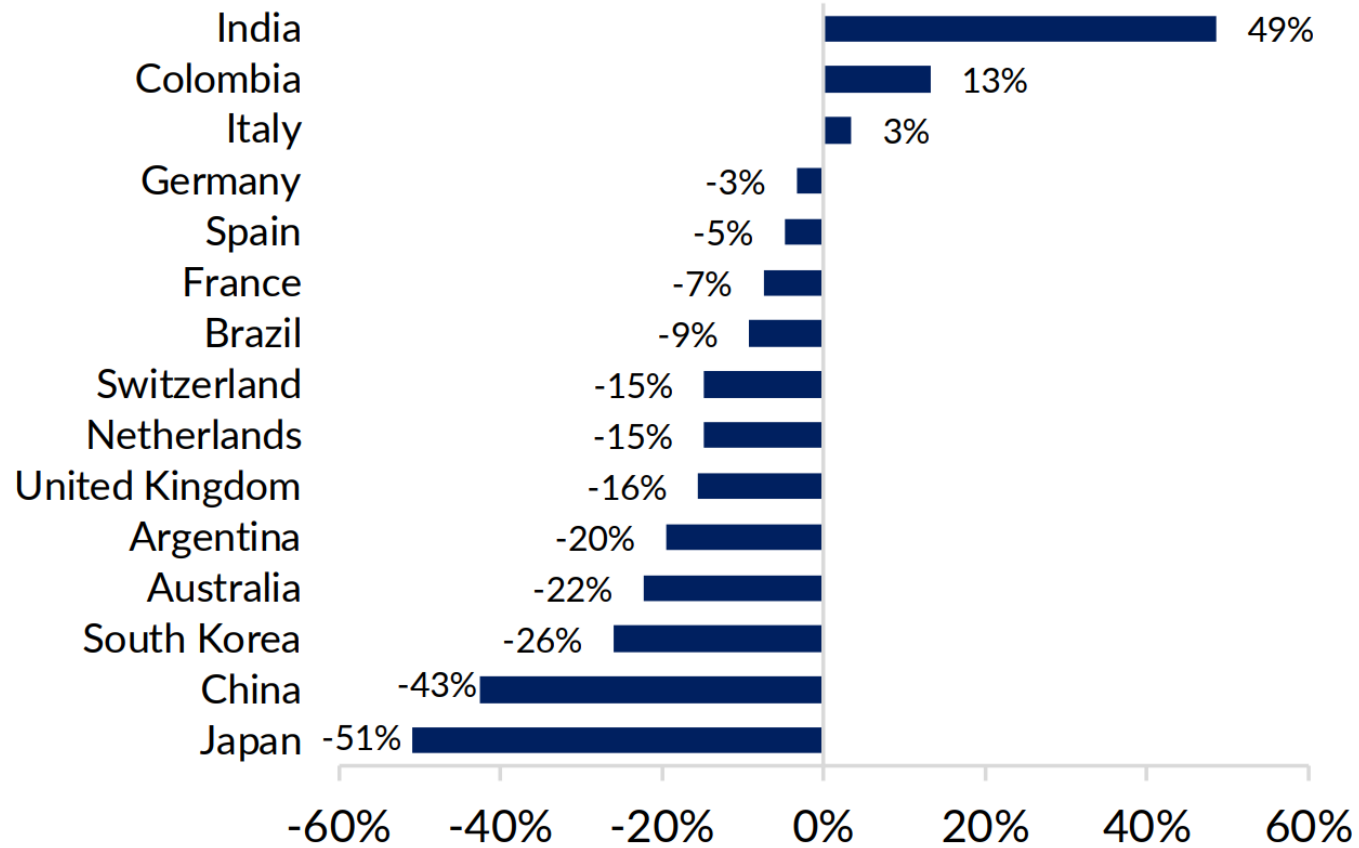
Source: STR, AirDNA, CLIA/Tourism Economics, \*Full-year forecast as of Nov 2024





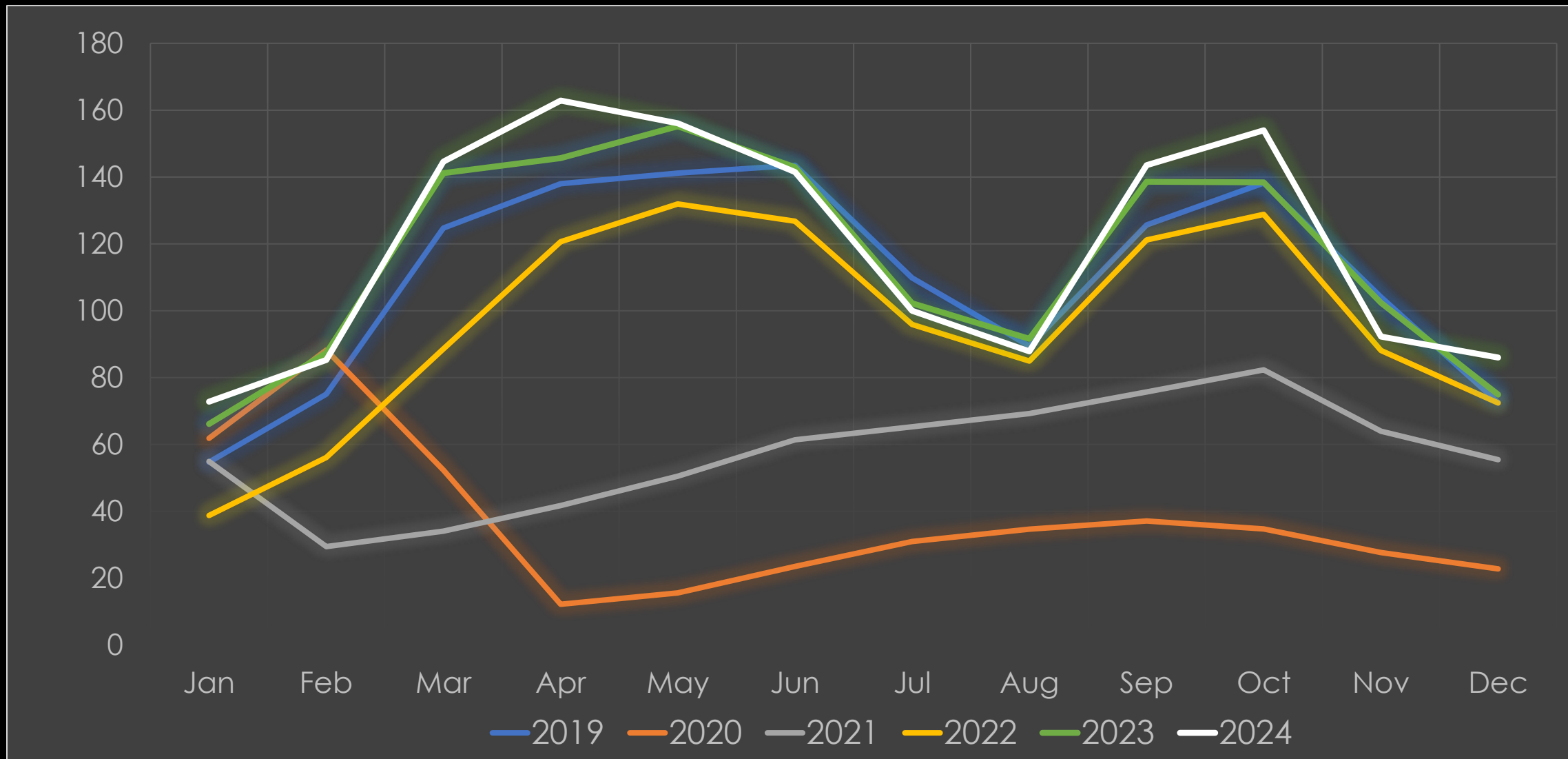
## Arrivals to the US by Country

% change relative to 2019 (Dec 2024 YTD)



Source: I-94/ADIS

# Alexandria Revenue Per Available Room



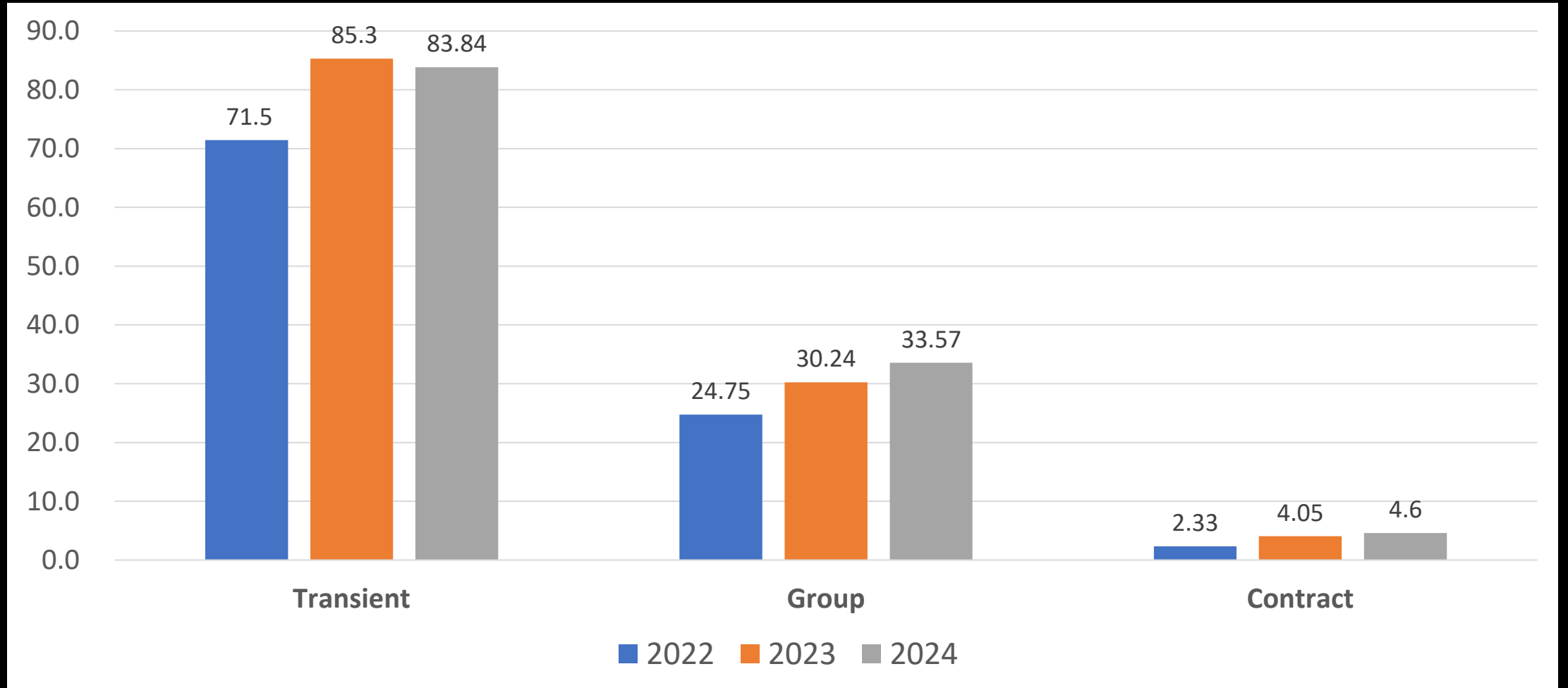
Source: STR

January 2025: +22.5%





# Alexandria RevPAR by Segment, (January-November)



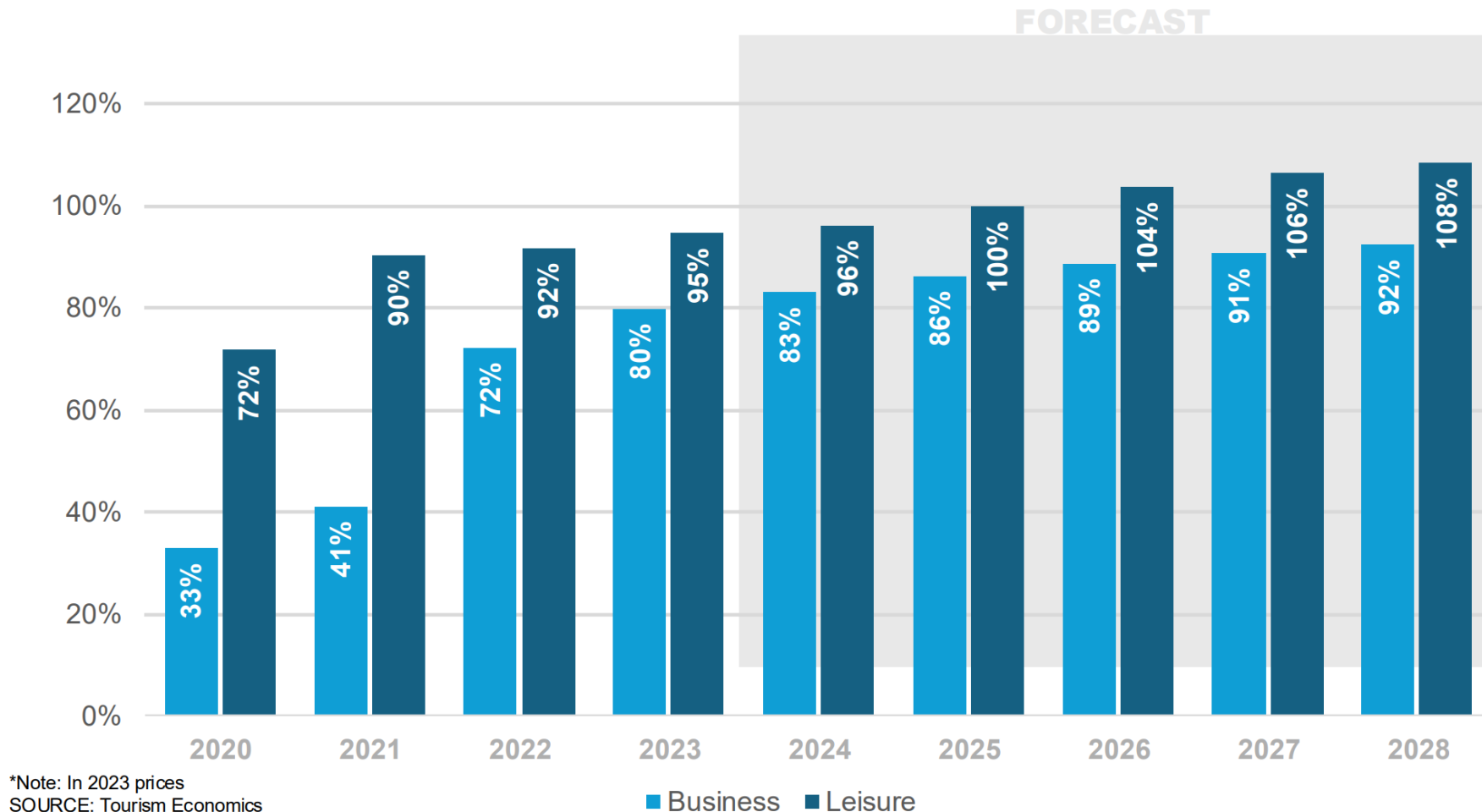
Source: STR

# A Look Ahead



# Inflation-Adjusted Business and Leisure Expenditures

(as a percent of 2019 levels)\*

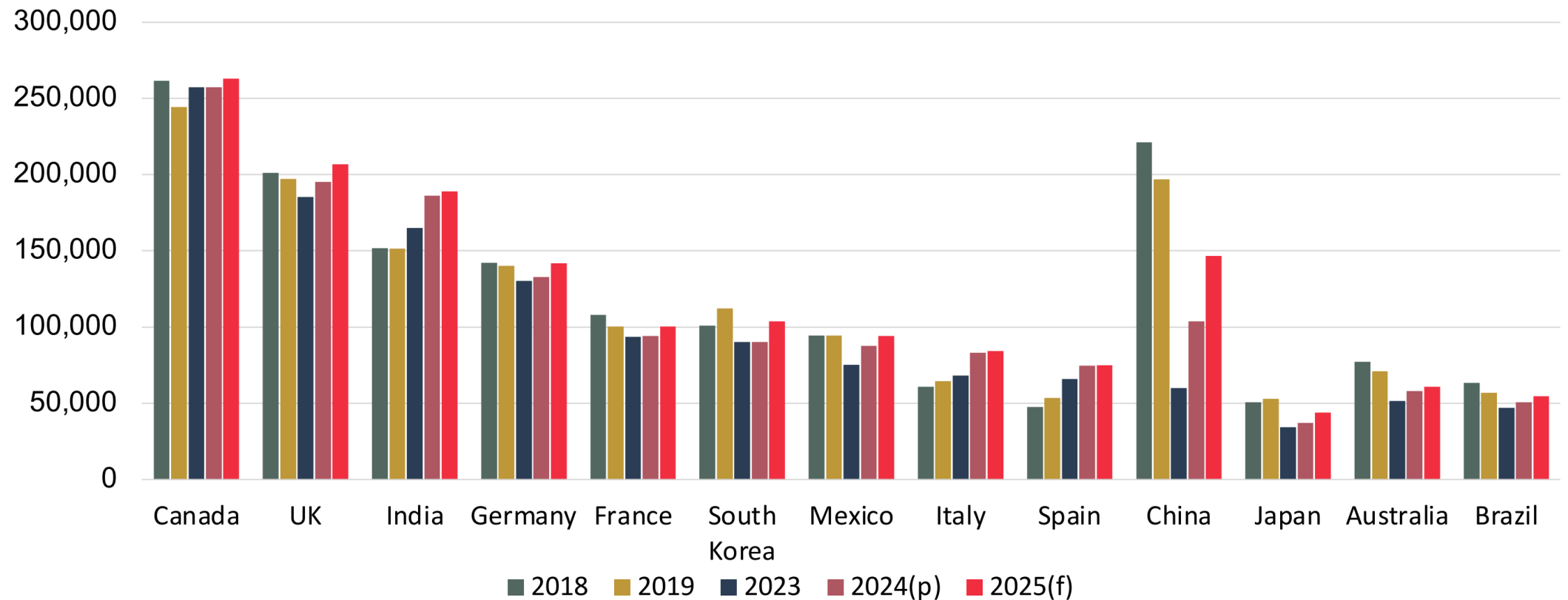


Source: US Travel, **January 2025 Forecast**





# DC KEY MARKETS OVER TIME



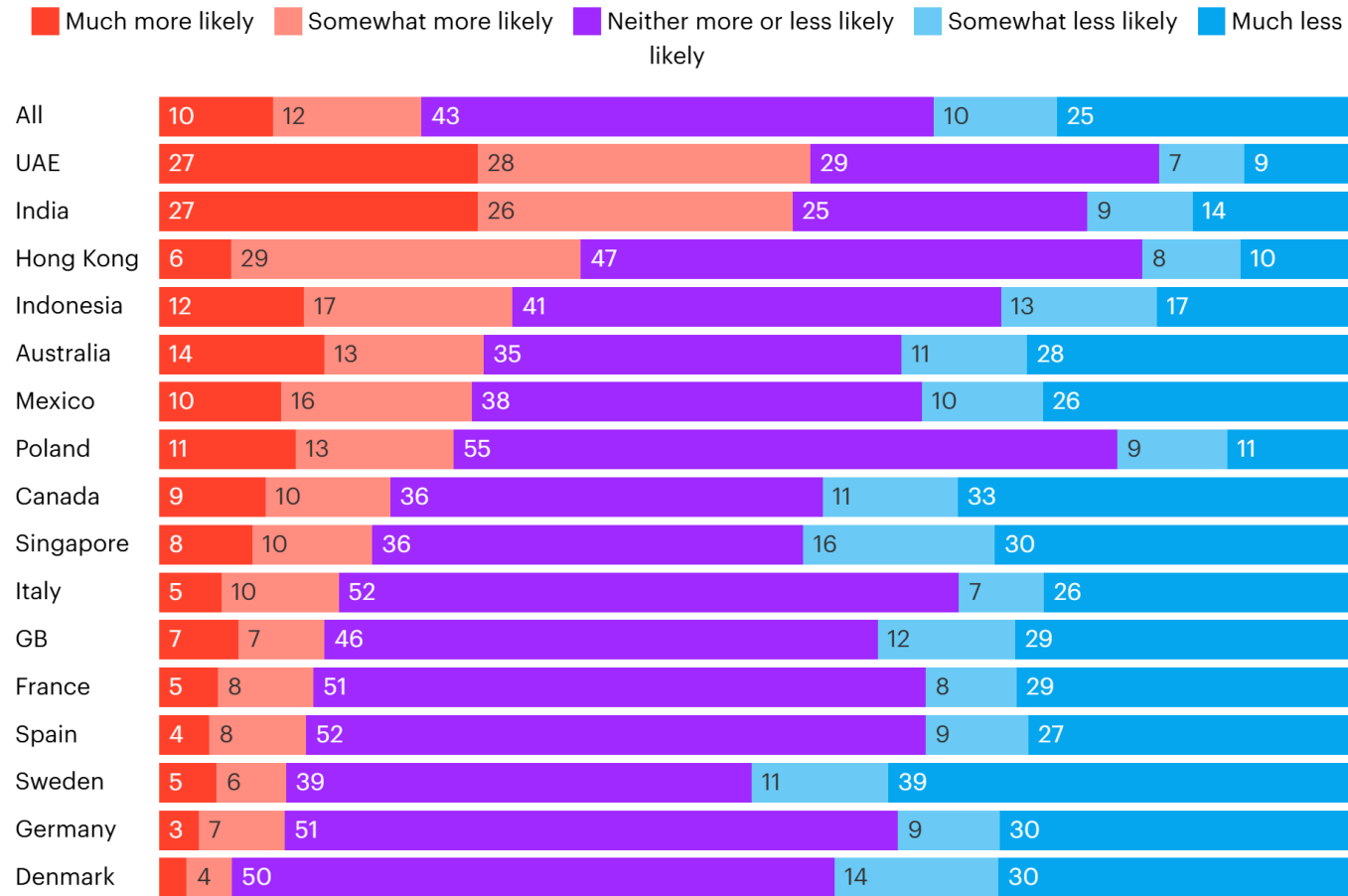
Source: Tourism Economics



Source: Destination DC Global Marketplace February 2025

## Are internationals more or less likely to travel to the US?

"Following the US presidential election in November 2024, are you more or less likely to consider visiting the United States on your next international trip?" (% adults)



"Don't know" answers are excluded. "All" represents all respondents polled, not an average of all countries.

YouGov

YouGov Surveys: Serviced | December, 2024 • [Embed](#) • [Download image](#)

Canadian Road Trippers  
Boycotting U.S. Could Mean A  
\$4 Billion Economic Loss

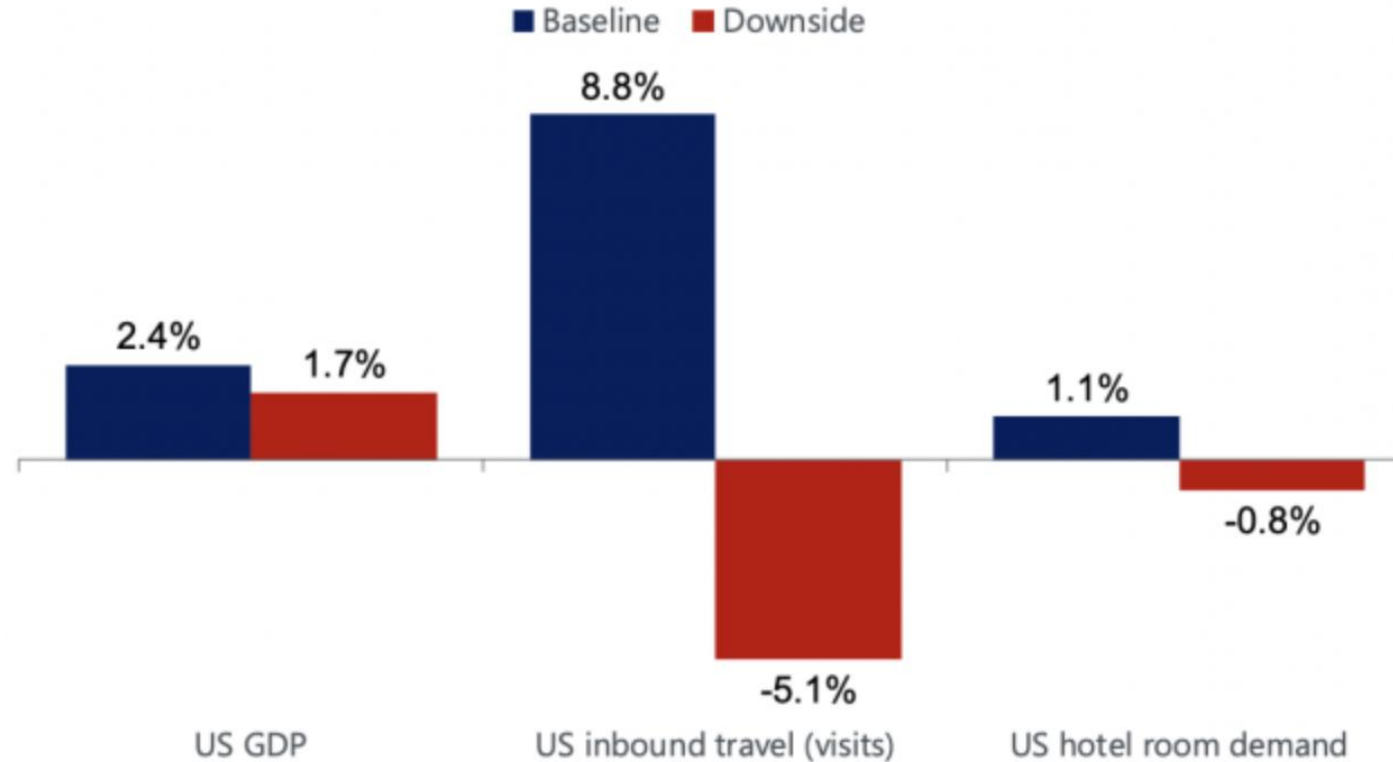


Source: Forbes

# Downside Risk to Travel from Trade Wars

Chart 1: Expanded trade wars are a downside to US travel

2025 US travel growth, by scenario



Source: Oxford Economics, Tourism Economics, STR. Note: Baseline inbound from Dec 24 forecast and Baseline room demand from Jan 25 forecast



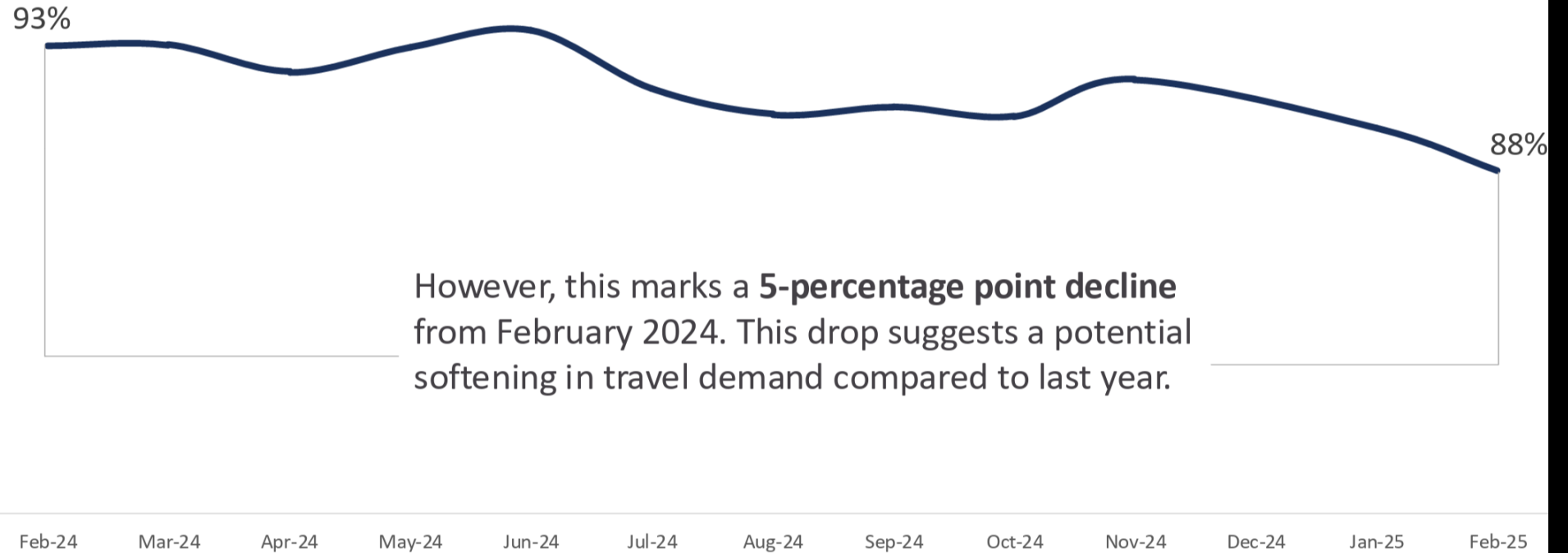


# Trends to Watch



# Year-Over-Year Decline in Travel Plans

## American travelers with confirmed travel plans in the next 6 months



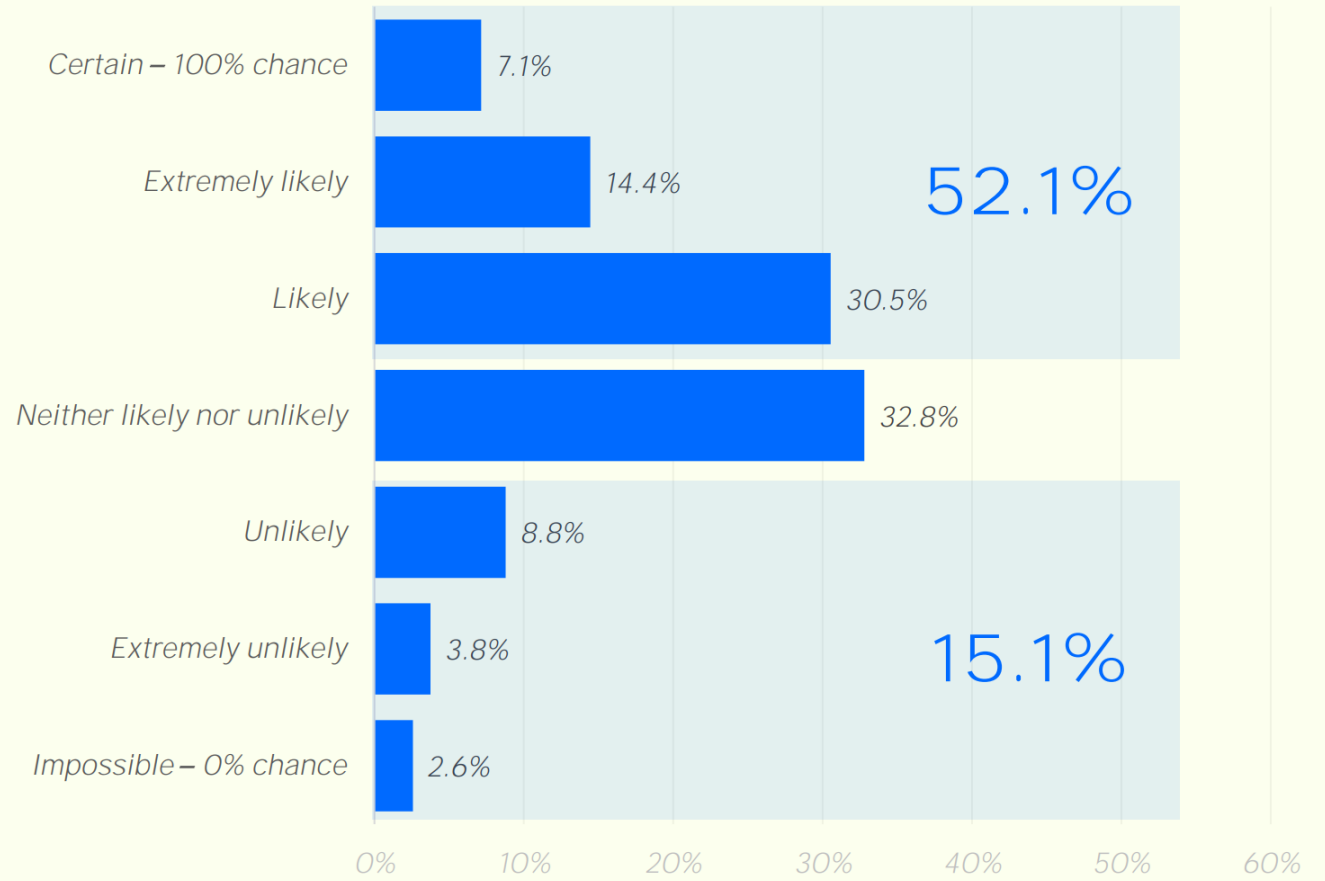
Source: Longwoods International ATS Wave 93  
Percentages are based only on respondents who are confirmed travelers



# More than half of American travelers see workplace flexibility as a catalyst for more travel.

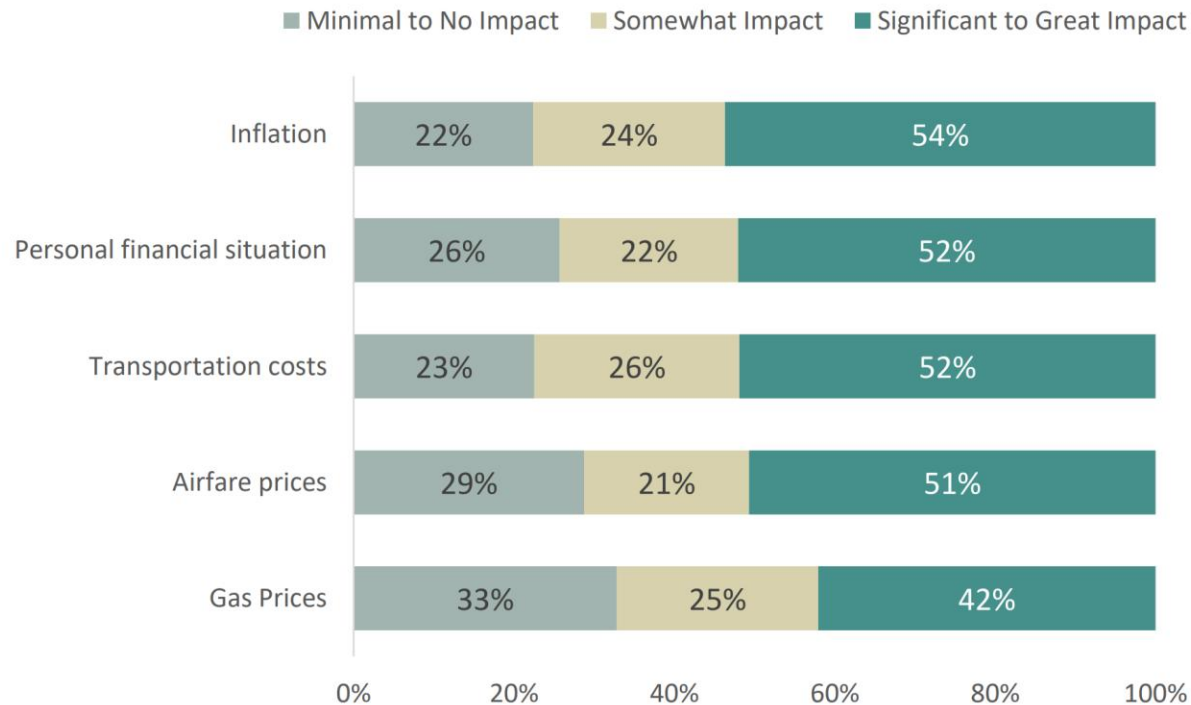
Statement:

Flexible work options, like remote or hybrid employment, will inspire people like me to take more leisure trips.





## Concerns Impacting Your Travel Decisions in the Next Six Months



- The data reveals a clear divide between respondents highly impacted by financial concerns and those less affected.
- **More than 50%** indicate that their personal financial situation, transportation costs, inflation, and airfare prices will significantly influence their travel decisions.
- A notable portion—**33% for gas prices and 29% for airfare prices**—report minimal to no impact, suggesting some respondents are less sensitive to these factors.

Source: Longwoods International ATS Wave 92

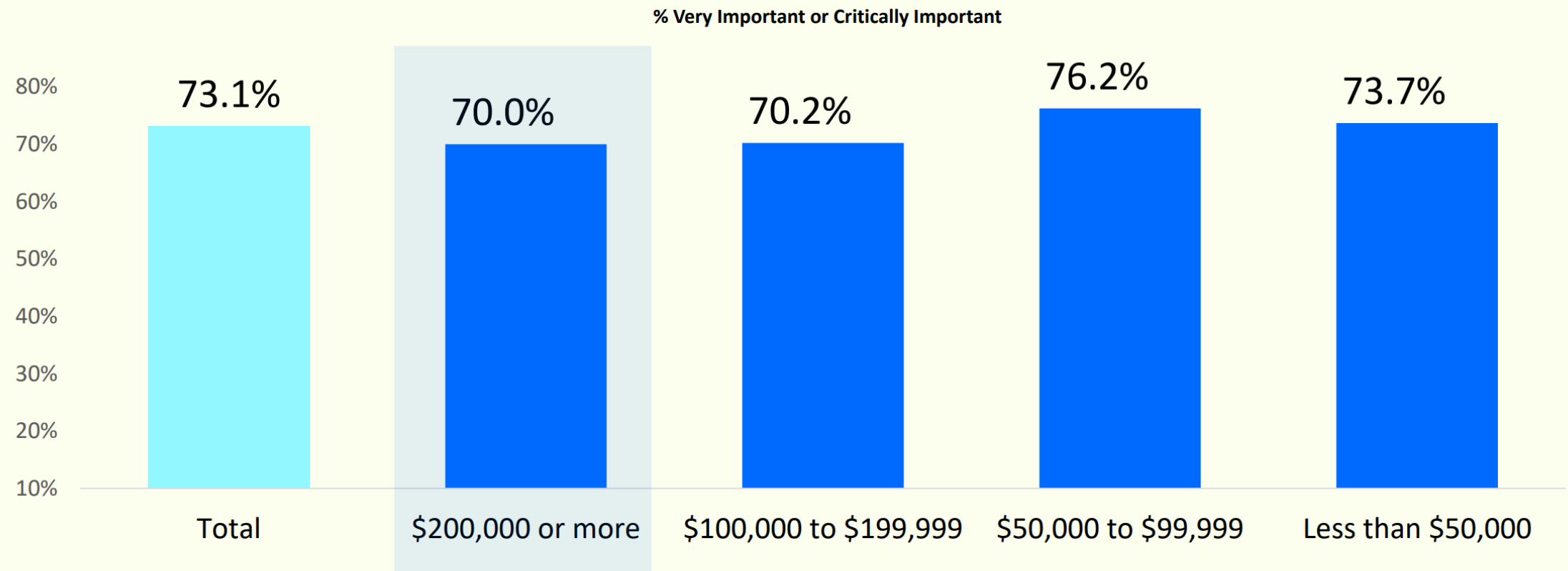
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months



# The Importance of “Getting a Good Value” to Travel Decisions Spans Income—even Affluent Travelers Seek Value

## Question:

How important is it to you to get good value for the money when selecting travel destinations, accommodations, and travel activities?



# Accessible Travel is Huge, But Facing Obstacles

In past two years, nationally:

- 25.6 million travelers with disabilities
- \$50 billion in visitor spending
- 63% of adults with disabilities have taken trips

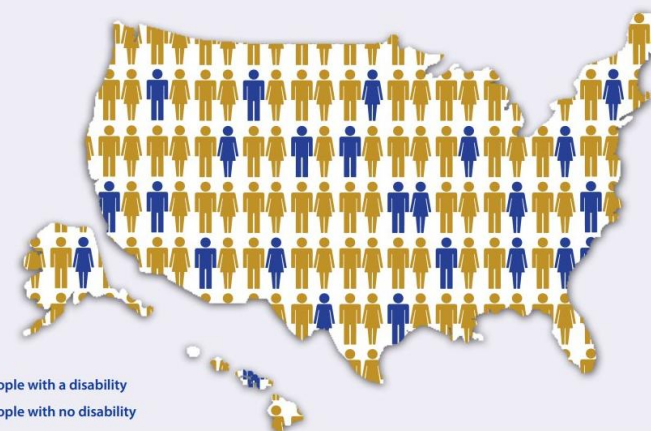
Obstacles:

- 84% at the airport
- 74% at lodging

Sources: Laurel Van Horn, Open Doors Organization;  
CDC July 2024



More than **1 in 4** adults in the United States have some type of disability (28.7%)





# Rise of the Machine (Learning)

- Personalization, search results, chatbots, trip planning, etc.
- Our content increasingly for both human consumption and machine consumption (MMGY Global)

## EXAMPLES OF AI IN TRAVEL



Image source: The Motley Fool.

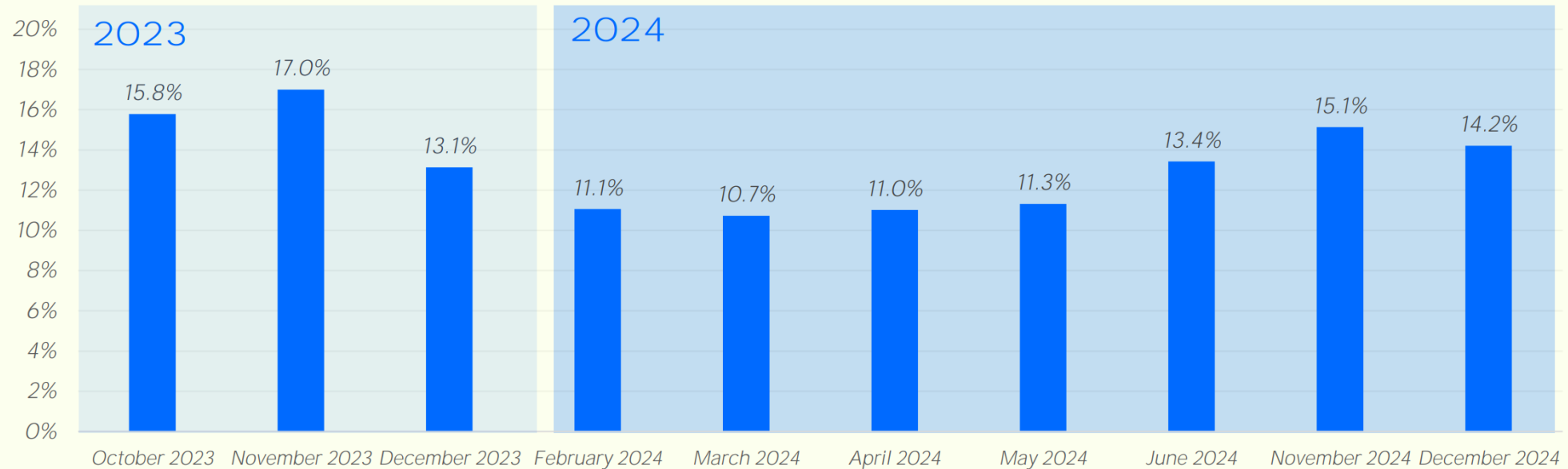
The Motley Fool

# However, adoption of AI tools for travel planning has not yet gained significant ground.

Question: *In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?*

%Yes (Used AI tools to plan trips in the past 12 months)

*Historical data*





# Future Partners



Myha Gallagher  
Vice President, Brand  
Future Partners

New Alexandria  
Visitor Profile  
Research





## Visit Alexandria

### 2024 Alexandria Visitor Profile



# Overview & Methodology

The primary goal of this research study was to develop an actionable profile of domestic visitors to Alexandria, Virginia.

The survey was conducted employing an online methodology and collected 900 completed responses from U.S. adults (18+) who had taken at least one overnight trip in the past year.

The study focuses on two key traveler groups:

- **Recent Visitors to Alexandria (500 respondents):** These individuals had visited Alexandria, Virginia, within the past 12 months (i.e., 2024).
- **Potential Alexandria Visitors (400 respondents):** This comparison group consisted of adult travelers from across the country who had not visited Alexandria in the past 12 months, but who had interest in visiting Alexandria in the next 36 months.

The survey was fielded using one of Future Partners' trusted market research panel providers. Respondents were carefully screened to ensure they met the travel behavior criteria.

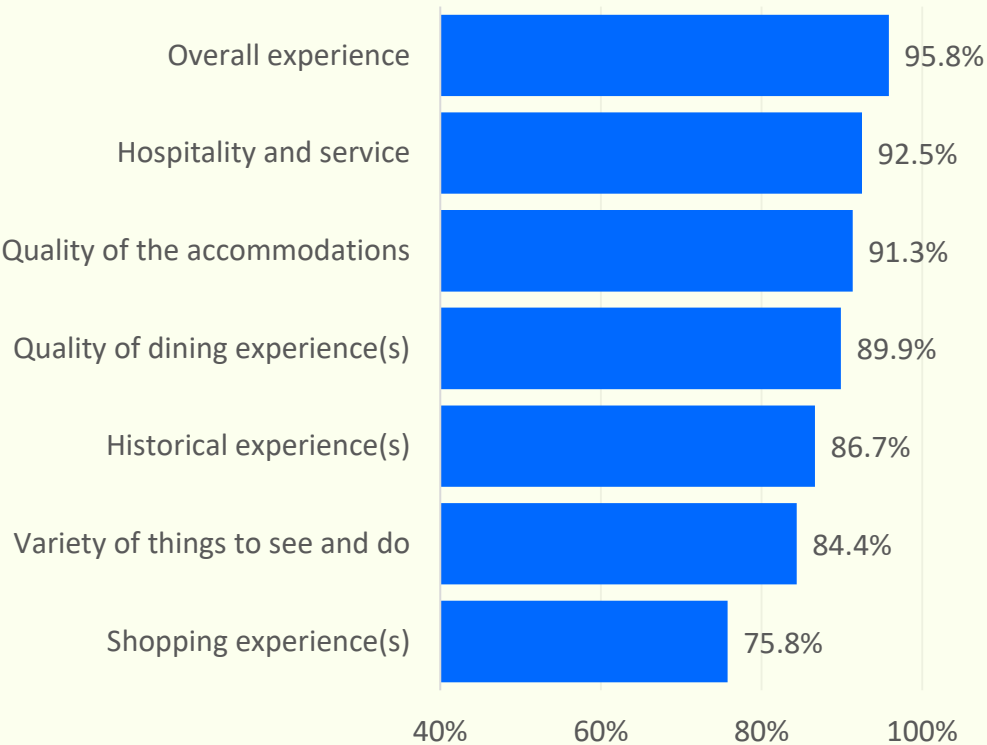


# Destination Attributes and Satisfaction

This section explores how recent visitors rated their satisfaction with Alexandria and its attributes.

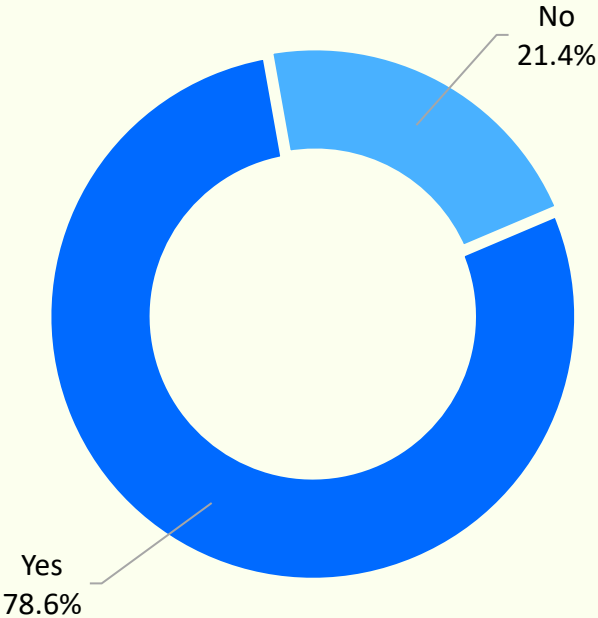
# Alexandria delivers exceptional visitor satisfaction, with opportunities to enhance shopping and activity variety.

Satisfaction (Top 2 Box Score - Alexandria Trip)



**Question:** How satisfied were you with the following during your most recent trip to Alexandria, Virginia? Base: Alexandria hotel guests. 500 completed surveys.

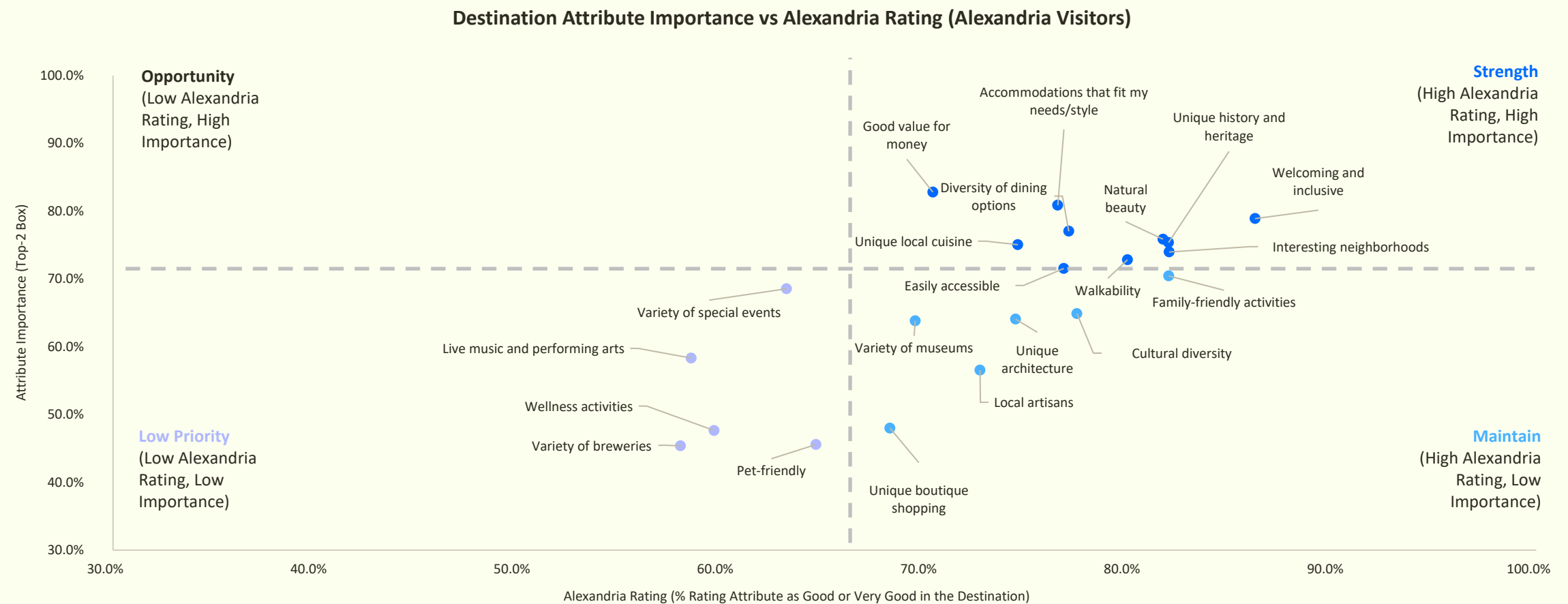
Likely to Recommend Alexandria, Alexandria Visitors



Question: How likely are you to do the following? Recommend visiting Alexandria, Virginia to friends/ family. Base: Alexandria visitors. 500 completed surveys.

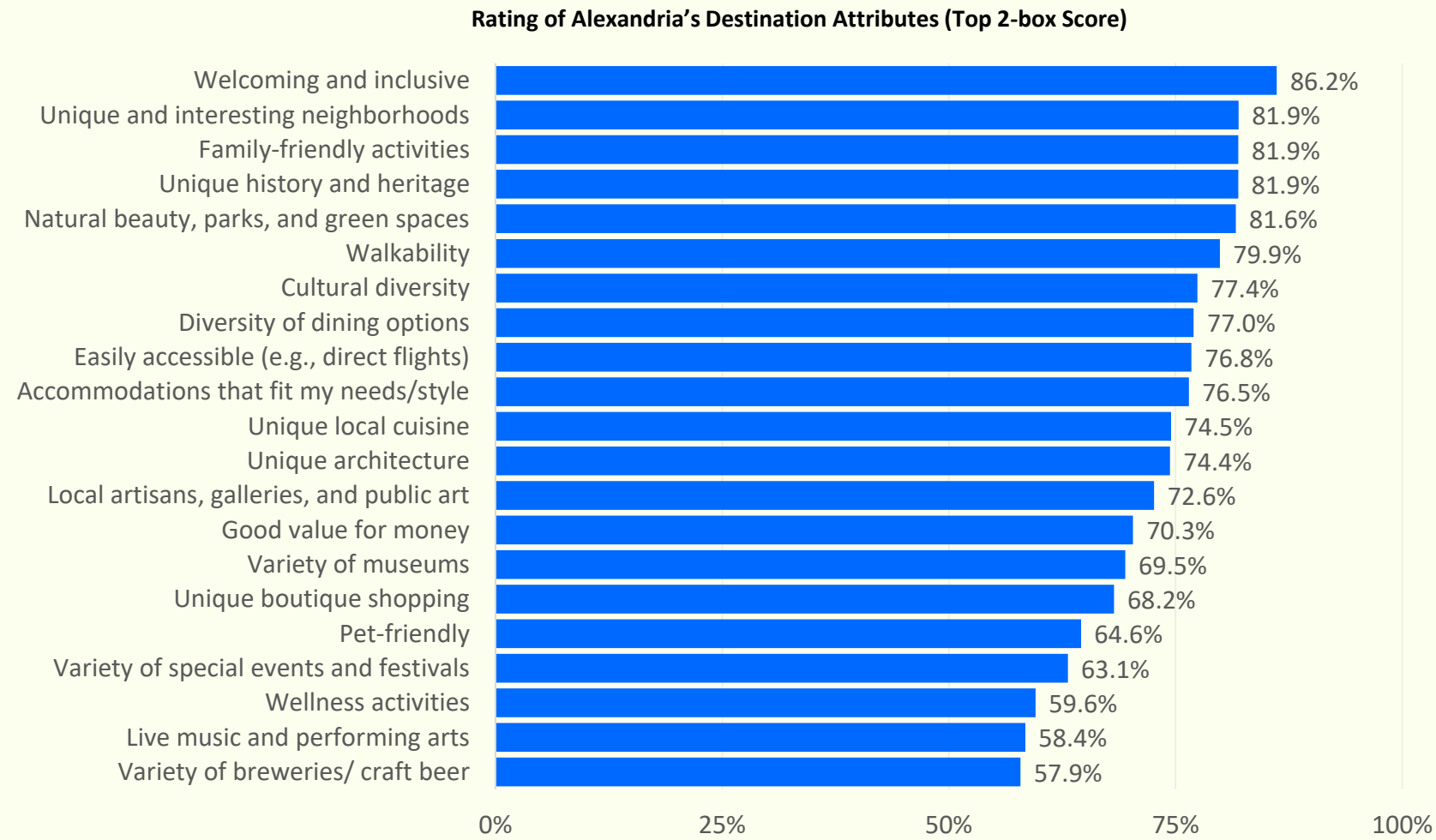


# Alexandria’s destination attributes perform well when evaluated in the context of general importance to travel decision-making

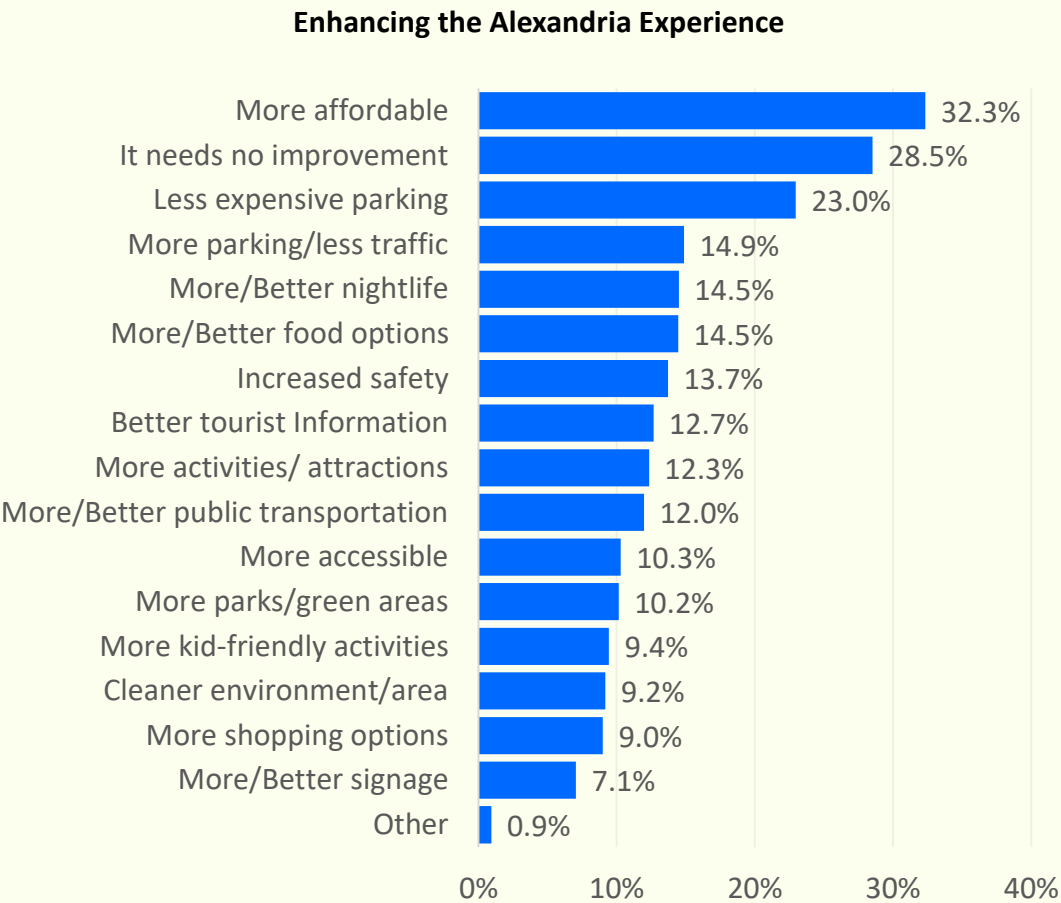


Question: Using the scale below, please rate Alexandria, Virginia as a leisure travel destination for the following attributes.  
And thinking about leisure travel in general, how important to you are the following when selecting a destination? Base: Alexandria visitors. 500 completed surveys.

Travelers rate Alexandria highly for its welcoming and inclusive atmosphere, unique history, family-friendly activities, and walkability.



# Visitors see affordability and parking as areas for improvement.



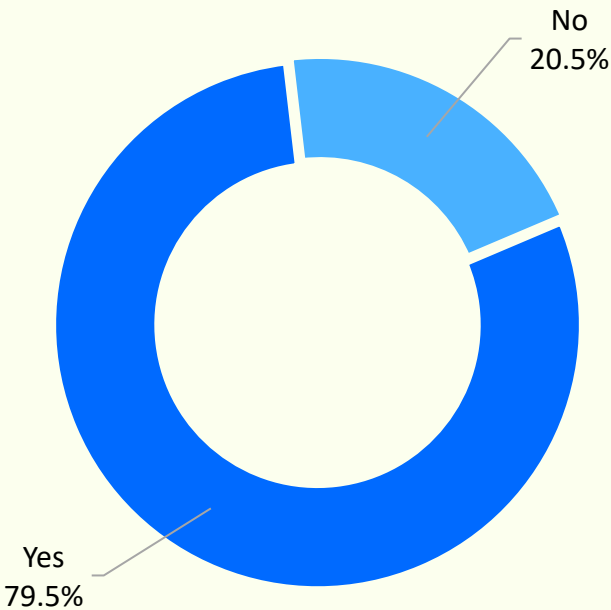
Question: In your opinion, which, if any, of the following services or additional attractions would most enhance your overall experience in Alexandria, Virginia? Base: Alexandria visitors. 500 completed surveys.





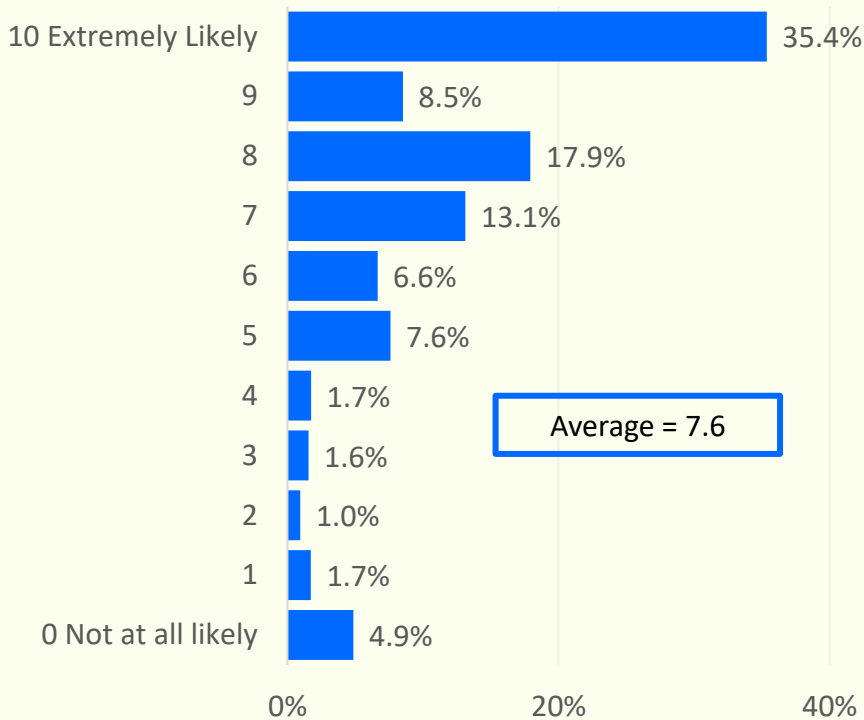
Alexandria generates a high rate of visitor loyalty. Nearly 80% of visitors are likely to visit Alexandria within the next year, signaling strong conversion potential.

Likely to Return to Alexandria, Alexandria Visitors



Question: How likely are you to do the following? Return to Alexandria.  
Base: Alexandria visitors. 500 completed surveys.

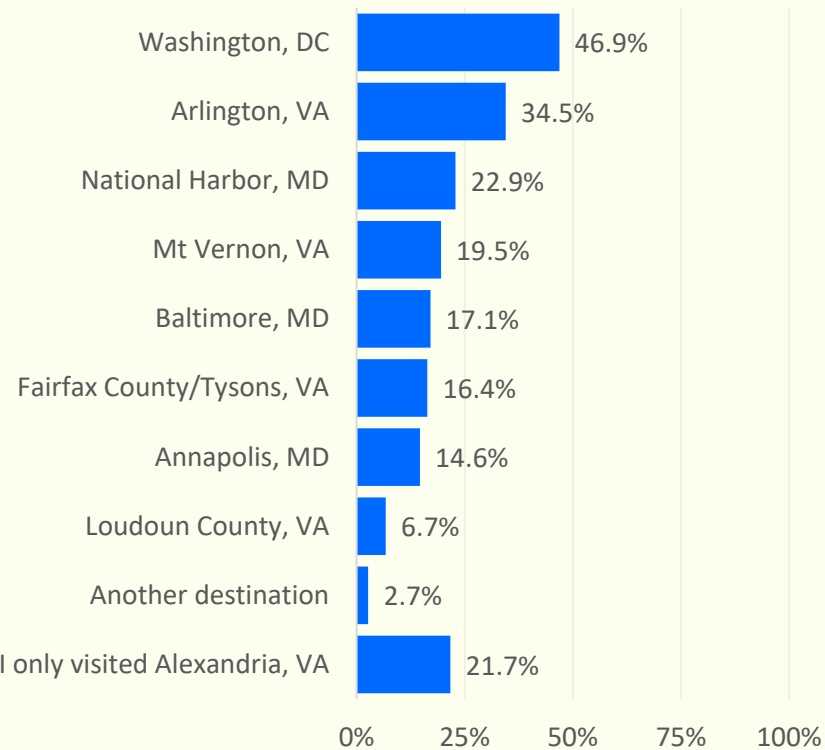
Likelihood to Visit Alexandria (Next 12 Months)



Question: You mentioned that you are interested in visiting Alexandria, Virginia, how likely are you to visit in the next 12 months? Base: Alexandria visitors. 500 completed surveys.

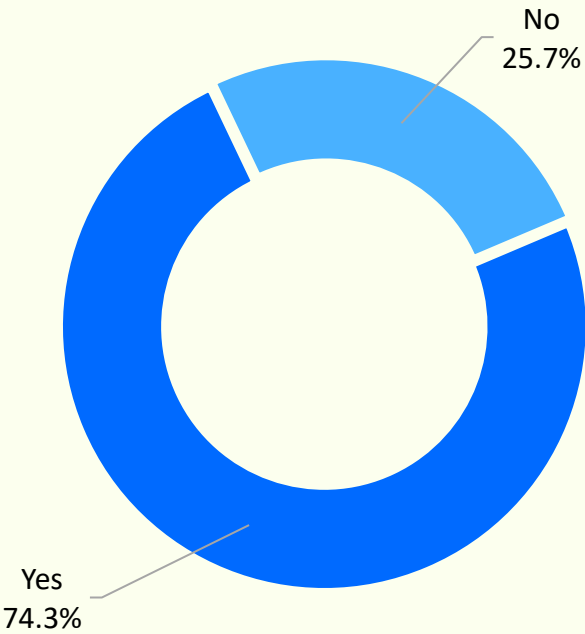
# Alexandria is a key stop in a regional travel experience but is the main draw for most visitors.

Other Destinations Visited



Question: Which if any, of the following destinations/areas did you also visit during your most recent trip to Alexandria, Virginia? Base: Alexandria visitors. 500 completed surveys.

Alexandria as Primary Destination



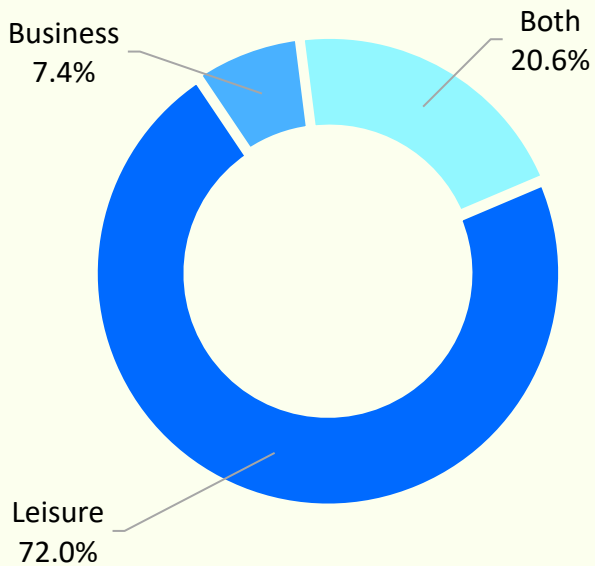
Question: Was Alexandria, Virginia the primary destination during your most recent trip to the area? Base: Alexandria visitors who said they visited other destinations/areas as part of this trip. 361 completed surveys.

# Profile of Most Recent Alexandria Trip

This section explores the characteristics of Alexandria visitors' most recent trips to the destination

Visiting friends and family is the top reason for trips to Alexandria, followed by vacations and weekend getaways.

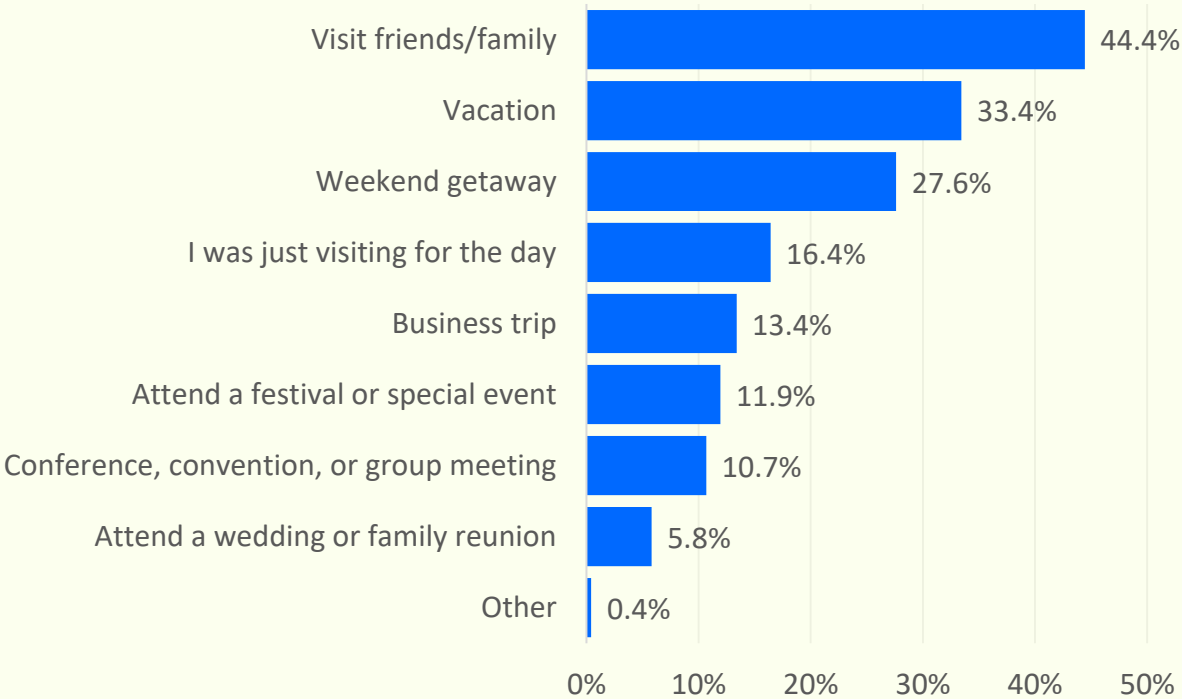
Purpose of Most Recent Trip, Alexandria Visitors



Question: You mentioned that you have visited Alexandria, Virginia in the past 12 months, was the purpose of your most recent trip?

Base: Alexandria visitors. 500 completed surveys.

Reason for Most Recent Alexandria Trip



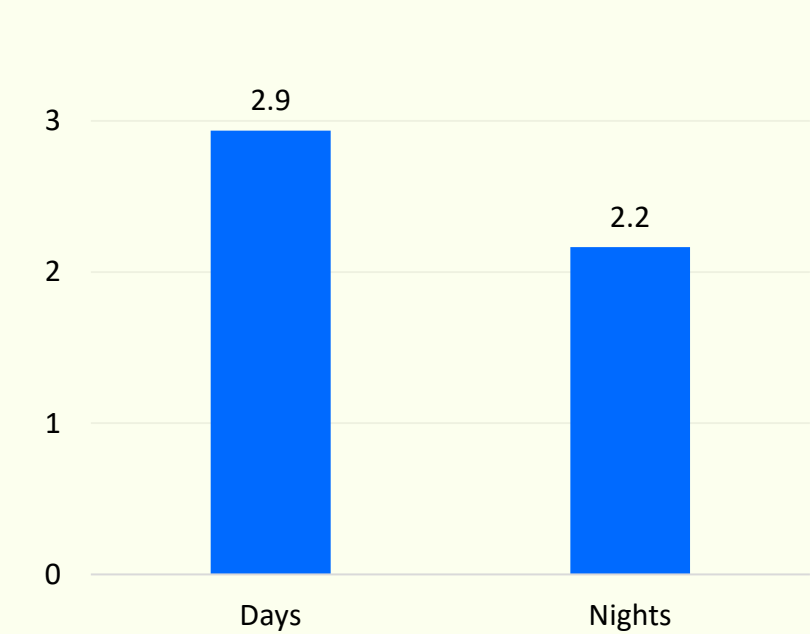
Question: Which of the following best describes the reason(s) for your most recent trip to Alexandria, Virginia?

Base: Alexandria visitors. 500 completed surveys.



Hotels are the dominant lodging type, but a sizable share of visitors stay with friends, family, or in vacation rentals.

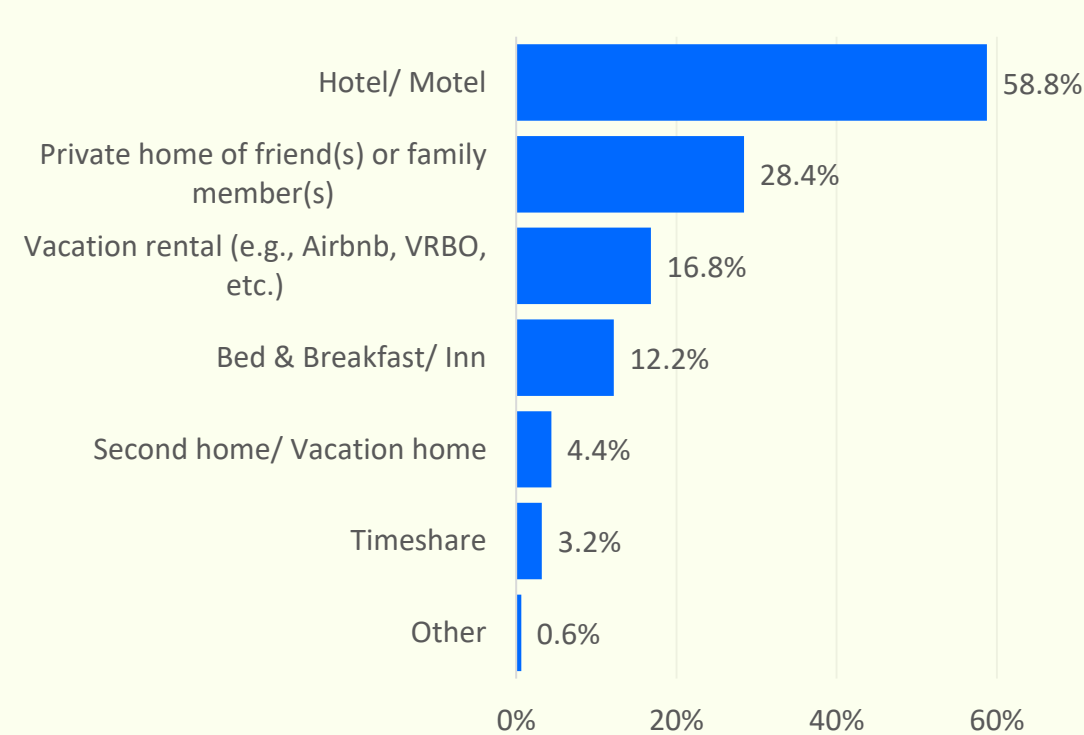
Days/Nights Spent in Alexandria (Most Recent Trip)



Question: And now thinking about your most recent trip to Alexandria, Virginia, how many days and nights did you spend in Alexandria, Virginia?

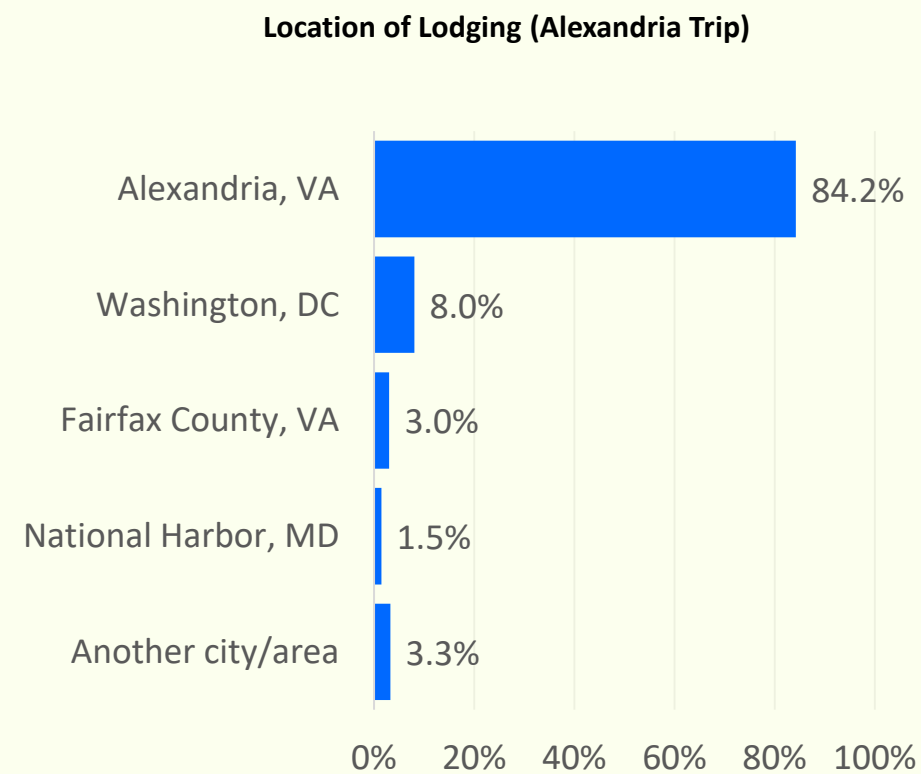
Base: Alexandria visitors. 500 completed surveys.

Accommodations in Alexandria

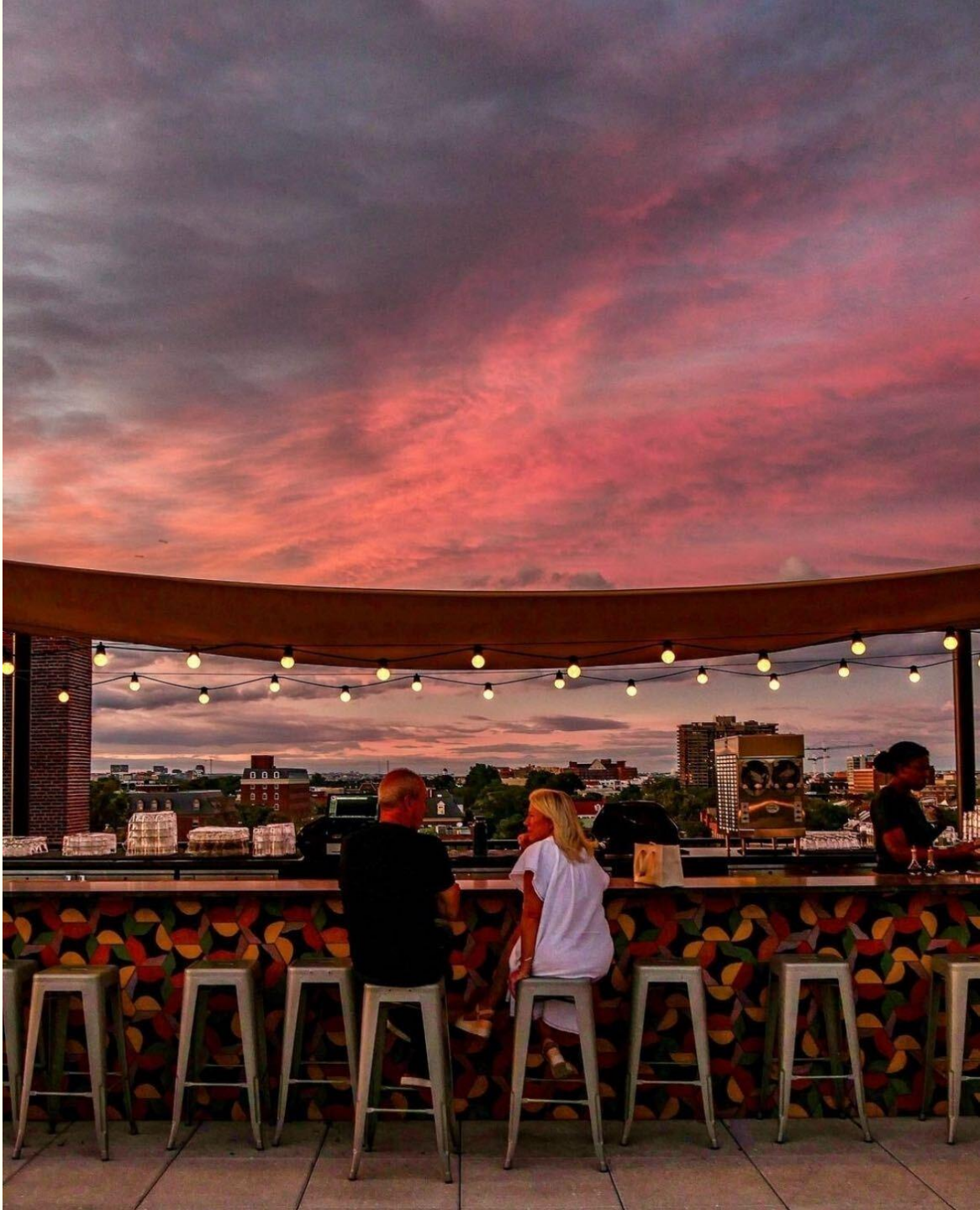


Question: And what type of lodging/accommodation did you stay in on your last overnight trip to Alexandria, Virginia? Base: Alexandria overnight visitors. 294 completed surveys.

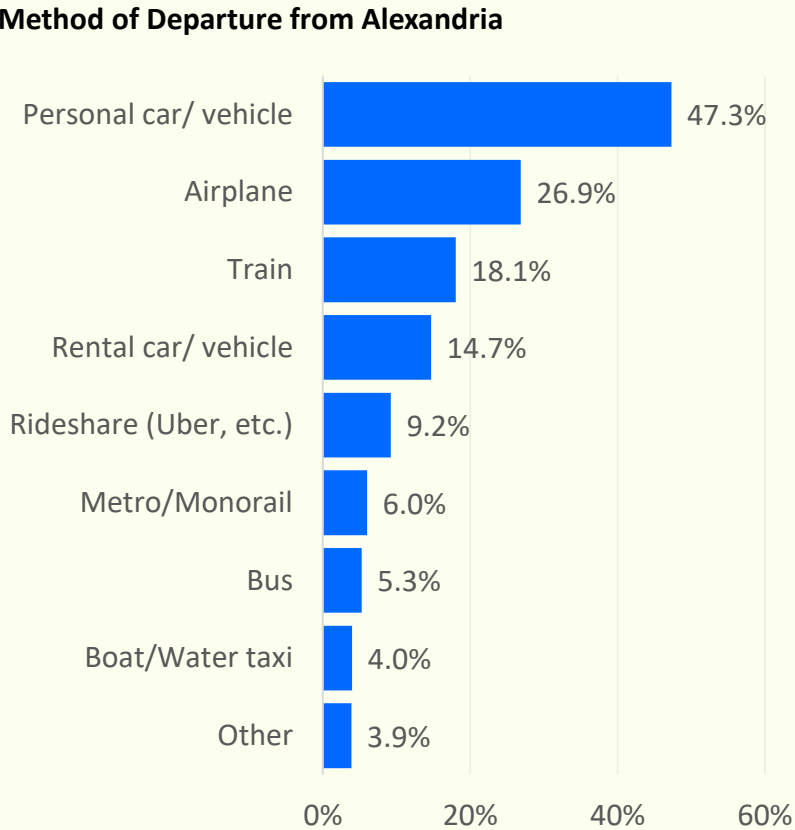
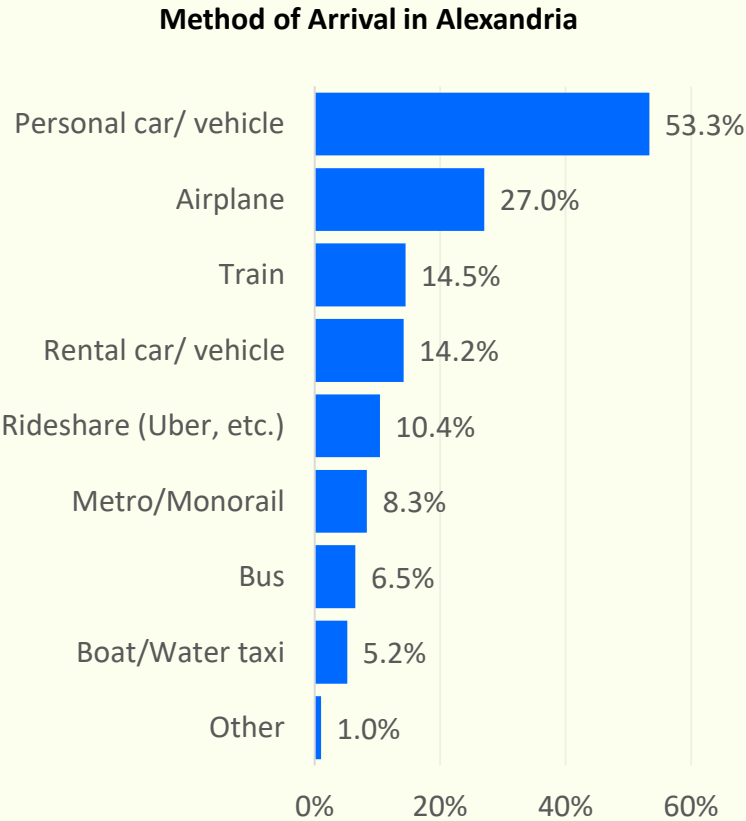
Most overnight visitors choose to stay in Alexandria, with few opting for nearby cities.



**Question:** And in which city/area was your hotel/motel located?  
Base: Hotel guests. 303 completed surveys.



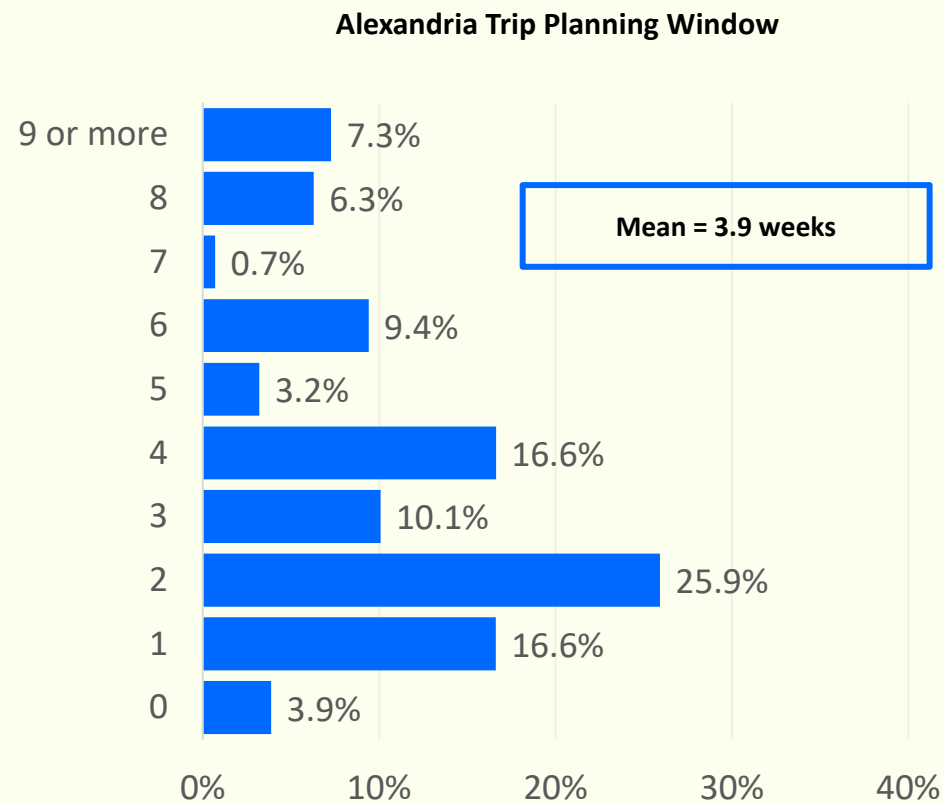
# Most visitors drive to Alexandria, but air and rail remain key access methods.



Question: Which type of transportation did you use to arrive and depart Alexandria, Virginia during your most recent trip? Base: Alexandria visitors. 500 completed surveys.



Most visitors plan their Alexandria trip within a month, with many deciding just weeks ahead.



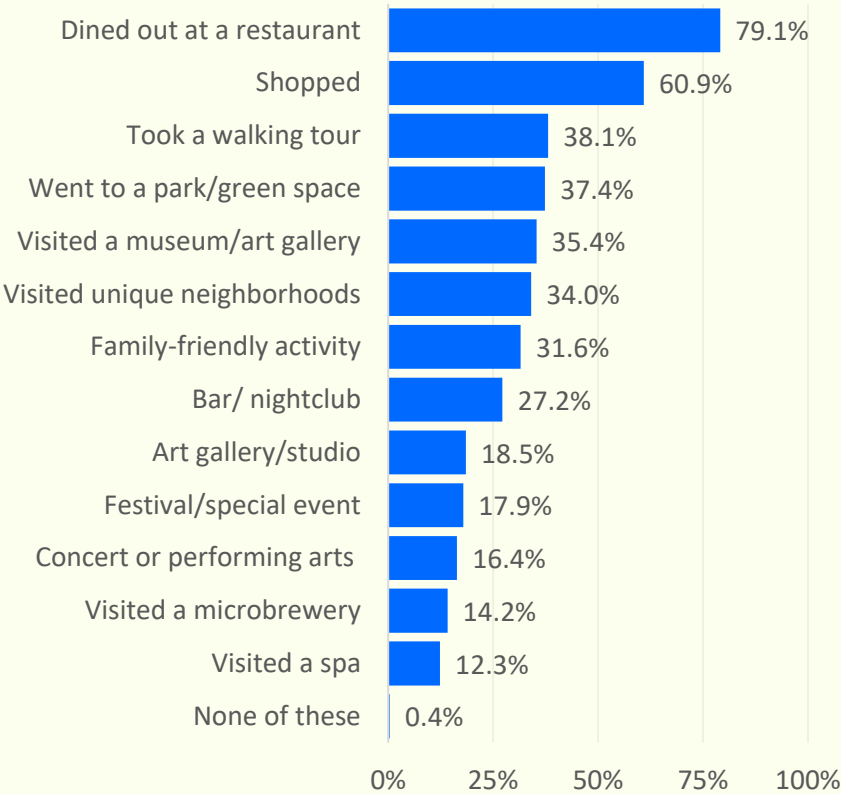
**Question:** How many weeks before your most recent visit to Alexandria, Virginia did you begin planning for the trip? Base: Alexandria visitors. 500 completed surveys.





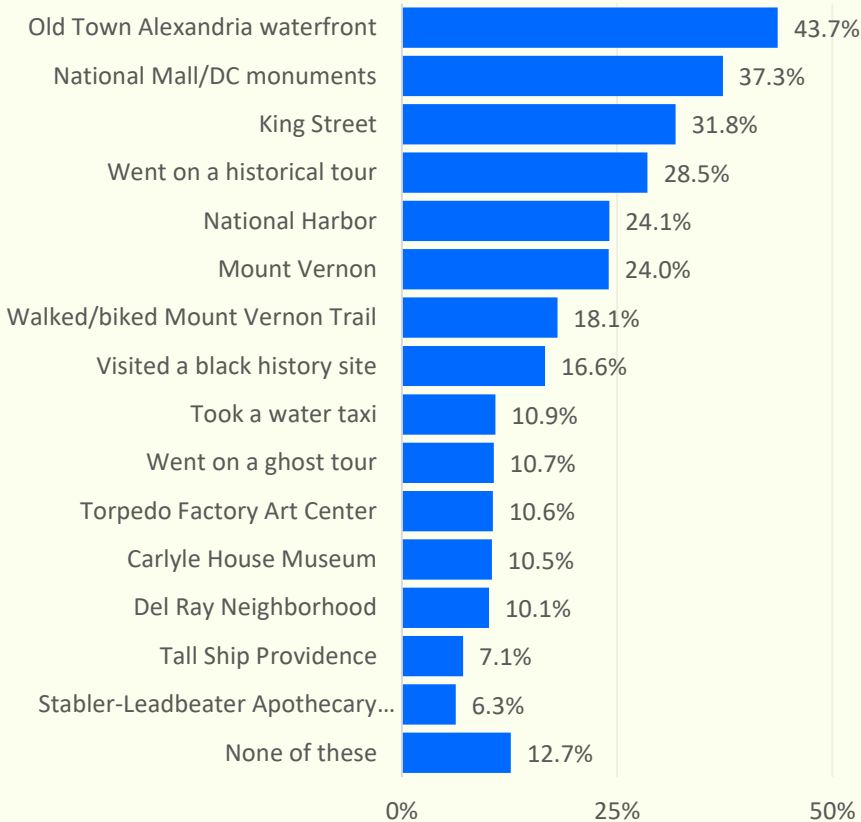
# Dining and shopping lead visitor activities, with strong engagement in cultural and outdoor experiences as well.

Activities in Alexandria



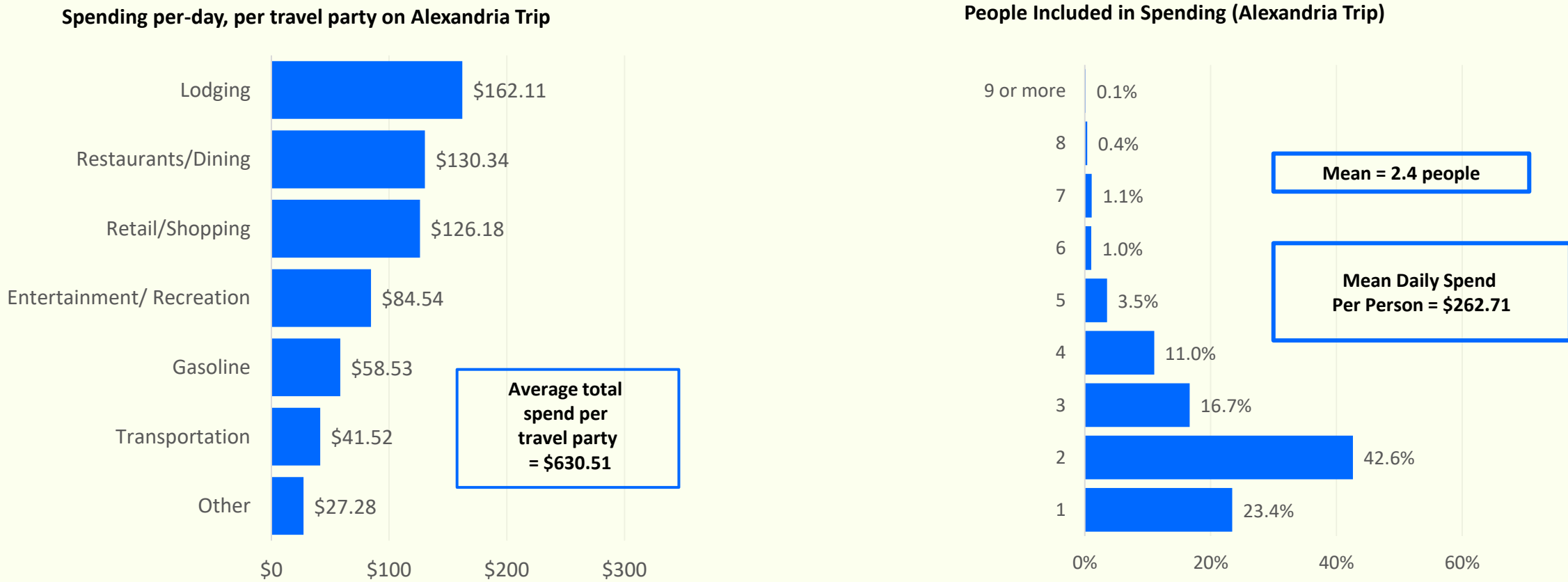
Question: Which, if any, of the following activities did you participate in during your most recent trip to Alexandria, Virginia?  
Base: Alexandria visitors. 500 completed surveys.

Attractions Visited (Alexandria Trip)



Question: Which, if any, of the following attractions did you visit during your most recent trip to Alexandria, Virginia?  
Base: Alexandria visitors. 500 completed surveys.

Visitors to Alexandria spent an average of \$630 per day (per travel party), with lodging, dining, and shopping as top categories.

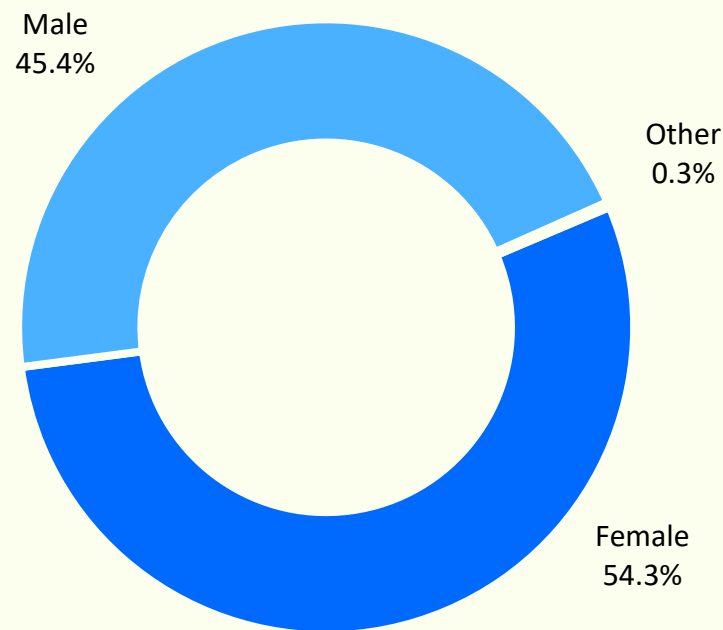


**Question:** Approximately how much did you spend PER DAY for the following during your most recent trip to Alexandria, Virginia? Base: Alexandria visitors. 402 completed surveys.

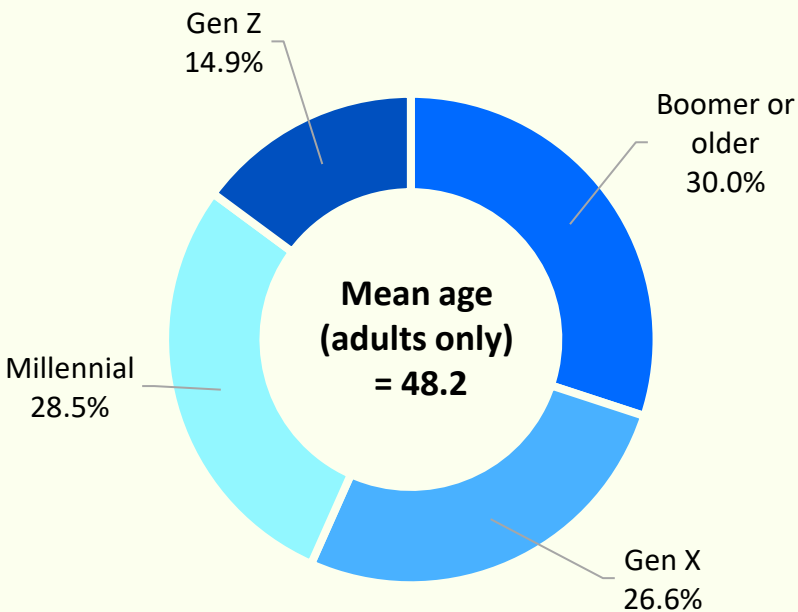
# Demographic, Psychographic, and Geographic Profile

Alexandria’s visitor base skews slightly female and somewhat older, with Boomers and Gen X making up more than half of all visitors.

Gender, Alexandria Visitors



Generations

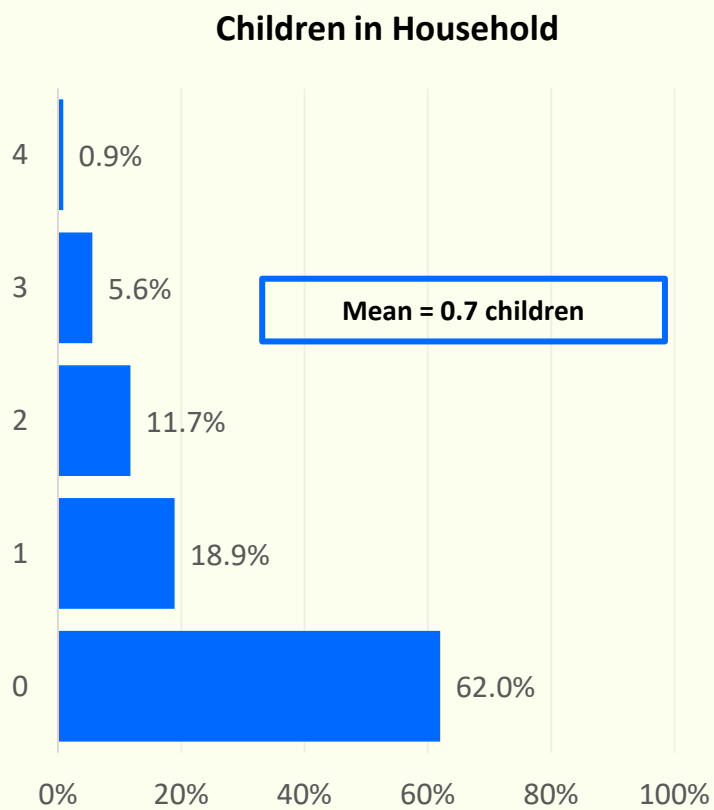


Question: Which best describes your gender identity?

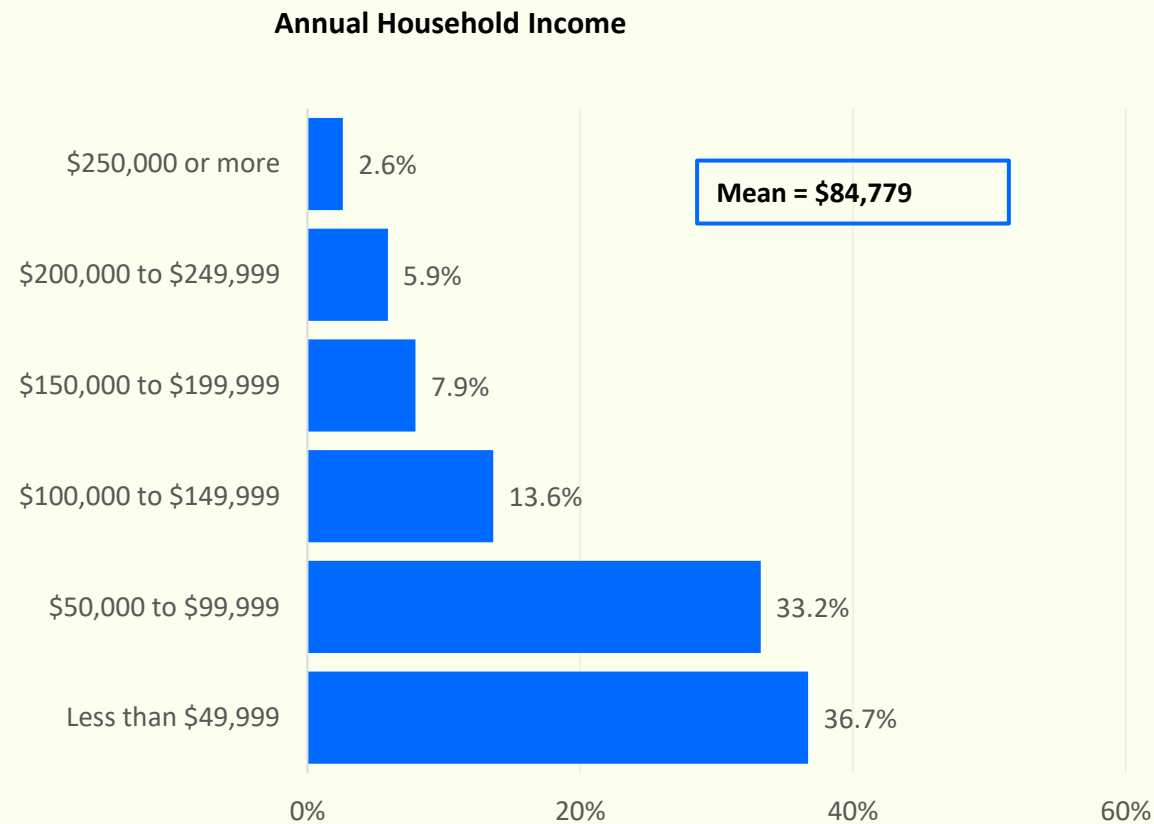
Base: Alexandria visitors. 500 completed surveys.



A majority (62%) of Alexandria’s visitors do not currently have children in their household. The average HHI of visitors is nearly \$85k.



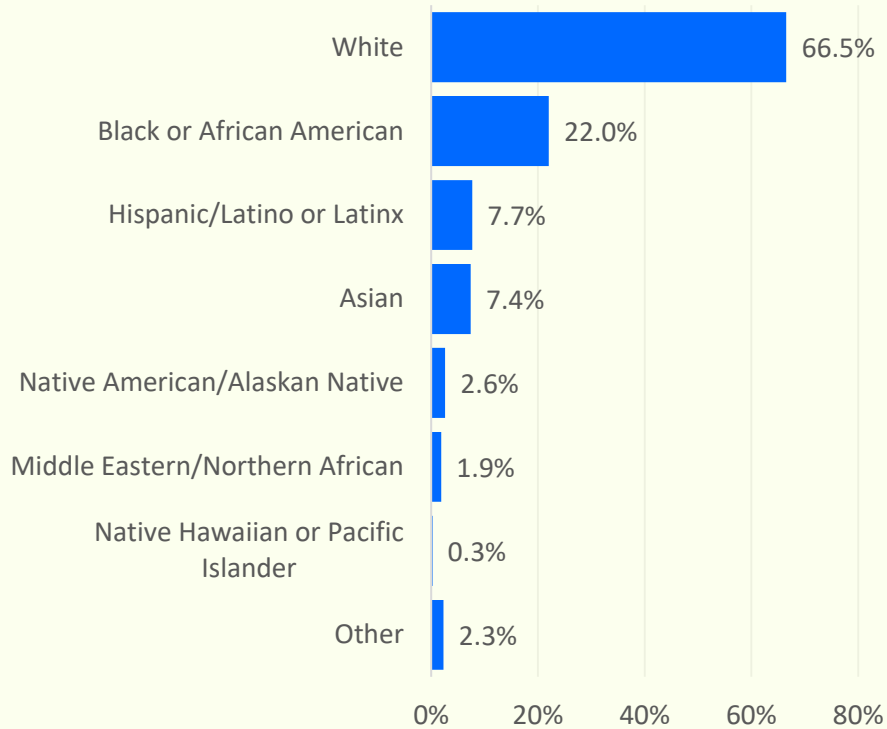
**Question:** How many children under the age of 18 live in your household?  
Base: Alexandria visitors. 500 completed surveys.



**Question:** Which best describes the combined annual income of all members of your household? Base: Alexandria visitors. 500 completed surveys.

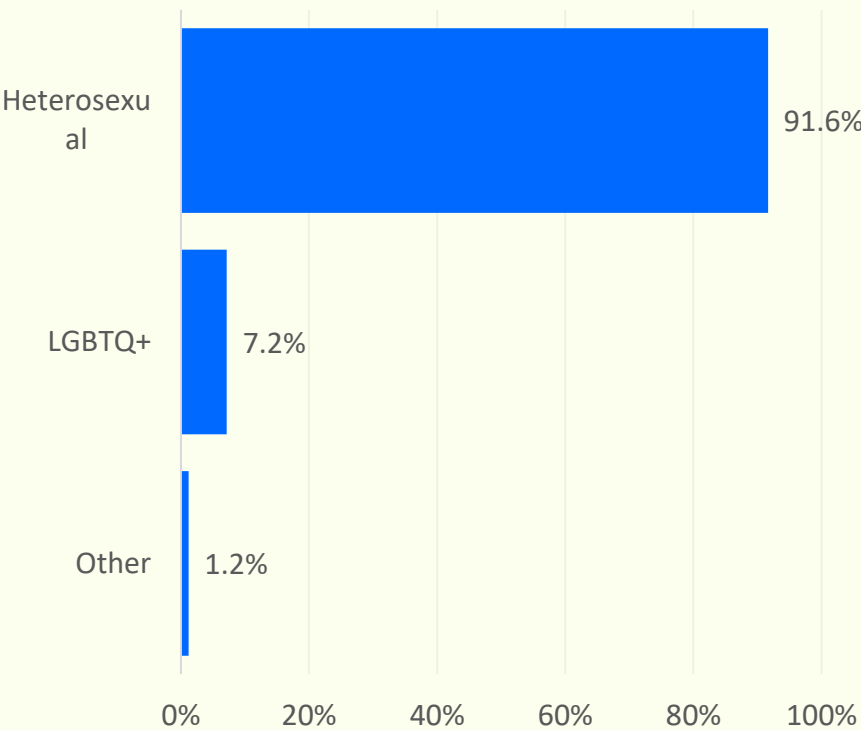
Alexandria’s visitors reflect a diverse range of ethnicities and nearly one-in-ten are LGBTQ+ or other.

Racial Identity (Alexandria Visitors)



**Question:** Which of the following describes your racial or ethnic identity?  
Base: Alexandria visitors. 500 completed surveys.

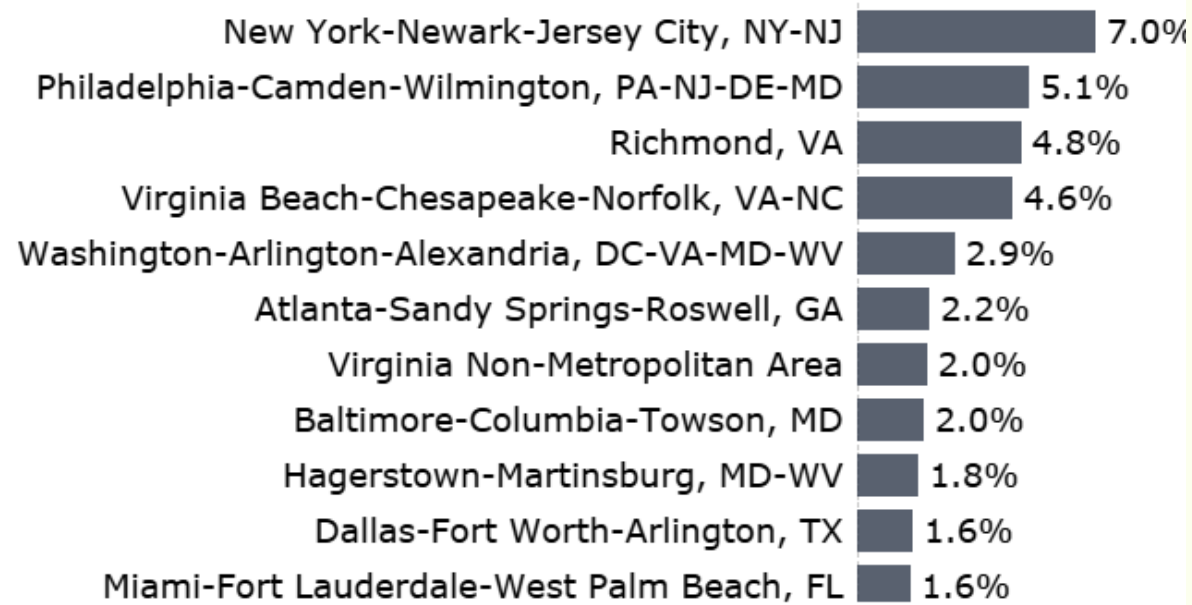
Orientation (Alexandria Visitors)



**Question:** Which best describes you?  
Base: Alexandria visitors. 500 completed surveys.

## Top Visitor Origin MSAs

% share of total



# Value, novelty, and historic experiences drive Alexandria’s visitors.



Question: How well do each of the following statements describe you?  
Base: Alexandria visitors. 500 completed surveys.

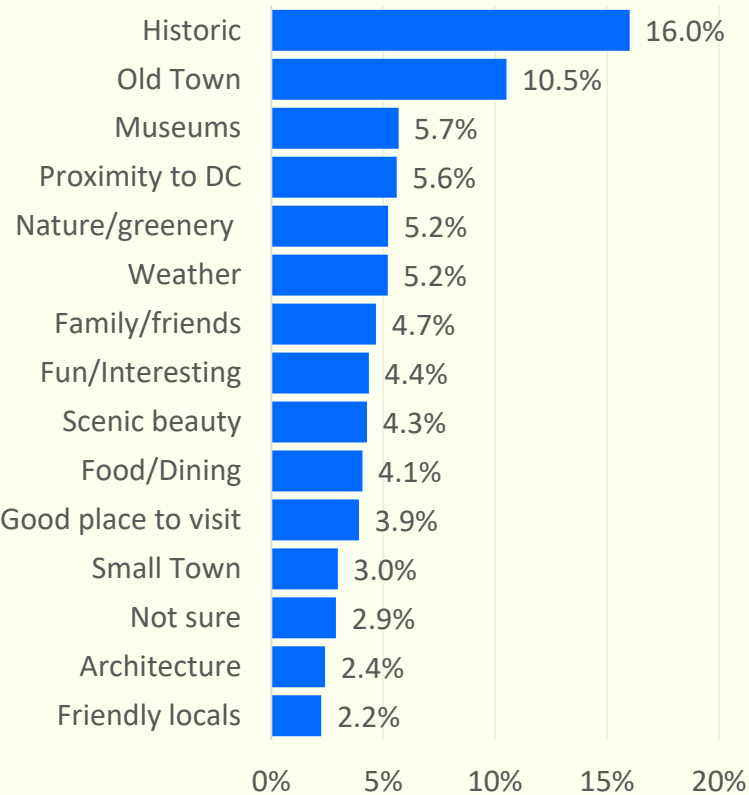


# Travel Behaviors & Opinions

This section explores the general travel behaviors and opinions of Alexandria and competing destinations amongst both recent and potential Alexandria visitors

The most common top-of-mind descriptors of Alexandria are “historic,” “old town,” “museums” and “proximity to Washington D.C.”

Top-of-Mind Descriptions, Alexandria Visitors



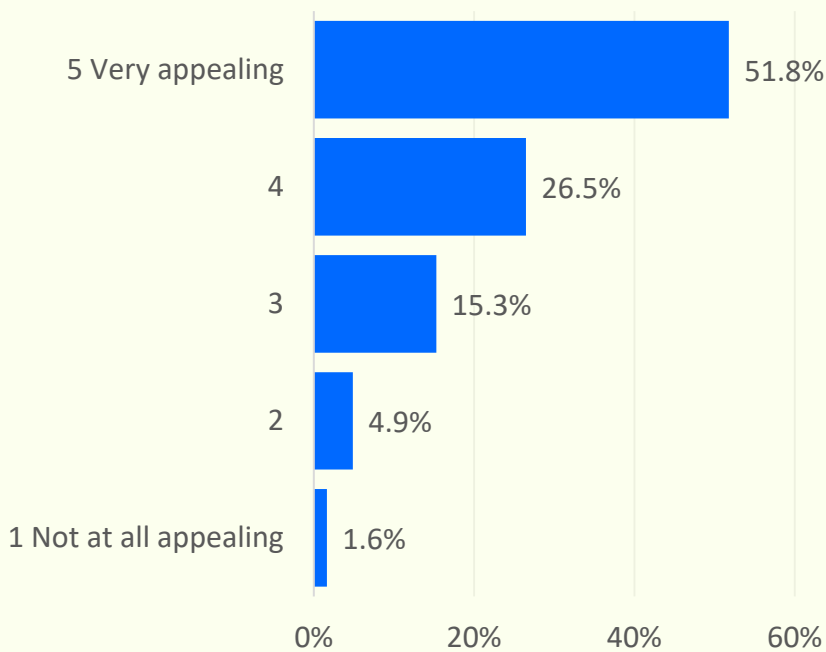
Top-of-Mind Descriptions, by Traveler Type

	Alexandria Visitors	Potential Visitors
Historic	16.0%	20.7%
Old Town	10.5%	6.6%
Museums	5.7%	3.8%
Proximity to DC	5.6%	5.2%
Nature/greenery	5.2%	5.7%
Weather	5.2%	3.4%
Family/friends	4.7%	3.3%
Fun/Interesting	4.4%	3.6%
Scenic beauty	4.3%	5.6%
Food/Dining	4.1%	3.3%
Good place to visit	3.9%	5.2%
Small Town	3.0%	2.1%
Not sure	2.9%	6.5%
Architecture	2.4%	2.1%
Friendly locals	2.2%	2.1%

**Question:** Now regardless of whether you have ever visited, what first comes to mind when thinking about Alexandria, Virginia as a leisure travel destination?  
Base: Total Respondents. 900 completed surveys.

# Over half of recent visitors give Alexandria the top score for destination appeal.

Alexandria’s Appeal, Past Visitor



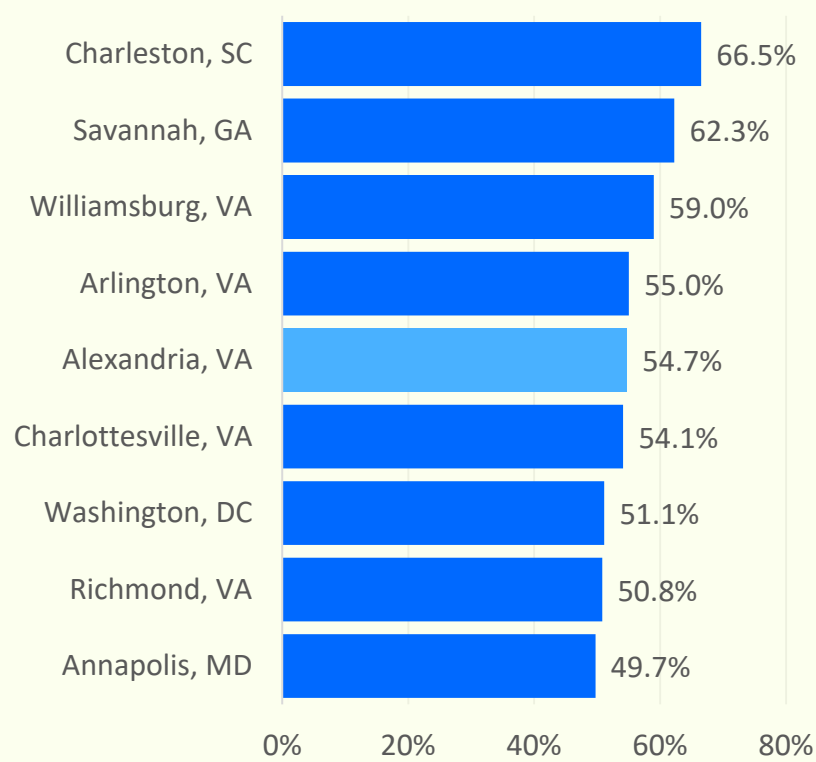
Destination Appeal, by Traveler Type (Top 2-box Score)

	Alexandria Visitors	Potential Visitors
Washington, DC	82.9%	76.0%
Alexandria, VA	78.2%	65.0%
Charleston, SC	71.4%	74.5%
Savannah, GA	69.5%	77.8%
Williamsburg, VA	68.3%	67.3%
Arlington, VA	60.3%	63.0%
Charlottesville, VA	59.7%	58.8%
Richmond, VA	57.9%	64.0%
Annapolis, MD	56.3%	58.3%
Base	500	400

**Question:** How appealing do you find each of the following cities/areas for an overnight leisure travel trip? Base: Total Respondents. 900 completed surveys.

# Alexandria faces strong competition from Charleston, Savannah, and Williamsburg.

Interest Markets, Metro Areas (Total Respondents)



Interest Markets, by Traveler Type

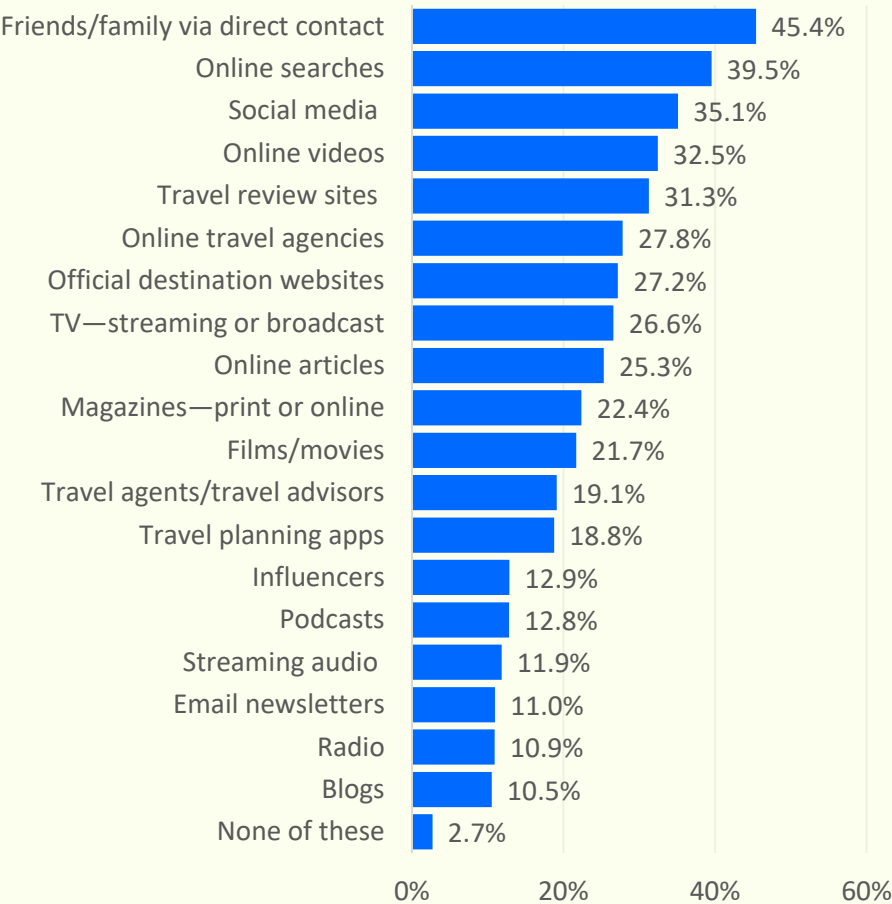
	Alexandria Visitors	Potential Visitors
Charleston, SC	62.9%	71.0%
Savannah, GA	56.4%	69.5%
Williamsburg, VA	44.6%	76.8%
Charlottesville, VA	43.5%	67.3%
Annapolis, MD	39.0%	63.0%
Arlington, VA	38.5%	75.5%
Washington, DC	36.7%	69.0%
Richmond, VA	35.3%	70.0%
Alexandria, VA	18.2%	100.0%
Base	500	400

**Question:** Now think about destinations in the Mid-Atlantic and Southeastern United States, which are you interested in visiting in the next 36 months?  
Base: Total Respondents. 900 completed surveys.



# Personal recommendations and digital discovery shape travel inspiration.

Sources of Travel Inspiration



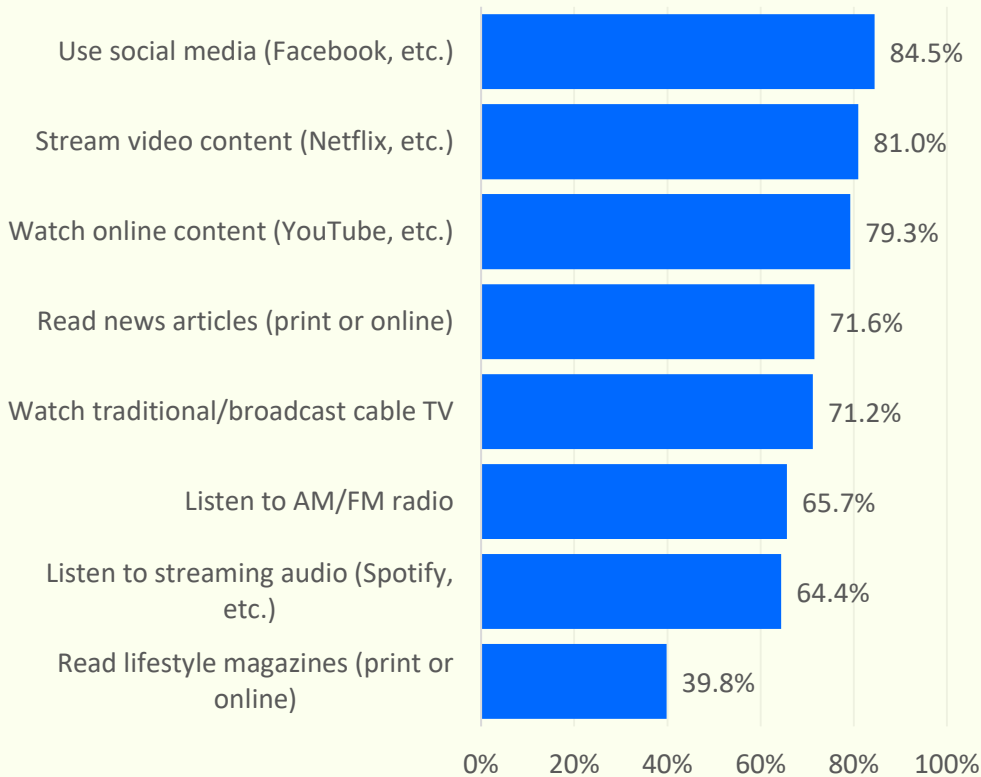
Sources of Travel Inspiration, by Traveler Type

	Alexandria Visitors	Potential Visitors
Friends/family via direct contact	45.4%	49.8%
Online searches	39.5%	56.5%
Social media	35.1%	45.8%
Online videos (e.g., YouTube, etc.)	32.5%	45.0%
Travel review sites (e.g., TripAdvisor, etc.)	31.3%	44.8%
Online travel agencies	27.8%	37.8%
Official destination websites	27.2%	39.8%
TV—streaming or broadcast	26.6%	32.3%
Online articles	25.3%	30.8%
Magazines—print or online	22.4%	30.0%
Films/movies	21.7%	20.8%
Travel agents/travel advisors	19.1%	22.5%
Travel planning apps	18.8%	24.5%
Influencers	12.9%	11.3%
Podcasts	12.8%	14.0%
Streaming audio	11.9%	15.0%
Email newsletters	11.0%	8.8%
Radio	10.9%	8.0%
Blogs	10.5%	11.8%
None of these	2.7%	0.5%
Base	500	400

Question: Where do you look for travel inspiration? Base: Total Respondents. 900 completed surveys.

# Social media and video content are key for reaching Alexandria’s visitors.

Frequency of Media Consumption (Top 2-box score)  
(At least once a day or at least once a week)



Frequency of Media Consumption, by Traveler Type

Top 2-box Score: At least once a day or At least once a week

	Alexandria Visitors	Potential Visitors
Use social media (e.g., Facebook, Instagram, etc.)	84.5%	90.5%
Watch video content on TV/movie streaming platforms (e.g., Netflix, Hulu, Disney+, etc.)	81.0%	88.5%
Watch online content (e.g., YouTube, VEVO, Twitch, etc.)	79.3%	82.8%
Read news articles (print or online)	71.6%	77.5%
Watch traditional/broadcast cable TV	71.2%	76.5%
Listen to AM/FM radio	65.7%	73.8%
Listen to streaming audio (e.g., Spotify, Pandora, etc.)	64.4%	73.8%
Read lifestyle magazines (print or online)	39.8%	44.8%
Base	500	400

Question: And how often do you...? Base: Total Respondents. 900 completed surveys.

# Alexandria Visitors vs. Potential Visitors

- Potential Visitors Are Also Interested in Historical Attractions –
- Potential Visitors Show a Stronger Interest in Learning & Cultural Exploration
- Alexandria Visitors Are Slightly More Value-Conscious
- Potential Visitors Are More Drawn to Active & Off-the-Beaten-Path Travel
- Sustainability Matters More to Potential Visitors

# Comparative Metrics

	Alexandria Visitors	Potential Visitors
Psychographic Agreement Statements (Top 2 Box Score)		
"I enjoy traveling to places with historic significance or unique historic experiences."	82.6%	85.5%
"When I travel, I seek out learning opportunities for myself and my family."	68.0%	76.0%
"I research the cultural and ethnic diversity of a destination before I visit."	62.2%	66.0%
"I like to get good value for my money when traveling."	90.3%	88.5%
"I prefer active time to downtime on vacation."	58.2%	62.5%
"I like to travel off the beaten path."	63.0%	70.5%
"I prioritize visiting places with strong sustainability initiatives."	49.8%	57.8%

Thank You for the Opportunity to Generate these Insights into  
Alexandria Visitors

**Future Partners**





Claire Mouledoux

Senior V.P. of Marketing  
and Communications

Major Openings &  
New Experiences

**VISIT**  
**alexandria**  


# New at the Waterfront





NEW AT THE WATERFRONT

# Cooper Mill

Tavern, market and event space  
at Robinson Landing



Photo credit: David Colman



NEW AT THE WATERFRONT

# Public Art at Waterfront Park: *Break Water*

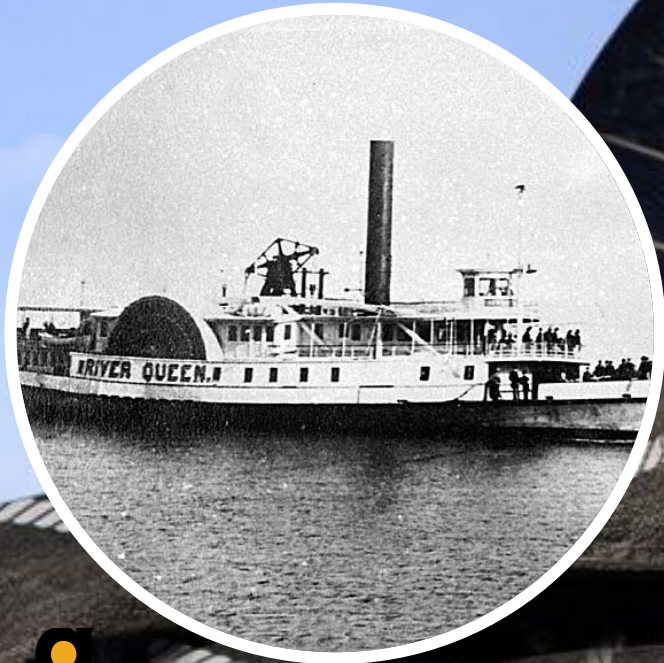
Seventh installment of the City of Alexandria's *Site See: New Views in Old Town* series

Opening event on Saturday, March 22nd

On display spring until November 2025

**Nekisha Durrett**

D.C.-based mixed media artist



Images courtesy of Nekisha Durrett





# PNC | ALEXANDRIA HALF

**APRIL 27TH, 2025**  
**OLD TOWN ALEXANDRIA**  
**HALF MARATHON, 5K, & KIDS DASH**

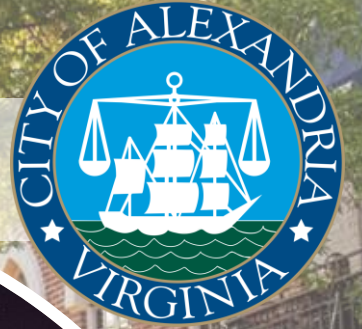
*With love,  
Alex Half*



CITY PROJECTS

# Lower King Street Pedestrianization Project

Phase 2 of the **200-block pilot** will run March 14, 2025 - September 30, 2025



# Hotel News





HOTEL NEWS

# Archer Hotel Old Town Alexandria

The former Lorien Hotel & Spa joined the Archer Hotel Collection as **Archer Hotel Old Town Alexandria**

Coming Soon



Open Now

**AKB**, a cozy hotel bar

Updated lobby, living room  
and event spaces



Photo Credit: Archer Hotel Alexandria



HOTEL NEWS

# Hotel Dining

Open Now

**Francis Hall** Hotel Heron

**a.lounge+bar** Hotel AKA Alexandria



*Photo credit: Left: Hotel AKA Alexandria; Right: Zachary Gawthorp Photography*

# Dining Developments



# Potomac Yard/Oakville Triangle

Opens Tomorrow, March 12

Founding Farmers

Coming Soon

Dok Khao Thai Eatery

Open Now

The Big Greek Café

Omar's Pita & Platters





DINING DEVELOPMENTS

# Buzzworthy Beans

## Coming Soon

**Mudhouse Coffee** Old Town

**Sharbat Bakery and Café** Old Town

**Café du Soleil** Old Town

**Baku Delicious** Parker-Gray

## Open Now

**Hypergoat Cafe** Old Town

**Ben'YaYs** Old Town

**Paris Baguette** West End



*Pictured: Hypergoat Cafe; Credit: Glenn Cook*



# New to Old Town

## Coming Soon

Pizzeria Paradiso pop up

Pupatella

LaPluma Coffee & Wine

Eclairons

Greenhouse Juice

## Open Now

The Parlour and Madame Coco's Chocolates

Mystic Bar & Grill

Frankie's Kitchen and Cocktail Bar

Valletta Port

Thanida Thai Restaurant and Bar

Lil' Creamery





DINING DEVELOPMENTS

# Brews and Bites

## Open Now

**La Tingeria at Port City Brewing Company** West End

**Andy's Pizza and Atlas Brew Works** Eisenhower Ave

**Le Jardin Beer Garden at Gustave Boulangerie** Del Ray



*Pictured: Port City Brewing Company; Credit: David Ashton*



# Hungry for More?

## Coming Soon

**Yami Buffet** West End

**Salad Topia** Del Ray

**Honeymoon Chicken** Carlyle Crossing

## Open Now

**Shorty's Deluxe** Del Ray

**Como En Casa** Arlandria-Chirilagua



THE BEST OF

FEB 20, 2025

## *the* **BEST** *of* 25+ New Restaurants to Try in Alexandria in 2025



**P**eruse mouthwatering menus at more than two dozen new restaurants in [Alexandria, Virginia](#), located just outside of D.C. Keep reading for new and coming-soon concepts, from cafes to buffets and beyond, in neighborhoods throughout the city, including [Old Town](#), [Del Ray](#), [Carlyle](#) and [Eisenhower](#) and the [West End](#). Check individual businesses for the latest updates.

# Recent Retail Openings





RETAIL OPENINGS

# New Boutiques

Coming Soon

**Del Ray Farmhouse Market & Garden**

Open Now in Old Town

**Old House Provisions**

**Friends to Lovers**

**Old Town Books Junior**

**Eries Interiors**



*Pictured: Old Town Books Junior (credit Elis Llinares); Drew Altizer of Old House Provisions*

# New Experiences



NEW EXPERIENCES

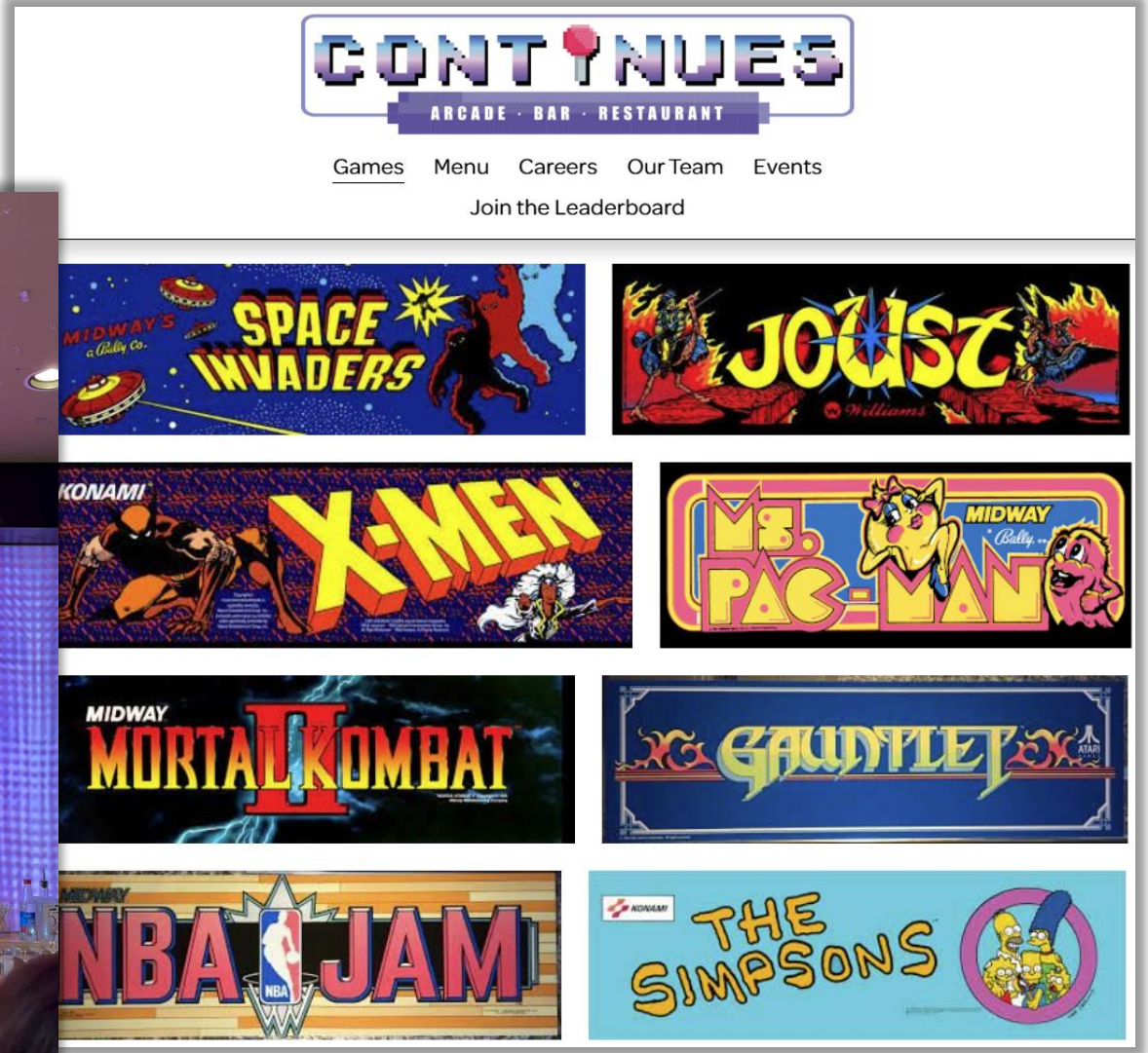
# New Experiences

## Coming Soon

Continues Arcade  
Sky Zone

## Open Now

Eras pop-up bar  
The Dugout



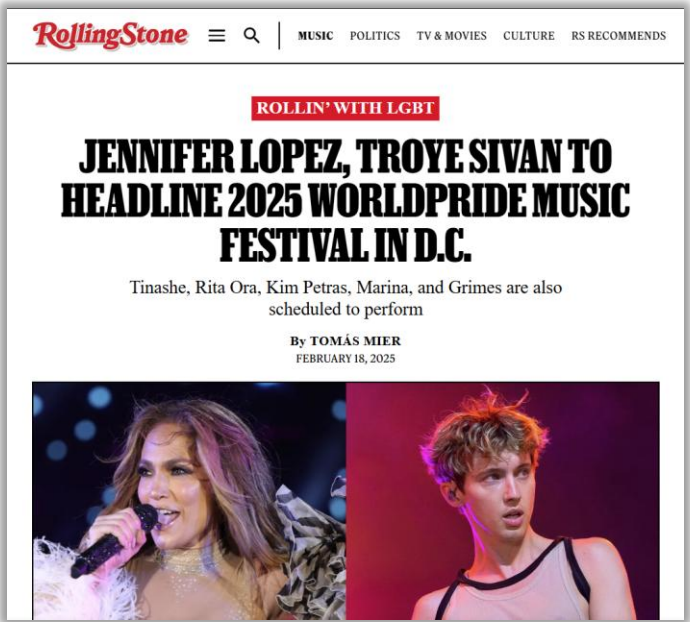


# WorldPride and VA250





May 17 to June 8





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Alexandria welcomes LGBTQ+ couples, families and friends to stay in and explore the city during **WorldPride 2025** from **May 17 to June 8**, and beyond.

Given a **perfect score for LGBTQ+ equality** by the Human Rights Campaign Municipal Equality Index for five years in a row, Alexandria is a welcoming homebase for inclusive meetings and events with robust and intentional efforts toward equity.



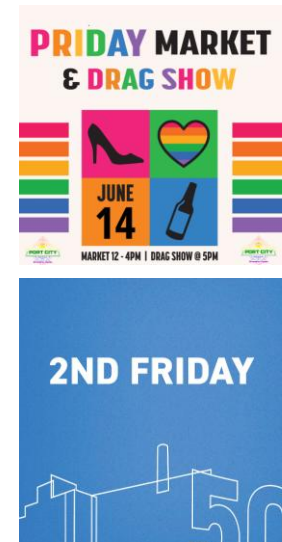
STAY  
**Hotel Packages**



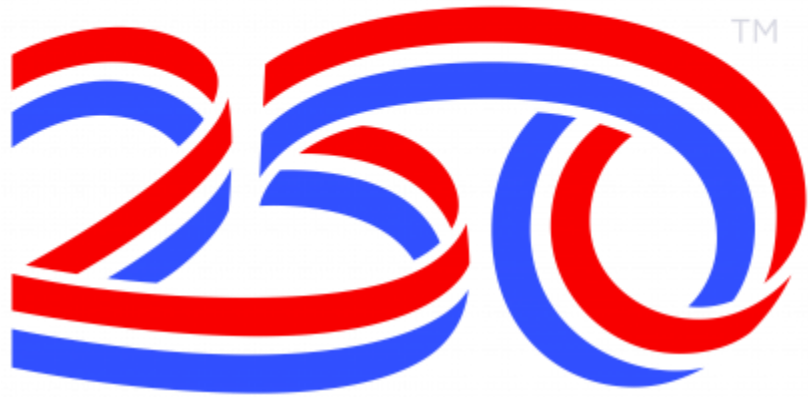
SUPPORT  
**LGBTQ-owned  
Businesses**



CELEBRATE  
**Pride Month Events  
in Alexandria**



**AMERICA**



**VA250**



WORLDPRIDE and VA250

# ALEXANDRIA VA★250



MOUNT  
VERNON  
250



WORLDPRIDE and VA250



June 12 to 15, 2026

ALEXANDRIA  
VA250





Caroline Secret  
Senior Digital Content  
Manager

Content and PR  
Opportunities

VISIT  
**alexandria**



# Review the “News You Can Use” to Get Involved

- Chance to be included in website and blog content, social media, consumer e-newsletters, media opportunities, etc.



## Opportunities Requiring Your Action

### **Content Requests: Summer, Pride Month, and Juneteenth**

Visit Alexandria is requesting the details for your summer events, packages, and promotions; Pride Month/WorldPride events; and Juneteenth events. For Pride Month and WorldPride events, we ask that members partner with or benefit a local or national LGBTQ+ organization, or directly feature or benefit LGBTQ+ artists/makers/businesses. The Capital Pride Alliance, supported by the WorldPride Fund, is offering grants to support projects that go beyond traditional Pride events and create inclusive, dynamic, and community-centered experiences. Learn more and apply [here](#).

See the deadline information, below, and [login to the member extranet](#) to upload your offering(s) and event(s). If you need access to the extranet, or need your password reset, please contact Trisha Meisner at [tmeisner@visitalexva.com](mailto:tmeisner@visitalexva.com).

- Summer – due Friday, April 11
- Pride Month/WorldPride – due Friday, May 6
- Juneteenth – due Friday, May 6



# Seasonal Content Opportunities

## Southern Living

The Best Places To See Cherry Blossoms In Washington, D.C.



PHOTO: M ENRIQUEZ FOR VISIT ALEXANDRIA

### Alexandria, Virginia

Across the Potomac in [Alexandria, Virginia](#), cobblestoned Old Town is a picture-perfect spot to visit for blooms. Spend an afternoon meandering through the historic neighborhoods that are decked out in pink petals, and check out the grounds of the historic [Carlyle House](#). Dozens of blooming cherries make this a popular spot for photoshoots. From Alexandria you can catch a tide on the [Cherry Blossom Water Taxi](#) and sail to The Wharf in D.C. The ride will allow you to enjoy the views of the cherry trees from the water.

**WINTER 2025**

**Skating at Ice & Lights: The Winter Village at Cameron Run**  
JANUARY 1 - FEBRUARY 23  
(weekends and holidays beginning January 6)

**Alexandria Restaurant Week**  
JANUARY 31 - FEBRUARY 9

**21st Annual Alexandria Boutique Warehouse Sale**  
FEBRUARY 1 - 2

**NSO at Mount Vernon**  
FEBRUARY 11 & MARCH 4

**George Washington Birthday events throughout February including**  
**George Washington Birthday Parade**  
FEBRUARY 15

**Black History Month events throughout February including**  
**The Washington Revels Jubilee Voices Concert**  
FEBRUARY 16

**The Ballyshaners 42nd Annual St. Patrick's Day Parade**  
MARCH 1

For even more events and things to do, check out:  
[VisitAlexandria.com/Winter](https://www.visitalexandria.com/Winter)

**alexandria**

**Spring Events and Happenings**

SORT BY: #1 DATE SHOW MAP

FEATURED	FEATURED	FEATURED
 MAR 20 DAILY FROM MARCH 20, 2025 UNTIL APRIL 12, 2025 Water Taxi to the Wharf to See Cherry Blossoms DEPARTS FROM THE ALEXANDRIA MARINA VIEW EVENT →	 MAR 20 DAILY FROM MARCH 15, 2025 UNTIL APRIL 13, 2025 2025 Cherry Blossom Guided Tours with Pedego Electric Bikes Alexandria PEDEGO ELECTRIC BIKES VIEW EVENT →	 APR 05 APRIL 5, 2025 ALX Dog Walk OLD TOWN ALEXANDRIA, ORONOCO BAY PARK, 100 MADISON ST VIEW EVENT →
 APR 06 APRIL 6, 2025 3rd Annual Del Ray Dog Fest GEORGE WASHINGTON MIDDLE SCHOOL PARKING LOT VIEW EVENT →	 APR 27 APRIL 27, 2025 PNC Alexandria Half STARTS AND ENDS IN OLD TOWN ALEXANDRIA VIEW EVENT →	 MAY 03 DAILY FROM MAY 3, 2025 UNTIL MAY 4, 2025 4th Annual Alexandria Old Town Springtime Art Festival JOHN CARLYLE SQUARE VIEW EVENT →





# Events Calendar




Need Extranet support? Contact Trisha Meisner: [TMeisner@visitalexva.com](mailto:TMeisner@visitalexva.com)

**alexandria**





## Events in Alexandria, VA

Explore our signature and upcoming events



			
Make Your Own Candles	WRITE LIKE A WOMAN NETWORKING WORKSHOP	Hip 'O Hop Yoga	Learn to Make Resin Earrings
March 8, 2025	March 8, 2025	March 16, 2025	March 22, 2025
MADE IN ALX	THE ATHENAEUM	PORT CITY BREWING COMPANY	MADE IN ALX
<a href="#">VIEW EVENT →</a>	<a href="#">VIEW EVENT →</a>	<a href="#">VIEW EVENT →</a>	<a href="#">VIEW EVENT →</a>

## Workshop and Classes Calendar

			
Old Town Explorer Package	Pampered Pup	Parking & WiFi	Reset Retreat at Hotel AKA Alexandria
480 KING STREET, ALEXANDRIA, VIRGINIA, 22314	116 S. ALFRED STREET, ALEXANDRIA, VIRGINIA, 22314	116 S. ALFRED STREET, ALEXANDRIA, VIRGINIA, 22314	625 FIRST STREET, ALEXANDRIA, VIRGINIA, 22314
<a href="#">LEARN MORE →</a>	<a href="#">LEARN MORE →</a>	<a href="#">LEARN MORE →</a>	<a href="#">LEARN MORE →</a>

## Deals & Special Offers



# Get Involved with WorldPride Promotions





## WorldPride 2025: Content Opportunities

- Events or offerings should **benefit a local or national LGBTQ+ organization.**
  - Create a Pride-themed offering or promotion that benefits a local or national LGBTQ+ organization, like a percentage of sales.
  - Host an event featuring an LGBTQ+ maker(s) or small business owner(s) and/or their products.
  - Feature merchandise from an LGBTQ+ maker(s) or business(es) with a promotional offer (discount or gift with purchase).





## Pride Merch at the Alexandria Visitor Center

- 10% of sales will benefit Alexandria Pride
- City of Alexandria LGBTQ+ Task Force will be at an info table after the presentation.





## WorldPride 2025: PR Opportunities

- Are you an LGBTQ+ small business owner or leader and would like to be featured as such in Visit Alexandria's PR and content?
- Does your business regularly feature LGBTQ+ makers/creatives or merchandise from LGBTQ+-owned businesses?
- Does your business otherwise go above and beyond in supporting LGBTQ+ rights or organizations?
- Contact Allison O'Keefe, PR & Communications Manager to share: [AOKeefe@visitalexva.com](mailto:AOKeefe@visitalexva.com)

"All of my restaurants are deeply rooted in their respective communities, and Hank's Oyster Bar in Alexandria's Old Town North neighborhood is no exception. I'm proud to have been honored for outstanding practices in advancing LGBTQ leadership and equality throughout my career and am happy that Alexandria has embraced our mission as well as our menu!"

—**Jamie Leeds, Founder, Jamie Leeds Restaurant Group**





# Key Themes and Trends

- Neighborhoods Around Alexandria
- Diversity, Equity, Inclusion and Accessibility
- Sustainability
- Wellness Experiences
- JOMO (“Joy of Missing Out”) and Slow Travel



# Top Takeaways:

1. Review the monthly **News You Can Use e-newsletter** for the best ways to get involved.
2. Submit your special events via the [member extranet](#) for inclusion on our calendars.
3. Get involved with **WorldPride 2025** with events or offerings supporting LGBTQ+ organizations/businesses.
4. Share your **story angles** with the Communications Team.

**Thank You!**





Suzanne Thibeault  
Director of Sales

Sales Opportunities

VISIT  
alexandria



# Visit Alexandria Sales Team

- Your partner in meetings and travel trade success
- Promoting and selling the destination
- Attracting high-value group business and meetings
- Complement your team, property, and services
- Destination representation nationally and regionally





# Meeting & Group Sales

- **Targeted Approach**

- Market trends
- Key booking industries
- Competitive landscape
- Vertical markets

- **Leveraging Alexandria's Ideal Positioning**

- Meeting diverse needs: 8-700 attendees
- Golden opportunity: 150-200 attendees
- Prime location: National Harbor and Washington, DC overflow and city-wide events



# Sales Team & Members

- Tell us about you!
- Direct leads and ancillary service requests
- Amplifying our members' spaces and services
- Serve as meeting planner first touch point for the city
- Providing unbiased city information for planners



CONTACTS



SPACE



ACTIVATIONS





# Thank You







Melanie Fallon  
Vice President of  
Member & Visitor  
Services

Member  
Opportunities

VISIT  
**alexandria**



# Visitor Center

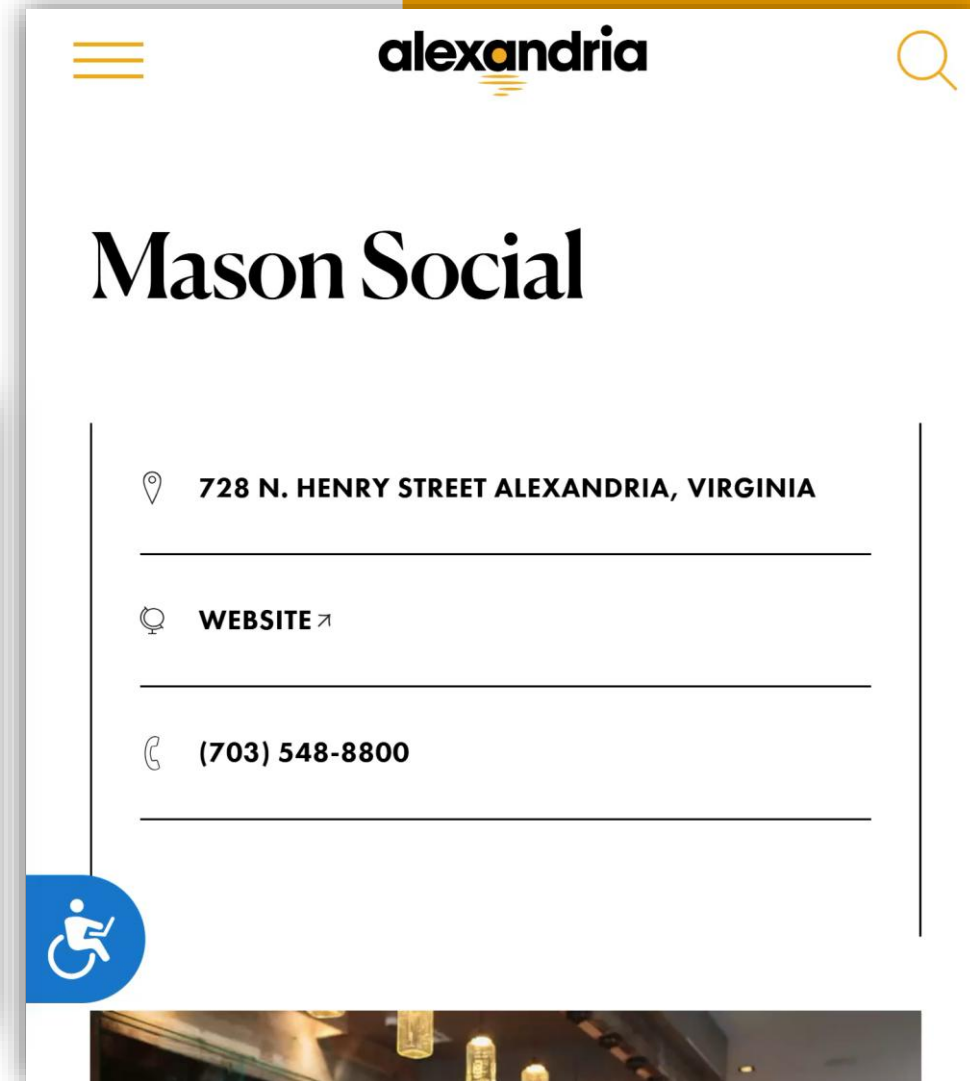
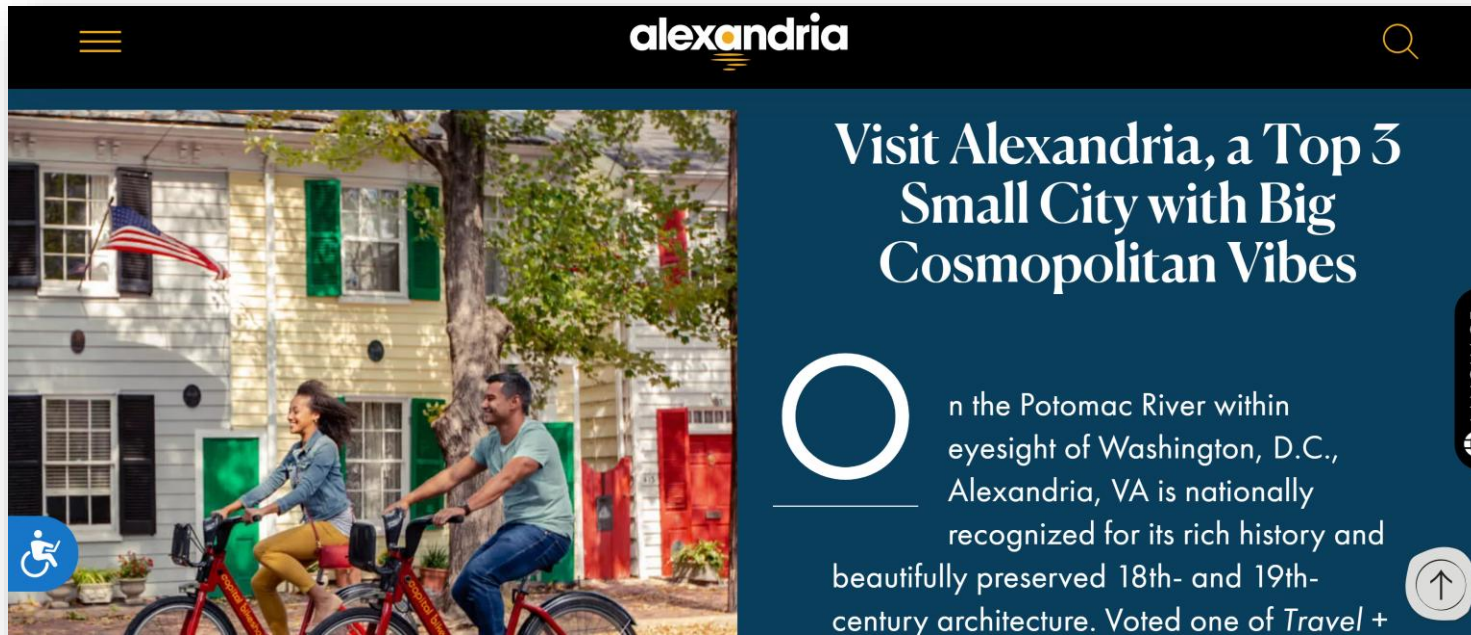
- 55,000 visitors per year
- Display a brochure or rack card at the Visitor Center for free
- Meet the Visitor Center staff





# VisitAlexandria.com

- Over 2 million users per year
- Free listing with membership
- Contact Trisha for assistance



# Visitor Guide

- Distribution of 200,000 copies
- 2025-2026 Guide available later this month
- Regular delivery or pickup



# Advertising

- On the website
  - Featured listings
  - Banner ads
- In the Visitor Guide
  - 1/8 to full page
  - Sells out every year

Looking for a place to stay in the Washington, D.C. area? Stay in Alexandria, voted one of *Travel + Leisure's Best Cities in the U.S. 2024* and one of *The South's Best Cities 2024* by *Southern Living*.

Enjoy Old Town, Alexandria's historic, walkable downtown, boutique shopping and historic attractions during the day and relax in sophistication and comfort in a boutique-style hotel or private rental after grabbing a bite at one of our chef-driven restaurants.

Choose from a one-of-a-kind hotel, popular chain-brand or private rental. Staying for a while? Make yourself at home at one of our



## Cocktail Garden at King & Rye

Lounge areas, fire pits, live music and a stellar menu of seasonal cocktails and southern plates to explore.

Two blocks from King St—Old Town Metroland station. All suites include fully equipped kitchen, living room and bedrooms. Complimentary buffet breakfast daily. Evening socials. **Mon–Wed.**  
[Book now on Weill](#)  
🏠🚶🚗📶

**Sheraton Suites Old Town Alexandria**  
601 N. Soutough St.  
703-636-4702

**247 suites**  
Newly renovated, including public areas, restaurant, fitness center and outdoor courtyard. Suites feature coffermakers, wet bar, refrigerators. Total meeting space of 5,500 sq. ft.  
[View on Weill](#)  
🏠🚶🚗📶

All suite hotel minutes away from Old Town. Complimentary breakfast buffet, fitness facility and Wi-Fi, plus in-room microwave and fridge. Shuttle service to Eisenhower Ave. Metroland station and Halfway Center.  
[Book now on Weill](#)  
🏠🚶🚗📶

**The Westin Alexandria Old Town**  
402 Courthouse Square  
703-259-8000

**379 rooms**  
An oasis of personal, distinctive, relaxing comfort. Rooms feature Westin Heavenly bed and Heavenly Bath. Westin Workout features Peloton bikes. Three blocks from the King St—Old Town Metroland station.  
[Book now on Weill](#)  
🏠🚶🚗📶

available to book like a hotel, no matter how short your stay.  
[Book now on Weill](#)  
🏠🚶🚗📶

**PRIVATE RENTALS**

**Annex—Old Town**  
Old Town  
571-224-1112  
Elegant, remodeled pied-à-terre, with accommodations a step above the ordinary short-term rental. Centrally located a few blocks from King Street.  
[Book now on Weill](#)

**The George of Old Town**  
Old Town  
571-224-1112  
8 rooms  
Fully renovated, historic home of George Washington. Interior design offers Colonial Revival with a modern twist. Rent individual rooms or the full townhouse. Also available for events.  
[Book now on Weill](#)

Two bedrooms. Available for short-term rental.  
[Book now on Weill](#)

**Liberty House**  
Old Town  
571-224-1112

**2 bedrooms**  
Charming 18th-century townhouse, renovated with historic charm and modern amenities. Two bedrooms, 1 1/2 bathrooms. Named "Hottest Vacation Rental in the US."

🍷 Restaurant  
🍷 Lounge  
🏋️ Fitness Center  
🏊 Pool  
🅿 Free Parking  
🚗 Airport Shuttle  
🚗 Metro Shuttle  
📶 Free Wi-Fi  
♿ Pet-Friendly  
♿ Wheelchair Accessible

A Dramatic New Addition to Old Town.

Hotel AKA Alexandria introduces a new level of style and sophistication with an inspired balance of modern minimalism and refined midcentury elements. This tranquil urban retreat, designed by Piero Lissoni, features spacious guestrooms and suites and a thoughtful array of premium amenities including a Technogym fitness center, private cinema, expansive landscaped terrace and lobby bar and lounge. Welcoming short and long term stays.

**hotel aka.**  
ALEXANDRIA  
625 FIRST STREET  
STAYAKA.COM





# Member Extranet

- 24 hour access
- Update listings
- Add/delete images
- Add events
- Tutorial available
- Contact Trisha or Melanie if you need access

The screenshot shows the Alexandria Member Extranet interface. At the top, there's a dark header with the 'alexandria' logo on the left and 'Visit Alexandria - Extranet' on the right. Below the header is a dark sidebar with four menu items: 'HOME' (with a house icon), 'PROFILE' (with a person icon), 'COLLATERAL' (with a document icon), and 'ADMINISTRATION' (with a wrench icon). The main content area is white and titled 'Partner Bulletins' with a dropdown menu set to 'All Bulletins'. It contains four bulletins, each with a title, a status (e.g., 'Read: 06/21/2024' or '(Not Read)'), a brief description, and a 'View Full' link. The first bulletin is 'Adding or Editing an Listing', the second is 'Adding or Editing a Special Offer', the third is 'Adding or Editing an Event', and the fourth is 'Adding an Image or Logo'. To the right of the bulletins is a 'Post Board' section showing two posts. The first post is by 'Derek Lamar Studios' dated '11/14/2024' with the title 'Family Mini Session:'. The second post is by 'Lost Boy Cider' dated '01/05/2024' with the title 'Join LOST BOY CIDE from 6pm - 8pm. As'. Between the posts are icons for comments (0) and email.

**alexandria** Visit Alexandria - Extranet

**HOME**  
**PROFILE**  
**COLLATERAL**  
**ADMINISTRATION**

**Partner Bulletins** All Bulletins

**Adding or Editing an Listing** (Read: 06/21/2024)  
Add or edit a Listing in a few short and easy steps. 1. Click on the Collateral Tab 2. Select Listings 3. Add New or Edit Existing  
[View Full](#)

**Adding or Editing a Special Offer** (Not Read)  
Add a Special Offer in a few short and easy steps. 1. Click on the Collateral Tab 2. Select Special Offers 3. Add New or Edit Existing  
[View Full](#)

**Adding or Editing an Event** (Not Read)  
Want add an event to our calendar? Here's how!  
[View Full](#)

**Adding an Image or Logo** (Read: 06/11/2024)  
Upload or update an image or logo in a few easy steps  
[View Full](#)

**Post Board**

**Derek Lamar Studios**  
**Derek Lamar**  
11/14/2024  
Family Mini Session: C  
Capture timeless memories  
Alexandria Waterfront  
help you create the p  
[Read More...](#)

0

**Lost Boy Cider**  
**Alyson Foster**  
01/05/2024  
Join LOST BOY CIDE  
from 6pm - 8pm. As



# Things to Remember

- News You Can Use monthly newsletter
- Visit Alexandria signature member events for information and networking opportunities
- Member educational opportunities and collaboration
- Upcoming member survey
- We help connect you to our visitors



# CATALYST DEVELOPMENT SITES

Marian Marquez

Senior Vice President

March 11, 2025



**Alexandria  
Economic  
Development  
Partnership**



-  Potential Catalyst
-  Existing Catalyst
-  Metro Station
-  VRE / Amtrak Station
-  Airport
-  Metro Line
-  Bus Rapid Transit
-  King Street Trolley





# POTOMAC YARD





# OLD TOWN NORTH







**OLD TOWN NORTH**



# CARLYLE





# WEST END





# SEE YOU AT THE SUMMIT!

Alexandria Economic Summit

May 8, 2025

3–7 p.m.

Location TBA



[alexandriava.gov/EconomicSummit](https://alexandriava.gov/EconomicSummit)



# THANK YOU!

Marian Marquez

Senior Vice President

[marquez@alexandriaecon.org](mailto:marquez@alexandriaecon.org)



**Alexandria  
Economic  
Development  
Partnership**





Todd O'Leary  
President & CEO

VISIT  
alexandria



# Information Tables

## 1. Marketing & Communications

- Media relations
- Website content
- Blog
- Social media



Misha Enriquez



Caroline Secrest

## 2. Meeting & Tourism Sales

- Meetings
- Groups
- Weddings
- Facility rentals
- International



Suzanne Thibeault

## 3. Member & Visitor Services

- Member benefits
- Visitor Guide
- Web advertising
- Visitor Center



Melanie Fallon

## 4. Virginia 250/Office of Historic Alexandria

## 5. Alexandria Economic Development Partnership

## 6. Virginia Tech

## 7. City of Alexandria LGBTQ+ Task Force (Alexandria Pride)



E-mail Melanie ([MFallon@visitalexva.com](mailto:MFallon@visitalexva.com)) or Trisha ([TMeisner@visitalexva.com](mailto:TMeisner@visitalexva.com)) anytime!





Thank You.

**VISIT**

**alexandria**

[VisitAlexandria.com](http://VisitAlexandria.com) | [#visitALX](https://twitter.com/visitALX)

Make the most of your Visit Alexandria membership with the  
**2025 Member Promotions & Marketing Programs Summary.**

Learn about key promotions, member events, how to submit your content, VisitAlexandria.com and Official Alexandria Visitor Guide listings, brochure distribution, advertising opportunities, and more!

Scan the QR code below or click [here](#)!





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IS FOR  
LOVERS®**



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& Herbert  
Bank**



Alexandria Hotel Association

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**



# Thank You to This Morning's Host



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