



VISIT
alexandria

2025 ANNUAL MEETING

SHAPING TOMORROW: Strategy in Motion, Community Focused

September 25, 2025
Hilton Alexandria Mark Center



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Please be Seated

The Program is About to Begin

**Visit Alexandria 2025 Annual Meeting
September 25, 2025
Hilton Alexandria Mark Center**

FANTISH
DANCE
GROUP



(703) 687-2357



Fantish Bekele Abate



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Kate Ellis

Board Chair,
Visit Alexandria

General Manager,
Hotel Indigo Old
Town Alexandria

HOTEL
INDIGO

AN IHG HOTEL
OLD TOWN ALEXANDRIA

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Greg Langweg

General Manager,
Hilton Alexandria
Mark Center



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Board Chair,
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Town Alexandria

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OLD TOWN ALEXANDRIA

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Roy Halyama

EVP, CFO,
Burke & Herbert
Bank

**Burke
& Herbert
Bank**

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James Parajon

City Manager,
City of Alexandria



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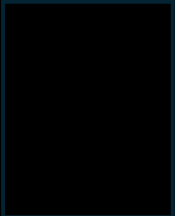
Todd O'Leary

President & CEO,
Visit Alexandria



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Year In Review: Fiscal Year 2025





FISCAL YEAR 2025 HIGHLIGHTS



\$1 BILLION

in Visitor Spending



WORLDPRIDE



FIFA CLUB WORLD CUP



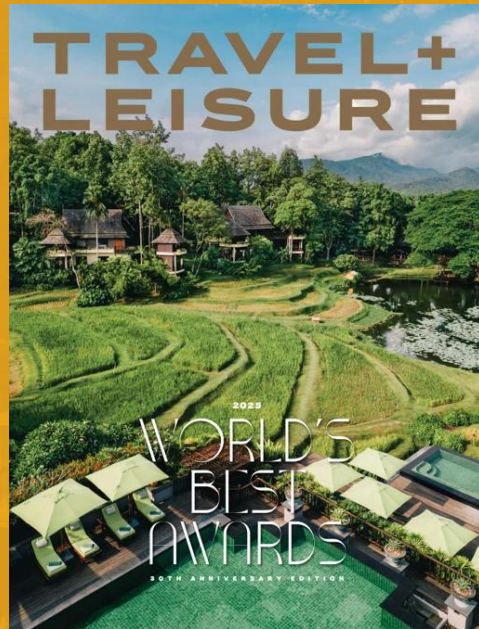
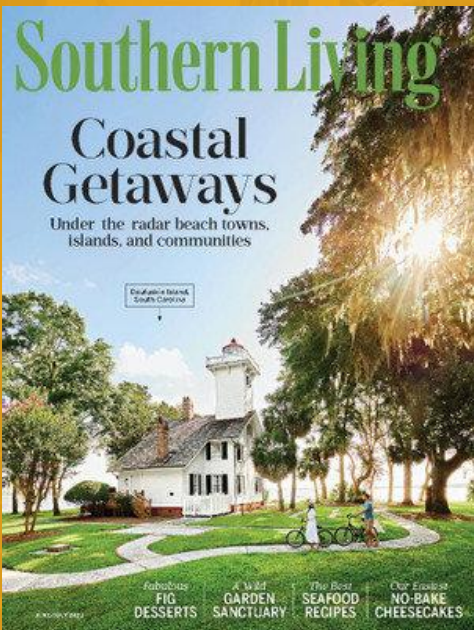
TRAVEL+
LEISURE

TOP 5 U.S. CITY



1,000+ MEDIA STORIES

Nine Years in a Row





ALEXANDRIA, VA | HOTEL HERON FROM \$189/NIGHT





STRATEGY IN MOTION





NEW RESEARCH AND DATA TOOLS



VISITOR PROFILE STUDY



SYMPHONY
ROI &
ATTRIBUTION
TOOL



Attribution Summary

From 9/1/2024 to 7/31/2025



Exposure Date (From)
9/1/2024

Exposure Date (To)
7/31/2025

Media/Website
(All)

Country Group
USA

DMA / Admin Region
(Multiple values)

Local/Non-Local
Non-Local

Exposure to Visit Day Filter (minimum)
0

46,534,291
Measurable Impressions

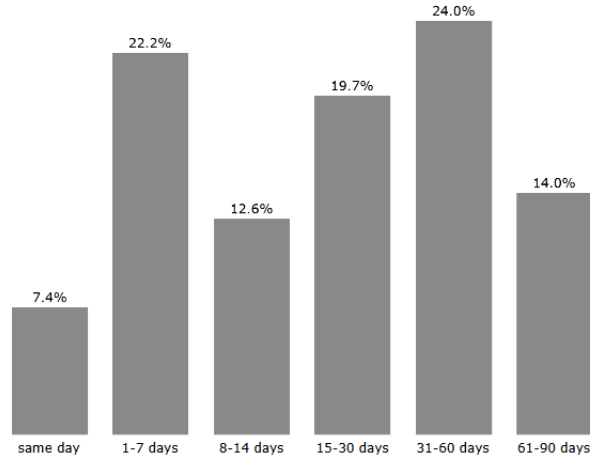
156,703
Observed Visits

3.4
Visits per 1,000 Impressions

0.34%
Visit Rate (based on Measurable Impressions)

35.4 days
Avg. Exposure to Visit

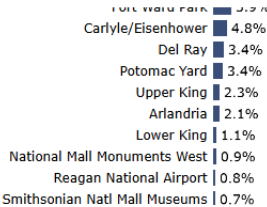
Exposure to Visit
only first visit is counted after exposure



Impressions vs Observed Visits



Share of Areas Visited by Converted Visitors
Places visited by devices that visited region after getting an impression



MEMBER SURVEY



A photograph of a large orchestra performing in a grand, ornate hall with a high, vaulted ceiling. The image is overlaid with a semi-transparent blue filter. The text "STRATEGIC PLAN" is in white, all-caps, serif font, and "2025-2030" is in black, all-caps, serif font.

STRATEGIC PLAN

2025-2030





A diagram illustrating the four strategic goals of a destination. At the center is a yellow circle containing the text "STRATEGIC GOALS". Surrounding this central circle are four black circles, each containing a strategic goal. The goals are: "Sales & Marketing" (top), "Destination Management" (right), "Destination Alignment" (bottom), and "Organizational Sustainability" (left). The background is a blue-tinted image of a city street with historic buildings and people walking.

Sales &
Marketing

Destination
Management

Destination
Alignment

Organizational
Sustainability

**STRATEGIC
GOALS**



**STRATEGIC
GOALS**

Sales & Marketing

TARGETS

- Visitor spending
>\$1 billion by FY27
- Consumption taxes
>\$100 million by FY29
- Create co-op
marketing
opportunities for
members by FY27



**STRATEGIC
GOALS**

Destination Management

TARGETS

- 200 frontline employees through hospitality training program by end of FY28
- Have at least 50 unique visitor experiences to offer by end of FY30
- Tourism Master Plan developed by end of FY29



**STRATEGIC
GOALS**

Destination Alignment

TARGETS

- Roll out destination brand by end of FY28
- Grow membership revenue 50% by FY30



**STRATEGIC
GOALS**

Organizational Sustainability

TARGETS

- Grow Visit Alexandria annual budget to \$7M by FY30
- Evaluate tourism improvement district (TID) feasibility by end of FY27
- Review Organizational Bylaws





SHAPING TOMORROW FISCAL YEAR 2026



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Claire Mouledoux

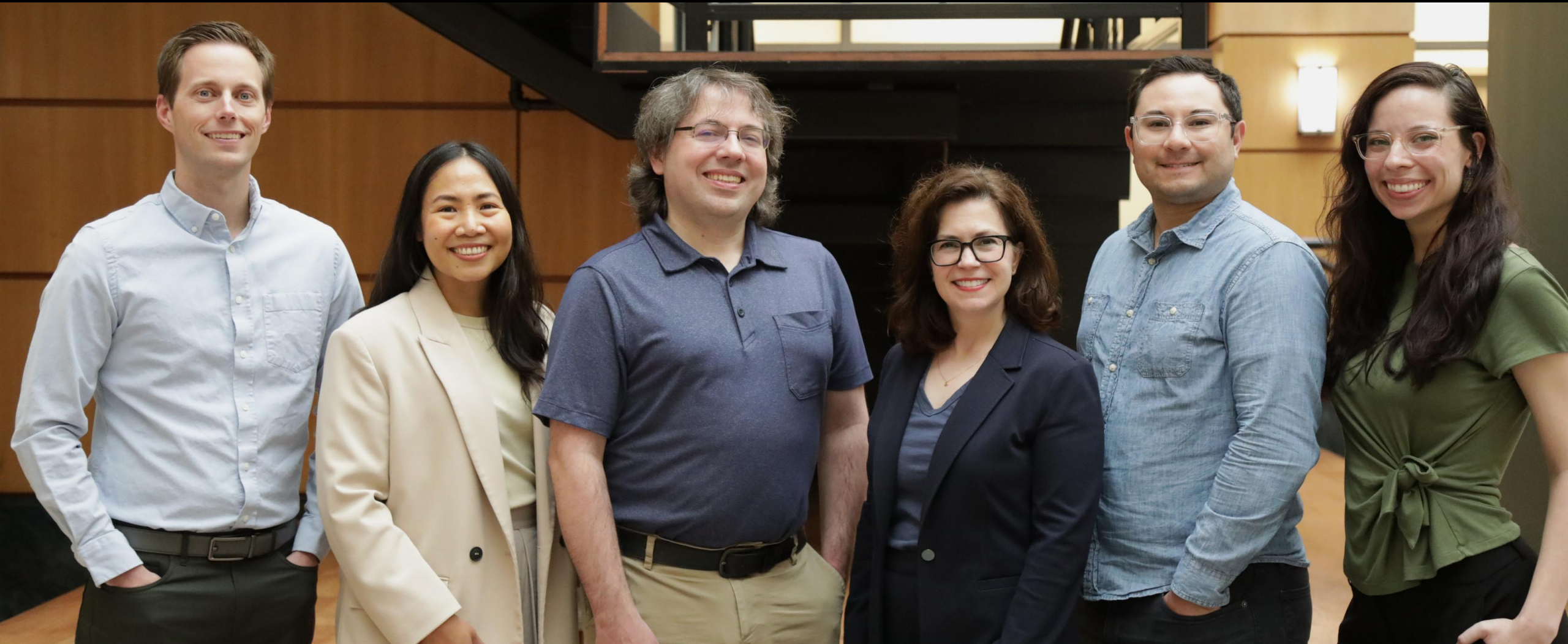
SVP, Marketing &
Communications

The background of the slide features a photograph of a wall covered in colorful graffiti, with trees and a building visible behind it. An orange semi-transparent overlay covers the entire image. The title text is centered on this overlay.

INTEGRATED MARKETING AND COMMUNICATIONS



COMBINED MARCOMM TEAM



AGENCY OF RECORD
62ABOVE

PR, SEO/SEM, VISITOR GUIDE
MADDEN MEDIA



NEW
DESTINATION
MARKETING
CAMPAIGN



ACTION- ORIENTED MARKETING



EXPANDED EMAIL MARKETING



Alexandria Sidewalk Sale Returns This Saturday



[Alexandria Sidewalk Sale](#) returns THIS SATURDAY, **August 9th**. Snag the best deals of the season at dozens of independent boutiques offering deep discounts on everything from vintage fashion to bestselling books and beyond. Plus, find select stores extending their sales for the full weekend, August 8-10.

Download a map of participating shops or read more details below.

[Download the Map](#)

[Participating Boutiques](#)

End-of-Summer Deals in Alexandria



INTERNATIONAL STRATEGIES



VIRGINIA
IS FOR
LO[♥]ERS[®]

BRAND
USA

NORTHERN VIRGINIA
N[♥]VA
— VIRGINIA'S CULTURAL REGION —

destination
DC[™]

AMERICA 250 INITIATIVES

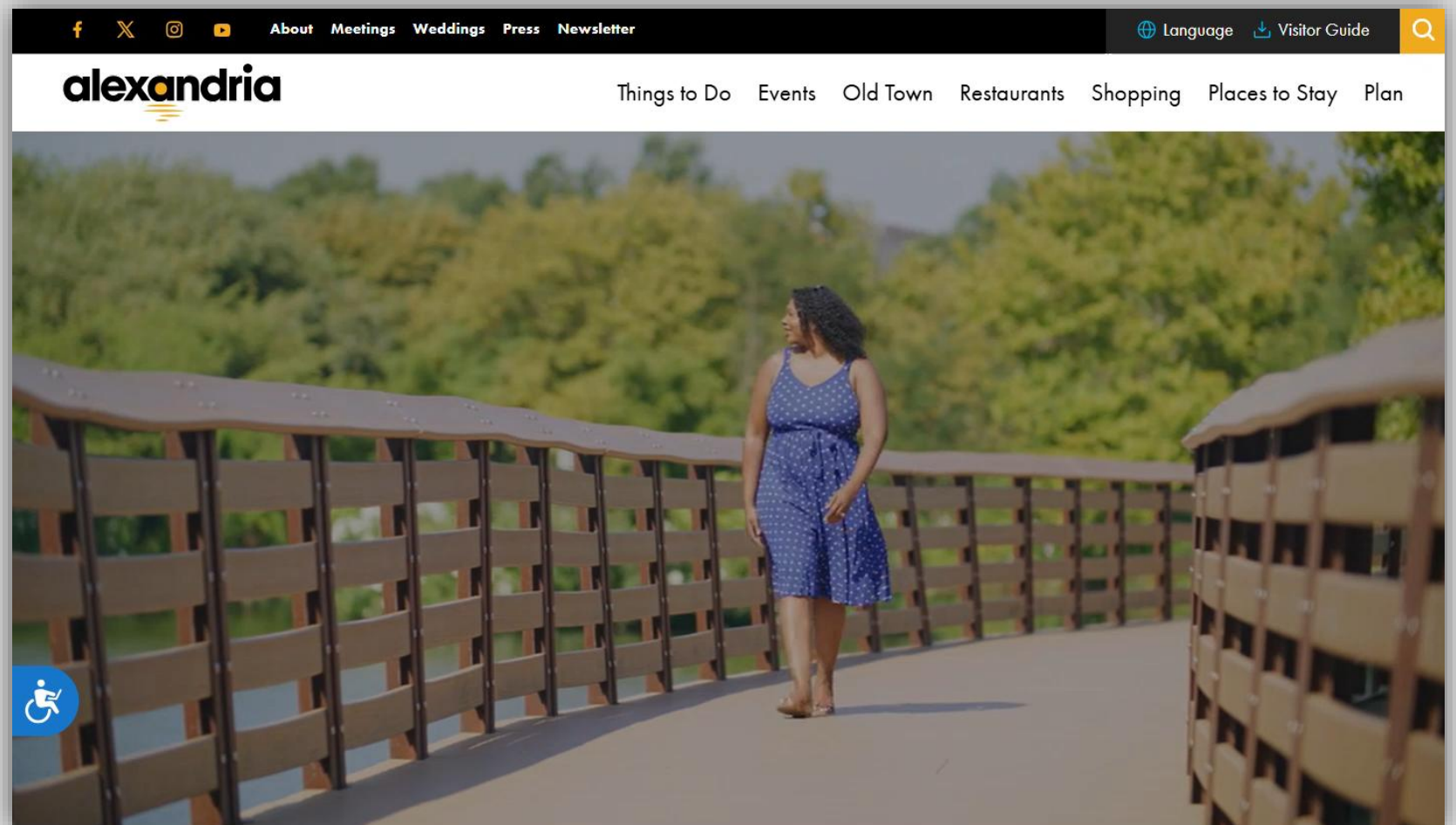


AMERICA 250 INITIATIVES



VisitAlexandria.com/250

PROMOTING OUR NEIGHBORHOODS



[VisitAlexandria.com/Neighborhoods](https://www.visitalexandria.com/neighborhoods)



STORYTELLING





Tell Us Your Alexandria Story

We're collecting first-person stories from our member businesses to highlight the expertise and experiences that make you and your business special for visitors. Your words will inspire future content pieces and story angles and may be featured on our website.

Please take a minute to share your thoughts in your own voice. Feel free to keep it casual; pretend you're speaking with a new customer or face-to-face with someone on the Visit Alexandria team (in fact, we'd love to chat)!

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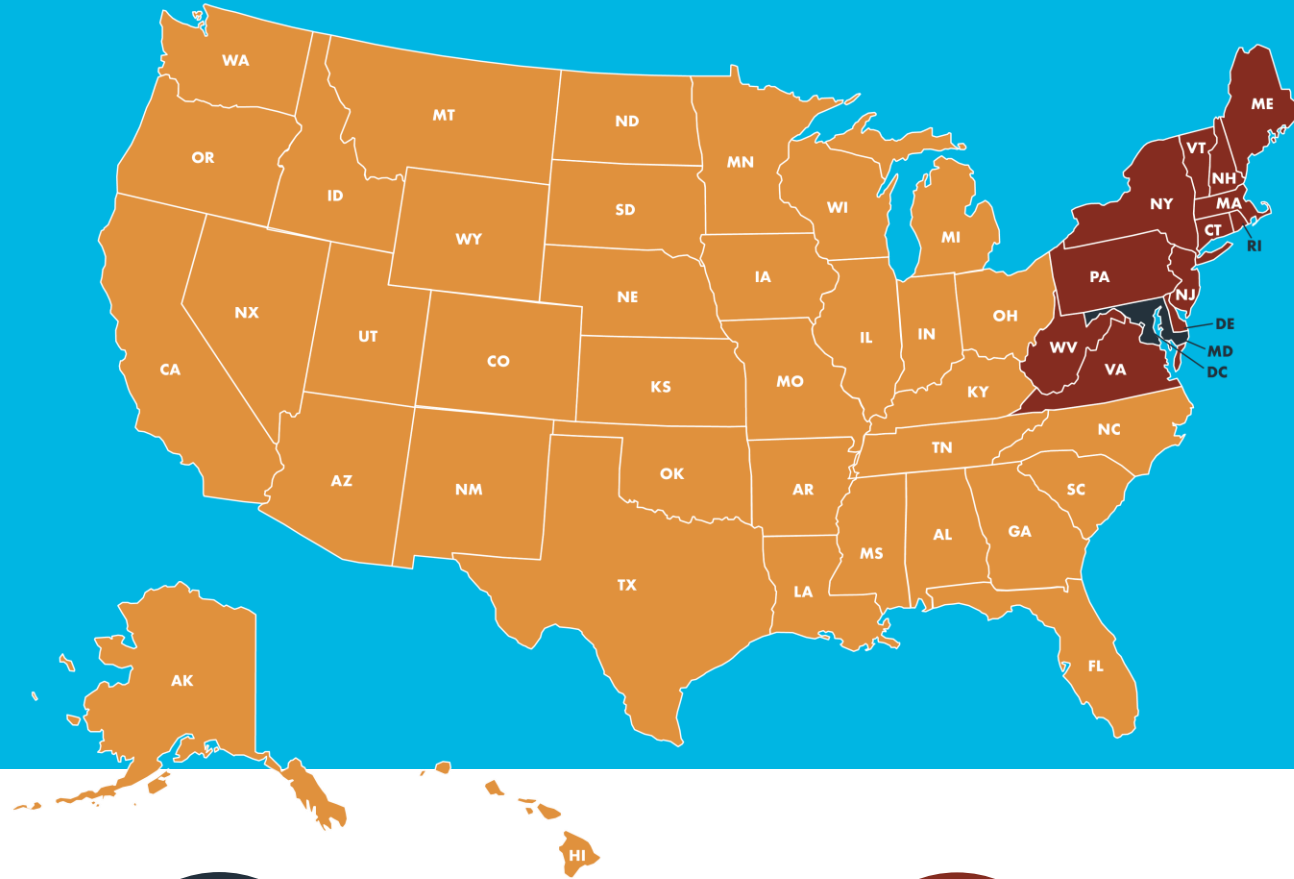
Mary Rinaldo

SVP, Operations
& Finance

NEW SALES TEAM & DEPLOYMENT STRATEGY



FROM COAST TO COAST



Suzanne Thibeault
CMP | Director of Sales
Greater Washington Region



Sha’Niesha Graham
MBA, CHG
Destination Sales Manager
Northeast US



Gabriella Garcia
Destination Sales Manager
Western US



EXPANDED MEMBERSHIP PROGRAM



MEMBER ORIENTATION



MEMBER EDUCATIONAL SERIES



SHARING DATA & RESEARCH



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Todd O'Leary

President & CEO,
Visit Alexandria

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Hon.
Alyia Gaskins
Mayor,
City of Alexandria



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Todd O'Leary

President & CEO,
Visit Alexandria



COMMUNITY FOCUSED





NEIGHBORHOODS



FY 2025
ANNUAL
REPORT



THANK YOU!

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visitalexandria.com



Download
the FY25
Annual
Report here

