VISIT alexandria

Visit Alexandria

Five Year Strategic Plan

June 2025

MMGY NextFactor

Purpose

We showcase Alexandria to the world by highlighting its character, culture and creativity, which attracts visitors who strengthen our economy and community.

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Strategic Goals

Sales & Marketing

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Targets:

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

Strategic Initiatives	Lead	FY26	FY27	FY28	FY29	FY30
a) Redefine and develop target audiences aligned with destination attributes	Claire					
b) Increase marketing & PR impact by expanding storytelling and strengthening key messages aligned with brand pillars	Claire					
c) Maintain and incrementally grow our market share of business & leisure	Claire					
d) Develop and execute a technology strategy to maintain and expand Alexandria's digital brand presence and enhance the customer experience	Vito					

Destination Management

Targets:

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

Strategic Initiatives	Lead	FY26	FY27	FY28	FY29	FY30
a) Develop a hospitality training program for frontline employees	Membership					
b) Advocate for the development of a multi-purpose group space	Todd					
c) Lead the development of a Tourism Master Plan	Todd					
d) Develop a strategy to address need periods	Vito					
e) Develop strategy to unearth existing and create new visitor experiences	Membership					

Destination Alignment

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Targets:

- Roll out destination brand by end of FY28
- Grow membership revenue 50% by FY30
- Redefine event support plan by end of FY27
- Re-home major event production (ie: parades) by FY26

Strategic Initiatives	Lead	FY26	FY27	FY28	FY29	FY30
a) Lead the development of a comprehensive destination brand for Alexandria	Claire					
b) Refresh membership benefits	Membership					
c) Work with partners to determine an appropriate structure to produce local events	Todd					
d) Incorporate direct community feedback in organizational planning	Mary					

Organizational Sustainability

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Targets:

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

Strategic Initiatives	Lead	FY26	FY27	FY28	FY29	FY30
a) Advocate for financial sustainability and growth	Board					
b) Undertake comprehensive review of Board bylaws	Board					
c) Attract and retain organizational talent	Mary					
d) Pursue external sources of sustainable revenue for the organization	Todd					
e) Evaluate and ensure appropriate organizational structure to achieve goals	Mary					

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FY26-FY30 STRATEGIC GOALS

STRATEGIC INITIATIVES

Sales & Marketing

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Destination Management

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Destination Alignment

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Organizational Sustainability

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TARGETS

Sales & Marketing

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Destination Management

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