

VISIT alexandria

FISCAL YEAR 2026
ANNUAL REPORT

#3

"BEST SMALL CITY
IN THE U.S."

Condé Nast Traveler

Second
consecutive year of
\$1 BILLION+
in visitor spending



FISCAL YEAR 2026 ANNUAL REPORT

Dear Friends and Members,

Alexandria's story lives in its historic streets and waterfront, its distinctive neighborhoods, and the independent businesses and people who give the city its character. During Fiscal Year 2026, Visit Alexandria found new ways to share that story with visitors near and far, while building momentum for the destination's future.

FY26 marked the first full year of executing Visit Alexandria's five-year strategic plan. A major initiative was integrating the Marketing and Communications team, creating a coordinated approach across advertising, design, research, public relations, social media, content, and digital platforms. That work came to life through the launch of *Unlock Your Story*, Alexandria's new destination marketing campaign.

Built around the pillars of "Historic, Not Static," "A City of Independents," and "Made Up of the Little Things," the campaign captures what makes Alexandria unlike any other destination. It honors the city's heritage and its progress, celebrates the locally owned businesses and personalities shaping its neighborhoods, and invites visitors to uncover meaningful stories around every corner.

Visit Alexandria's members are central to that story. Restaurants, retailers, attractions, entrepreneurs, and community personalities have been featured throughout the campaign, creating opportunities to connect visitors with the businesses that define the Alexandria experience.

Early results are notable. Since the campaign launched, the average overnight length of stay has increased year over year from 2.0 to 2.3 days, while the percentage of visitors staying overnight has risen from 77.1% to 82.2%. Staying longer means visitors have more time to dine, shop, explore, and spend money at Alexandria's member businesses. Visit Alexandria invested in high-performing digital content and optimizations to help ensure the destination remains visible as travelers increasingly use artificial intelligence alongside traditional search tools to plan their trips.

FY26 also brought opportunities to place Alexandria on the national and international stage. America 250 programming, including Sail250 and related events, gave Alexandria the opportunity to welcome thousands of visitors to Alexandria, bring the nation's history to life, and showcase the city's significant place in the American story.

The Croatia national football team's selection of Alexandria as its official World Cup Team Base Camp created a defining moment. The team's presence and Community Training Session connected an international sporting event with the Alexandria community, introduced the city to global audiences, and demonstrated its ability to welcome visitors, sports fans and myriad delegations from around the world.

Alexandria was also once again recognized by *Travel + Leisure* voters as a top 10 Best City in the United States. And the city catapulted to #3 on *Condé Nast Traveler's* top small cities list. In 2025, visitors from 50+ miles away spent more than \$1 billion in Alexandria for the second year in a row, reinforcing the visitor economy's role in supporting local businesses, jobs, city services, and the broader community.

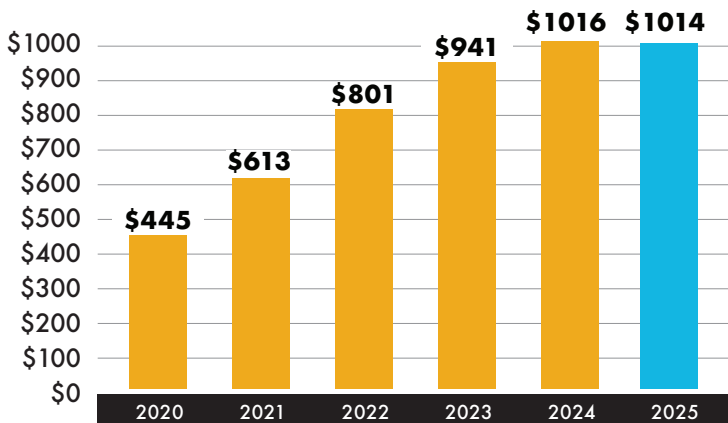
On behalf of the Board of Governors, I want to thank the Visit Alexandria team for its creativity, focus, and commitment, along with the members, city partners, stakeholders, and volunteers who make this work possible. The stories shared, partnerships strengthened, and opportunities embraced during FY26 have positioned Alexandria to carry this momentum confidently into the future.



Kate Ellis
Board Chair

ECONOMIC IMPACT

DIRECT VISITOR SPENDING (\$ Million)



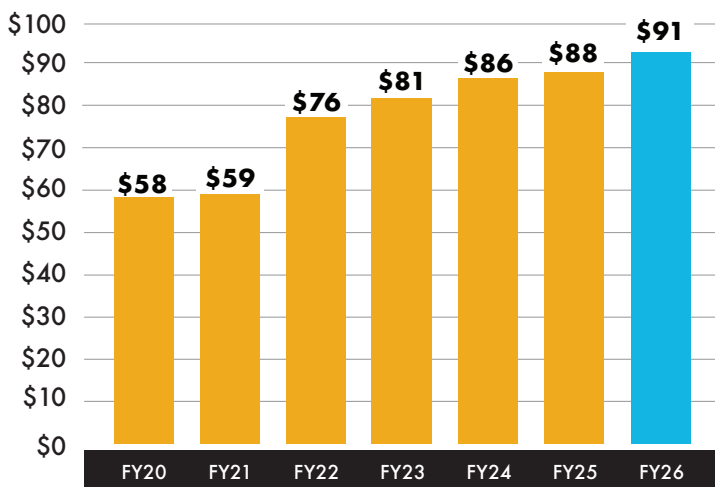
A BILLION-DOLLAR DESTINATION

Each fall, the Commonwealth of Virginia releases data for all municipalities measuring the economic impact of visitor spending in the prior calendar year by travelers residing 50+ miles away. For the second year in a row, Alexandria drove more than \$1 billion in direct visitor spending. When indirect and induced impacts in the community are included, the total spending rose to \$1.55 billion in 2025. Despite a challenging environment for hotels in calendar year 2025, growth in retail and food & beverage spending closed the gap such that overall spending was essentially flat compared with 2024.

Source: 2025 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts of actual taxes and receipts from visitors.

ALEXANDRIA CONSUMPTION TAX RECEIPTS

Sales, Meals & Lodging Receipts (\$ Million)



Spending by visitors contributes to consumption tax revenues for the City of Alexandria. These revenues support core City services and minimize the tax rate for residents. In Fiscal Year 2026, those receipts reached nearly \$91 million, a new record. All 3 categories (sales, meals, and lodging) grew compared with Fiscal Year 2025.

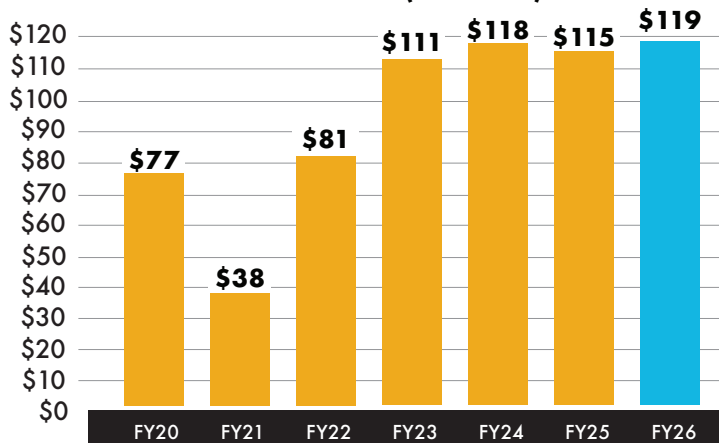
Source: FY 19-25, City of Alexandria Revenue Dept.

Visitor
Spending ROI
\$58:1

For every dollar of Visit Alexandria's advertising, \$58 of additional visitor spending is generated at Alexandria businesses.

Source: Tourism Economics, April 2025-March 2026 advertising exposure

REVENUE PER AVAILABLE ROOM (REVPAR)



Revenue per Available Room (RevPAR) is the most closely watched performance indicator of the lodging sector, incorporating the effects of both hotel occupancy and average daily rate. As of January 2026, Alexandria's collective RevPAR was tracking 9.9% behind previous fiscal year due to impacts on the DC region from spending cuts and federal policy uncertainty. However, for the full fiscal year 2026, RevPAR grew 3.0% versus FY 2025, thanks to a strong finish in February-June 2026 following the launch of a new destination marketing campaign and key events such as America 250 and the World Cup. Alexandria's lodging performance ranked 1st or 2nd in the Commonwealth of Virginia for the final 4 months of the fiscal year, and was the only destination among our key regional competitors to grow occupancy.

Source: STR



Unlocking Alexandria's Story

Elevating Alexandria's Reputation Through Strategic Storytelling

Alexandria's growing reputation is built on the stories of its people: independent business owners across Alexandria's shops, restaurants, boutiques, and experiences. By centering local voices in our PR strategy, we bring their stories to the national stage and to our target markets, capturing headlines that elevate Alexandria as a multi-day visit. We invite travelers to experience the city through the lens of its people, discover its historic, but never static roots, and create meaningful experiences for the whole family.

In FY26, national media coverage jumped by more than 300% fueled by Visit Alexandria's integrated marketing campaign, *Unlock Your Story*, and hosting the Croatia national football team's base camp during the 2026 FIFA World Cup and showcasing Alexandria's place in America 250th commemorations.

1K+ MEDIA STORIES FOR 10 YEARS IN A ROW

AARP

TRAVEL+
LEISURE

AFAR

Baltimore
MAGAZINE

AZURE
ROAD

The New York Times

LIVING
LYNCHBURG

Southern Living

Philadelphia
MAGAZINE

The Washington Post

VOGUE

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

Richmond
magazine

UPTOWN

Condé Nast
Traveler

sb

Washington
FAMILY

yahoo!
travel

Travel + Leisure: "Best Cities in the U.S."

UPTOWN Magazine
"Juneteenth in
Alexandria, A City
Where Freedom's
Story Still Echoes"

VOGUE:
"Local's Guide to
Alexandria: Why Now
is the Time to Visit This
Storied Escape Outside
Washington D.C."

*Southbound
Magazine:*
"America 250
On the Road:
Northern
Virginia"

”

"If Virginia is for lovers, Alexandria will have you head over heels. But don't let its pre-revolutionary architecture fool you. The city's brick-lined exteriors pack a cosmopolitan punch, offering visitors boutique-lined streets, a robust cultural arts scene, eclectic fare, and over two centuries' worth of historical charm dating back to its founding in 1749..."

— *VOGUE*

Town & Country:
"The Elite Private
Schools Hosting Soccer's
Global Powerhouses
for the World Cup"

"Walking through Alexandria, I found myself returning to a simple truth: Remembrance is not passive. It asks us to listen carefully, support local communities, celebrate Black excellence, and carry these stories forward. In Alexandria, those opportunities abound at every corner. The result is more than a weekend escape, it is an invitation to honor freedom's ongoing journey while discovering a city that understands the importance of remembering where we've been in order to envision where we might go next."

— *UPTOWN Magazine*

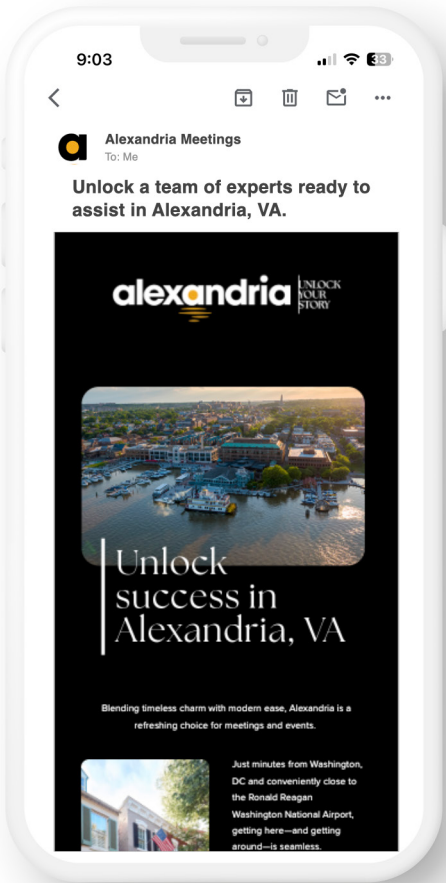
AARP:
"The 10 Best
States for Older
Workers"

The Local Palate:
"A Weekend Guide
Through Historic
Virginia"



UNLOCK YOUR STORY

Visit Alexandria's new destination marketing campaign, *Unlock Your Story*, redefined how we strategically tell an integrated story about Alexandria across paid, earned, and owned channels. With the initial flight running from February through June 2026, the campaign leaned into emotional storytelling, refined audience targeting, and quality engagement over quantity, integrating public relations, connected TV, digital advertising, search, social media, email, and member content. The results were strong across the board, including the campaign delivering 46 million impressions, over 90,000 engaged sessions on the Visit Alexandria website, and 3.7 million premium connected TV video views. Our hotel revenue growth during the final four months of the fiscal year was among the strongest in the Commonwealth. The campaign drove increased length of stay and a higher share of overnight visitors compared with the previous year. In FY27, Visit Alexandria will build on this momentum with a new meetings and groups campaign, AI-targeted contextual advertising, and co-op marketing opportunities for our members. *Unlock Your Story* will continue to drive engaged visitors to Alexandria in the year ahead.



America's 250th Commemorations



Visit Alexandria proudly stood shoulder to shoulder with the city to commemorate America's 250th anniversary. Working in close partnership with the Office of Historic Alexandria, our members and partners, we developed a dedicated 250th commemoration brand identity, complete with a new logo, street banners along King Street, and posters across Old Town, the Waterfront, and the Visitor Center. We also launched a targeted advertising initiative aimed at history-interested travelers in our "eclectic explorers" audience. A new [VisitAlexandria.com/250](https://visitalexandria.com/250) landing page served as the hub for commemorative events, tours, and special offers to encourage longer stays spanning the signature Sails on the Potomac weekend and the ALX/USA Birthday Weekend. On the earned media front, we pitched America 250 storylines to national media, hosted travel writers in market and secured coverage in our target and national markets. The excitement drove real visitation: occupancy exceeded 90% for the weekend of Sails on the Potomac, the largest America 250-event in Northern Virginia. In addition, the 250 landing page received over 110,000 pageviews, and our 250-themed *Unlock Your Story* creative was among the strongest performing of the campaign. Thanks to these efforts, Alexandria was positioned as a must-visit destination during the nation's semiquincentennial.



Welcoming Global Visitors to Alexandria



Alexandria made waves on the world stage when the Croatia national football team, one of the world's top 10-ranked teams according to FIFA, selected our city as its official Team Base Camp for the FIFA World Cup 2026™. The honor of hosting the Vatreni was the result of an effort spearheaded by Visit Alexandria in partnership with the City of Alexandria, Episcopal High School, and Hotel AKA. We leveraged the moment at every turn, from welcoming the Croatian team and soccer fans from around the world to weaving World Cup storytelling into our PR-led destination marketing. Paid media on Meta and Google, along with email, PR and social media efforts, drove over 54,000 views for our World Cup landing page and thousands of views for World Cup-themed member offerings and events. In June 2026, our social media engagement rate rose 600% year-over-year as we featured member stories, an interview with the Croatian ambassador, and more.



Community Impact



Alexandria Hotel Association meeting



Four Mile Run Park cleanup



Presentation of check to Alexandria LGBTQIA+ Task Force



"Welcoming Travelers with Disabilities" member program



Visit Alexandria Member Orientation



Old Town North immersion tour

Key Performance Indicators

In FY2026, Alexandria navigated the changing consumer environment by emphasizing conversion over awareness and quality over quantity. The team placed a large focus on driving national press coverage which soared versus the previous year. Advertising impressions were targeted more precisely than ever, and video placements were focused on premium streaming platforms instead of lower cost digital inventory. To counter the industry-wide impacts of AI on organic search traffic, our website grew its engagement rate and optimized our content for AI visibility. Finally, the sales team made an impact despite regional headwinds, while membership retention and recruitment remained strong.

JULY 2025–JUNE 2026

FISCAL YEAR 2026 PERFORMANCE



**Total Booked
Group Business:
\$5.5 million**



**National Press
Hits: 944**



**Web Users:
1.76 million**



**Engaged Web
Sessions:
1.24 million**



**Video Views:
11 million**



**Digital Marketing
Impressions:
142 million**



**Total Members:
415**



**Visitor Center
Traffic:
44,762**

LOOKING AHEAD A LETTER FROM THE PRESIDENT & CEO

As I look ahead to the next chapter for Visit Alexandria, one word continues to come to mind: momentum.

FY26 was a defining year of international attention for Alexandria, truly elevating our community onto a global stage. The World Cup and hosting the Croatian team specifically brought unprecedented visibility to our destination; America 250 showcased Alexandria's extraordinary place in our nation's story; and the *Unlock Your Story* campaign has given us a powerful new platform to share what makes this destination so distinctive. Together, these moments introduced new audiences to Alexandria and created opportunities that extend far beyond a single year.

Now, the work is to turn that visibility into a lasting impact.

Our five-year strategic plan continues to provide the roadmap. In the year ahead, we will build on the success of *Unlock Your Story*, expanding the campaign while continuing to showcase the people, independent businesses and neighborhoods that give Alexandria its incredible character. We will also bring that same storytelling and strategic focus to a new meetings & groups initiative, strengthening Alexandria's position as a compelling destination for meetings, conferences, and group business.

At the same time, how visitors discover and experience destinations is changing rapidly. Visit Alexandria will continue developing a thoughtful technology strategy that embraces artificial intelligence and other emerging tools—both to make our team more efficient and effective and to improve the way visitors research, plan and ultimately experience Alexandria. Staying ahead of these changes is no longer optional; it is essential to remain competitive.

That same mindset will guide our focus on organizational excellence. We will continue investing in our people, our systems, our data, and the tools that allow us to work smarter, make better decisions, and deliver greater value to our members and partners.

We also see significant opportunity to grow private revenue through strategic co-op marketing programs, corporate sponsorships and partnerships that create meaningful value for both Visit Alexandria and our business community. A stronger and more diversified organization gives us greater flexibility to invest in the programs and opportunities that move Alexandria's visitor economy forward.

In addition, we intend to lead beyond our own destination. Visit Alexandria will continue strengthening its role as a thought leader within the tourism sector, sharing ideas, building partnerships and helping shape conversations about the future of destination marketing, technology, visitor behavior and the economic value of tourism.

Ultimately, all of these priorities connect to one goal: continuing to evolve how Visit Alexandria goes to market. That means looking across every department and every audience; our visitors, our customers, our members and our community—and asking how we can create stronger connections, greater value and more meaningful results.

Alexandria enters this next chapter with tremendous opportunity. The global and national attention of the past year has opened doors. The strategy is in place. The team is energized. And there are countless stories still waiting to be shared.

I could not be more excited about where Alexandria is headed, and I am grateful to our members, partners, Board of Governors, city leaders and our community for continuing to believe in the power of tourism and in the future that we are building together.



Todd O'Leary
President & CEO

FY27 Organizational Goals

1

EVOLVE GO TO MARKET STRATEGY

- *Develop meetings campaign to drive more group business to Alexandria*
- *Continue to develop and expand our accessibility initiative*
- *Continue to expand neighborhoods program*

2

DEVELOP AND IMPLEMENT TECHNOLOGY STRATEGY

- *Launch an enterprise AI platform and integrate it into team workflows*
- *Develop updated consumer targeting and engagement AI strategy*
- *Onboard more staff, members and functionality onto CRM*

3

LEAD TOURISM SECTOR

- *Implement a thought leadership sponsored content series in key markets*
- *Develop member education series, leveraging trends, projects and initiatives that develop our member base*
- *Make more research and insights available to members and community*

4

CHAMPION ORGANIZATIONAL EXCELLENCE

- *Review and update organizational by-laws*
- *Provide professional development opportunities for team members*
- *Empower and inspire team members through our organizational values*

5

GROW PRIVATE REVENUE

- *Launch co-op marketing program for members*
- *Develop sponsorship and advertising strategy for new and existing owned channels*
- *Build out program for experience and ticket sales at visitor center*



EXECUTIVE COMMITTEE

BOARD CHAIR

Kate Ellis

IHG Hotels & Resorts

VICE CHAIR

Jason Longfellow

Director, Kyo Gallery

TREASURER

Stuart Fox

C.F.O., Route 66 Ventures

EXECUTIVE COMMITTEE AT-LARGE

Jahmond Quander

Founder, 1799 Prime Steak & Seafood

SECRETARY (non-voting)

Todd O'Leary

President & CEO, Visit Alexandria

CITY MANAGER'S DESIGNEE

Emily Baker *(outgoing)*

BOARD OF GOVERNORS

Julie Almac

*Vice President of Media
& Communications, George
Washington's Mount Vernon*

Abdessamad Ammani

Owner, Cortado Café

Chad Barth

*Vice President Mid-Atlantic,
City Cruises*

C.J. Cross *(outgoing)*

Founder, Hops N Shine

Alyia Gaskins

Mayor, City of Alexandria

Denise Moralez Palmieri

*Global Account Manager,
American Bar Association*

Markos Panas *(incoming)*
Owner, BeeLiner Diner

Marilyn Patterson

Owner, Joyous Events

Amy Rutherford

Owner, Red Barn Mercantile

Lynn Umemoto

Owner, Taqueria Picoso

Paul Zalocha *(incoming)*

*Director of Sales, Westin
Old Town*

STAFF

Todd O'Leary*

President & CEO

Ashley Curtis

Content & Social Media Manager

Misha Enriquez

Creative Director

Vito Fiore*

Vice President of Marketing & Research

Gabriella Garcia

Destination Sales Manager

Tommy Glasgow

Digital Marketing & CRM Manager

Sha'Niesha Graham

Destination Sales Manager

Joy Melgarejo

Operations & Sales Administrator

Claire Mouledoux*

Senior VP, Marketing & Communications

Andrew Postal*

Director of Communications

Mary Rinaldo*

Senior VP, Operations & Finance

Juan Carlos Rivera*

Director of Sales

Leah Sause

Visitor Services Manager

Logan Silverman

Membership Account Manager

Karishma Singh

Communications Specialist

*Leadership Team

VISITOR CENTER STAFF & VOLUNTEERS

Sabrin Adem

Kawther Ahmed

Jacquelyn Austin

Clay Clarke

Jeff Herre

Nate Jones

Jack Major

Lisa McClure

Sarah McMahon

Jay Middleton

Yuri Villacorta



Purpose Statement

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

Organizational Values

TEAMWORK

We work collaboratively to achieve our shared goals.

STRATEGY

Our efforts are data-driven and future-focused, ensuring we are deliberate and purposeful.

CREATIVITY

We value creativity and innovation, centered in a passion for our community.

INCLUSION

We champion inclusion by embracing diverse voices, perspectives, and experiences to foster belonging.

JOY

Our work, our team, and our purpose bring us joy, and it shows in everything we do on behalf of Alexandria and our members.

VISIT ALEXANDRIA MEMBERS: WORKING TOGETHER

THANKS TO OUR CHARTER MEMBERS:

Alexandria Hotel Association

Burke & Herbert Bank

George Washington's
Mount Vernon

1799 Prime Steak & Seafood

1823 Restaurant

219 Restaurant

3 Sisters

A.M. Kettle

Ada's on the River

African American Hall of
Fame

AKB, a hotel bar

Aldo's Italian Kitchen

Alexandria African-
American Heritage Park

Alexandria Archaeology
Museum

Alexandria Arts Forum

Alexandria Bier Garden

Alexandria Black History
Museum

Alexandria Chamber of
Commerce

Alexandria Charter Bus

Alexandria City Council

Alexandria Clay
Cooperative

Alexandria Colonial Tours

Alexandria Department
of Recreation, Parks and
Cultural Activities

Alexandria Economic
Development Partnership

Alexandria Economic
Development Partnership -
Small Business

Alexandria Film Festival

Alexandria Food Tours

Alexandria Ghosts

Alexandria History Museum
at The Lyceum

Alexandria History Tours

Alexandria Library

Alexandria Living Magazine

Alexandria Seaport
Foundation

Alexandria Singers

Alexandria Symphony
Orchestra

Alexandria Transit Company

Alexandria Visitor Center

Alice Cocktail Bar

Ally Charter Bus
Washington, D.C.

ALX Community - Atrium

ALX Community -
Waterfront

ALX Community Office
Suites

American Horticultural
Society's River Farm

Amtrak Alexandria Union
Station

AR Workshop Alexandria

Arlandria Chirilagua
Business Association

Art League, Inc.

Art on the Avenue

Artistic Artifacts

Aslin Beer Company

Atlas Brew Works & Andy's
Pizza

Augie's Mussel House

Bad Ass Coffee of Hawaii

Bagel Uprising

Ballyshaners

BARCA Pier & Wine Bar

Bastille Brasserie & Bar

Beeliner Diner

Bellacara

Ben & Jerry's Ice Cream

Benny Diforza's Pizza

Beulah Baptist Church

Birchmere

Bishop's Terrace

Blackwall Hitch

Blue Fern Travel - Fork &
Fizz Tours

Bollywood Masala

Boxwood

Brockett House

Bugsy's Pizza Restaurant &
Sports Bar

Burke & Herbert Bank

Buzz Bakeshop

Café du Soleil

Café du Soleil - Jefferson
Street

Cafe Pizzaiolo

Cameron Cafe

Cameron Run Regional Park

Capo Italian Deli

Captain Rocky Versace

Plaza and Vietnam Veterans'
Memorial

Carlyle Council

Carlyle House

Carr Hospitality

Casa Chirilagua

Casa Luna

Casa Rosada Artisan Gelato

Cedar Knoll

Chadwicks

Chart House Restaurant

Cheesetique

Chinquapin Park Recreation
Center

Chop Shop Taco

Christ Church

Citrus & Sage

City Cruises

City Kitchen

Climb UPton

Clyde's at Mark Center

Comfort One Shoes

Continues Arcade, Bar,
Restaurant

Contrabands and Freedmen
Cemetery Memorial

Cooper Mill

Cualtzin Salon

Dairy Godmother Frozen
Custard & Nostalgic Treats

Daniel O'Connell's Irish
Restaurant & Pub

DC Livery

Dejan Studio Jewelry

Del Ray Artisans

Del Ray Business
Association

Del Ray Cafe

Delia's

Denise Jackson

Derek Lamar Studios

Destination DC

Discovery Map

Dishes of India

Dolci Gelati

Don Taco

Donna Lewis

East West Audio Visual

Eclairons

Eddie's Little Shop & Deli

Eisenhower Partnership

El Pulgarcito

Elaine's

Emmy Squared Pizza

Encore Consignment
Boutique

Era Boutique

Escape Room Live

E'terie Bar and Grill

Evening Star Cafe

Fantastical Glass

First Night Alexandria

Fiscus Glassworks

Fish Market

Fleet Transportation

Fontaine

Fort Ward Museum &
Historic Site

Foster's Grille

Founding Farmers
Alexandria

Fountains Day Spa

Frances Valentine

Frank Pepe Pizzeria
Napoletana

Frankie's Kitchen & Cocktail
Bar

Freedom House Museum

Freeman

Friends to Lovers Bookstore

Friendship Firehouse
Museum

Gadsby's Tavern Museum

Gadsby's Tavern Restaurant

Galactic Panther Art Gallery

GalleriaGeorgiAna

George Washington
Birthday Celebration
Committee

George Washington Town
House

George Washington's
Distillery & Gristmill

George Washington's
Mount Vernon

GOGO Charters
Washington, D.C.

Gold Works

Good Fortune Rooftop Bar

Gossypia

Gravestone Stories

Greenstreet Gardens

Gunston Hall

Gustave Boulangerie &
Brasserie

Handover by the Slice

Hank's Oyster Bar

Hank's Pasta Bar

Happy Place

Harambee Books &
Artworks

Hard Times Cafe

Hi/Fi Tex-Mex BBQ

Historic Garden Week's
Alexandria Tour

Hobson Hall

Hollin Hall & the Meeting
House at Mount Vernon
Unitarian Church

Holy Cow

HomeGrown Kitchen

Hops N Shine

Hummingbird

Hypergoat Cafe

Il Porto

Indochin

Indus Imports

Josephine Brasserie & Bar

Joy on the Avenue

Joyous Events

Jula's on the Potomac

Julian Tours

Junction Bakery & Bistro

Kiln

Kilwins

King & Rye

King Street Souvenirs

King Street Tavern

King's Jewelry

King's Ransom

Kisso Asian Bistro

KungFu Kitchen

Kyo Gallery

La'Baik

Lady Camellia Pastry &
Tearoom

Landini Brothers

Laporta's Restaurant

Laura Hatcher Photography

Lavender Moon Cupcakery

Le Vintage - The Old Town
Wine Shop

Lee-Fendall House Museum
& Garden

LEGO® Discovery Center
Washington, D.C.

Lena's Wood-Fired Pizza
& Tap

Little Theatre of Alexandria

Lloyd House	Pasara Thai Restaurant	T.J. Stone's Grill House & Tap Room	Torpedo Factory Art Center
Look Again Resale Shop	Pedego Electric Bikes	Table Talk	Trademark - An American Brasserie
Los Tios Grill	Penny Post	Tall Ship Providence	Trice Alley Flat
Lost Boy Cider	Piece Out	Taqueria Picoso	Turkish Coffee Lady
Lost Dog Cafe	PIES Fitness Yoga Studio	Taste of Asia	Union Sandwich Co.
Lotus Blooms	Pippin Toy Co.	Taverna Cretekou	Union Street Public House
Made in ALX	Planet Wine	Ted's Montana Grill	Urbano 116
Mai Thai Restaurant	Pohick Bay Golf Course	Tequila & Taco	USA Guided Tours DC
Makeda Ethiopian Restaurant	Pohick Bay Regional Park	Thai Signature	Valletta Port
Manumission Tour Company	Pop's Old Fashioned Ice Cream Co.	The Antique Guild	Vamoose Bus
Maribeth's Bakery/MB Bakery on the Go	Pork Barrel BBQ	The Athenaeum	Van Dorn Diner
Market 2 Market	Port City Brewing Company	The Basilica of Saint Mary	Vaso's Kitchen
Mary M. Gates Learning Center at United Way Worldwide	Prince of Wales House	The BEST Gift Shop	Vaso's Mediterranean Bistro
Mason Social	Principle Gallery	The Big Greek Cafe	Vermilion
Matt & Tony's	Purple Onion Catering Co.	The Campagna Center	Veronica's Bakery
Meadowlark Botanical Gardens	Ramparts Tavern & Grill	The Cavalier	Vintage Mirage
Mia's Italian Kitchen	Red Barn Mercantile	The Crazy Mason Milkshake Bar	Virginia Tech Innovation Campus
Mieza Blendery	Rocket Fizz Alexandria	The Creamery	Virginia Theological Seminary
Misha's Coffee - King Street	Rocklands Barbeque and Grilling Company	The Dog Park	Virtue Feed & Grain
Misha's Coffee - Prince Street	Rosemont Cellar	The Executive Cafe	Visit Alexandria
Mount Purrnon Cat Café & Wine Bar	Route 66 Ventures, LLC	The Executive Diner & Cafe	Vola's Dockside Grill and Hi-Tide Lounge
Mount Vernon Inn	Royal Nepal	The Garden Del Ray	Volunteer Alexandria
Ms. Moxie's Moon Shop	Royal Restaurant	The George of Old Town	Washington Metropolitan Philharmonic Association
Murphy's Irish Pub	RT's Restaurant	The George Washington Masonic National Memorial	Washington Sailing Marina
Murray-Dick-Fawcett House	Rus Uz - Alexandria	The Greenery	Wear Ever Jewelry
Museum of the Bible	Rustico Restaurant	The Lafayette	Wegmans
Mystic Bar & Grill	Sake Japanese Steakhouse Alexandria	The Light Horse	West End Business Association
Mystique Jewelers	Salon deZEN	The Loft at Lena's - Havana 151	Whiskey & Oyster
Namaste Jalsaa Restaurant & Bar	Salon Monte	The Lucky Knot	Windows Catering Company
Nando's PERi-PERi	San Antonio Bar & Grill	The MacMillan Spirit House	Wine Gallery 108
National Harbor	Scramble	The Majestic by Chef Santiago Lopez	Winkler Botanical Preserve
National Industries for the Blind	She's Unique	The Nostalgic of Old Town	Woodlawn & Pope-Leighey House
National Inventors Hall of Fame	Shiloh Baptist Church	The Old Town Shop	
National Museum of the United States Army	Shooter McGee's	The Parlour & Madame Coco's Chocolates	
Negus Winery and Meadery Tasting Room	Shop Made in VA	The Peoples Drug	
Nightly Spirits Haunted Tours	Silver Diner	The Pier Bar	
Northside 10	Silverman Galleries Antiques & Antique Jewelry	The Pita House	
Nothing in Between	Simon Pearce	The Rectory on Princess	
Oak Steakhouse	Sonoma Cellar	The Spice & Tea Exchange of Alexandria	
Occoquan Regional Park	Southside 815	The St. James	
Office of Historic Alexandria	Spice Kraft Indian Bistro	The Study	
Old House Cosmopolitan Grill	St. Elmo's Coffee Pub - Del Ray	The Twig	
Old House Provisions	St. Elmo's Coffee Pub - Fairlington	The Warehouse	
Old Town Books	St. Elmo's Coffee Pub - Old Town North	The Wharf Fine Seafood	
Old Town Books Junior	Stabler-Leadbeater Apothecary Museum	The Wise Fool	
Old Town Farmers Market	Strictly Ebikes	The World Crafted on King	
Old Town North Alliance	String Quartet of Northern Virginia	Theismann's Restaurant & Bar	
Old Town North Community Partnership	Sugar House Day Spa and Salon	Thompson Italian	
Old Town Trolley Tours	Sweet Fire Donna's	Today's Cargo	
Pacers Running	Swing's Coffee	Together We Bake	
		Topgolf National Harbor	



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