

**CITY COUNCIL WORK SESSION
WITH THE
ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION (ACVA)**

TUESDAY, DECEMBER 12, 2006

5:30 P.M.

CITY COUNCIL WORK ROOM

AGENDA

- | | | |
|------|--|--|
| I. | Introduction of ACVA Board of Governors | Wendy Albert, Chair |
| II. | Recap of FY 2006 Highlights Presentation | JoAnne Mitchell, President
ACVA Executive Committee |
| III. | Statistics/Research/Economic Impact | JoAnne Mitchell |
| IV. | FY 2007 and beyond | ACVA Executive Committee |

Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 838-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.

WS
12-12-06

**ALEXANDRIA
CONVENTION & VISITORS
ASSOCIATION**

**CITY COUNCIL
WORK SESSION**

DECEMBER 12, 2006

EVERYTHING YOU
LOVE

Shop, Dine & Celebrate
on America's Historic Main Streets

ALEXANDRIA

The Fun Side of the Potomac.com
866-300-6055

America's...
60th...
May 2

25th Annual...
Work...
June 2

USA &...
Discovery...

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

AWARD WINNING ORGANIZATION



Travel Industry Association

2006 Destiny Award
Travel Industry Association

Marketing Program – Single, Targeted Promotion
Of Pubs & Patriots 2005 Spring Media Weekend

Finalist: Marketing Program – Full Campaign
Alexandria: 2005 Holiday Campaign

Recognition Over the Years!

- **2005 Virginia Governor's Conference on Tourism's** One Time Only Event of the Year for ***Ghostly Alexandria***
- **2003 Virginia Governor's Conference on Tourism's** One Time Only Event of the Year for ***Seaport Summer Sounds***
- **2002 Virginia Governor's Conference on Tourism's** Educational Advancement of the Year award for ***Fun Siders Tourism Class***
- **2002 Virginia Governor's Conference on Tourism's** One Time Only Event of the Year for ***Salute to Alexandria***
- **2002 Virginia Governor's Conference on Tourism's** Employee of the Year for Visitors Center Travel Counselor Ellie Randell
- **2002 Virginia Governor's Conference on Tourism's** Outreach Effort of the Year for ***A Remarkable and Courageous Journey***
- **2001 American Society of Association Executive's** Gold Circle Certificate of Achievement for ***Fun Siders Tourism Class***
- **1999 TIA's** ***Destiny Award Honorable Mention for Tourism Branding Program***

ACVA FY 2006 Report Card

Economic Impact Figures*

Travel Spending:	+10%
Direct Taxes:	+ 8%

Hotel Statistics (Smith Research)

Occupancy:	- 1%
ADR:	+ 9%
RevPar:	+ 8%

Performance Measures (City of Alexandria)

Hotel Transient Tax:	+8%
\$1/Room Night Tax:	0%
Meals Tax:	+2%
Sales Tax:	+ 6%

Membership Achievements (ACVA Figures)

Number of Members:	267 members
Increase:	+6%
Retention Rate:	+91 %
Survey Results:	overall results very positive

*based on ACVA/City developed Economic Impact chart. TIA Travel Study for VTC for calendar year 2005 compared to calendar year 2004 Travel Expenditures up 7.6% and taxes up 9%.

ACVA REPORT CARD, CONTD.

Media Achievements (ACVA Figures based on industry formula)

Media Exposure:	145 articles
Media Impressions:	25,227,679
Earned Value:	\$1,061,522
Press Tours:	45 writers hosted

Sales Achievements (ACVA Figures)

Qualified Sales Leads:	+8% (672 leads)
Estimated Revenue	+28% (\$21 M)
Actualized Revenue:	+2% (\$1.9 M)
Rooms Booked	12,370
Trade shows	9 shows (55 RFP's est. revenue \$2.2M)

Web Site Statistics (Web Trends Stats)

Unique Visitors:	+113%
First Time Visitors	+90%
Repeat Visitors	+70%
Page Views	+40%
Inquiries	+ 4%

Brand Consistency



Direct Mail

City Maps

Print Ads

Cable Ads

Brochures

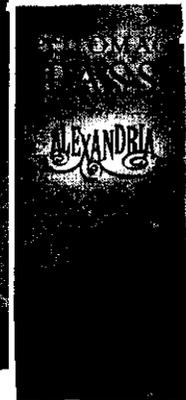
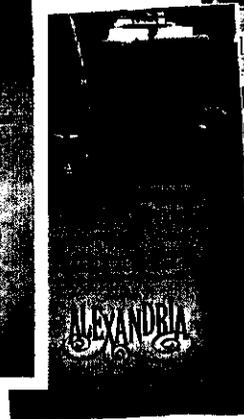
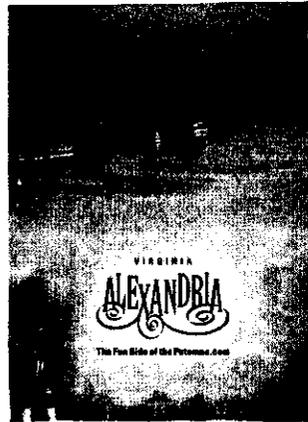
Ticket Passes

Wall displays

Bus Backs

Trade Show booth

Official Visitors
Guide



FunSide.com



National Trends:

50% American Adults are on-line planners

63% take 5+ trips annually

50% are baby boomers

Destination sites one of top three for on-line planners

Current FunSide.Com:

399,498 Unique visitors up 113%

320,848 New visitors up 90%

78,960 Return visitors up 70%

New! FunSide.com:

Consistent brand

Database-driven

Organically optimized

More user friendly

2006 7th Annual Holiday Boat Parade- CASE STUDY!

100 King Parade of Lights



To celebrate Alexandria's seaport heritage

To build on success of Campagna Center's Scottish Walk

To increase tax revenue from shopping and dining

30 Sponsors valued \$13,300

52 decorated boats

ACVA expenses = \$2,000 plus 4 months staff planning

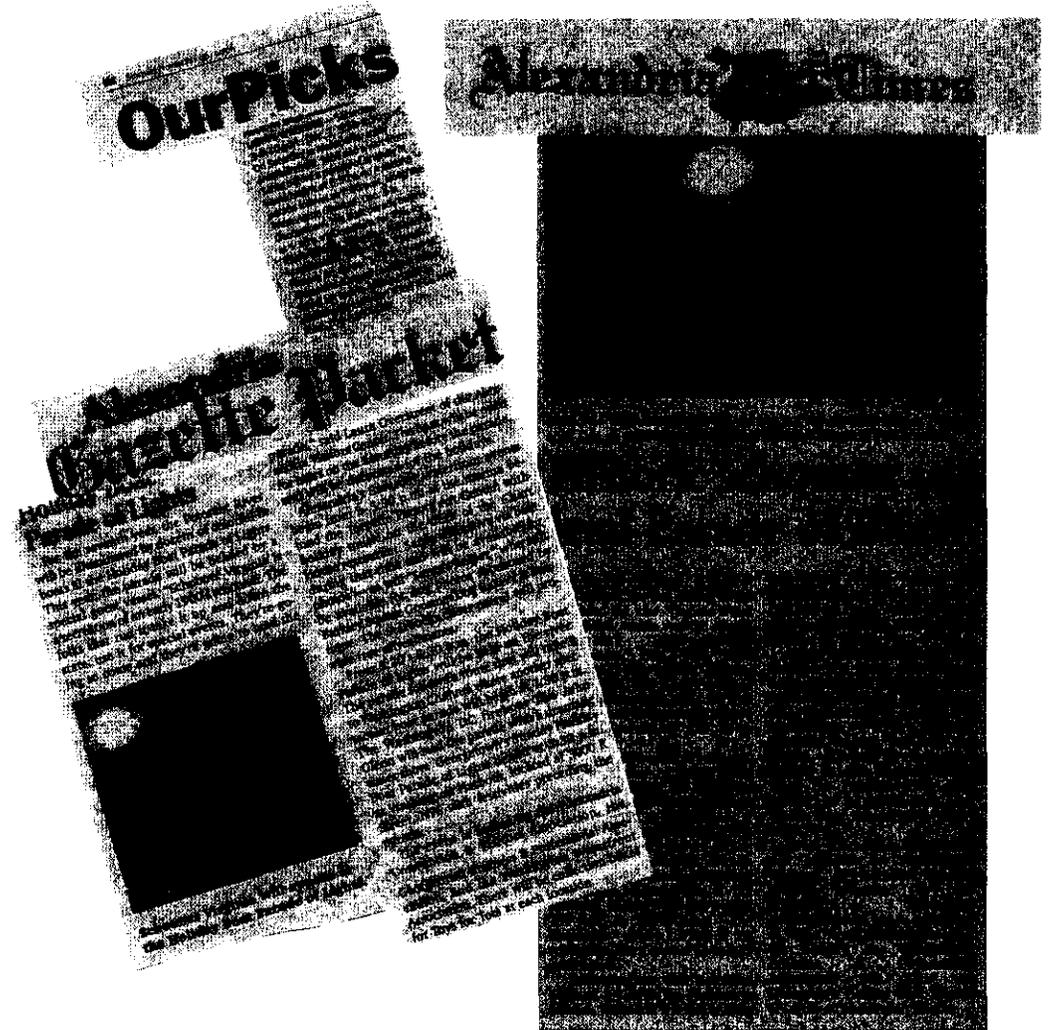


2006 7th Annual Holiday Boat Parade – CASE STUDY!

100 King Parade of Lights

Pre-Event Coverage

- *Washington Post*
- *Capital Gazette – Annapolis*
- *Alexandria Gazette*
- *Alexandria Times*
- *WTOP Radio*

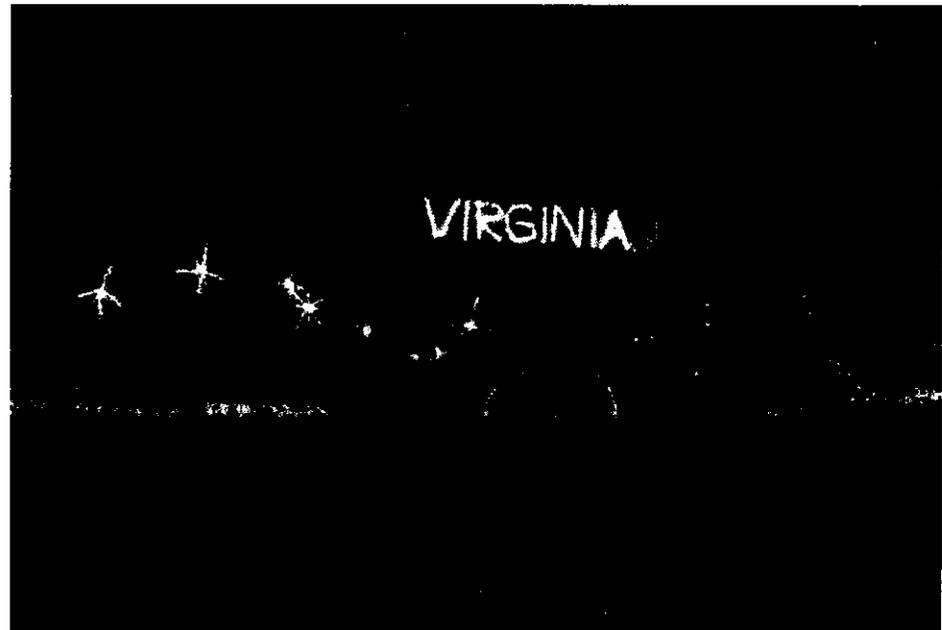


2006 7th Annual Holiday Boat Parade – CASE STUDY!

100 King Parade of Lights

ACVA Media Guests

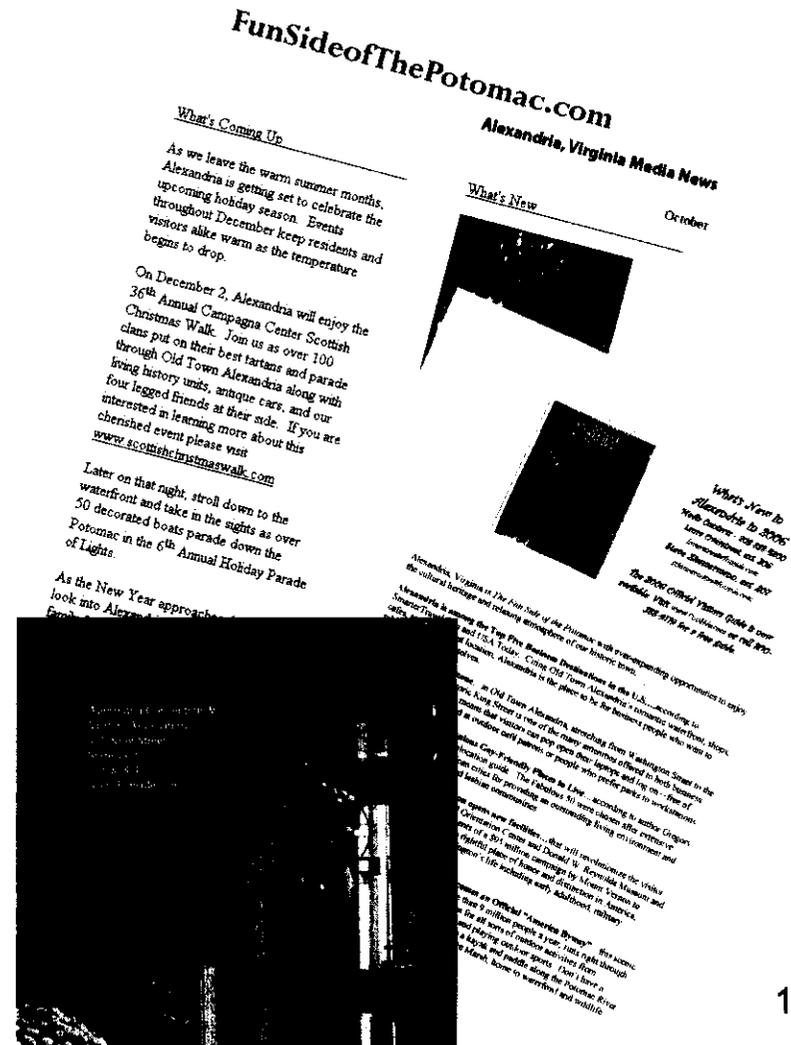
- WTOP
- *Washington Post*
- *USA Today*
- *National Geographic Traveler*
- *Washingtonian*
- Members of Society of American Travel Writers



FY 2006 ACVA Media Outreach

Value = \$1,061,522

- Quarterly - What's New in Alexandria
- Quarterly - Online Media Newsletter
- CD Press Kit
- Hosted 45 travel writers/attended 5 media marketplaces
- **145** articles; **25,222,679** in circulation



Meeting & Groups

Sales Activities

9 Trade Shows

55 RFP = est. \$2.2M

6 FAM Tours (92 operators)

3 Sales Missions (55 Meeting planners)

5 ACVA Hosted Events

672 Qualified leads



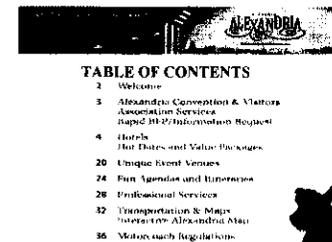
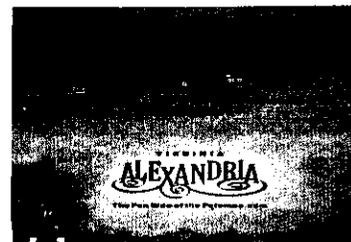
Promotional Materials

New Trade Show Booth

On-line Event Planner

CD Event Planner

E-Mail Blasts



Film Office

- 26 film projects in FY06
- Over 100 film inquiries
- Approximately \$100,000 spent by film crews in the City



Independent TV Pilot - *Signals*

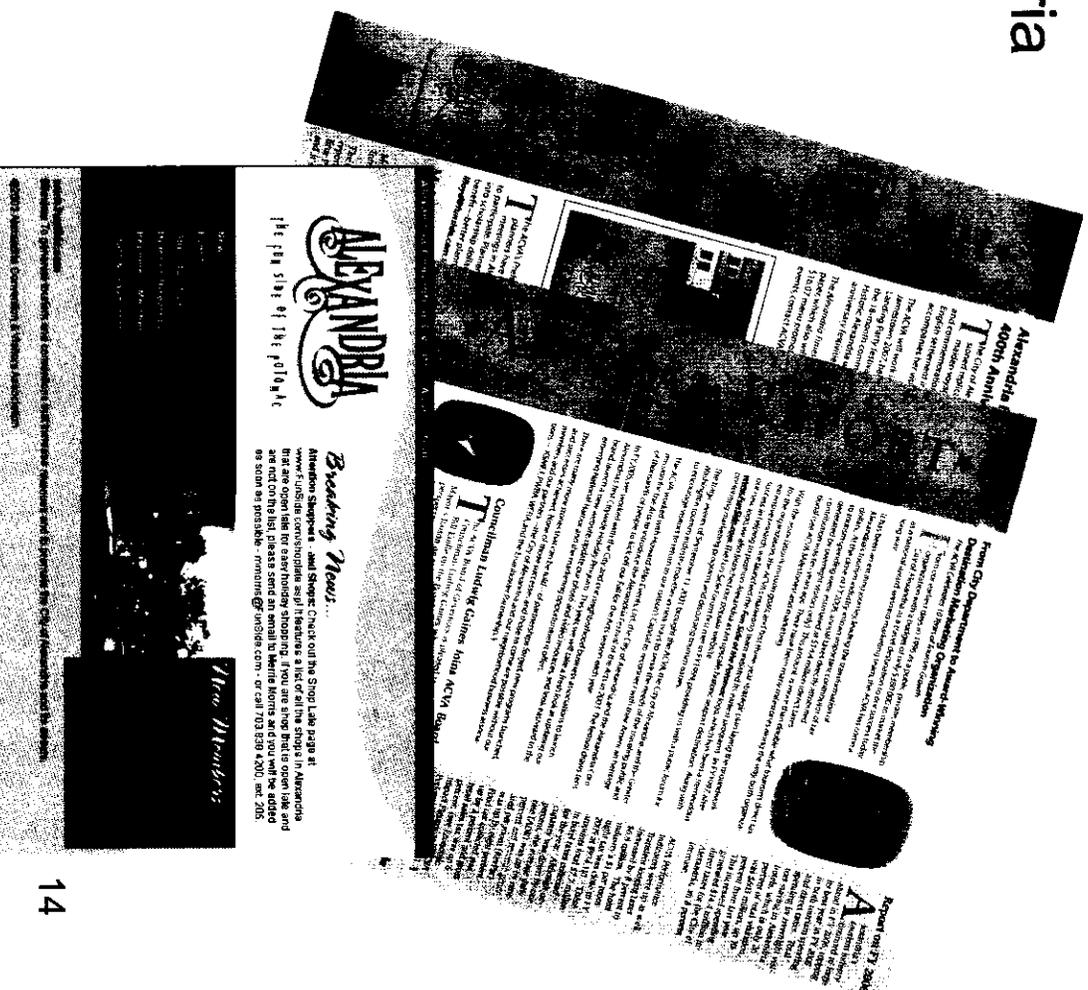


2007 PBS Production

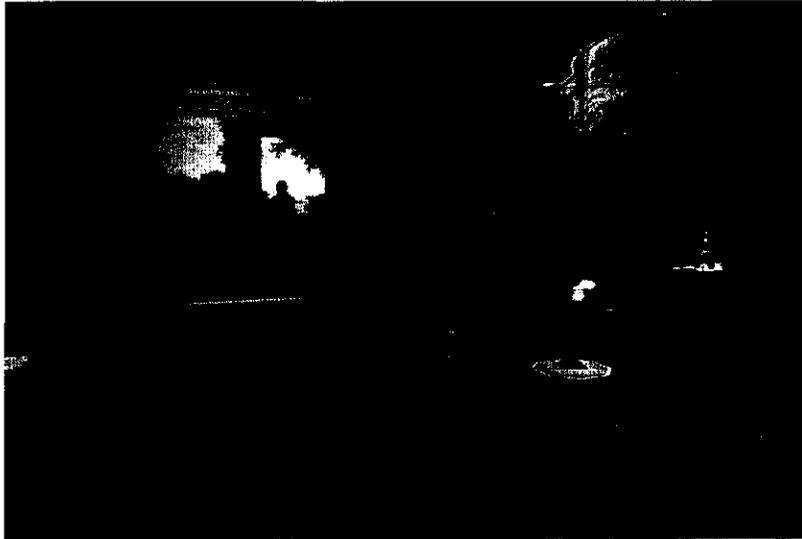
*The American Experience of
Alexander Hamilton*

Communications w/Local Stakeholders

- New! Advantage Alexandria
- CNN Local Edition
- Fun Side Forum
- Fun Siders Classes
- Potomac Splash
- Annual Report
- Neighborhood Assn. Newsletters
- New! Civic Association Liaisons
- ACVAMembers.com



***NEW!* TOURISM PRODUCTS**

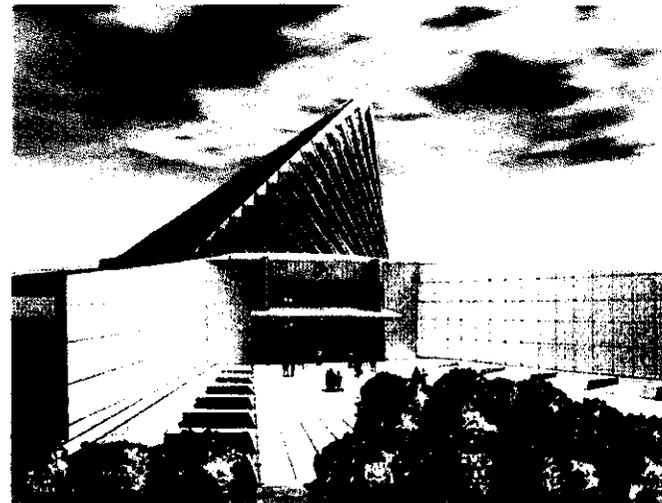


New Museum and Education Center at Mount Vernon

- Fairfax County
- *Opened* October 27, 2006
- 25 State of the Art Galleries
- Over 700 objects on display
- \$110 million dollar project

National Museum of the Marine Corps

- Prince William County
- *Opened* November 13, 2006
- 118,000 square foot building/
135 acres
- \$90 million dollar project



More New Products!



Signature Theater

- Arlington – Shirlington
- \$13 Million Public/Private Partnership
- County \$5.5 m/Private \$7.6 m
- Opening January 2007

Air Force Memorial

- Arlington National Cemetery
- *Opened* October 15, 2006
- \$30 million dollar project



National Harbor



Prince George County

- \$2 Billion, 350 acre mixed-use development – sales office opening spring 2007
- 4,000 hotel rooms
- Gaylord \$133 million Convention Center – opening spring 2008

Pending



Anacostia Renaissance

- \$611 million stadium seating 40,000 people
- Smithsonian's Anacostia Community Museum/Frederick Douglas National Historic Site
- Government agencies

Southwest D.C.

- Plans for a \$800 million maritime-theme mix of housing, shopping and entertainment
- May feature a replica slave ship, the Pearl.

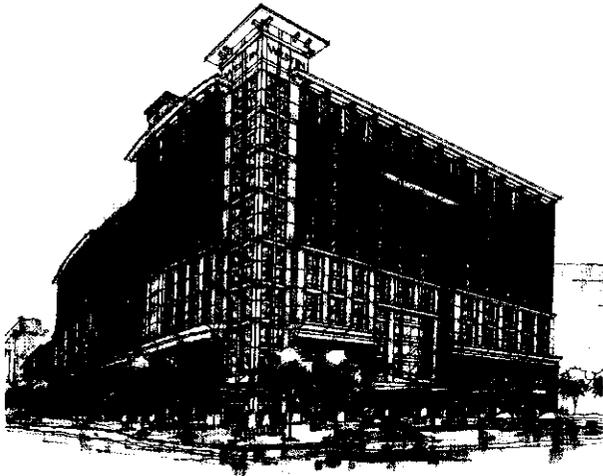


New! Hotels



HOTEL MONACO, ALEXANDRIA

- \$22 million renovation
- 241 guest rooms & suites
- 8,000 sq ft of meeting space
- Signature restaurant on King Street
- Opening summer 2007



WESTIN ALEXANDRIA

- 4 Star, 4 Diamond Upscale Hotel
- 319 Guestrooms
- 20,000 square feet of meeting space
- Signature restaurant
- Opening fall 2007

What's next????

- City's Waterfront Plan
- Water Shuttle
- ACVA Five Year Strategic Plan