



Alexandria Convention & Visitors Association

2009 Advertising



Target Segments

- Tourist
 - Targets pre-destination leads generated by partners
 - Targets visitors after arrival in DC, VA & National Harbor
 - Promotes day-trips
- Destination
 - Targets key demographic within 5-hour drive
 - Focuses on building awareness to create new business
 - Promotes overnight stay
- Regional
 - Targets Alexandria's residents and neighbors in D.C. metropolitan area
 - Uses King Street Trolley
 - "New"
 - Call-to-action
 - Qualifies for partnership
 - Promotes shopping and dining



Tourist – Media Buy

Virginia Travel Guide

Official DC Visitors Guide

DC Pre-Destination Map

Where Magazine

Gaylord Magazine

Old Town Trolley Maps

Old Town Trolley Side Billboards

Go Smithsonian Digital Guide



Tourist – Media Buy

BONUS

Guest Informant, full page



Tourist Ad - Before

Where Magazine 2007 & 2008

5 miles from Washington D.C. and 8 miles from George Washington's Mount Vernon on the beautiful and historic George Washington Memorial Parkway, an American Byway now celebrating its 75th anniversary

VIRGINIA
ALEXANDRIA

The Fun Side of the Potomac.com
866-300-6044

Keyboard Speed-Layout 1 2/15/08 12:54 PM Page 1

SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Founded in 1749 and listed on the National Register of Historic Places, Alexandria is nationally recognized for its abundance of 18th- and 19th-century architecture, chic boutiques, national retail stores, fine art & antique galleries, historic attractions, and award-winning restaurants.

VIRGINIA
ALEXANDRIA

5 Miles South of Washington, D.C.
Served by 4 MetroRail Stops
Accessible by Water Taxi from National Harbor & D.C.
New King Street Trolley

VisitAlexandriaVA.com
703.838.5005



Tourist Ad - After

Gaylord Magazine 2009

0ay2009_0_Headline_PP_01440_0005_0_015/08 3:59 AM Page 1

CHARM-VILLE

IS JUST ACROSS THE RIVER

SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail shops, art & antique galleries, historic wine bars and award-winning restaurants, Alexandria is the perfect place to shop, dine and celebrate! **Plan your visit at VisitAlexandriaVA.com today!**

GETTING HERE IS EASY:

- Walk or Taxi to Alexandria
- Free King Street Trolley With Frequent Stops from the Waterfront to King Street Metro. 10am-10pm Daily

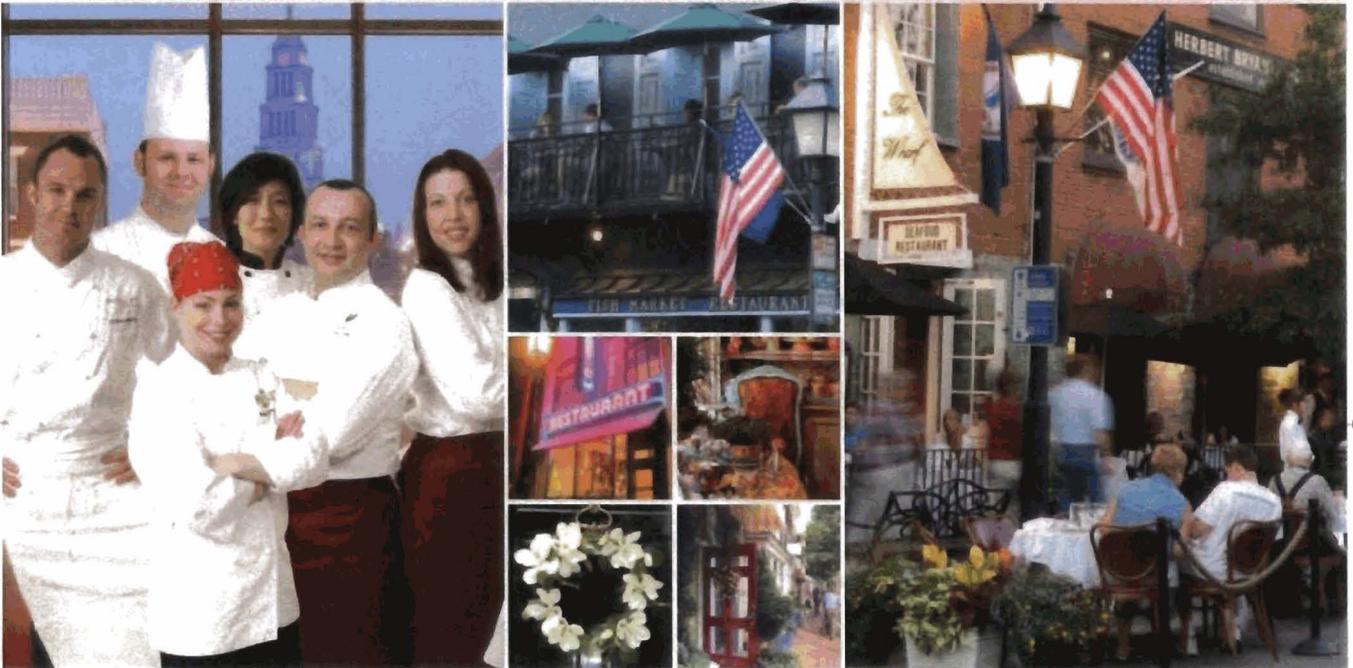
VIRGINIA
ALEXANDRIA

VisitAlexandriaVA.com

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CHARM-VILLE

IS JUST ACROSS THE RIVER



SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail stores, art galleries, historic attractions, and award-winning restaurants, Alexandria is the perfect place to shop, dine and celebrate. **Plan your visit at VisitAlexandriaVA.com today!**

GETTING HERE IS EASY:

- Water Taxi to Alexandria
- Free King Street Trolley With Frequent Stops from the Waterfront to King Street Metro, 10am-10pm Daily

— Old Man, Farak 08/06



VIRGINIA
ALEXANDRIA

VisitAlexandriaVA.com



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Gaylord Magazine



Destination Media Buy





MNI Luxury

Go Gorgeous!

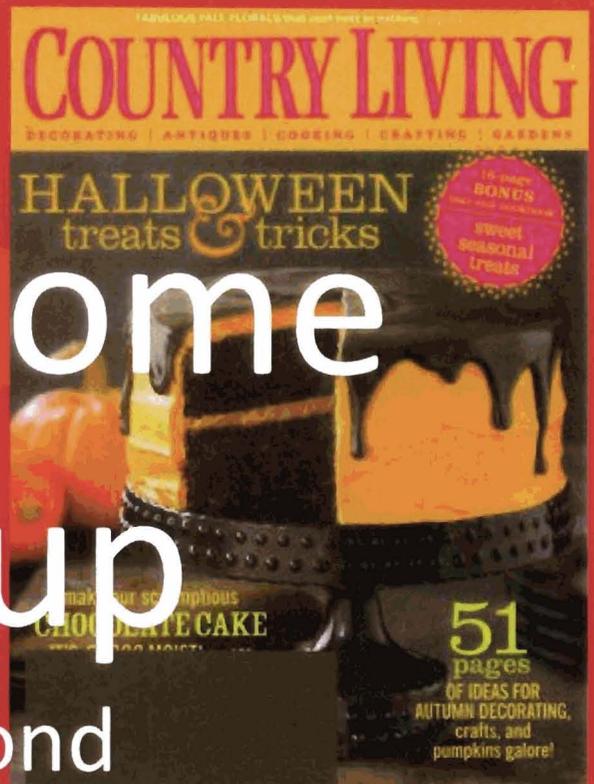
Raleigh/Durham

New Jersey Metro



Worford/Richmond
Risburg/Lancaster/York
Philadelphia

November December April



MINI Home Group

Richmond

Westchester County

Southern New York

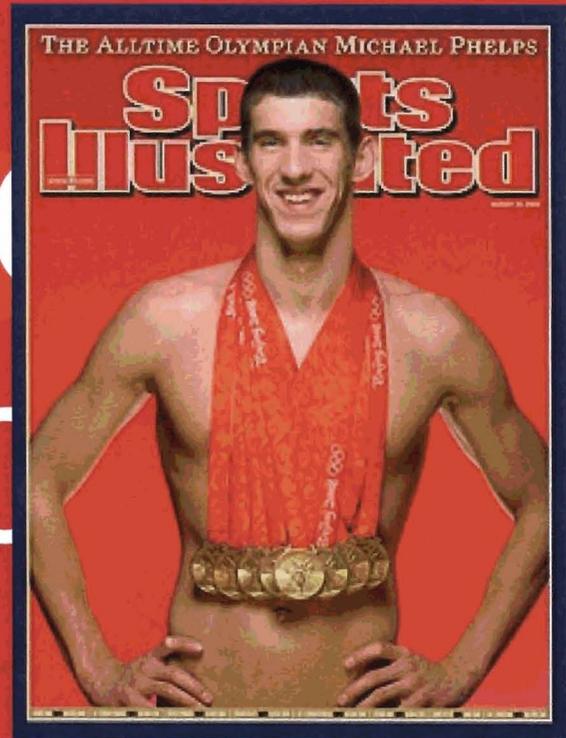
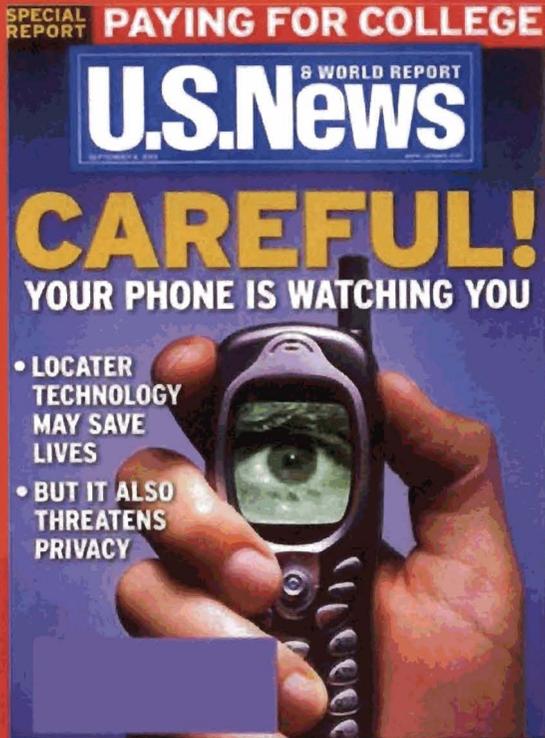


November

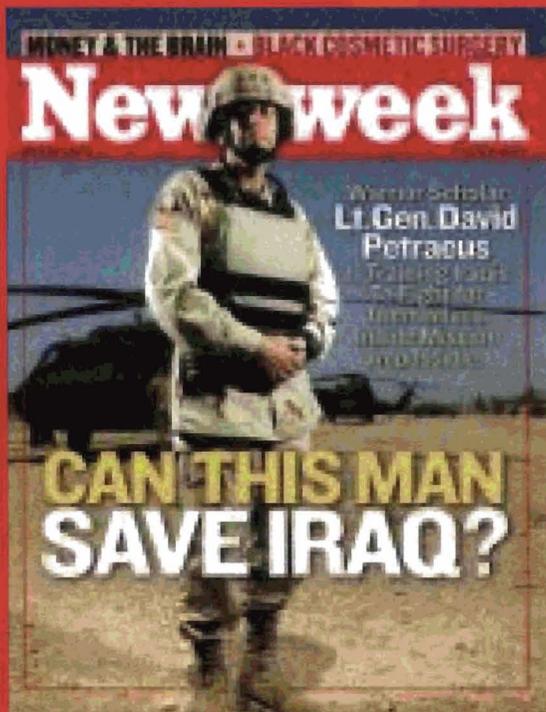


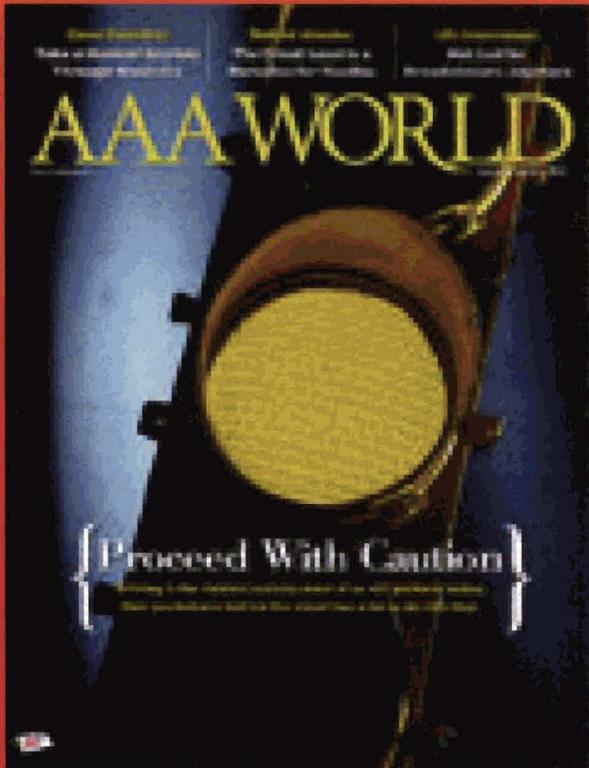
December

April



D.C. Metro





July/August



December
and May

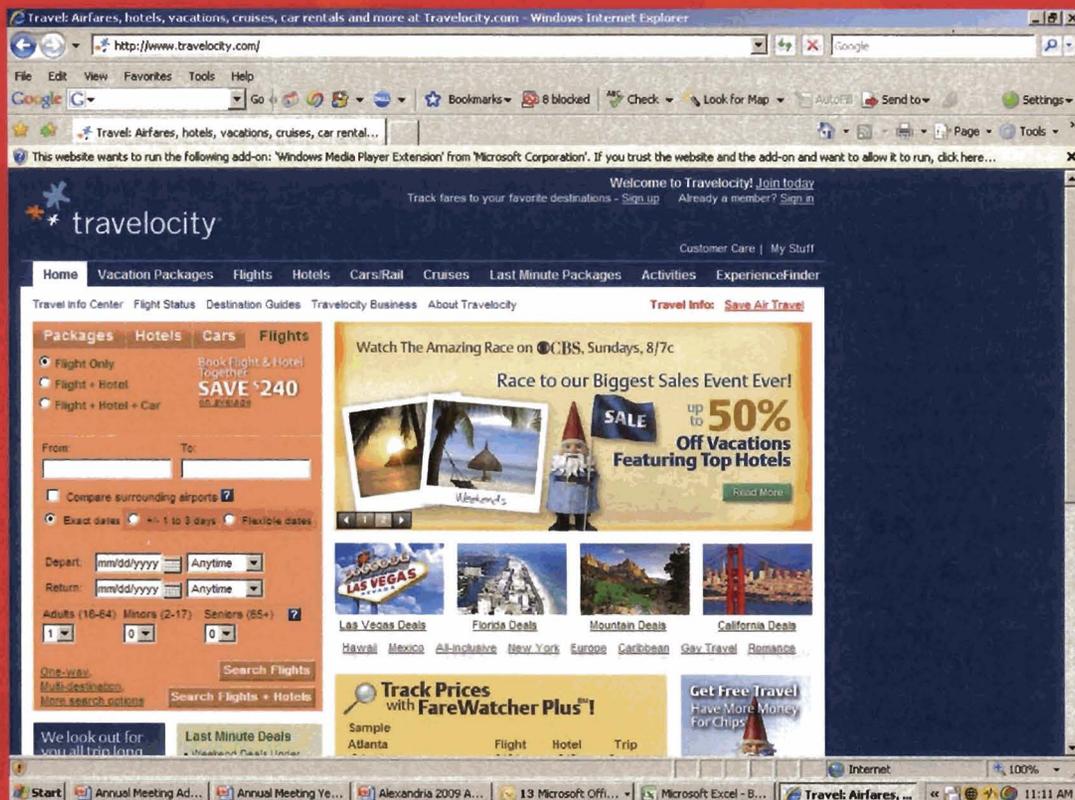
Destination - Online



Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)



The screenshot shows the Travelocity website interface within a Windows Internet Explorer browser window. The browser's address bar displays "http://www.travelocity.com". The website header includes the Travelocity logo and navigation links for Home, Vacation Packages, Flights, Hotels, Cars/Rail, Cruises, Last Minute Packages, Activities, and ExperienceFinder. A search bar is visible with the text "Travel: Airfares, hotels, vacations, cruises, car rental...". The main content area features a "Packages" section with options for Flight Only, Flight + Hotel, and Flight + Hotel + Car. A prominent banner advertises a "Race to our Biggest Sales Event Ever!" with "up to 50% Off Vacations Featuring Top Hotels". Below this, there are sections for "Las Vegas Deals", "Florida Deals", "Mountain Deals", and "California Deals". The footer of the browser window shows the Windows taskbar with several open applications and the system clock displaying 11:11 AM.



UNIQUE-VILLE

IS CLOSER THAN YOU THINK



SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail stores, art & antique galleries, historic attractions, and award-winning restaurants, Alexandria is the perfect getaway to shop, dine and celebrate. Plan your visit at VisitAlexandriaVA.com today!

A CAPITAL LOCATION:

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- Water Taxi to D.C. & National Harbor



Questions? Call 888.442.2381 to talk with a travel counselor at the Alexandria Visitors Center.

Book your travel to Alexandria at our Web site for guaranteed low rates from Travelocity® and other special offers.

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ALEXANDRIA IS EASY TO GET TO, BUT HARD TO LEAVE.™

— Chef Jeff Armstrong, Jackson 20



VIRGINIA ALEXANDRIA

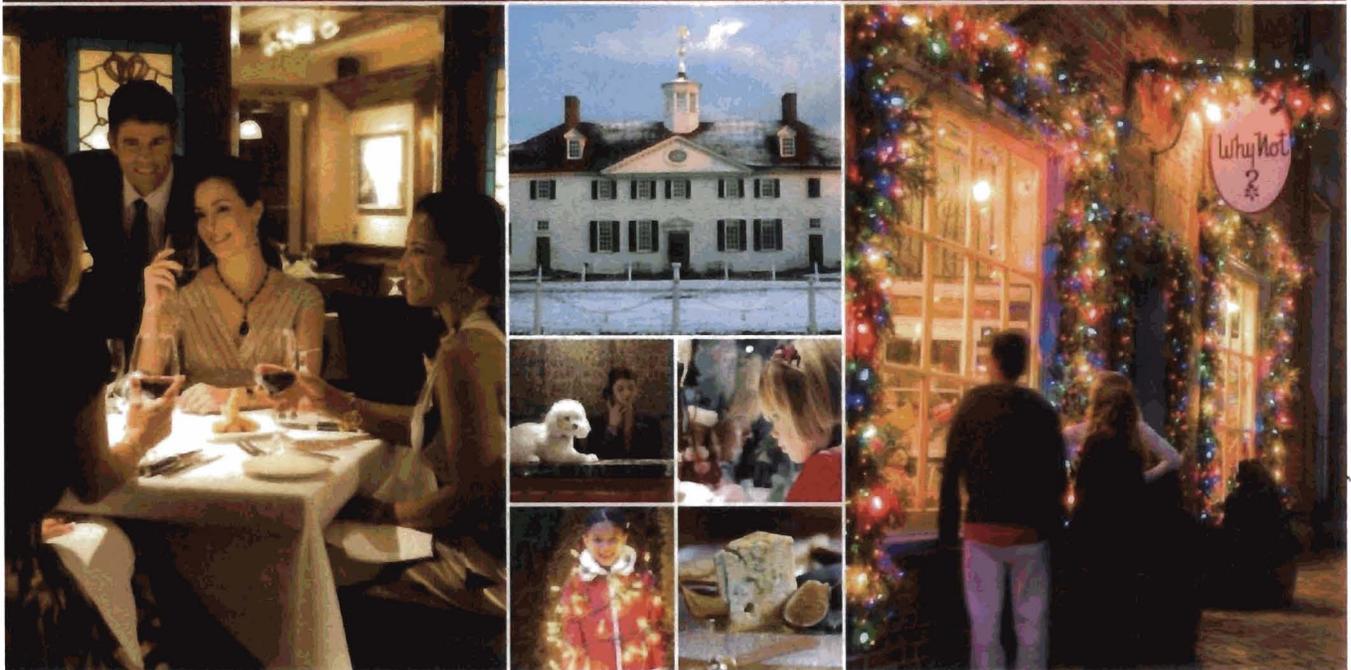
VisitAlexandriaVA.com



MNI - November

WONDER-LAND

IS CLOSER THAN YOU THINK



SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail stores, art & antique galleries, historic attractions, and award-winning restaurants, Alexandria is the perfect holiday getaway to shop, dine and celebrate. **Plan your visit at VisitAlexandriaVA.com!**

"AUTHENTIC AND CHARMING,
ALEXANDRIA IS THE PERFECT
HOLIDAY DESTINATION"

— Chef Cathal Armstrong, Restaurant Eve



VIRGINIA
ALEXANDRIA

VisitAlexandriaVA.com
888.432.2331

A LOCATION TO CELEBRATE:

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- WaterTaxi to D.C. & National Harbor



Questions? Call 888.442.2331 to talk with a travel counselor at the Alexandria Visitors Center.

Book your travel to Alexandria at our Web site for guaranteed low rates from Travelocity® and other special offers.

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MNI - December



Regional Advertising Campaign

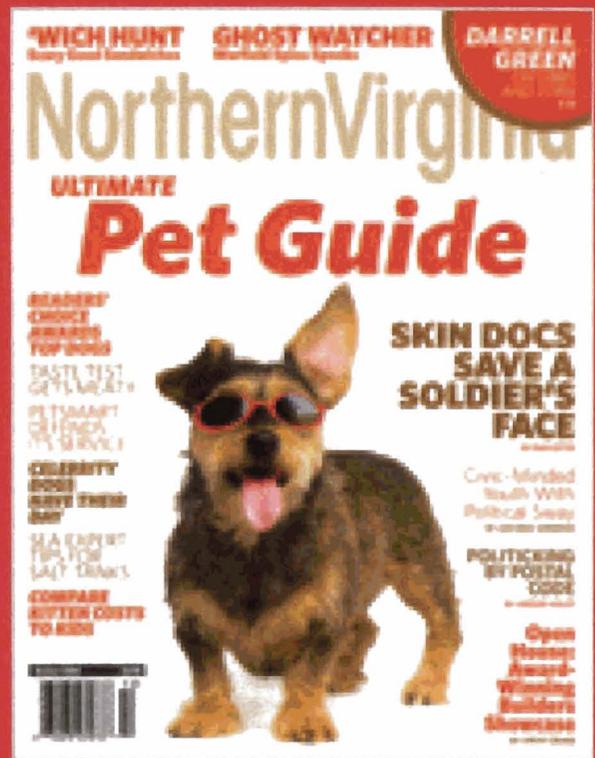


Regional Strategy

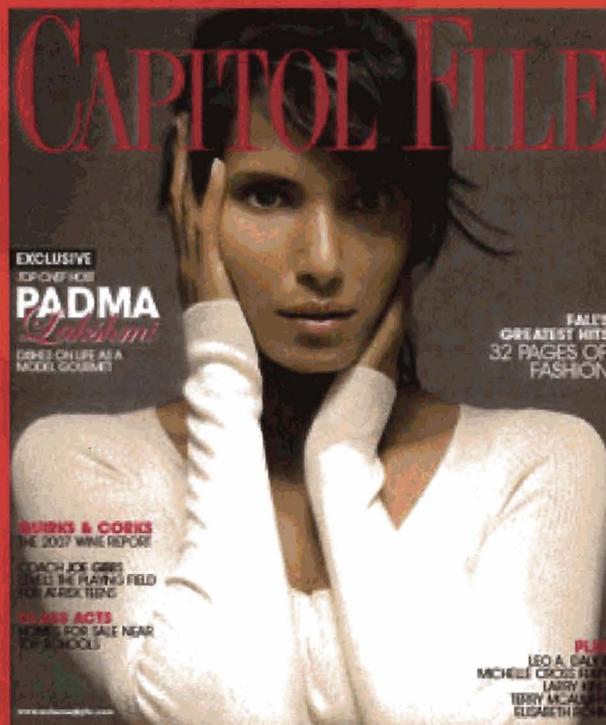
1. Promote shopping and dining to residents and neighbors
2. Replaces holiday campaign
3. Two Media Goals
 - Frequency
 - Repetition
4. Qualify for Metro Partnership
 - Emphasize on King Street Trolley



Oct./Nov./March/April



Oct./Nov./March/April



Nov./May

Regional Media Buy: Newspapers

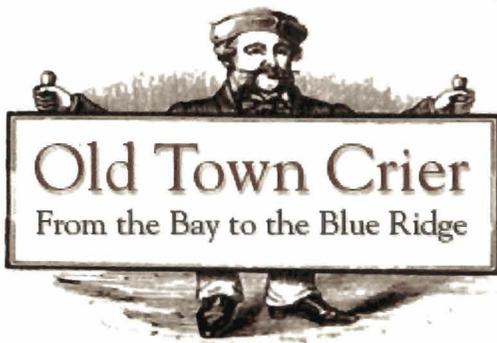
*Washington Post Express (17x),
Wash Post Sunday Source (10x),
DC Examiner (20x),
Washington Blade (10x),
City Paper (7x)
Connection Papers (9x)
Old Town Crier (4x)
Alexandria Times (7x)*

**washington
Blade**

**WASHINGTON
CityPaper**

**The
Washington
Post**

express



Alexandria Times

Originally Established in 1797 as The Alexandria Times & Advertiser

The Examiner
"Without Fear or Favor"



Regional Media Buy:

Radio

Metro Networks, (75/wk)

- WTOP, WMAL, WBQB, WAVA, WFLS, WHUR, WJFK, WLZL, WMMJ, WPGC, WPRS, WTGB, WWWT

WRQX 107.3, (10/wk)

Clear Channel Traffic, (20/WK)

- WASH-FM, WBIG-FM, WMZQ-FM

TAKE METROBUS OR METRORAIL
TO THE FREE KING STREET TROLLEY...



SHOP, DINE & CELEBRATE
ON ALEXANDRIA'S HISTORIC MAIN STREETS

Nationally known for its early-American architecture, chic boutiques, art & antique galleries, award-winning restaurants, and historic attractions, Alexandria is your fun-filled vacation from the ordinary. **Getting here is easy:**

- Metrobus or Metrorail to King Street Station
- Free King Street Trolley with Frequent Stops Between the King Street Metro and the Waterfront, Every 15 Minutes, 10am-10pm Daily



ALEXANDRIA

VisitAlexandriaVA.com
703.838.5005



Metro-operated parking lots are free on weekends and federal holidays. SmarTrip® cards with full parking fee are the only accepted form of payment for parking (except metered parking). Visit the Trip Planner at MetroOpensDoors.com or call 202-637-7000 (TTY 202-638-3780).

Chef Marco Ferraro Oliva

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TAKE METROBUS OR METRORAIL
TO THE FREE KING STREET TROLLEY...



SHOP, DINE & CELEBRATE
ON ALEXANDRIA'S HISTORIC MAIN STREETS

Nationally known for its early-American architecture, chic boutiques, art & antique galleries, award-winning restaurants, and historic attractions, Alexandria is your holiday vacation from the ordinary. **Getting here is easy:**

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Chef Carlos Rodriguez, Restaurant Eve

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Regional – METRO BONUS

- 160 Interior Rail Cards
 - 20 Backlit Dioramas
 - 20 In-station Posters
 - 1000
 - Interior Bus Cards
 - 20 Queen-size Bus Cards
-

Total Value \$134,000

TAKE METROBUS OR METRORAIL

TO THE FREE KING STREET TROLLEY...

SHOP, DINE & CELEBRATE ON ALEXANDRIA'S HISTORIC MAIN STREETS



GETTING HERE IS EASY:

- o **Metrorail or Metrobus 28A, 28B, 29N or REX to King Street Station**
- o **Free King Street Trolley With Frequent Stops from the King Street Metro to the Waterfront, Every 15 Minutes, 10am-10pm Daily**



Chef Merou
Farrah Olivia

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VisitAlexandriaVA.com

Metro operated parking lots are free on weekends and federal holidays. Some Trolleys with full parking fee are the only accepted form of payment for parking in city of Alexandria. Metro operates at Annapolis, Franconia-Springfield, Largo Town Center, New Carrollton, Shady Grove and Vienna/Tarax (GMU) where major credit cards are also accepted. Visit the Trip Planner at MetroOpensDoors.com or call 202-637-7000 (TTY: 202-638-1798).



KING STREET TROLLEY
IS A SERVICE OF THE
CITY OF ALEXANDRIA

TAKE METROBUS OR METRO RAIL TO THE FREE KING STREET TROLLEY...
SHOP, DINE & CELEBRATE ON ALEXANDRIA'S HISTORIC MAIN STREETS



GETTING HERE IS EASY:

- Metrorail or Metrobus 28A, 28B, 29N or REX to King Street Station
- Free King Street Trolley With Frequent Stops from the King Street Metro to the Waterfront. Every 15 Minutes, 10am-10pm Daily



ALEXANDRIA

VisitAlexandriaVA.com



KING STREET TROLLEY
IS A SERVICE OF THE
CITY OF ALEXANDRIA



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TAKE METROBUS OR METRORAIL

TO THE FREE KING STREET TROLLEY...

SHOP, DINE & CELEBRATE ON ALEXANDRIA'S HISTORIC MAIN STREETS



GETTING HERE IS EASY:

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KING STREET TROLLEY
IS A SERVICE OF THE
CITY OF ALEXANDRIA

ALEXANDRIA

VisitAlexandriaVA.com

Chief Morou
Farrah Olivia

Metro-operated parking lots are free on weekends and federal holidays. Smart Lift® Lanes with full parking fee are the only accepted form of payment for parking success! at metered parking and at Alexandria, Franconia-Springfield, Largo Town Center, New Cantonment, Shady Grove and Vienna/Fairfax ODU where major credit cards are also accepted. Visit the Top Planner at MetroOpensDoors.com or call 202-637-7000 (TTY 202-638-3780)



Website Re-Design

Website - Before

Alexandria, VA

http://visitalexandriava.com/

Apple News (1091) CDAIS Microsoft Google Mac Abrials & Partners Photos Apple (344) Banking Antiques Home Work My First Classic MSFT Rover

Weddings | Meetings, Groups & Events | Press & Film | Community & Member Info

VIRGINIA ALEXANDRIA

Download the Alexandria Official Visitors' Guide

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Home About Alexandria Things to Do Calendar Accommodations Dining Shopping



IT PAYS TO GETWAY TO ALEXANDRIA — \$25 FREE!*
SHOP, DINE & STAY MINUTES FROM WASHINGTON, D.C.



SEARCH FOR HOTELS NOW:

Check-in date: mm/dd/yyyy | Check-out date: mm/dd/yyyy

Hotel City Search: Alexandria, VA

BOOK TRAVEL PACKAGES HOTEL, AIR, CAR & PACKAGES: BOOK TOGETHER & SAVE!

Simply book a hotel in Alexandria via our Web site and get a \$25 Visa gift card plus money-saving coupons free when you check into your hotel. Of course, you also get the Travelocity low-price guarantee! Book your summer getaway now and save big.

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Upcoming Events

- ◆ **Bluegrass and BBQ**
June 7
- ◆ **Alexandria Symphony Orchestra Children's Festival**
June 8
- ◆ **27th Alexandria Red Cross Waterfront Festival**
June 14-15
- ◆ **Juneteenth Lesole Dance Program**
June 19

[See more upcoming events](#)

Please visit our featured sponsor:

MOUNT VERNON
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Maps & Transportation

- Interactive Alexandria Map
- Metro Map
- Motomash Map
- Transportation
- Boat
- Limousine & Charter Service
- Parking Information

Things to Do

- Attractions
- Tours
- The Arts
- Fun Agendas
- Recreation
- Kid Friendly

AOL® Travel Salutes National Tourism Week May 10-18, 2008

* Offer valid 6/1/2008-8/31/2008. Hotel must be booked via the VisitAlexandriaVA.com Web site. Gift package distributed via hotel at check-in. Two night minimum weekend stay required. Visit www.Travelocity.com/Guarantee for details on the Travelocity Guarantee.

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ALEXANDRIA ORIGINAL #244

ALEXANDRIA

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ABOUT ALEXANDRIA

ATTRACTIONS & ACTIVITIES

HOTELS

RESTAURANTS & NIGHTLIFE

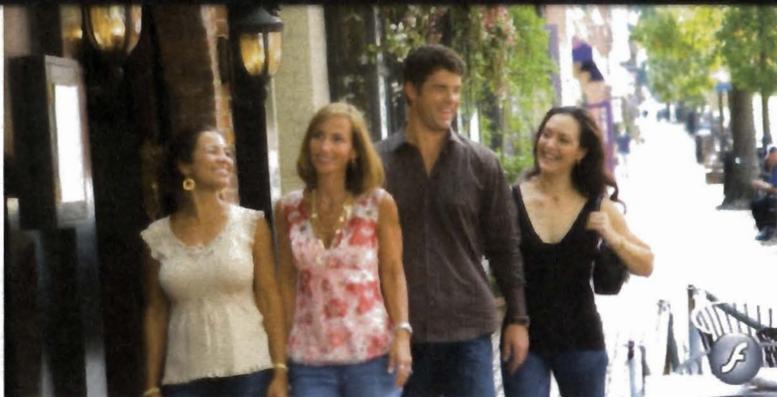
SHOPPING

WEDDINGS

MEETING & GROUP TOURS

MEDIA AND PUBLIC RELATIONS

MEMBERS AND COMMUNITY



Alexandria Neighborhoods

Old Town



Old Town Alexandria

Sed vitae pede non tellus elementum venenatis. Donec id sapien.

Del Ray / Arlandria

Eisenhower Valley

West End

2008 ALEXANDRIA Festival of the Arts

200 Juried Artists
Sept. 13-14

Getting Here is Easy!
Take Metro to the Free King Street Trolley with Frequent Stops!

Calendar of Events

Calendar

Events

- September 13-14
Alexandria Festival of the Arts
- September 13-14
Alexandria Festival of the Arts
- September 13-14
Alexandria Festival of the Arts

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut turpis diam, facilis in, eleifend id, faucibus non, nisi. Aenean quis lorem congue nulla placerat molestie. Sed fringilla bibendum lorem. Suspendisse pharetra, nisi sed placerat mollis, tellus tortor egestas enim, scelerisque egestas dolor magna sit amet turpis. In hendrerit fermentum augue. Integer quis augue quis eros sollicitudin aliquet. Nunc iaculis, quam sit amet faucibus ornare, risus lectus elementum sapien, in consequat nisi nisi neque. Sed vitae pede non tellus elementum venenatis. Donec id sapien.

Getting Around

Maps Transportation Itineraries



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Alexandria Originals



Original works of art are created every day at the Torpedo Factory Art Center. Artwork takes shape before your eyes in 82 artist studios that are open to the public.

FULL STORY



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SEARCH FOR hotels

Check Rates When Searching

hotels Check In Date: 09-02-2008

attractions Check Out Date: 09-02-2008

Rooms Needed: 1

Adults: 1 Children: 1

SEARCH

E-NEWSLETTER access alexandria

Our e-Newsletter will provide you with interesting topics, facts and figures.

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