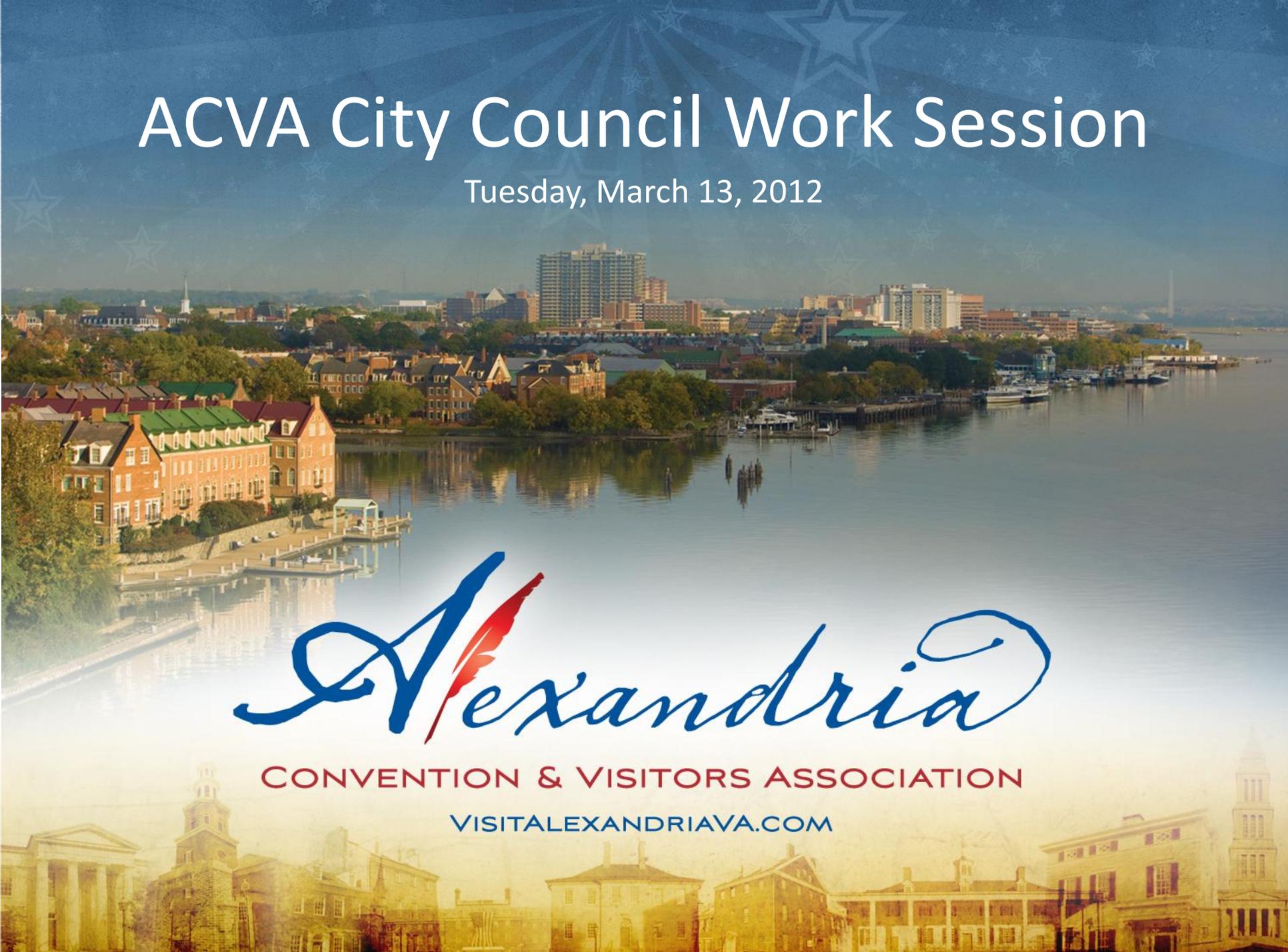


ACVA City Council Work Session

Tuesday, March 13, 2012



Alexandria

CONVENTION & VISITORS ASSOCIATION

VISITALEXANDRIAVA.COM

The ACVA Mission

*The mission of the ACVA is to generate tourism and conventions **that increase revenues** and promote the City of Alexandria and its assets*



Economic Impact of Tourism in Alexandria

Alexandria attracts 3.3 million visitors annually

Alexandria visitors:

Spend \$657 million

Supporting 6,000 Alexandria Jobs

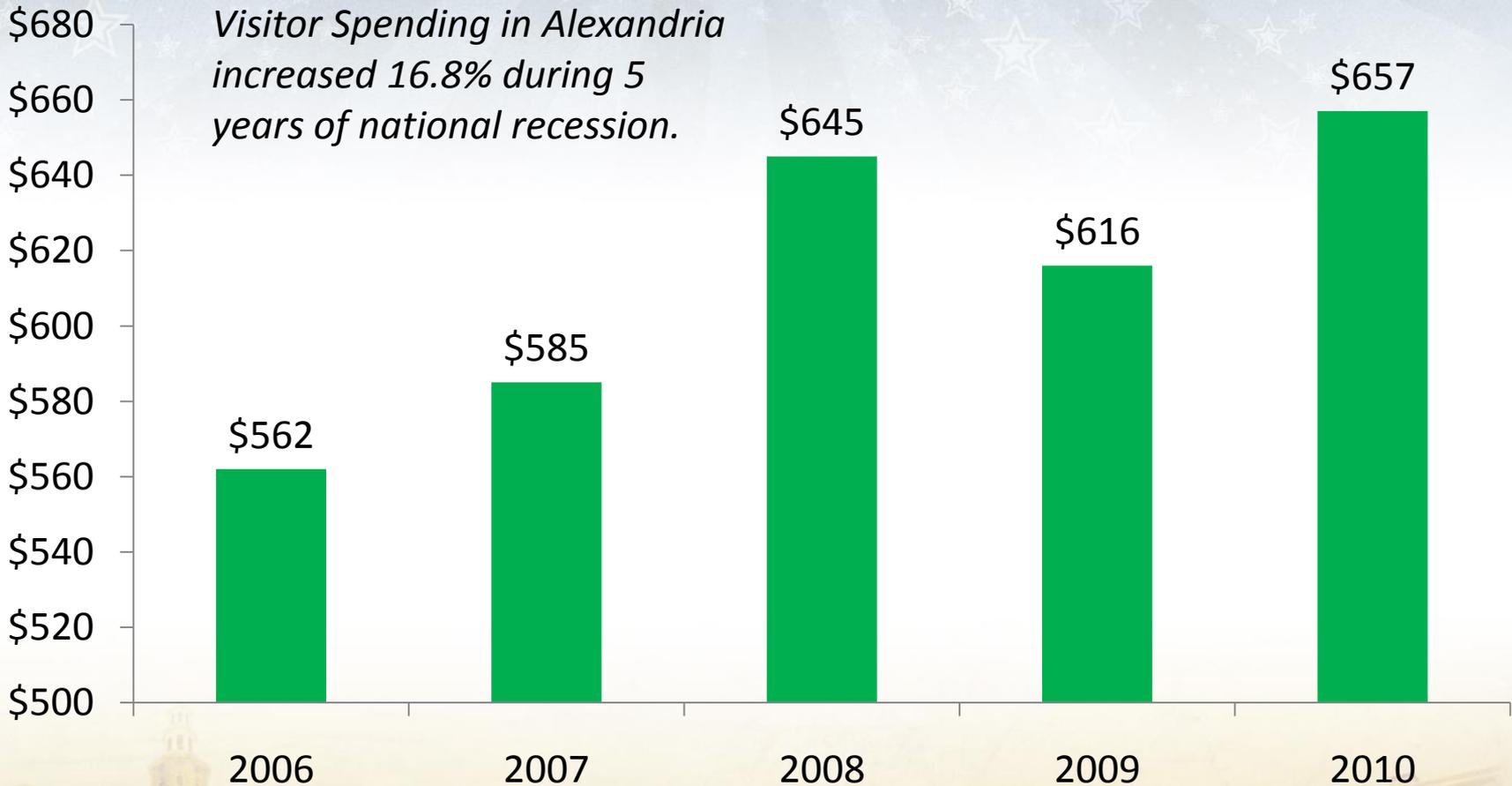
Generating \$22.4 million in Alexandria City Tax Revenue

***City revenue from visitors equals 7-cents of
real property tax***

Source: TNS, Inc. and Virginia Tourism Corporation

Alexandria Visitor Spending

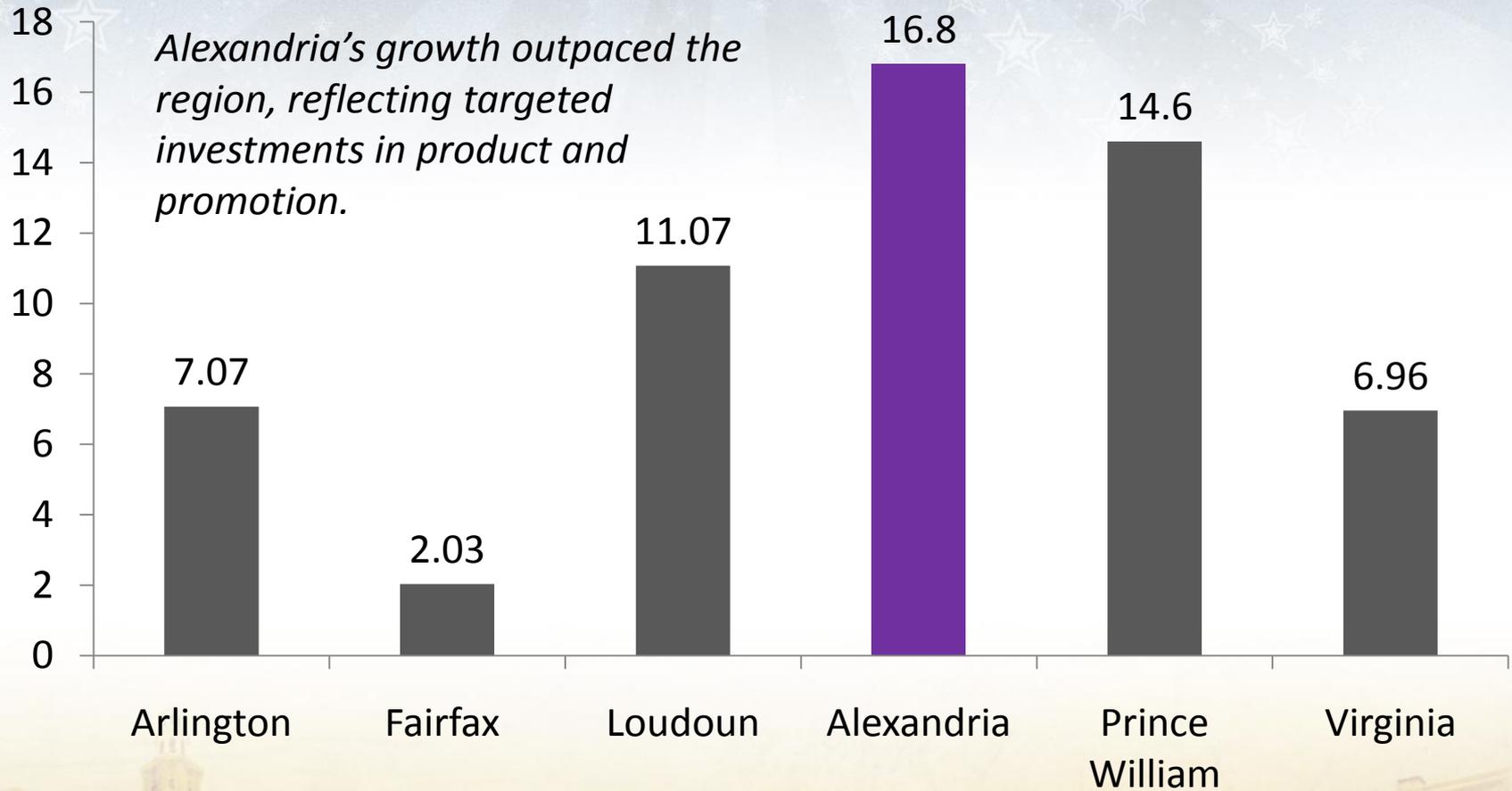
In millions



Source: Virginia Tourism Corporation

Northern Virginia Visitor Spending

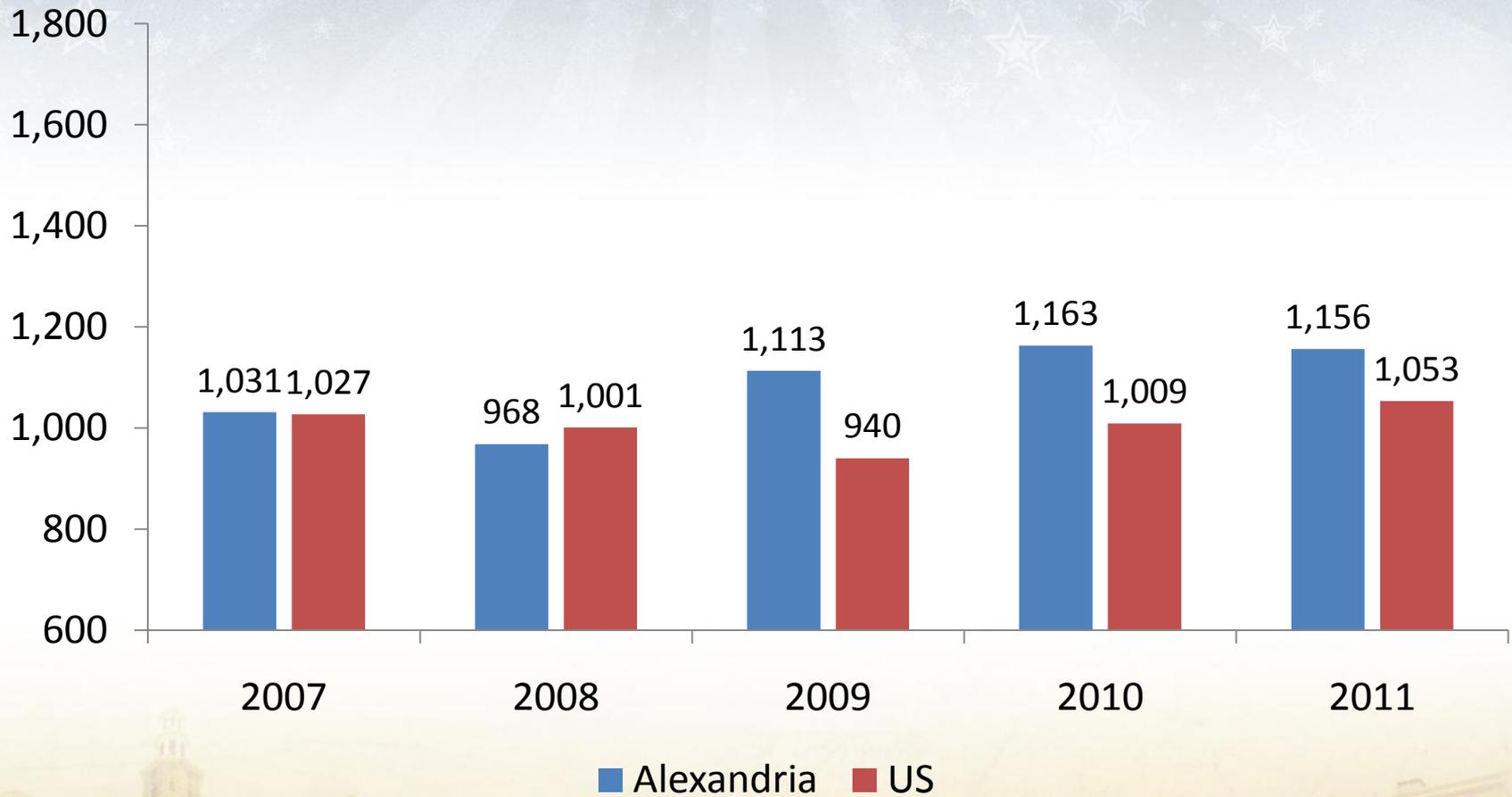
Percent change



Source: Virginia Tourism Corporation

Total Rooms Sold

Alexandria in thousands, US in millions

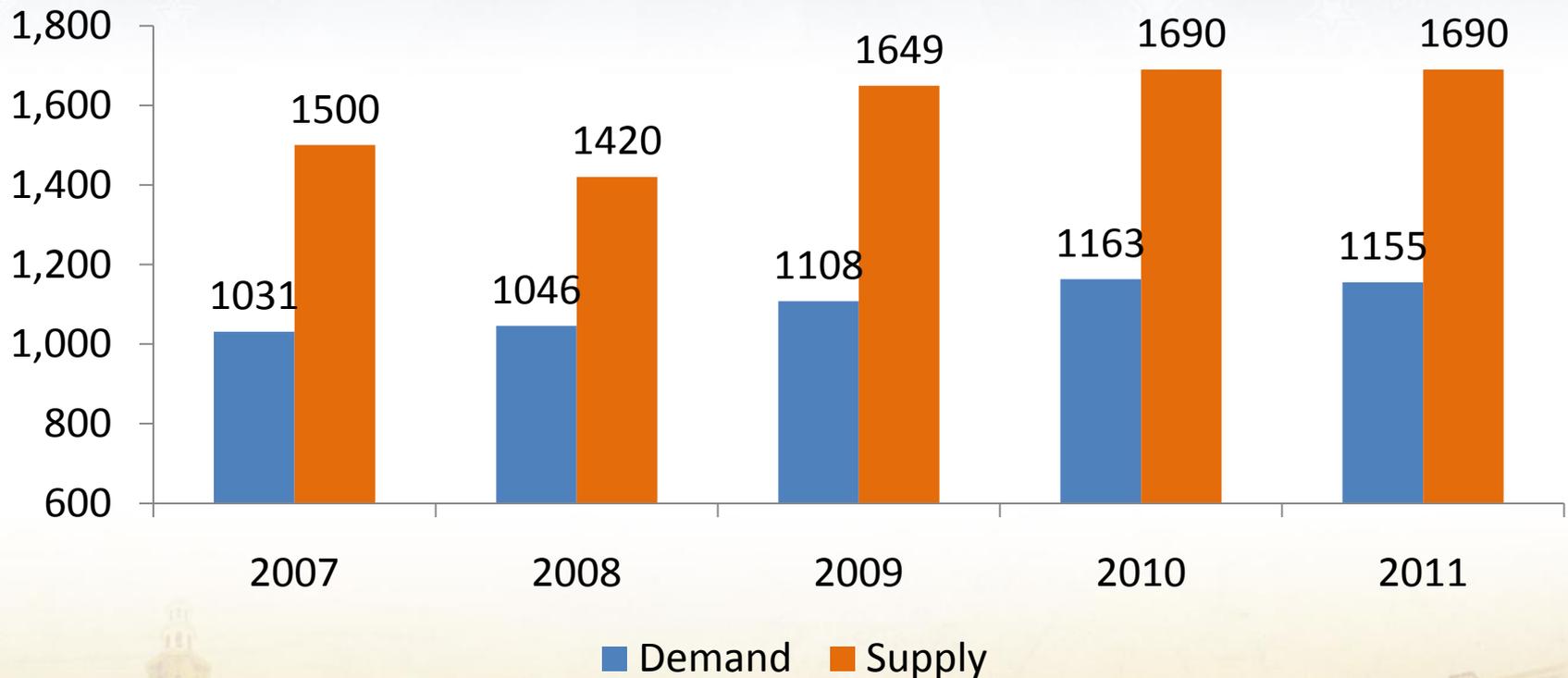


Source: Smith Travel Research, STR Report

Total Rooms Sold vs. Supply

by Year 2005-2011

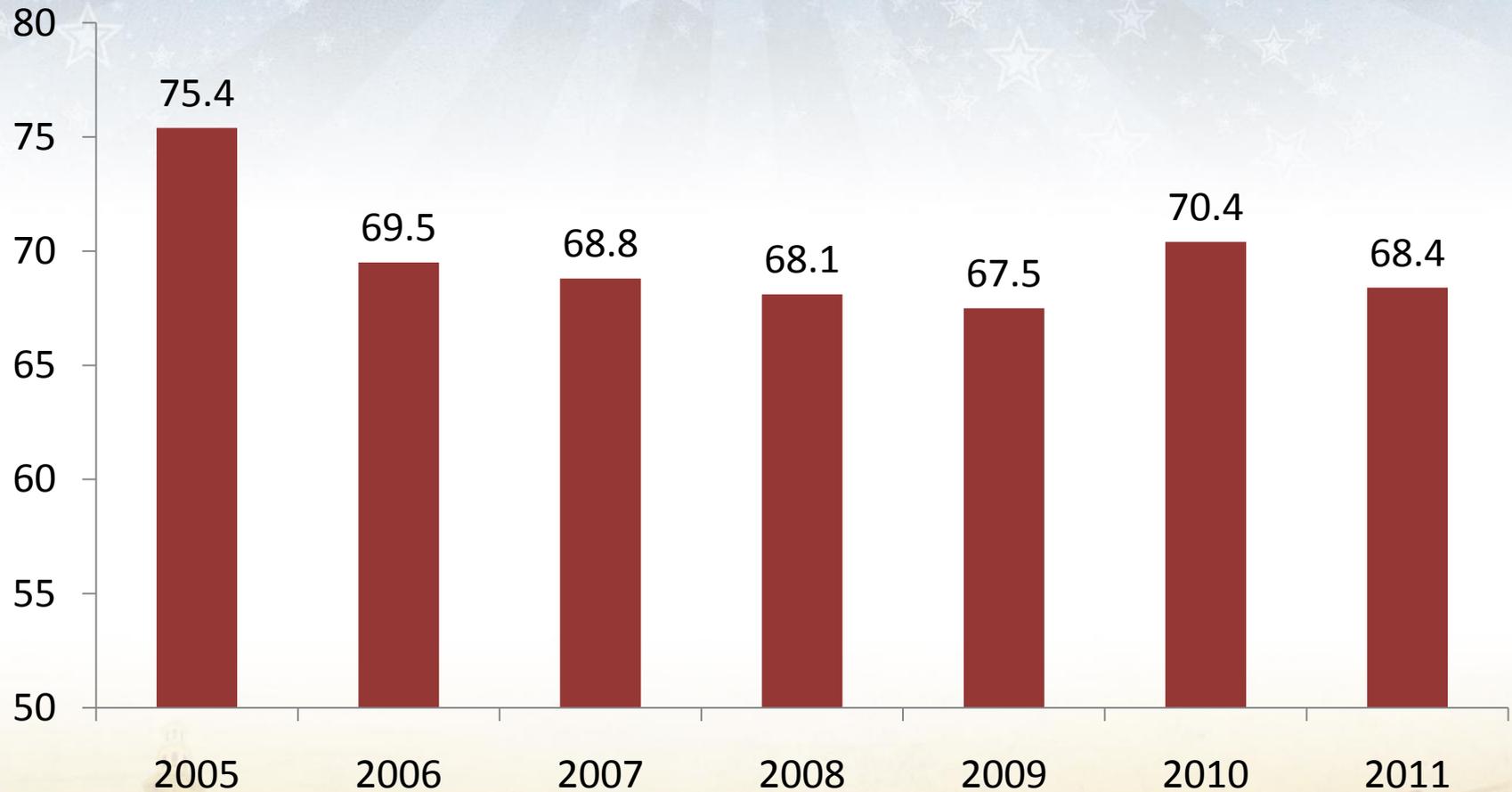
Demand in thousands (total rooms sold)
Supply in thousands (number of rooms X 365)



Source: Smith Travel Research, STR Report

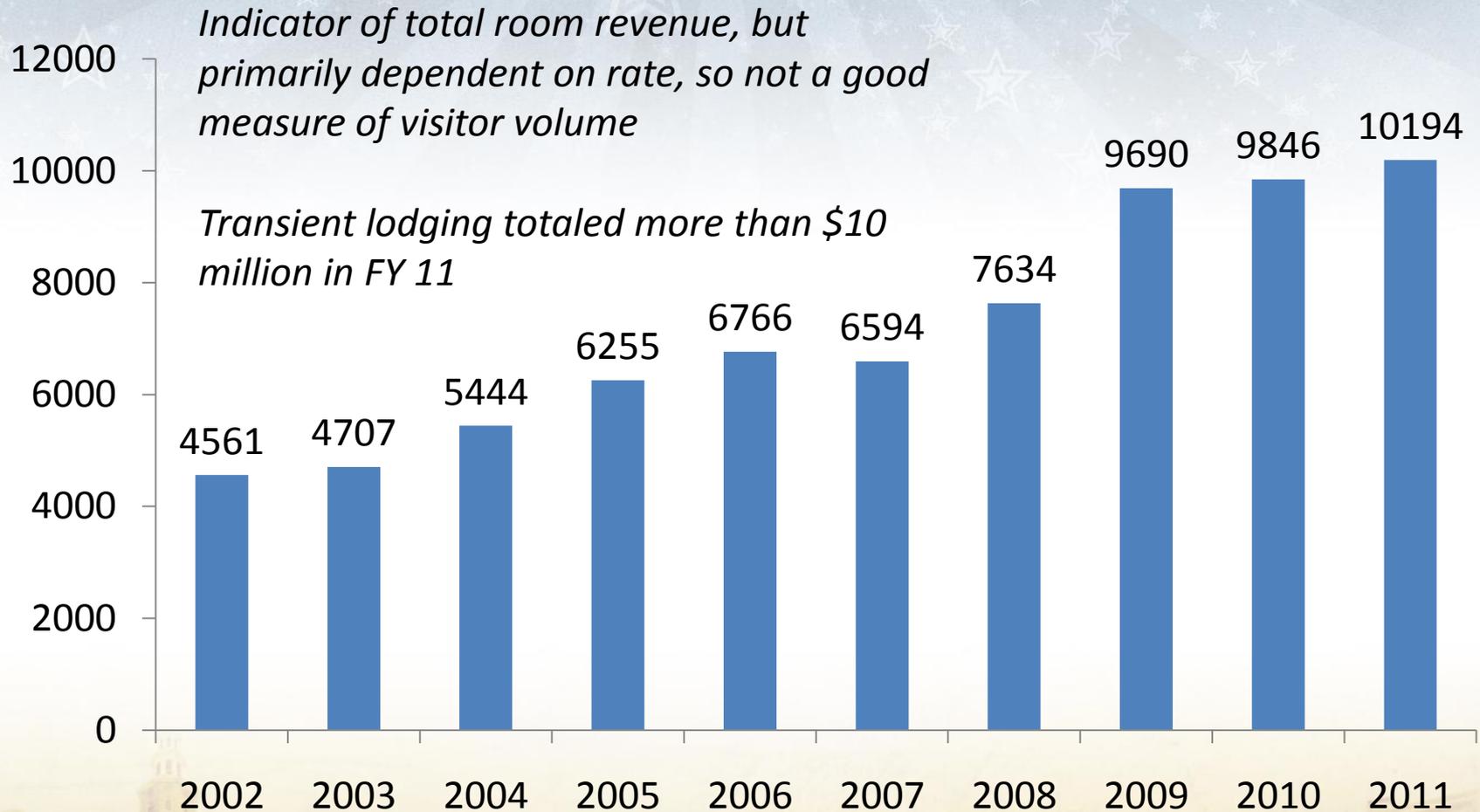
Occupancy in Alexandria

by Year 2005-2011



Alexandria Transient Lodging Tax

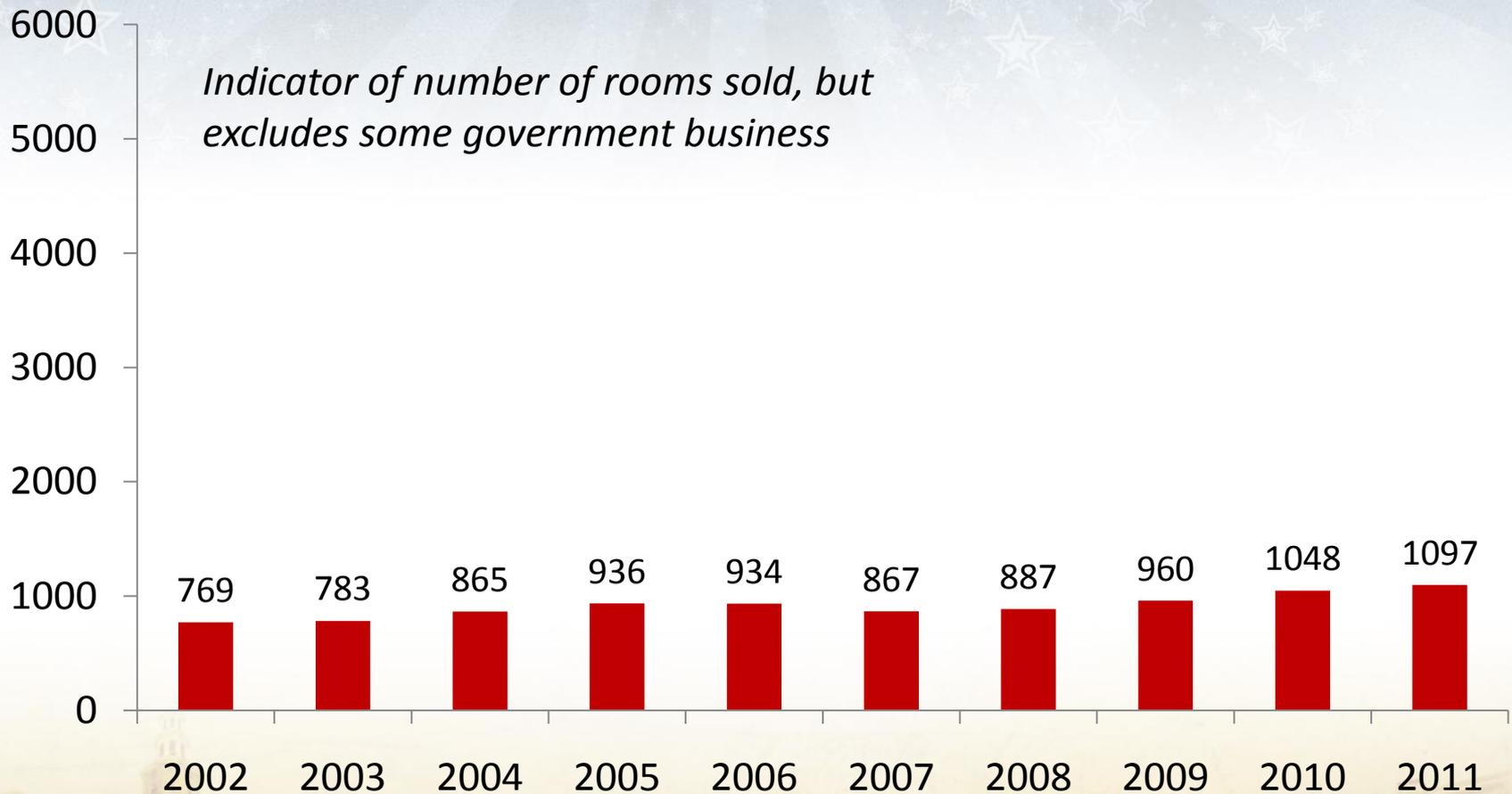
In thousands of dollars



Source: City of Alexandria

Alexandria \$1 Room Night Tax

In thousands of dollars



Source: City of Alexandria

ACVA Revenue

The City of Alexandria has increased its investment in tourism promotion. And, the ACVA has increased other sources of revenue and focused on effective and efficient sales and marketing programs.

	FY 08 Actual	FY 11 Actual	% Change
City Allocation	\$1,851,127	\$2,300,933	24
Membership Dues	\$100,177	\$135,625	35
Members	250	350	40
Visitors Guide Commission	\$20,000	\$39,325	97
Reservations Commission	\$234	\$9,300	--

Advertising

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 400th Anniversary
Godspeed Sail
May 27 - June 3

25th Annual RedCross
Waterfront Festival
June 17 - 18

USA & Alexandria
Birthday Celebration
July 8

CHARM-VILLE
IS CLOSER AND MORE AFFORDABLE THAN YOU THINK

2011 Distinctive Destination
NATIONAL TRUST FOR HISTORIC PRESERVATION

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

Nationally recognized for its early-American architecture, variety of hotels, unique boutiques, award-winning restaurants and inexpensive historic attractions, as well as quick and easy access to the many free Washington D.C. sites, Alexandria is the perfect gateway to shop, dine and celebrate. **Plan your visit at VisitAlexandriaVA.com!**

A LOCATION TO CELEBRATE:

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

ENJOY HISTORIC SAVINGS WITH YOUR "KEY TO THE CITY," FEATURING ADMISSION TO 8 HISTORIC SITES AND 88 SPECIAL OFFERS FROM SHOPS, RESTAURANTS & ATTRACTIONS. CHOOSE FROM TWO EDITIONS, AVAILABLE FOR \$9 EACH, AT THE ALEXANDRIA VISITORS CENTER AT RAMSAY HOUSE, LOCATED AT 221 KING STREET.

GET YOUR FREE VISITORS GUIDE ONLINE!

Virginia Alexandria
VISITALEXANDRIAVA.COM
888.448.7885

88 SPECIAL OFFERS

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**Reaches 100 million households
Almost \$1 million in bonus**

Added Regional Advertising in FY 10



August 19-28, 2011

Alexandria
restaurant
week

KING STREET TROLLEY
FREE

62 RESTAURANTS WITH \$35 MENUS!

VisitAlexandriaVA.com  MOBILE READY

Browse Menus. Make Reservations. Get Directions.

Powered By  OpenTable

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Fall Arts Jubilee

CELEBRATING
THE ARTS IN ALEXANDRIA

Sept. 5 - Oct. 31: Kaleidoscope
Sept. 10-11: King Street Festival of the Arts
Sept. 17-18: Mount Vernon's Colonial Market & Fair
Oct. 1: Del Ray's Art on the Avenue
Oct. 8-9: West End Art & Wine Festival
Nov. 3-6: Alexandria Film Festival

ENTER TO WIN
AN ARTFUL
GETAWAY
DETAILS ONLINE!

Virginia
Alexandria

SHOP, DINE & CELEBRATE

VISITALEXANDRIAVA.COM  MOBILE READY

Visit us online for a complete calendar of events and sign up for our free Access Alexandria e-newsletter.

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SHOP, DINE & CELEBRATE

On Alexandria's Historic Main Streets

Nationally recognized for its early-American architecture, hotels, unique boutiques, award-winning restaurants and historic attractions, Alexandria is a uniquely memorable place to shop, dine and celebrate. Go to VisitAlexandriaVA.com to plan your visit around our many events, such as:

- Oct. 9-17: **Alexandria's Boutique Week**
- Oct. 23&24: **Fall Harvest Family Days at Mount Vernon**
- Oct. 29&30: **The Spiritual Realms of Woodlawn**
- Oct. 30: **Ghost Tours at Lee-Fendall House Museum & Garden**
- Oct. 30: **Ofrenda at The Torpedo Factory Arts Center**

Virginia
Alexandria

VISITALEXANDRIAVA.COM  Mobile Web Ready Site
703.746.3301



Visit us online for a complete calendar of events and sign up for our free Access Alexandria e-newsletter.

New Online Restaurant Reservations Powered By  OpenTable

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Online Ads



ENTER TO WIN
AN ALEXANDRIA
ARTFUL
GETAWAY

click here

Virginia
Alexandria

August 19-28, 2011

Alexandria
restaurant
week



Make Reservations Online
and See Menus Too!



WITNESS
TO
WAR
AND
REUNION



COMMEMORATE
THE CIVIL WAR
IN ALEXANDRIA.
EXPERIENCE
HISTORIC
SAVINGS!

STAY IN
CHARM-VILLE



Next to D.C.,
Airports and
Public Transit!

SAVE WITH ALEXANDRIA'S
"KEY TO THE CITY"
PASS



Virginia
Alexandria

Website

The screenshot shows the Virginia Alexandria website homepage. At the top, there's a navigation bar with links for Meetings, Groups & Events, Press & Film, and ACVA Members. Below that is a large banner with the 'ALEXANDRIA' logo and a search bar. A secondary navigation bar includes Home, About Alexandria, Things to Do, Calendar, Accommodations, Dining, and Shopping. The main content area features a large image of a sailboat on the water, a 'FALL for the ARTS ALEXANDRIA' promotional graphic, and a 'Hotel Special' for the Embassy Suites. There are also sections for 'Upcoming Events' (Seaport Day, Violinest Midori, Mount Vernon's Wine Festival, Fall Harvest Family Days) and 'Things to Do' (Attractions, Tours, Recreation, Fun Activities, Visit Friendship). A 'Maps & Transportation' section is also visible. The footer contains a site map and copyright information.

This screenshot displays the Alexandria website's promotional and reservation sections. The top navigation bar includes 'PARTLY CLOUDY' weather, a search bar, and a 'GO' button. Below the navigation are buttons for 'ABOUT ALEXANDRIA', 'ATTRACTIONS & ACTIVITIES', 'HOTELS', 'RESTAURANTS & NIGHTLIFE', and 'SHOPPING'. A secondary row of buttons includes 'WEDDINGS', 'MEETING & GROUP TOURS', 'MEDIA & PR', 'MEMBERS', 'CALENDAR OF EVENTS', and 'MY ITINERARY'. The main content area features a collage of images showing people enjoying the city. A prominent section titled 'Shop, Dine & Celebrate on America's Historic Main Streets' describes the city's charm and offers a virtual tour. Below this is a 'Spring Cherry Blossom Events in Alexandria' section and a 'WITNESS TO WAR AND OIL' exhibition. A 'Hotel Special' section promotes the Alexandria Key to the City. On the right side, there are two reservation widgets: one for hotels (powered by Travelocity) and one for restaurants (powered by OpenTable). Both widgets include search forms with fields for dates, times, and party size.

Content Management System
Online hotel and restaurant reservations
Newsletter signup
Integrated member, customer and sales databases
New look and social media integration – coming May 2012!

New Mobile Website





For parking and visitor info,
scan this QR code with
your smartphone or visit
www.alexva.us/p20



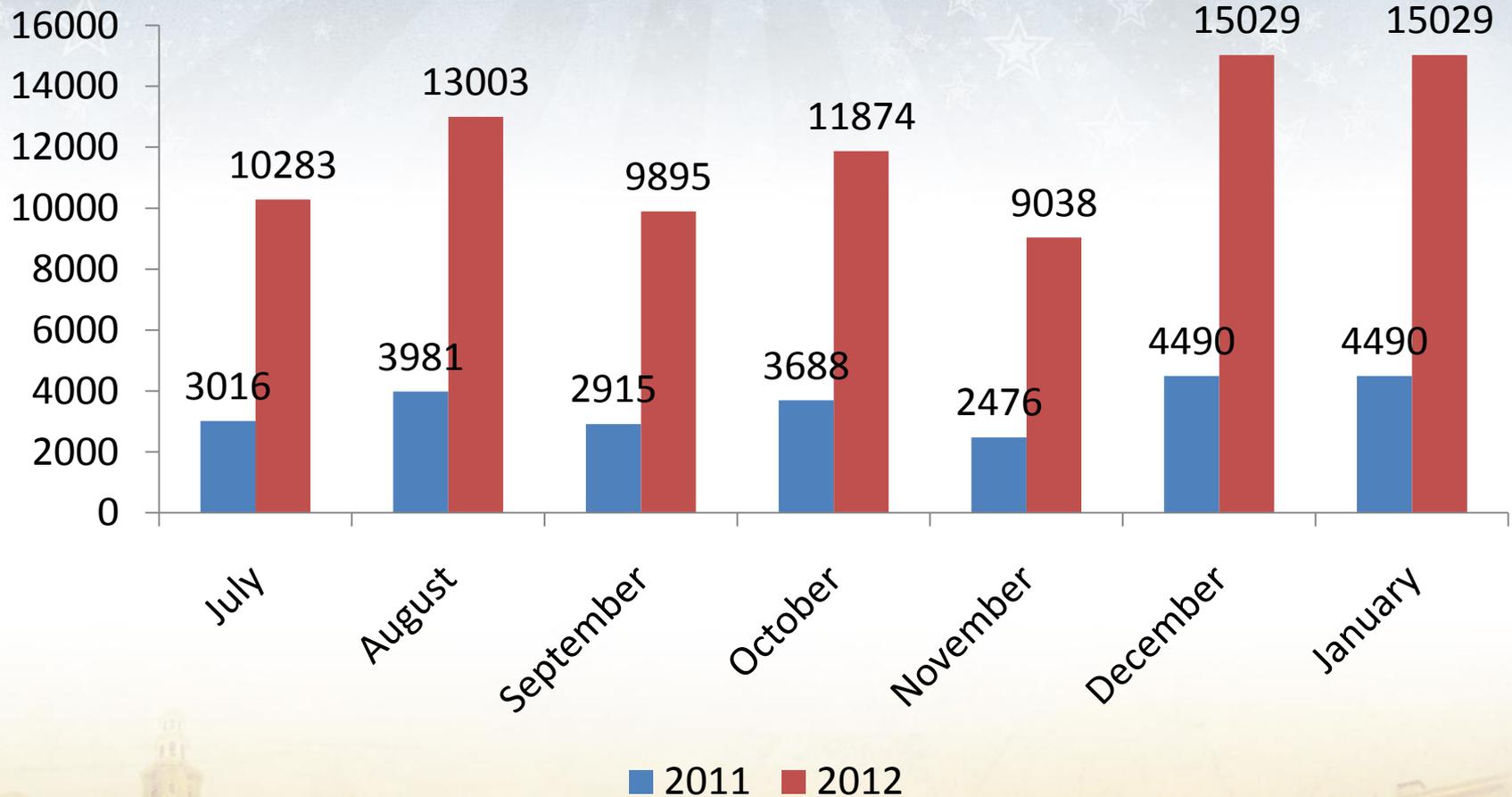
Alexandria

VISITALEXVA.COM MOBILE READY

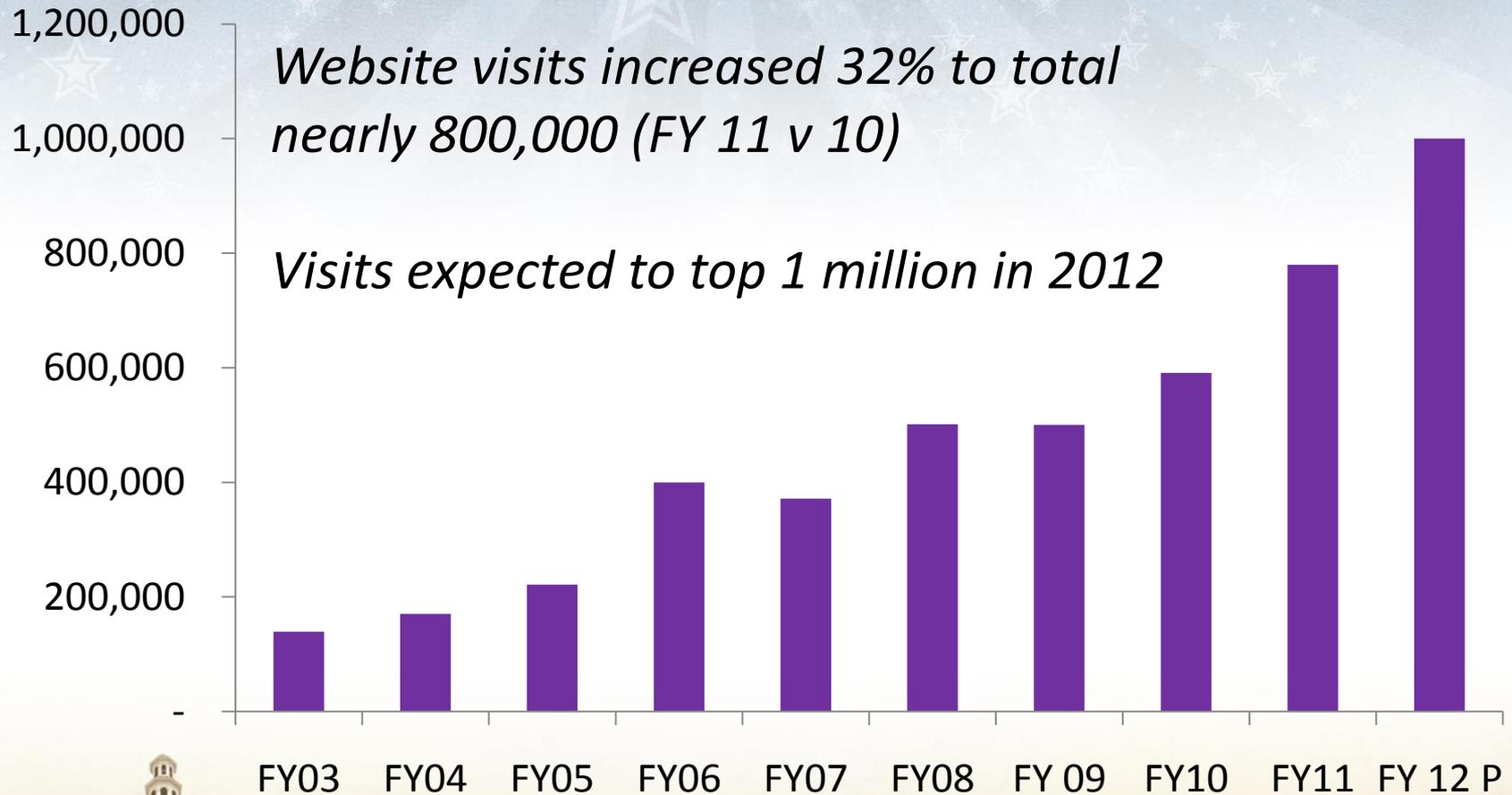


RYNOI-01

Marketing: MobileVisits



Marketing Results: Website Visits



Earned Media Placements Double

800 Total Stories – Doubled prior year

- + 24% Print Stories
- + 22% Print Value
- + 39% Column Inches
- Tripled online stories
- More than doubled broadcast

180 stories

\$514,000

4,400 col. in.

600 stories

24 stories



2011 Distinctive Destination
NATIONAL TRUST FOR HISTORIC PRESERVATION®



Advertising Return on Investment

Within 6 months, destination advertising generated 88,000 trips and \$40 million of visitor spending with a ROI in visitor spending of \$133 for each \$1 invested, and \$4 of city tax return for each \$1 invested.

Regional advertising generated a return of \$129 of visitor spending for each \$1 invested, and \$3 of city tax revenue for each \$1 invested.

The background of the top half of the slide features a series of blue rays emanating from a central point at the top, creating a starburst effect. Interspersed among these rays are numerous white stars of varying sizes, some of which are larger and more prominent than others. The overall color palette is a range of blues, from light to dark, with the white stars providing a high-contrast element.

ACVA Sales Program

New brand introduced in 2012
following a year of analysis



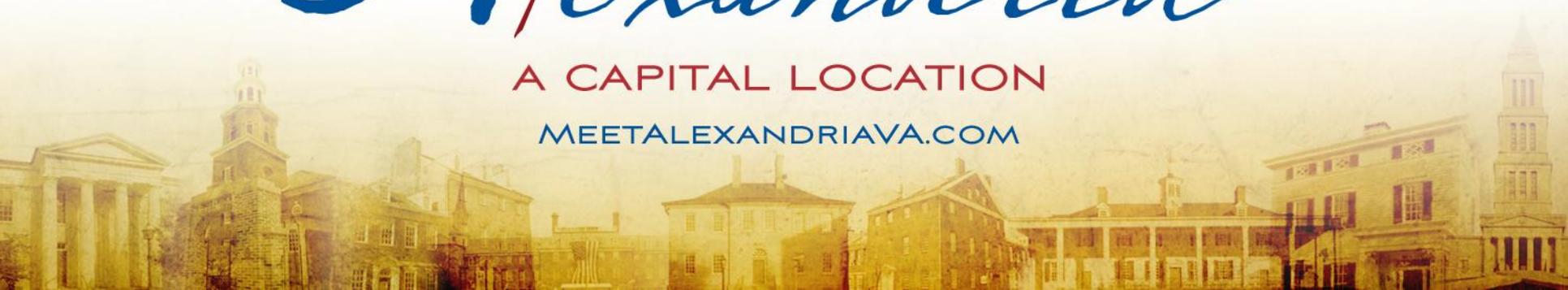


Virginia Alexandria



A CAPITAL LOCATION

MEETALEXANDRIAVA.COM





TEN REASONS TO CHOOSE ALEXANDRIA

2011 Distinctive Destination
NATIONAL TRUST FOR HISTORIC PRESERVATION

Alexandria, Virginia, is the nation's third oldest national historic district and one of its most distinctive. Located just 5 miles south of Washington, D.C., this charming waterfront city is recognized for its early-American architecture, thriving art scene, critically-acclaimed restaurants and historic significance. Easily walkable, surprisingly sophisticated, eco-friendly, and wonderfully accommodating, Alexandria is "A Capital Location" for your next event.

ACCESSIBLE 1



- 5 miles to Washington, D.C.
- 1 mile to Ronald Reagan Washington National Airport
- 30 miles to Washington Dulles International Airport
- 43 miles to Baltimore/Washington Intl. Airport
- 8 miles to Capitol Hill & D.C. Convention Center
- Four Metrolink Stations
- Free King Street Trolley
- Water Taxi to D.C. and National Harbor



WALKABLE 3

AAA selected Alexandria as one of the most "walkable" cities in North America, while *Forbes* Magazine ranked it the most walkable city in Virginia. In Alexandria, it's easy to walk to shops, restaurants and attractions.



AFFORDABLE 2

Experience significant savings with more affordable rates and meeting packages & some of the lowest taxes in the region.

LEGENDARY EXPERIENCES 5

Alexandria's "Legendary Experiences" are pre-packaged solutions, offering countless unique, off-site activities at a variety of venues. Our staff will gladly help handle the planning and details for you.



DINING 8

The *New York Times* got it right when they said "In recent years, young chefs and ambitious restaurateurs have glared their knives in Old Town." With more than 90 restaurants in the historic district, Alexandria offers something for every palate and pocketbook... even private rooms, lay-outs, dinner cruises, food tours & drink-and-ride.



HISTORIC TO HIGH-TECH MEETING FACILITIES 4

- \$400 million invested in new hotels & renovations
- Most major brands and price points
- 4,535 guest rooms and suites
- 170,000 square feet of meeting and banquet space
- Accommodates small- to mid-size meetings up to 950
- Historic to high-tech meeting venues

LEISURE 6

Alexandria is a city to explore and enjoy. Go boutique shopping, visit art galleries, tour museums, stroll the waterfront, take a walking tour or hop on a bike and ride to Mount Vernon.



UNIQUE VENUES 7

Alexandria's unique blend of historic venues and high-tech facilities make facility selection the most difficult part of planning your meeting.

ACVA SERVICES 10

Our knowledgeable sales team will do all the work for you with Alexandria's "At Your Service" meeting assistance program. From the initial RFP to impactful attendance builder initiatives, your event is sure to be successful.

ECO-FRIENDLY 9

Ranked as one of America's Greenest Cities, Alexandria benefits from eco-friendly mass transit, high park density and numerous hotels with Virginia Green & Green Seal certifications.

Virginia
Alexandria
A CAPITAL LOCATION
MEETALEXANDRIA.VA.GOV

Alexandria Convention & Visitors Association
421 King Street, Suite 300, Alexandria, VA 22314
703.791.2300 • 800.388.9179



A CAPITAL LOCATION FOR AFFORDABLE MEETINGS AND EVENTS



Alexandria, Virginia, is the nation's third oldest national historic district and one of its most distinctive. Located just 5 miles south of Washington, D.C., this charming waterfront city is recognized for its early-American architecture, thriving art scene, critically-acclaimed restaurants and historic significance. Just minutes to Ronald Reagan Washington National Airport and served by four Metrorail stations, the free King Street Trolley and Water Taxi service, Alexandria is an amazingly accessible destination. It's also easily walkable, surprisingly sophisticated, eco-friendly, and amazingly accommodating, making Alexandria "a capital location" for your event.

A PREMIER MEETINGS DESTINATION:

- Next to Washington, D.C.
- Served by Three Major Airports
- Metro & Free King Street Trolley
- \$400 Million in Hotel Investments
- Unique & Historic Venues
- State-of-the-Art Facilities
- Best Value in Capital Region



Virginia
Alexandria



★ VISIT US ONLINE TO GET REGIONAL EVENT INFORMATION, DOWNLOAD AN EVENT PLANNER, SUBMIT A RAPID RFP, AND LEARN ABOUT OUR VALUE-ADDED MEETING INCENTIVES!

A CAPITAL LOCATION

MEETALEXANDRIAVA.COM



703.746.3303

New Electronic Advertising

The image shows two overlapping screenshots of the Cvent Destination Guide website. The top-left screenshot displays the 'Virginia Meeting & Event Planning Guide' page. It features a search bar at the top with the text 'Search the Supplier Network' and 'Over 150,000 Event Venues'. Below the search bar is a 'Chat With Us' button and a 'Cvent Homepage' link. The main content area is titled 'Virginia Meeting & Event Planning Guide' and lists 'Cities within Virginia' including Alexandria, Fairfax County, Old Town Alexandria, Virginia Beach, Arlington, Glen Allen, Richmond, and Chesapeake, Norfolk, Tysons Corner. It also includes a 'Browse by Region' section with links for U.S. All Regions, Midwest, Northeast, Southeast, Southwest, and West. The bottom section features 'Featured Destination' cards for Richmond, VA and Alexandria, VA, each with an image and a 'View Destination' button.

The top-right screenshot displays the 'Washington Meeting & Event Planning Guide' page. It has a similar search bar and navigation elements. The main content area is titled 'Washington Meeting & Event Planning Guide' and includes a '+ View Washington, DC Area Destinations' link. Below this is a navigation menu with tabs for Overview, Key Stats, Things To Do, Meetings, Images, Maps, Transportation, and Promotions. The main content area is titled 'Plan Meetings & Events in Washington, DC' and contains text about the city's landmarks and meeting opportunities. It also features a 'Washington, DC Area Destinations' section with a list of locations: Alexandria, Annapolis, Arlington, Bethesda, Capital Beltway, Capitol Hill DC, Dupont Circle, Fairfax County, Gaithersburg, Georgetown, National Harbor, Old Town Alexandria, Rockville, and Tysons Corner. To the right of the main content is a large advertisement for '2011 Distinctive Destination' by the National Trust for Historic Preservation, featuring 'Virginia Alexandria' as a 'Capital Location'. At the bottom of the page, there is a Microsoft Office Word icon and an Internet Explorer icon.

New Trade Show Booth



Sales Department

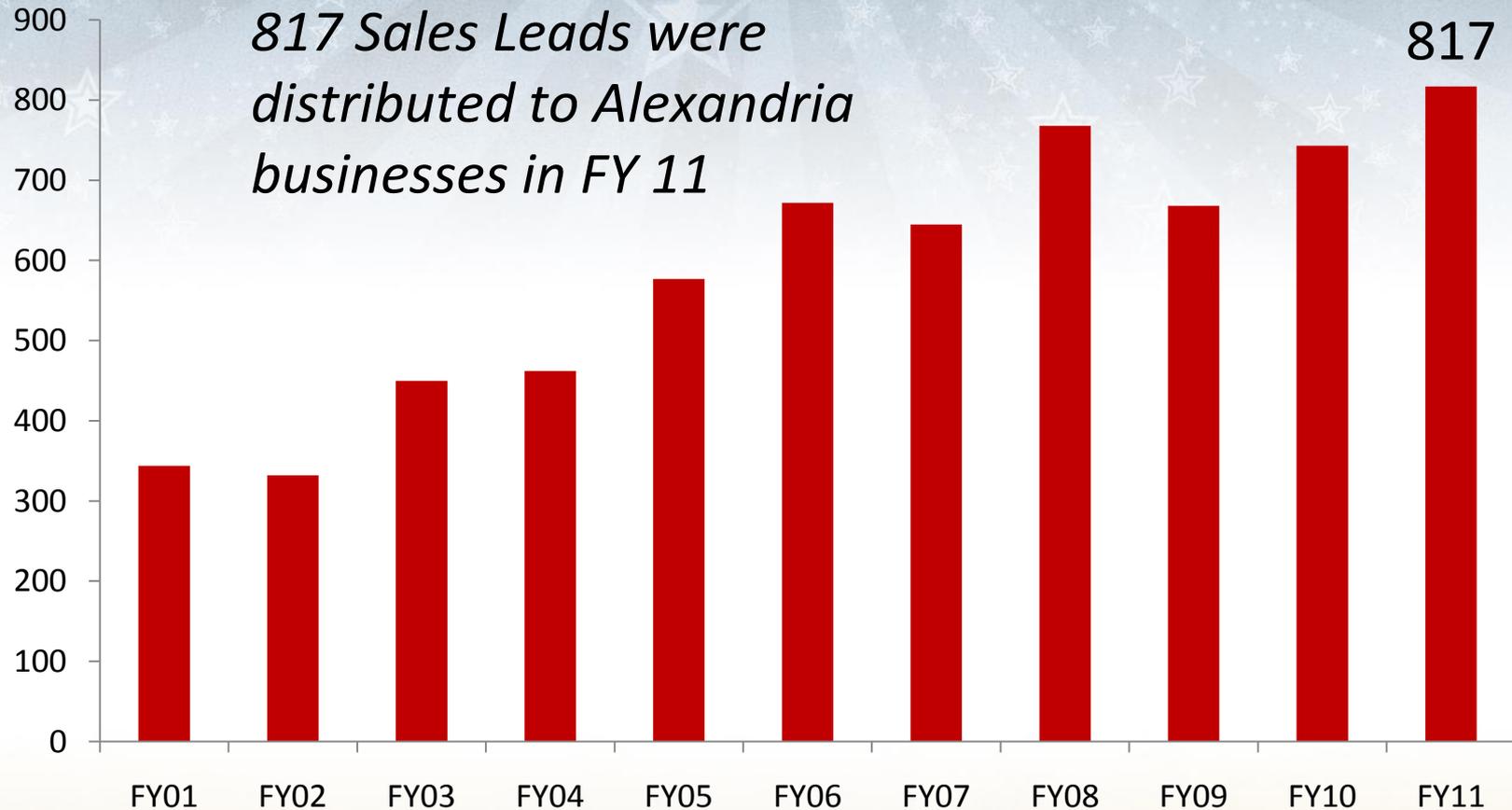
Return on Investment: FY 10

The sales team booked 153 meetings/groups with total spending of \$20 million. The department's budget totals \$336,854 for a return on investment of \$1.79 in city taxes for every \$1 invested.

Economic Impact and ROI of ACVA Sales Department	
Total Meetings/Groups	153
Service Provider Revenue	\$3,885,457
Number of Delegates	19,683
Average Non-Hotel Delegate Spending (source: TNS Profile of Alexandria Visitor, average business traveler spending)	\$824
Total Delegate Spending	\$16,218,792
Total Economic Impact	\$20,104,249
Average Visitor Spending Tax Rate	3%
Total City Tax Generated	\$603,127
Sales Department Budget	\$336,854
City Tax ROI (tax revenue : program expense)	\$1.79 : \$1

Leads Generated

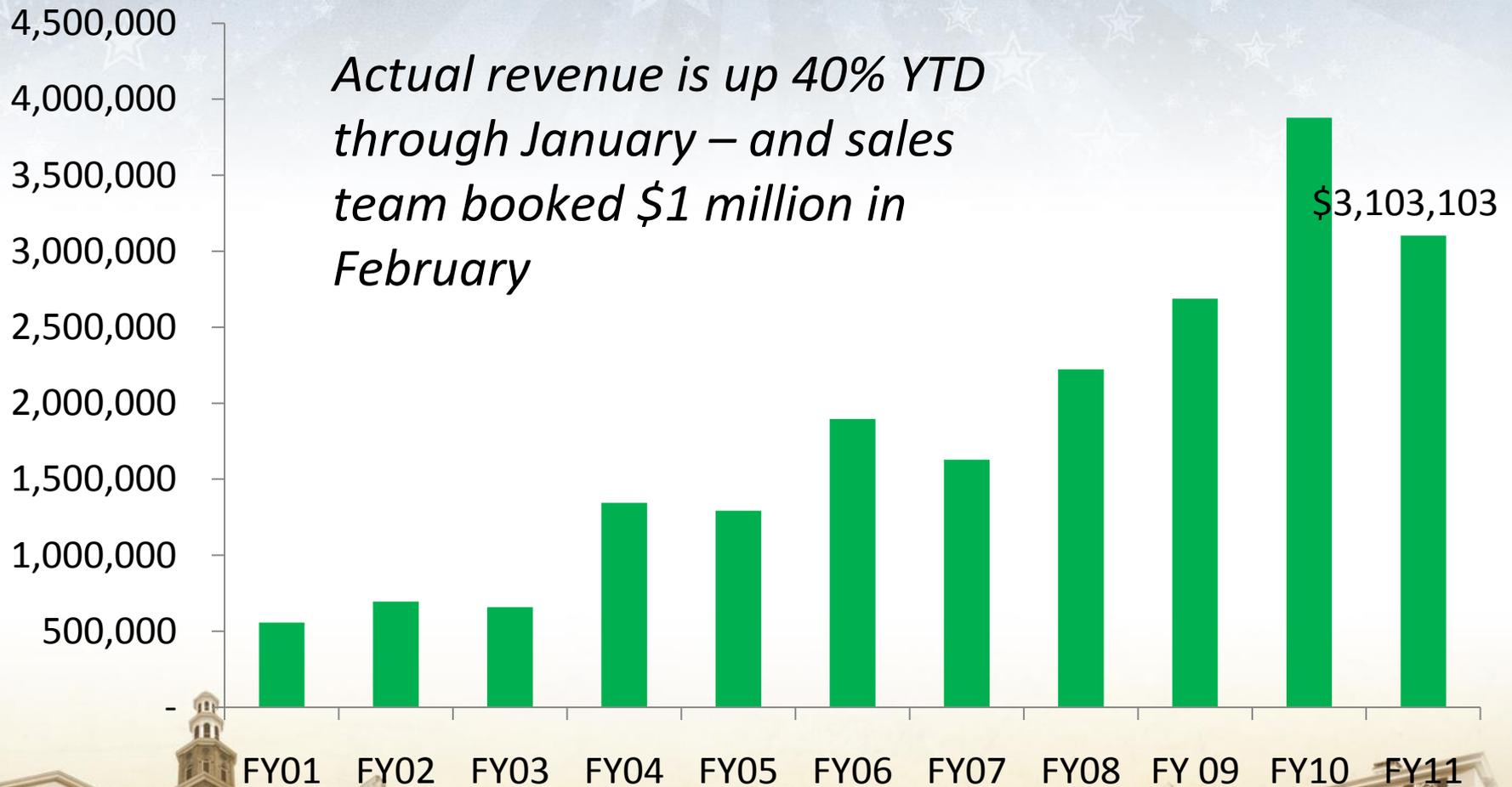
817 Sales Leads were distributed to Alexandria businesses in FY 11



Estimated Revenue



Actual Revenue



The top half of the slide features a background of blue rays emanating from a central point at the top, creating a sense of depth and focus. Scattered throughout this area are numerous white stars of varying sizes, some of which are larger and more prominent than others. The overall effect is reminiscent of a starry night sky or a celestial theme.

2013 and Beyond

How to respond to a changing
marketplace

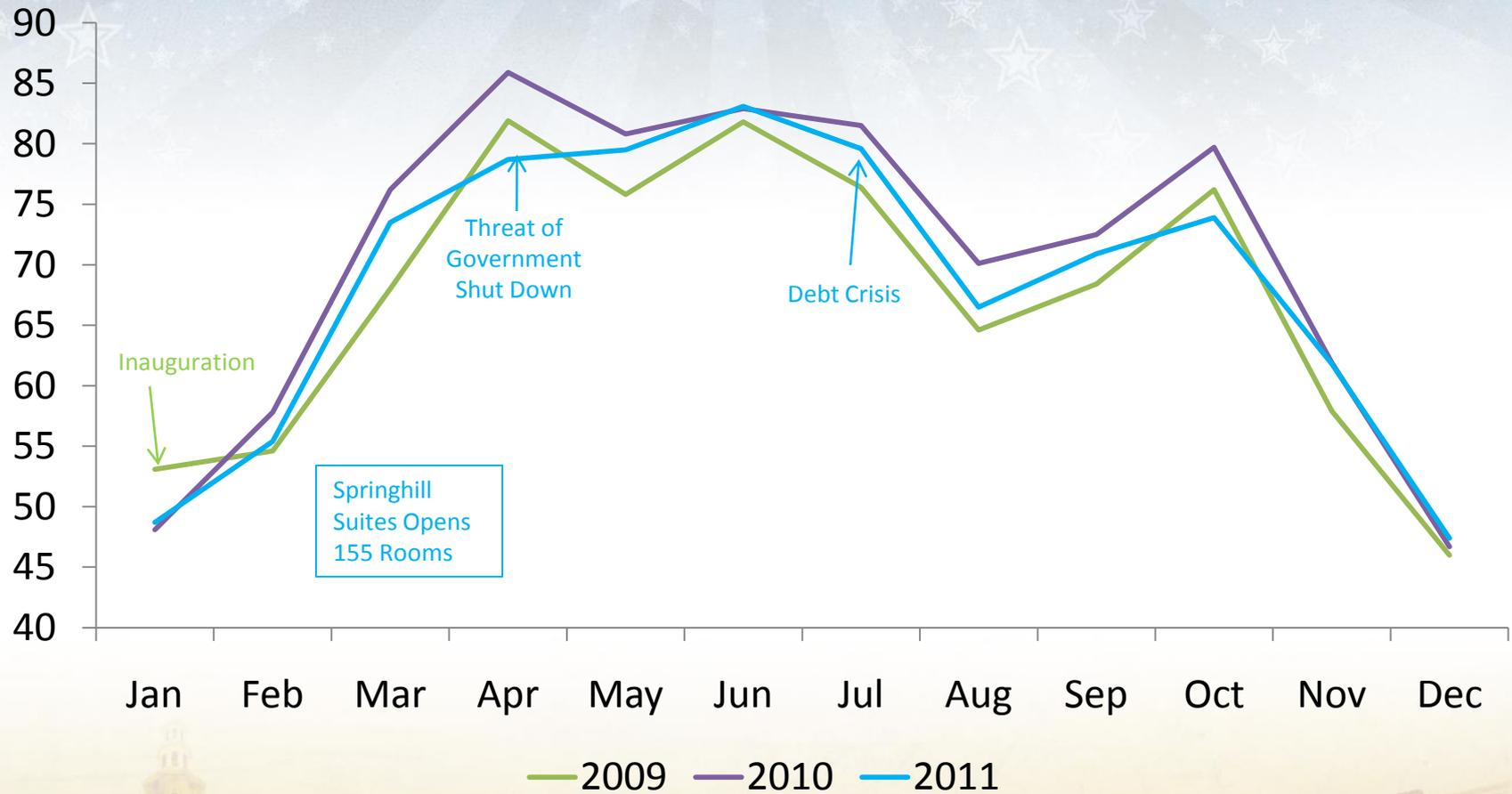


Environment Risks

- Shrinking government market
 - Per diem not likely to grow
- DC and National Harbor struggling to attract conventions
 - Lack of compression to drive occupancy and rate
- Increasing regional supply
 - Consolidation into regional sales offices

Occupancy

By month 2010 v 2011

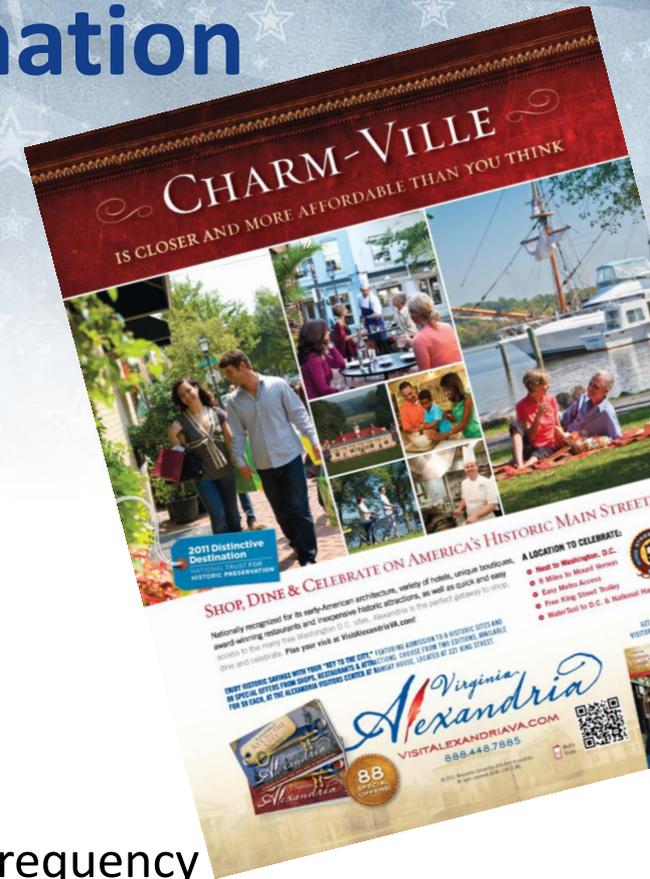


Growth Opportunities

- Continue to develop leisure overnight
- Support product vitality with regional marketing
- Meetings
 - Deploy marketing outside capital region focused on associations
 - Identify and target mid-size rotating meetings
- International
 - Brand USA, \$200 million
 - Visa waiver a priority
 - European markets rebounding

FY 13 Investment in Destination Advertising: \$100,000

- Magazine ad appears 6 pubs, 4 times in 8 markets
 - Aug, Sep, Oct, Apr
 - NJ, Norfolk/Richmond, Har/Lanc/York Philly, Fairfield/Winchester, Long Island New York
 - Plus, Preservation and American Heritage
- \$4 of city revenue : \$1 advertising
 - Incremental ROI with more bonus and better frequency
- Additional \$100,000 would add frequency to the schedule (probably March or May) to support spring and summer visitation





Thank You

