

W.S.  
11-7-05



V I R G I N I A

November 2, 2005

Alexandria Convention  
& Visitors Association  
221 King Street  
Alexandria, VA 22314  
  
703.838.4200  
800.388.9119  
Fax 703.838.4683  
www.FunSide.com  
  
Accommodations:  
800.296.1000

Honorable Mayor and Council Members:

On behalf of the Alexandria Convention & Visitors Association, I am sending you the attached Reference Book which outlines many of the aspects of the work of the ACVA.

We understand fully that you may not have the time to study each section in detail. We hope this will simply serve as a resource for any particular questions you might have.

Our brief presentation scheduled for Monday, November 7, will focus mainly on the materials in **Chapters 4 through 6**, highlighting our current programs and looking at some new initiatives.

If you have any questions or wish me to provide additional information, please feel free to give me a call at 703-838-4200 ext. 202.

I look forward to our meeting on the 7<sup>th</sup>. Thank you for allowing us time to brief you on ACVA activities and the importance of tourism to the Alexandria economy.

Very Truly Yours,

Jo Anne Mitchell  
President/CEO

Cc: Jim Hartmann

Alexandria Hotel Association  
Dandy Restaurant Cruise Ships

**1. Organizational and Planning Documents**

By-Laws  
Strategic Plan  
Business Plan  
Budget

2

**2. Annual Reporting Documents**

Annual Report  
Performance Indicators  
Economic Impact Figures  
End-of-Year Report to Board  
Financial Report  
Annual Audit

3

**3. Monthly Reporting to Board**

Board Package  
Statistics  
Travel Trends  
Media Clips

4

**4. Market Research**

ACVA Research  
2005 Conversion/Neighborhood Studies  
2003 Study  
1997 Research/Brand Identity/Brand Logo  
VTC Research  
National Research

5

**5. Efficiencies**

6

**6. New Initiatives**

7

**7. Outreach**

Membership  
Community  
Visitors Center

8

**8. Case Study/2005 Citywide Holiday Program**

Web Site  
Direct Mail/Email  
Cooperative Opportunities  
Advertising  
Public Relations/Media Coverage  
Sales Outreach

1

## 1. **Organizational and Planning Documents**

### **By-Laws**

The business of the ACVA is governed by a set of By-Laws, which define the purpose, membership, Board of Governors and guidelines for the operation of the association.

### **Strategic Plan**

The ACVA's Strategic Plan is a three-year plan that has been approved by the Board and sets a general course of action for the staff.

### **Business Plan**

The ACVA Business Plan is developed by staff annually through staff planning sessions and is based on research conducted by ACVA and other tourism industry research and trend information.

### **Budget**

Each June, the ACVA staff submits its Annual Budget to the ACVA Board of Governors for review and approval. Once approved, the Budget is presented to the City Manager to begin the budget review process.

**ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.**  
**By-Laws 2000**

**SECTION I: STATEMENT OF PURPOSE**

- 1-A. Purpose. The Alexandria Convention and Visitors Association is a 501(c)(6) membership organization whose purpose is to increase tax revenues to the City through marketing and advertising the City, its assets and events to potential visitors throughout the world. The ACVA will develop marketing plans and budgets that are based on verifiable data reflecting current and historical travel trends and performance measurements of existing marketing strategies in order to promote the City of Alexandria as a premier destination.
- 1-B. Antitrust Compliance. The ACVA, and any group acting with the sponsorship of the ACVA shall at all times comply with the applicable laws of the United States of America and the Commonwealth of Virginia. This compliance shall, among other things, require that the ACVA and all of its members and representatives, in their participation in the ACVA, be aware of the provisions, and strictly adhere to the requirements, of the antitrust laws of the United States.
- 1-C Freedom of Information Act. All meetings of the ACVA shall be subject to the Virginia Freedom of Information Act so long as the ACVA is supported principally by public funds. All meeting notices including, but not limited to Board of Governors, Executive Committee, and other ACVA committee meetings, will be sent to Citizen's Assistance so that meeting dates, times and locations can be made public at least three days prior to the meeting.

**SECTION II: MEMBERSHIP**

- II-A. Membership qualifications. Any business, organization or individual with an interest in the hospitality and tourism industry within Alexandria shall be eligible for membership in the ACVA. Upon payment of the membership dues, and upon compliance with such conditions as may be prescribed by the ACVA Board of Governors for membership, an applicant may become an active member of the organization. The ACVA Board of Governors shall have the power to reject any membership application if the applicant's business or activities are deemed inappropriate to the goals of the ACVA.
- II-B. Official Representatives. The member shall be the business or individual in case of individual membership. Each member business shall designate an official representative and may choose to designate an alternate.
- II-C. Dues. The membership dues shall be determined by the Board of Governors.
- II-D. Expiration of rights. Upon the expiration of any term of membership for any reason, the rights of the member shall cease.

- II-E. Liability for dues refund. In the event of a termination of membership, no matter how the membership is terminated, the ACVA shall not be liable for the return of dues.
- II-F. Categories of Membership. Membership categories and dues will be established from time to time by the Board of Governors.

### SECTION III: MEMBERSHIP MEETINGS

- III-A. Annual Meeting. The annual meeting of the membership of the ACVA shall be held at a date not more than 90 days from the end of the fiscal year, time and place designated by the Board of Governors. Written notice of the meeting shall be sent to members no fewer than 15 days in advance of the meeting.
- III-B. Special meetings. Special meetings of the membership of the ACVA may be called by the chair, by four members of the ACVA Board of Governors, or by written request signed by not less than four percent of the members entitled to vote. Notice of special meetings shall be sent no fewer than 10 days in advance of the meeting.
- III-C. Meeting notices. The Executive Director shall send written notice of every membership meeting to members; such notice shall specify the date, place, and hour of the meeting and the general nature of the business to be transacted. The agenda for each meeting shall include a category designated "new business" at which time members may present an issue for future board consideration.
- III-D. Affidavit of mailing. An affidavit of the mailing or other means of giving any notice of any members' meeting may be executed by the Secretary or other authorized representative of the ACVA giving the notice.
- III-E. Open Meeting. Membership meetings shall be subject to the Virginia Freedom of Information Act so long as the ACVA is supported principally by public funds
- III-F. Board Must Concur. No action on any item at a membership meeting shall become effective unless the Board of Governors shall concur in such action.

### SECTION IV: QUORUM AND VOTING

- IV-A. Number for quorum. The presence in person of twenty-five members, in person shall constitute a quorum for the transaction of business at the meetings of the membership.
- IV-B. Loss of quorum. The members present at a duly called meeting of the ACVA membership at which a quorum is present may continue to transact business until adjournment, notwithstanding the withdrawal of enough members to leave less than a quorum remaining in the meeting.

- IV-C. Voting list and eligibility. The ACVA staff shall make and certify a complete list of members entitled to vote at a meeting. The list shall be arranged alphabetically and contain the addresses of each member. The list shall be produced at the time and place of the meeting, and be subject to the inspection of any member.
- IV-D. Voting method. When a vote is called for during a meeting of the membership, each member shall have one vote. Only a member may cast that vote.
- IV-E. Majority vote. At all membership meetings all questions shall be decided by majority vote of the eligible members.

## **SECTION V: BOARD OF GOVERNORS**

- V-A. Election of Governors. The vacancies for membership on the Board of Governors of the Alexandria Convention and Visitors Association shall be advertised to the community by all available means. The Executive Committee shall nominate a candidate from the list of those who have applied, shall present that list for Board consideration. Upon adoption by the Board, the candidate will be sent to the City Council for ratification. Terms shall be staggered in order to maintain continuity in the direction of ACVA activities.
- V-B. Members of the Board of Governors. Each member of the ACVA Board of Governors shall be a dues paying member of the ACVA.
- V-C. Number of terms. Members of the ACVA Board of Governors shall serve no more than two successive full 2 year terms on the Board, with the exception of the City Manager or designee and the Mayor or designee, who may serve unlimited terms during their tenure in office. (Sitting board members as of March 1, 2000 are grandfathered in.)
- V-D. Qualification for membership: If a member of the ACVA Board of Governors representing an organization or specific category ceases to be a representative of that organization or category, he shall be deemed to have resigned from the ACVA Board and a vacancy shall thereby exist, such vacancy to be filled by action of the Board.
- V-E. Composition of the ACVA Board of Governors. The ACVA Board of Governors shall be composed of:
- 1 Alexandria Hotel Association President
  - 2 at large
  - 1 Attraction Representative  
Mayor or designee
  - 1 Historic/Preservation Representative
  - 2 Hotel Owner/Manager Representatives
  - 2 Restaurant Owner/Manager Representatives
  - 2 National or International Trade or Professional Association Executive  
one of which will be from the tourism industry

2 Retail Owner/Manager Representatives  
Alexandria City Manager or designee

Non-voting ex-officio members from the following organizations and others as determined by the Board from time to time:

Office of Historic Alexandria Executive Director  
Chamber of Commerce President  
AEDP Executive Director  
KSMET President  
Eisenhower Avenue Partnership President or Executive Director  
Potomac West Business Association President  
Old Town Business Association President

- V-F. Election of Chair, Vice Chair and Treasurer. The members of the ACVA Board of Governors shall elect a Chair, a Vice Chair and a Treasurer from the Board. Each shall serve a term of one year and may be re-elected for one more term. In April of each year, the Chair shall appoint a Nominating Committee (for the purpose of choosing nominees for Chair, Vice Chair and Treasurer) made up of no less than three, nor more than five Board members. The election of the Chair, Vice Chair, and Treasurer will take place no later than May 30 of each fiscal year.
- V-G. Meetings. The ACVA Board of Governors shall meet not less than quarterly at a regular time to be specified by the Chair, with a schedule established from time to time by the Board.
- V-H. Special Meetings. Special meetings of the ACVA Board of Governors may be called by the Chair, or upon request of any four members of the Board of Governors, on ten days notice being given; the time and place of such special meeting to be fixed in the request thereof.
- V-I. Meetings to be open. Board of Governors' meetings shall be subject to the Virginia Freedom of Information Act, so long as the ACVA is supported principally by public funds.
- V-J. Termination. The service on the ACVA Board of Governors of any member may be terminated for reasons as specified in Section IX.
- V-K. Absences. The seat of any member of the ACVA Board of Governors shall be automatically vacated when such Governor fails to attend 75% of regularly scheduled Board meeting.
- V-L. Voting: Board of Governors. At any meeting of the ACVA Board of Governors, each member must vote in person. A quorum for such meeting shall consist of eight members of that Board of Governors.



- V-M. Action votes: ACVA Board of Governors. The action of a majority of members of the ACVA Board of Governors present at any meeting shall constitute the action of the Board.
- V-N. Bonding. The Officers, members of the ACVA Board of Governors, and staff of the ACVA shall be bonded in such amount as the Board of Governors shall determine.

**SECTION VI: ACVA OFFICERS, REPRESENTATIVES AND EXECUTIVE COMMITTEE**

- VI-A. Chair. The Chair shall preside at meetings of the Members and the ACVA Board of Governors, and he/she shall be a member ex-officio of all standing committees. He/she shall exercise a general supervision over the affairs of the ACVA, subject to the Board of Governors. He/she shall have power to call special meetings of the members and the Board of Governors at his/her discretion. He shall also perform such other duties as may be deemed incumbent on the office of Chair, including the appointment of committees. He/she shall serve on the ACVA Executive Committee and the AEDP Board.
- VI-B. Vice-Chair. The Vice Chair shall be elected by and from the Board of Governors. In the absence or inability to act of the Chair of the ACVA Board of Governors, the Vice Chair shall act in his place. The Vice Chair shall also be responsible for such other duties as assigned by the Chair and serve on the Executive Committee.
- VI-C. Treasurer. The Treasurer shall be elected by the Board and shall be responsible for supervising the financial transactions of the ACVA, and shall ensure that full and accurate accounts of all receipts and disbursements are kept in books belonging to the ACVA. All monies received in the name of and to the credit of the ACVA shall be deposited in such financial institutions as may be approved by the ACVA Board of Governors. The Treasurer will serve on the Executive Committee.

The Executive Director shall supervise all disbursement of ACVA funds, and shall render the Treasurer and/or the Chair and ACVA Board of Governors an account of his/her transactions, at every monthly meeting, or whenever required by the Treasurer, Chair or ACVA Board of Governors. A full report of the financial condition of the organization shall be delivered to members [at, or] before the Annual Meeting.

The ACVA's accounts shall be audited at the close of each fiscal year by independent auditors to be designated by the ACVA Board of Governors; such report shall be submitted to the ACVA Board of Governors and distributed to ACVA members, upon request, and to members of the City Council and the City Manager's office following approval and acceptance by the Board.

- VI-D. Secretary. The Executive Director shall serve as the Secretary. The Secretary shall record, or cause to be recorded, all votes and minutes of all proceedings; conduct all Board of Governors' correspondence, and carry into execution all orders, votes, and resolves. He/she shall keep a list of members of the ACVA, as well as a list of members' official representatives or voting delegates, and shall notify members of their appointment on committees. He/she shall collate for the use of ACVA members such statistics as may be desired and available.
- VI-E. Executive Director. The Board of Governors shall be responsible for hiring and supervising the duties as outlined in the job description that appears in the ACVA Policies and Procedures Manual of the Executive Director of the ACVA and determining the compensation based on an annual review conducted as to a procedure approved by the Board. The Executive Director shall serve as Secretary of the Board of Governors and serve on the Executive Committee.
- VI-F. Representatives and Committee Chairs. The Chair shall appoint all ACVA committee chairs and ACVA representatives to outside boards and commissions, as required.
- VI-G. General Counsel. The Board of Governors may appoint a general counsel, who shall be a member of the Virginia Bar, to serve with or without compensation.

## SECTION VII: COMMITTEES

- VII-A. Creation and Membership. The ACVA Board of Governors shall authorize the creation and operation of such special committees, sections, subcommittees, task forces and other groups as deemed necessary and in the best interests of the ACVA. The duties and purposes of such entities shall be prescribed by the ACVA Board of Governors and the ACVA Board of Governors may terminate the operation of such entities at any time.

The Chair shall appoint the members and designate the Chair, and Vice Chair if necessary, of all such entities, and shall have the same powers with respect to all standing committees.

A member may request the ACVA Board of Governors to review any such appointment or designation on any grounds. The Board of Governors may then act to approve or reject such appointment or designation.

- VII-B. Rules and Procedures.

Each committee, subcommittee, task force, or other group must follow the Guidelines as developed, adopted, and revised from time to time by the ACVA Board of Governors. These Guidelines govern the procedures to be followed regarding formation of such groups, minutes and agendas, methods of communication, and other aspects of the operation of such groups. So long as the ACVA is supported principally by public funds, such groups are subject to the Virginia Freedom of Information Act.

VII-C. Executive Committee.

1. Composition of the Executive Committee. The ACVA Executive Committee will be composed of the Chair, Vice-Chair, Treasurer, Secretary and one at-large Board member selected by the Board. In the event that the President of the AHA is not an officer, that person shall fill the at-large seat.
2. Meetings. The Executive Committee will meet at an established time and location, determined by the Chair.
3. Duties and Responsibilities. The Executive Committee will set the agenda and establish the priority of issues to be presented to the Board of Governor for its consideration and will monitor the Executive Director's actions in accordance with the Boards established goals and objectives.

**SECTION VIII-DUES AND ASSESSMENTS**

Member dues shall be set by the ACVA Board of Governors and revised by the Board from time to time as necessary to carry out the objectives of the ACVA.

**SECTION IX: TERMINATION AND SUSPENSION OF MEMBERSHIP**

- IX-A. Voluntary Withdrawal. Any member may withdraw from the ACVA after fulfilling all its obligations to the ACVA for the current year, by giving written notice to the Secretary.
- IX-B. Failure to Pay Dues. A member shall be suspended when its dues become 3 months in arrears.
- IX-C. Other Causes. A member may be suspended or expelled for violation of these By-Laws or for conduct prejudicial to the best interests of the Association. Such suspension or expulsion may be acted upon at any regular or special meeting of the members but only after 10 days' written notice, containing a statement of charges, in advance of such meeting, has been given to the member subject to suspension or expulsion and upon an affirmative vote of at least two thirds of the members present at such meeting.
- IX-D. Effect of Suspension or Termination. A member which has been suspended or expelled shall not be entitled to vote at any membership meeting.
- IX-E. Investigations. All matters which may, in the opinion of any members, constitute a violation of these By-Laws or conduct prejudicial to the best interests of the ACVA shall be referred to the General Counsel of the ACVA or the Chair, if there be no General Counsel. The General Counsel or Chair shall consider the matter and make a recommendation to the Board for action if and only if, in his opinion, review is warranted.

## SECTION X: LOCATION OF OFFICE, DELIVERY OF NOTICE

- X-A. Location of office. The office of the Alexandria Convention and Visitors Association shall be located in Alexandria, in the Commonwealth of Virginia.
- X-B. Delivery of Notice. Any notice to members or to any officer or member of the ACVA Board of Governors shall be deemed sufficiently given if sent to the last post office address or fax number furnished to the Secretary of the Association.

## SECTION XI: INDEMNIFICATION AND LIMITATION OF LIABILITY

- XI-A. Indemnification of Directors and Officers. The Corporation shall indemnify, to the fullest extent permitted by the Virginia Nonstock Corporation Act, as such Act exists now or may hereafter be amended, its directors and officers who are made a party to any proceeding by reason of their officers who are made a party to any proceeding by reason of their office for acts or omissions performed in their official capacity.
- XI-B. Limitation of Liability of Directors and Officers. The liability of any officer or Director in any proceeding brought in the right of the Corporation, unless otherwise provided by the laws of the Commonwealth of Virginia, shall be limited to zero for any damages assessed against an officer or director arising out of any single transaction, occurrence, of course of conduct pursuant to Section 13.1-870.1 of the Code of Virginia, as the same may be amended from time to time.

## SECTION XII: BUDGET APPROVAL PROCEDURE

- XII-A. The fiscal year of the Alexandria Convention and Visitors Association shall start July 1 of each year and close on June 30 of the following year.
- XIII-B. The Executive Director, in consultation with the Executive Committee shall prepare an annual budget in accordance with the goals and objectives established by the Board of Governors. The budget will reflect the commitment from City Council to provide long term, substantial funding based on production results. The budget will be presented to the Board of Governors for its consideration no later than April 30 each year.
- Upon approval by the Board of Governors, the budget, performance measurements and third year of the marketing plan will be presented to the City Council at a work session to be determined by the Council.
- XIII-C. The Treasurer will be responsible for monitoring monthly financial reports to ensure accuracy and consistency within approved budget constraints.

## SECTION XIII: SEAL

The Association shall have a seal bearing the inscription Alexandria Convention and Visitors Association, Inc., Virginia, 1996.

**SECTION XIV: DISSOLUTION**

Upon dissolution of the ACVA, all funds, property, and other assets of the ACVA remaining after all debts and liabilities have been fully satisfied, including any obligation to the City of Alexandria government, shall be distributed according to the vote of the ACVA Board of Governors, which may choose to distribute such assets among the members pro rata based upon the total of their dues and special assessments paid during the ten years immediately preceding the fiscal year in which the dissolution is completed. The ACVA Board of Governors, upon unanimous consent of the members, may adopt other division or disposition of said remaining funds, property, and other asserts, or any part thereof.

**SECTION XV: AMENDMENT OF BY-LAWS**

These By-Laws may be amended by a majority vote of the members at any meeting of the members for which 10 days' notice has been given regarding the substance of the proposed amendment.



**Alexandria Convention & Visitors Association (ACVA)**  
***Strategic Marketing Plan (2005- 2008)***  
*(adopted by Board on June 21, 2004)*

**Vision:** To become the premier destination marketing organization by exceeding expectations through innovation and creativity.

**Mission:** To generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.

**Program Objectives**

ACVA will increase tourism spending by:

- Positioning Alexandria as a unique, culturally rich destination,
- Establishing Alexandria as a “must see” component of Washington, D.C. experience,
- Increasing brand awareness by improving existing and developing new product,
- Identifying emerging markets through analysis of latest travel trends and forecasts,
- Building consensus within residential and business communities as to the benefits of Alexandria’s tourism economy and ACVA’s important role in that economy.

The ACVA will work in collaboration with public and private partners to maximize opportunities and provide a single message to the leisure traveler while enhancing existing programs and developing new markets. This plan serves as a road map for a more unified approach to attracting tourism dollars and as the foundation for developing more sophisticated and aggressive marketing strategies.

Cooperative advertising, joint strategizing and participation on regional, national and international sales missions and trade shows will allow ACVA to display the unique and diverse attractions of the City. The Greater Washington Region has long been the political capital of the world. It is now emerging as (and should be marketed as) a world-class cultural and heritage destination as well. Alexandria plays a significant role in this cultural emergence.

ACVA continues to believe that our own citizens are our best travel agents. To that end, ACVA will work to build consensus on the value of tourism to our economy and to educate our citizens as to the varied and diverse tourism opportunities in the City.

**Travel Industry Trends and Economic Impact**

**Overview**

Calendar year 2000 was a banner year for travel to Alexandria and the nation. However from 2001 through 2003, travel dropped precipitously. Due to a slowing economy, 9/11,

war in Iraq, SARS, bad weather and job loss, travel nationwide suffered a severe downturn.

According to the Travel Industry Association's (TIA) 2004 statistics, domestic travel fell 15% over those three years. Domestic airline travel dropped 14%, international travel fell 21% and hotel room demand was down 1.5%. Although the travel industry has 6% of all US jobs, the industry suffered 26% of all job losses.

During this same period of time, while the US hotel industry experienced a 7% decline in revenue per available room (rev par), the Greater Washington region experienced a 16% decline. Alexandria's rev par was down 11%.

Government business helped to maintain many of the hotels in the City; however, government overnight visitors were exempt from hotel taxes that are so vital to maintain our City services. Alexandria's hotel tax revenue decreased and the hotels' market mix was substantially changed. The individual business traveler who has been a leader of our local market mix declined to the lowest contributor to that mix.

### **Forecasts (2004 and Beyond)**

The outlook for the business traveler segment looks promising. According to the latest TIA surveys (May 2004), 71% of corporations surveyed believe that business travel will rebound in 2004. 48% of those businesses have increase and plan to increase their travel budgets; however, business travelers will still be looking for discount airlines and mid-priced hotels. 23% will likely book on-line.

The events of the last three years have resulted in significant changes to business travel policies. Tighter travel requirements by companies and more reliance on technological meetings will likely remain in place.

The business traveler comprises a significant segment of the Alexandria hotel base. Substantial income was lost due to the tightening of corporate travel budgets; however, easing of some of those restrictions will bode well for our hotel market.

Likewise, for the leisure traveler segment, 2004 will see slow, stead growth. Those travelers will tend to book closer to their departure, and travel via highway (by train, motorcoach, automobile or recreational vehicles). The trend for shorter trips closer to home will remain.

Through 2004, hotel demand nation-wide is expected to increase 4% in 2004, occupancy up 2.7%, ADR up 2% and RevPar up 4.5%. International travel will likely rise 5% with most of that coming from the UK which is expected to be up 8%. 46% of all hotel bookings will take place on-line. These trends are expected to continue through 2005 and beyond.

### **Target Markets**

The Mid-Atlantic states have long been the strongest leisure markets for Alexandria and the region. Secondary markets such as California, Texas, Ohio, North Carolina and Florida are increasingly becoming part of the market mix. All international marketing for



the region is being handled through Capital Region USA (CRUSA); therefore, this plan discusses only domestic travelers.

Travel patterns are being directly affected by the aging population. Travelers tend to be better educated than in the past. Many are single parents or have same sex partners. Women are having more influence on travel plans and are seeking more culturally diverse activities.

Baby Boomers continue to be the most sought-after market because they travel farther away from home, stay longer, have two or more destinations in one trip, spend more per trip, take part in more activities and travel with one household person.

31% of Baby Boomers shop while on their trips. 17% spend time on outdoor activities, 14% visit historical museums, 11% go to the beach and 10% take in a cultural event. 75% of all traveling adults took part in a cultural event on a trip last year.

30% of Junior Matures (55-64) went shopping, 15% visited a historical location and 12% went to a cultural event. Health/life enhancement, ecotourism, legacy travel, virtual travel, combined business/leisure trips, and enrichment tours are emerging markets. There will likely be a significant increase in visits to family and friends.

According to the U. S. Bureau of the Census and Statistics, 55% of the entire U.S. population lives within 500 miles of Virginia. ACVA will continue to focus the majority of its resources on the five hour or less drive market which brings in the highest return on investment. However, through the internet and other innovative marketing tools, ACVA will also reach out to second tier states and our own closer in Greater Washington region.

The importance of the individual business traveler has not been ignored. ACVA's has test marketed several business publications – none of which has brought the desired results. While ACVA will continue to look at ways to directly reach the business traveler, ACVA understands that business travelers are also leisure travelers and are being influenced by the leisure marketing strategies.

The Group Business travelers will continue to be reached by the ACVA sales team through trade shows, sales missions and trade publications.

### **Regional Assets**

The Greater Washington region is rich in cultural and historic assets. 75% of American adult travelers say they included a cultural, arts, heritage or historic activity or event while on a trip in the past year. These travelers tend to be more affluent and tend to extend their visits. By creating linkages among the many historic and patriotic events and entities in the region, ACVA can increase its share of the tourism dollars flowing into the region.

### **Reaching the Consumer**

Communicating with the leisure traveler continues to be an ever increasing challenge. They are being bombarded with slick ads and videos. ACVA must develop unique messages and designs and have those images reach the target audiences in many different ways – through the Internet, email blasts, direct mail, print advertising, travel stories, and much, much more. Past marketing studies have shown that to get a consumer's attention,

#15

he or she must receive the same message at least three different ways over a period of time.

Collaborating on travel information, establishing "one-stop" shopping for the traveler, creating a first-rate communications system with a qualified database system and surveying or "listening" to the visitor to find out what kind of information they want and need when visiting the area will be of paramount importance in developing a more successful approach to providing traveler services. Through active participation in the Greater Washington Tourism Alliance (GWTA) and the Northern Virginia Visitors Consortium (NVVC), ACVA will work toward improving visitor services and information for regional travelers

By refining the FunSide.com web site and linking our site with other regional and state sites and an 800 information line, ACVA can ensure that the visitor will have all needed information at-hand and will be able to plan and implement their trip quickly and hassle-free.

At the same time, ACVA must not ignore the region's citizens. Travel studies show that the majority of travelers continue to get their travel information from their friends and family. With 7 million people living in the region, ACVA will connect with our own residents and the residents of the region to ensure they are provided the information needed to act as "regional tourism agents."

The last several years have shown the importance of focusing some resources closer to home. During times of conflict or loss of confidence in travel, the Alexandria tourism economy depends upon those visitors closer to home. These visitors tend to frequent our restaurants, retail shops and attend events. Through cooperative ventures with the neighborhood marketing organizations, ACVA will increase and support those marketing efforts already under way.

### **Data-Driven Marketing**

Marketing is only as good as the data used to develop the strategies. ACVA is committed to developing marketing programs based on certifiable research such as that mentioned previously. TIA, Virginia Tourism Corporation (VTC) and Washington Convention and Tourism Corporation (WCTC) conduct annual surveys and studies which provide the nation and our region with pertinent information.

During calendar year 2003, 16.4 million domestic visitors visited Washington, D.C, an increase of 3.2%. The leisure market increased 3.8% and overnight travel volume increased by 1.6%. Average overnight trip expenditures increased by 2.7%. International visitation was down 16%.

Additionally, 66% of D.C. trips were for leisure, 29% business and 5% combined business and leisure.

43% visited friends and relatives, 12% came for entertainment and 10% for personal reasons.

The profile of the D. C. visitor tracks very closely to the Alexandria visitor. See below.

ACVA also understands the importance of local research. In late 2003, ACVA completed a year-long study of the Alexandria visitor. The study confirmed much of what was already known about our visitors. See below:

- Average age 48
- Median income higher than U.S. average of \$50,000 (\$77,700)
- 14% travel with children
- Most come from the Commonwealth of Virginia
- 62% are return visitors (66% for day visitors)
- 46% hear about Alexandria from family and friends
- Advertising and travel articles appear most effective for day-trip and first-time visitors
- 72% of Alexandria visitors knew of the Official Visitors Guide; 96% rated the guide as good or great
- 7% visited FunSide.com prior to visit
- Day-trip visitors more likely to use web site than overnight visitors
- Visitors come to Alexandria for historic charm and proximity to D.C.
- 59% of all visitors stay an average of two days
- Historic site visitors spend fewer days than Event attendees
- Majority of overnight visitors in Alexandria hotels are business travelers
- 27% stay in Alexandria hotels
- 25% stay with family and friends
- Mount Vernon is strongest historic site draw ;Torpedo Factory is second
- 9 out of 10 visitors are satisfied or somewhat satisfied with their visit
- 73% recommend historic sites, galleries, shopping and restaurants

### **Next Steps:**

The Alexandria Convention & Visitors Association will take advantage of the increase in travel and broaden the awareness of Alexandria as a destination that is a part of the Greater Washington/Northern Virginia region that offers culturally rich experiences to its visitors.

ACVA will develop cooperative programs with our commercial neighborhoods to strengthen their marketing initiatives and broaden their exposure.

ACVA will continue to grow the existing Mid Atlantic and Virginia audience by increasing their familiarity with the diverse products, events and experiences within our City.

ACVA will enhance collateral materials and other marketing tools to accommodate the aging population and to focus on developing products that appeal to their interests.

Through local and regional advertising and marketing strategies, ACVA will reach the millions of residents of and visitors to the Greater Washington region who may become day-trip visitors, long week-end visitors or travel ambassadors for their family and friends.

ACVA will continue to develop marketing strategies and programs based on the latest certifiable data.

5/8

**ALEXANDRIA CONVENTION & VISITORS ASSOCIATION**  
**FY 2006 Business Plan**

*The ACVA is in the second year of a Three-Year Strategic Plan adopted by the Board of Governors on June 24, 2004. Mission and Goals adopted by City Council in June 1996.*

**MISSION:** To generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets. *(Mission revised and adopted by membership in June 2000)*

**GOALS:** This mission is carried out through implementation of the following goals:

1. To market Alexandria as a destination for regional, domestic and international business, meeting, and leisure travelers.
2. To increase City tourism revenues by encouraging business and leisure travelers to patronize Alexandria facilities, attractions, businesses, and events.
3. To develop tourism marketing and promotional programs offered in conjunction with Alexandria's hospitality industry and local businesses.
4. To target these programs to meeting planners, tour operators, and travel writers.
5. To work cooperatively with state and regional governmental and travel trade agencies in joint tourism marketing projects.
6. To bring City marketing, advertising, and promotional efforts on par with competing state and local jurisdictions.
7. *To provide visitors to Alexandria with tourism services at appropriate locations in the City. (not feasible with current financing)*
8. To maximize the historic uniqueness of Alexandria.

**RESEARCH AND FORECASTS:** *This plan is based on a series of assumptions derived from the most reliable research and travel trends available.*

**Brand Identity:** Alexandria is an upscale seaport with relaxing historic ambience, unique shops and fine restaurants just across the Potomac River from Washington, DC. *(Brand identity established through in-depth research completed in 1997 and reconfirmed by research completed in 2003.)*

**Alexandria Visitor Profile:** *(Profile based on 1997 research and updated by 2003 research.)*

- 48 years of age
- \$77,700 median income (US=\$45,500)
- 14% travel with children
- 47% live in South
- 16% in Virginia
- 62% are return visitors (first-time visitors more likely to come in winter)
- 75% of hotel visitors are business travelers
- Word-of-mouth brings most visitors
- First-time travelers/day visitors come from travel book articles/ads
- First-time/overnight visitors as more likely to be influenced by Official Visitors Guide
- Advertising more effective with day-trip than overnight visitors
- 72% of visitors are familiar with Official Visitors Guide
- 7% view the web site prior to visit
- 59% stay at least two days
- 26% stay in local hotel or B&B
- 25% stay with friends/family
- 12% stay in DC hotel
- 11% are day trip visitors
- 80% are aware of Mount Vernon
- Torpedo Factory/shopping are second in awareness and participation
- 87% visitors satisfied with visit
- 36% felt Alexandria exceeded expectations
- 62% felt Alexandria met expectations
- 2% below expectations
- 31% recommend its history, galleries, museums
- 26% recommend its food
- Reasons for visit:
  - History
  - Special event
  - Proximity to DC
  - Business
- Winter visitors more interested in arts/antiques
- Historic site visitors spend fewer days than special events attendees

### Current Travel Forecasts:

- U.S. Economy will produce **moderate growth** in 2006. The GDP will gain for 2006 approximately 2.5%.
- Smith Travel Research has revised expected 2005 **RevPar from increase** of 7.6% to 8.2% **due to aftermath of Katrina**. (Assumption had been that hotel rooms in affected region would remain closed; however, due to contractors and emt workers, most hotels are seeing record occupancy.)
- The **cost of business travel will increase by 12%** in 2006. (This could result in companies reducing amount of travel.)
- **Consumer spending** (a strong indicator of leisure travel industry health) **will slow** in last quarter of 2005.
- **National meetings market** will continue to see growth. 6% increase from 2001 to 2003 and a 10% growth in 2003.
- While hotel room rates will increase 3-5% in 2006 nationally, **DC area hotels can expect a 4-6% growth.**
- **Hotel occupancy will remain at 2005 levels.**
- Short-term business will be booked “in the year for the year”.
- **Student travel** in Q4 2005 and throughout 2006 will remain **strong** with an anticipated 10% growth in Capital Region.
- Although the price of gasoline continues to be a problem for airlines, **airfares are still expected to decline** further in 2006, thus stimulating both business and leisure travel.
- Most active **leisure travelers will change some aspect of their travel plans** if the price of gasoline reaches **\$3.50 per gallon.**
- Most leisure travelers will drive an **average of 582 miles** on their next “drive vacation.”
- The **high gasoline prices** will affect the way leisure travelers spend their money. **56% will reduce “dining out” expenses; 47% will reduce amount of movies; 41% will buy fewer clothes** or gifts.
- 35% of all marketers said **search optimization efforts led to higher ROI** than paid search campaigns.
- **Gen Xers** have outpaced Baby Boomers in **per capita** on business trips.
- In two years, **Gen Xers will be majority of business travelers.**
- Gen Xers are more interested in technological features. Baby boomers care more about utility in choosing hotels.
- Travelers are choosing hotel bookings on **hotel chain’s website** vs. generic travel sites.
- Less than 25% business travelers are using **Wi-Fi.**
- **33% of employees do office work while on vacation.**
- **Alexandria named one of top five destinations for a working vacation** due to connectivity with good cell phone service and internet access, mix of tranquil locales and bustling hotspots; and ease of access for major air carriers and train lines.
- In 2004, **18.75 million people visited Washington, DC.** 2005 is expected to be even higher.

- In 2003 study, **40% of business travelers are women**. By 2005, increase expected of 10%
- **Women business travelers:** usually single, younger and more highly educated, salary of \$75,000+; **65% go shopping, visit a historic site or enjoy outdoor activity.**
- Nationally, **road warriors** spend total of **\$288 per day. 50% for hotel, 28% for car rental and (22%) meals.**
- **81%** of US travelers included **cultural/arts/heritage activities** at least once on trips in past year.
- **Characteristics of cultural travelers:** longer durations, greater use of air travel and rental cars, greater use of hotel accommodations, summer travel more prevalent, more activities per trip, and higher trip spending.
- **46%** of cultural traveler goes **shopping; 23%** go **city/urban sightseeing.**



## **FY 2006 GOALS AND STRATEGIES:**

**Goal One:** Strengthen the brand identity through development of marketing initiatives based on best available research and travel trends resulting in increase traveler spending and tax revenues.

### Strategies:

- Incorporating research results and latest travel trends, develop design guidelines in conjunction with Abrials & Co. to strengthen brand and to have consistent look throughout marketing initiatives.
- Incorporating research results and latest travel trends, develop a series of corporate ads to be used in national publications to enhance recognition of the Alexandria product for meeting planners, tour operators and leisure/business individual traveler.
- Integrate interactive map in all marketing materials through enhancing on-line capabilities and the development of printed maps for hand-outs in Ramsay House and direct mail to potential visitors.
- Update design and concepts for Fall for the Arts in conjunction with Art Festival Executive Committee's activities increasing participation in major City fall art events.
- Capitalize on the designation of the George Washington Memorial Parkway as a US Scenic By-way.
- Place 2006 Visitors Guide on web to provide easy access to full content of guide.
- Incorporate findings from conversion and neighborhood studies to increase effectiveness of marketing and advertising efforts.
- Promote City of Alexandria and events to travel media through personal contact.
- Incorporate City's Wi-Fi initiative into marketing materials and develop "wi-fi work space" on Ramsay House porch
- Research cost and redesign of trade show booth and other relevant materials to reflect "consistent" look for implementation in FY 2007.
- Research and develop innovative elements for web site with implementation planned for FY 2007.

**Goal Two:** Enhance core program and leverage marketing dollars by formulating cooperative marketing and advertising initiatives in conjunction with Alexandria's hospitality industry and local businesses to increase awareness of the Alexandria experience.

### Strategies:

- Partner with local business organizations to develop local area printed maps which may be revenue generators in future.
- Offer interactive and print map capabilities to various interest groups including but not limited to arts & antiques
- Develop cooperative regional advertising opportunities for retail, restaurants and attractions.

- Offer participation in sales and media trade shows and sales mission to provide additional exposure for interested member businesses.
- Develop cooperative Mid-Atlantic advertising opportunities with hotels for overnight packages.
- Share research results with local businesses and organizations to develop strategies based on needs of visitors.
- Coordinate with stakeholders to develop and implement 2005 Holiday Program.
- Aggressively solicit member participation for spring and fall sales missions
- Aggressively solicit member participation in two media FAM trips and relevant media events

**Goal Three:** Increase exposure of the Alexandria experience and leverage marketing dollars by partnering with regional, state and federal public and private organizations  
Strategies:

- Analyze VTC and WCTC advertising schedules for coop opportunities which will reduce ACVA advertising expenses while increasing exposure.
- Tie into regional and state marketing initiatives through linking Alexandria's existing products with NEW regional initiatives.
- Develop spring/summer program capitalizing on visit by Godspeed, VTC's Jamestown 2007 – American's 400<sup>th</sup> Anniversary and DC Celebrates American Originals
- Develop media fam focused on summer program
- Coordinate, when relevant, sales and media FAM's and sales mission with VTC, WCTC and CRUSA

**Goal Four:** Increase involvement of business and civic organizations with ACVA activities through enhanced communication and education of tourism benefits.  
Strategies:

- Translate marketing strategies into membership benefits
- Work with Board of Governors to increase outreach to prospective members and maintain strong connection with existing members
- Encourage civic and business organizations to include relevant ACVA news in their regular newsletters
- Present brief ACVA news item to civic and business organizations as appropriate.
- Ensure that an ACVA representative is in attendance at relevant civic, business and council meetings
- Establish procedures for responding to comments and inquiries within 24 hours.
- Publicize and increase attendance at quarterly Fun Siders classes
- Focus 10 Fun Side Forum on marketing issues directly affecting membership encouraging new members and participation in cooperative programs.
- Incorporate all marketing strategies and communications efforts into visitor center activities.
- Publish and mail quarterly ACVA newsletter to expanded list.

## PERFORMANCE INDICATORS

### Hard Data:

1. Hotel Statistics compared with region
  - Occupancy
  - ADR
  - REvPar
  
2. Economic Impact Figures
  - Travel spending
  - Direct taxes
  
3. Performance measures
  - Hotel transient tax
  - \$1 per room night tax
  - Meals tax
  - Sales tax
  
4. Membership
  - Increase
  - Retention
  - Survey results
  
5. Earned media exposure
  - Media impressions
  - Value
  
6. Sales tracking
  - Qualified leads
  - Actualized revenue
  - Rooms booked
  - Preferred Meeting Planner revenue
  - Off-site bookings
  
7. Web site statistics
  - Unique visitors
  - Most viewed pages
  - Inquiries
  
8. Financial Audit

**Marketing Activities:** based on monthly and annual reports



**FY 2006 Budget**  
July 2005 through June 2006

	<u><u>FY 2006</u></u>
Ordinary Income/Expense	
Income	
<b>INCOME</b>	
4001 · City Allocation	1,735,214.00
4010 · Membership Dues	
4011 · AHA Dues	21,000.00
4013 · Charter	10,000.00
4014 · General	49,000.00
Total 4010 · Membership Dues	<u>80,000.00</u>
4020 · Official Visitors Guide	20,000.00
4050 · Visitors Center	30,000.00
Retained Earnings Transfer	<u>100,000.00</u>
<b>Total INCOME</b>	<u>1,965,214.00</u>
Total Income	1,965,214.00
Expense	
<b>COMMUNICATIONS &amp; MARKETING</b>	
7000 · Advertising	
7010 · Groups	48,000.00
7020 · General/Individual Traveler	390,000.00
7030 · Design	
7033 · Marketing - Design	
7034 · Marketing - Design	44,000.00
Total 7033 · Marketing - Design	<u>44,000.00</u>
7036 · Media/Members - Design	5,000.00
7038 · Sales - Design	6,000.00
Total 7030 · Design	<u>55,000.00</u>
Total 7000 · Advertising	493,000.00
7100 · Collateral Materials	
7120 · Photographer	12,000.00
7130 · Postage & Delivery	
7131 · Marketing - Postage	
7132 · Marketing - Postage	57,500.00
Total 7131 · Marketing - Postage	<u>57,500.00</u>
7134 · Media/Members - Postage	2,500.00
7136 · Sales - Postage	5,000.00
Total 7130 · Postage & Delivery	<u>65,000.00</u>
7160 · Printing	
7161 · Marketing - Printing	45,000.00
7164 · Media/Members - Printing	5,000.00
7166 · Sales - Printing	
7167 · Sales - Printing	5,000.00
Total 7166 · Sales - Printing	<u>5,000.00</u>
Total 7160 · Printing	<u>55,000.00</u>
Total 7100 · Collateral Materials	132,000.00
7280 · Business Development/Dues, Subs	
7281 · Marketing/Members Bus Dev	5,000.00
7282 · Media/Members Bus Dev	5,000.00
7284 · Sales - Business Development	10,000.00
Total 7280 · Business Development/Dues, Subs	<u>20,000.00</u>
7299 · Partnership Projects Expense	

**FY 2006 Budget**  
July 2005 through June 2006

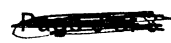
	<u>FY 2006</u>
7300 · Partnership Projects	40,000.00
Total 7299 · Partnership Projects Expense	40,000.00
7400 · FAM Tours/Events	
7410 · Media/Member - Events	8,000.00
7420 · Sales - Events	
7421 · Sales - Events	8,000.00
Total 7420 · Sales - Events	8,000.00
Total 7400 · FAM Tours/Events	16,000.00
7499 · Film Office Expense	
7500 · Film Office	1,000.00
Total 7499 · Film Office Expense	1,000.00
7600 · Professional Development	
7610 · Marketing - Prof Dev	4,000.00
7620 · Media/Members - Prof Dev	4,000.00
7630 · Sales - Prof Dev	4,000.00
Total 7600 · Professional Development	12,000.00
7650 · Promotional Items	
7651 · Promotional Items	4,000.00
Total 7650 · Promotional Items	4,000.00
7700 · Research	50,000.00
7800 · Trade Shows	
7810 · Media - Trade Shows	
7811 · Media - Trade Shows	5,000.00
Total 7810 · Media - Trade Shows	5,000.00
7820 · Sales - Trade Shows	
7821 · Sales - Trade Shows	20,000.00
Total 7820 · Sales - Trade Shows	20,000.00
Total 7800 · Trade Shows	25,000.00
7900 · Web Site	30,000.00
Total COMMUNICATIONS & MARKETING	823,000.00
OFFICE MANAGEMENT	
6020 · Bookkeeping	8,000.00
6030 · Building Maintenance	
6034 · Cleaning	14,000.00
Total 6030 · Building Maintenance	14,000.00
6040 · Computer Software & Expenses	15,000.00
6050 · Copier Lease/Photocopying	7,000.00
6060 · Equipment Maintenance	1,500.00
6070 · Insurance	
6074 · Corporate	2,000.00
6076 · Workers Compensation	3,500.00
Total 6070 · Insurance	5,500.00
6080 · Lease	81,600.00
6090 · Office/Oper Supplies	
6091 · Ofc Sup-Administrative	15,000.00
6092 · Ofc Sup-Marketing	3,000.00
6093 · Ofc Sup-Media	2,000.00
6094 · Ofc Sup-Sales	2,000.00
Total 6090 · Office/Oper Supplies	22,000.00
6100 · Prof. Development-Admin	6,500.00

28

**FY 2006 Budget**

July 2005 through June 2006

	<u>FY 2006</u>
6110 · Transportation	8,500.00
6130 · Telecommunications	
6132 · 800 Number	3,960.00
6134 · Computer On-Line	6,240.00
6136 · Telephone	4,800.00
Total 6130 · Telecommunications	<u>15,000.00</u>
6150 · Utilities	4,000.00
Total OFFICE MANAGEMENT	<u>188,600.00</u>
PAYROLL EXPENSES	
5000 · Salaries	744,000.00
5005 · Payroll Taxes	57,000.00
5010 · Fringe Benefits	88,200.00
5018 · Payroll Processing	4,800.00
Total PAYROLL EXPENSES	<u>894,000.00</u>
PROFESSIONAL FEES	
9010 · Accountant	5,000.00
9030 · Computer Specialist/Facilitator	13,000.00
Total PROFESSIONAL FEES	<u>18,000.00</u>
VISITOR/MEMBER SERVICES	
8010 · Annual Membership Meeting	4,000.00
8020 · Board of Governors	1,000.00
8050 · Gift Shop Investment	15,300.00
8060 · Promotion for Visitors/Members	500.00
8080 · Volunteer Awards	1,200.00
Total VISITOR/MEMBER SERVICES	<u>22,000.00</u>
Total Expense	<u>1,945,600.00</u>
Net Ordinary Income	19,614.00
Net Income	<u><u>19,614.00</u></u>







2



## 2. **Annual Reporting Documents**

### **Annual Report**

The Annual Report is presented at the Annual Membership Meeting in September following the close of the fiscal year. The report is mailed to ACVA members, Alexandria City Council and City Staff, other local elected officials, the Boards of our local business and civic associations.

### **Performance Indicators**

Performance Indicators are the ACVA's annual "report card." As established in 1997 by ACVA staff and City staff, the ACVA measures its performance against its own performance the previous year, and against the performance of the Greater Washington region and nation, in certain measurement categories.

### **Economic Impact Figures**

Calculated after the close of each fiscal year (June 30), Economic Impact Figures delineates the amount of spending by overnight visitors who stayed in Alexandria hotels during the year based on Virginia Tourism Corporations research. Only 26% of all Alexandria visitors stay in Alexandria hotels; therefore, 74% of Alexandria visitor spending is not included.

### **End-of-Year Report to Board**

The ACVA president reports the results of the staff's execution of the annual Business Plan to the ACVA Board of Governors after the close of the fiscal year. Performance against measurable goals and objectives is reported.

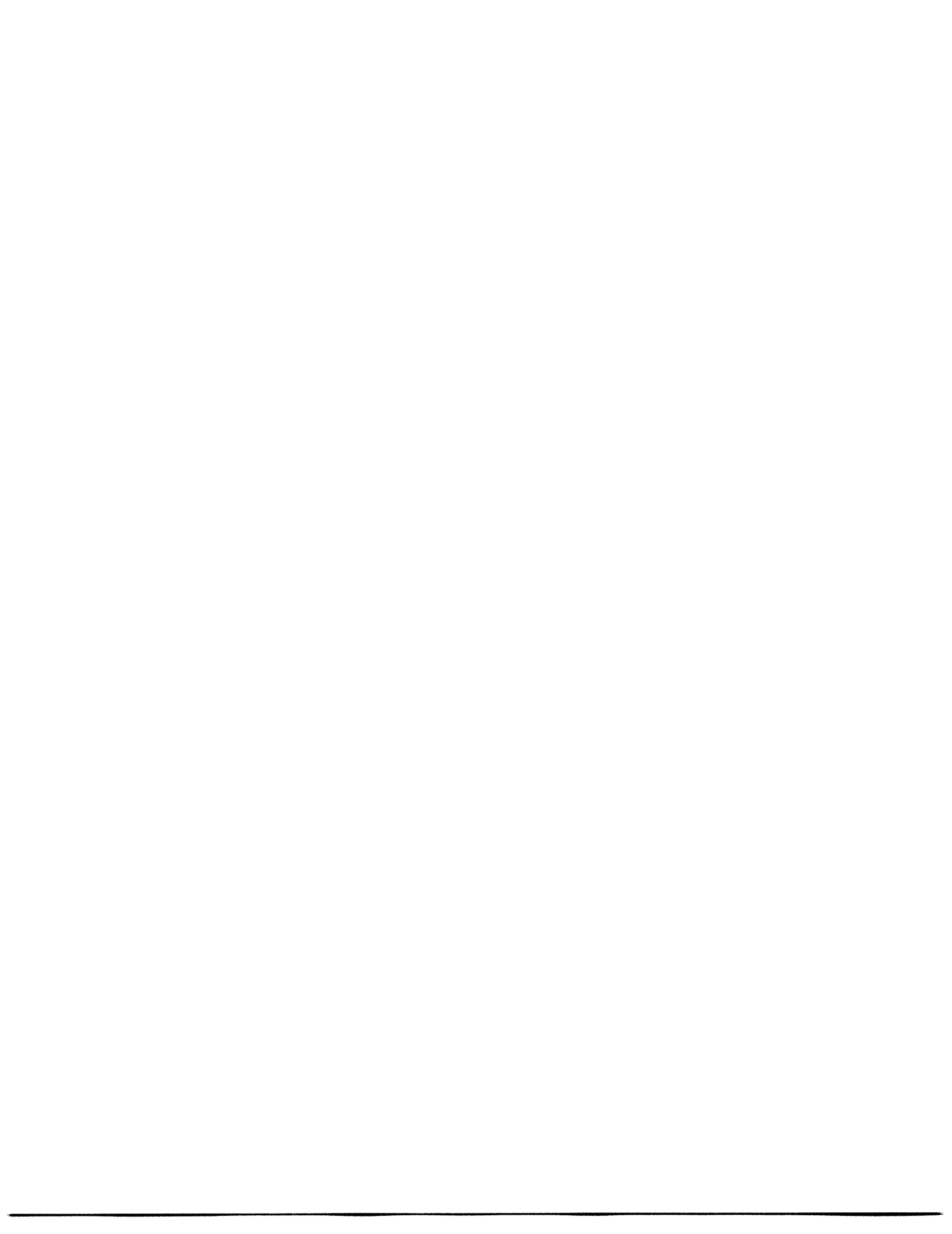
### **Financial Report**

The ACVA president presents a complete annual financial report to ACVA Executive Committee and to the ACVA Board of Governors after the close of the fiscal year.

### **Annual Audit**

An independent audit of all ACVA financials is conducted annually and sent to City Council and staff.

*Documents are based on best practices as outlined by the Destination Marketing Association International (formerly IACVB).*



2005



ANNUAL REPORT



ALEXANDRIA VIRGINIA

theFunSideofthePotomac.com

Alexandria Convention & Visitors Association
421 King Street, Suite 300
Alexandria, Virginia 22314
(703) 838-4200

Tourism—
The Greatest Show
in Alexandria

ACVA Juggles Bold Initiatives to Make
Alexandria a Premier Destination

Juggling the interests of its many stakeholders,
while keeping a focus on its mission to bring visitors
to Alexandria, is a feat that the ACVA handles as
“ringmaster” of Alexandria’s tourism industry.

B old initiatives taken over the past year have
helped to set the future direction of tourism
in Alexandria. As local commercial neighborhood organizations become energized, the ACVA
continues to broaden its own marketing focus to be more inclusive of all that Alexandria has to offer
the visitor. Additionally, the association keeps an eye focused on the interests of Alexandria’s residents
to ensure that tourism contributes positively to their quality of life.

Among these initiatives:

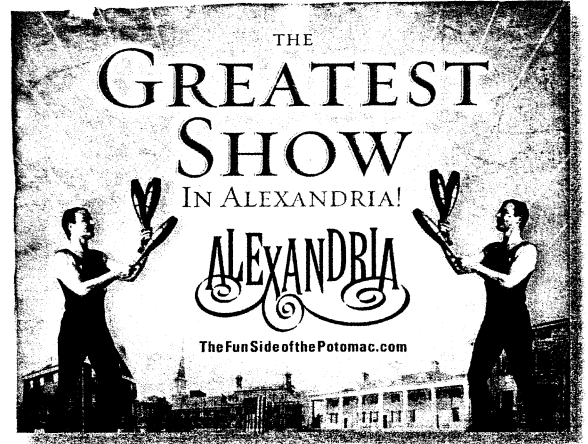
- Official Visitor’s Guide promotes Alexandria’s neighborhoods.
• Interactive online MapAlexandriaVA.com encompasses entire City.
• Motorcoach Task Force studies ways to improve motor-coach management through parking initiatives.
• Research study launches to learn more about visitors to commercial neighborhoods.
• ACVA Board hosts joint planning session with commercial neighborhood leaders.
• ACVA staff assigned as liaison with neighborhood business/civic organizations.
• Travel writers increase coverage of Alexandria’s neighborhoods.
• Fun Siders class offers tourism training to business community.
• Fun Side Forum’s Palette Program promotes local businesses during the Alexandria Festival of the Arts.

The bottom line is, of course, economic development. Tourism spending during FY 2005 was \$557.5
million, up from \$487.8 the previous year. Direct taxes amounted to \$13.4 million, up from \$11.7 mil-
lion last year. Evidently, the ACVA does a pretty good job juggling the interests of its many stakeholders
as Alexandria’s tourism ringmaster!§

Welcome to new ACVA Board Members, Charlotte
Hall and Bob Lorenson. Many thanks to Hudson Rie-
hle, Greg Brown and Adam Winer, who have stepped
down from the Board.

FY2005 at a Glance

Table with 2 columns: Metric and Change. Rows include Tourism Economic Impact (Up 15%), Hotel Occupancy (Up 8%), ACVA Membership (Up 10%), Earned Media Impressions (Up 18%), Meetings Revenue (Up 35%), and Web Site Visitation (Up 23%).



ACVA Launches
Two Marketing Research
Studies

The ACVA has launched two research studies
that will be instrumental in developing
future marketing programs. The first
study will define the unique benefit that each of
Alexandria’s commercial neighborhoods has to offer
the visitor; determine if visitors are aware of this
benefit; quantify the economic impact of visitors;
and gather information for developing a profile of
current visitors to each neighborhood. The second
is a conversion study that will provide ACVA with in-
formation on spending patterns for visitors, sources
of information, reasons for visiting Alexandria, and a
demographic profile. For more information, contact
Laura Rod at lrod@funside.com.§

## In Brief

### *New ACVA Liaison Role with Neighborhood Organizations*

ACVA staff member Pat McCombie has taken on the role of serving as liaison with Alexandria's neighborhood business organizations and civic associations. The new position supports the goal of increasing more effective two-way communication between ACVA and these important stakeholders.

### *Meeting Planners Guide*

#### *Now Available Online*

ACVA's Meeting Planners Guide is now available in an interactive pdf format at **FunSide.com**. Viewers can turn the pages, just as they would a printed version. The ACVA sales department also has put the guide onto a CD for ease of use and mailing.

### *Visitors Center Offers*

#### *Individualized Service*

Access to the Internet in the Visitors Center during the past year has helped staff to provide better service. "The Internet gives us the ability to access details outside the limit of the printed materials and give individualized service to the visitor," according to ACVA's visitor center manager Pat McCombie. §

## FY2006/2007

### Bold Initiatives

Look for these new Bold Initiatives in the months to come, as the ACVA integrates its online interactive map—**MapAlexandriaVA.com**—into all of its major marketing initiatives:

- Alexandria's *Official Visitors Guide* will go online with **MapAlexandriaVA.com** as its official map. The online *Guide*, which will be offered in addition to the print version, offers ACVA members advertising in the *Guide* greater online visibility and marketing advantage.
- ACVA will launch cable television advertising in Greater Philadelphia, Pittsburgh and Northern Virginia, coordinating with print advertising in these markets, and directing visitors to **FunSideofthePotomac.com** and the online interactive map.
- Printed versions of MapAlexandriaVA.com, including ACVA member listings, will be offered at the Visitors Center.
- MapAlexandriaVA.com will be linked into *USA Today's* online travel page through the Map Network as its new official map source. §

## Motorcoach Task Forces Resumes Efforts

Having briefed City Manager Jim Hartmann on the status of its research in May and taken a summer hiatus, the Task Force has reconvened to finalize its recommendations for presentation to the Alexandria City Council. §

## Chair's FY2006 Plan Emphasizes ACVA's Community Involvement

### *Letter from Chair*

Thank you for an outstanding tourism year. In fact, it was the best year that ACVA has reported since its founding in 1996! At \$557.5 million, FY 2005 tourism spending was up 15 percent over last year. Direct taxes were up by 14 percent to \$13.4 million. Our Performance Indicators—ACVA's report card—show that Alexandria was up in all measurement categories.

These results will only continue to grow through the cooperative efforts of the ACVA and the local business community in partnership with the City. The members of the ACVA Board of Governors have committed themselves to furthering this cooperation through their own increased involvement with the community.

The FY2006 Chair's Plan provides a roadmap for Board members to become ambassadors on behalf of tourism. Participating in community forums and discussion, responding quickly to questions or concerns pertaining to tourism, creating one-on-one opportunities to share information on the benefits of a strong tourism industry, and other outreach efforts will all add up to making Alexandria a premier destination and a great place to live and work.

Give us a call. Welcome us to your meetings. Let us hear your ideas and concerns.

Mary Anne Russell  
FY2006 Chair, ACVA Board of Governors

## Sales Initiatives Pay Off

ACVA's sales staff is a creative team. Always coming up with new initiatives to draw meetings and groups to Alexandria, they offer Fun Agendas, a Preferred Planner's Program and unique themes for sales missions. This summer, ACVA's "Good Humor Girls" delivered ice cream surprises to meeting planners in the District and Alexandria. Does this creativity pay off? FY2005 qualified leads were up 22%; actualized revenue was up 35%; and revenue from the Preferred Planning Program increased by 16%. §



ACVA's Sales Staff & Hotel Representatives

## 2006 City-wide Holiday Program

### *Joint Committee Presents Plans*

A multi-organizational planning group chaired by ACVA Board Member Charlotte Hall has presented plans for a nostalgic Alexandria holiday season that focuses on creating memories for all. Look for brightly lit Christmas trees and decorated shops, holiday entertainers, a business and resident decorating contest, and more. An integrated marketing campaign will use advertising, direct mail, and bus backs to invite holiday shoppers to Alexandria. Just after the holidays, a restaurant coupon book direct mail program will offer dining discounts during the winter months. For more information, contact Laura Rod at **lrod@funsided.com**. §

## FY 2005 Tourism Report Card— Best Ever!

Alexandria's tourism industry brought home its best-ever report card since the ACVA's founding in 1996. Final FY2005 Economic Impact figures totaled \$557.5 million, up 15% from FY2004. This increased spending translated into \$13.4 million in direct taxes for the City of Alexandria—a 14 percent increase!

All ACVA Performance Indicators were up as well. Transient lodging taxes increased by 15 percent to \$6.3 million. The hotel industry's \$1 per room-night tax was up by 8 percent to \$936,646. These amounts total over \$7.2 million in hotel taxes collected for the year. Occupancy was up 8 percent; average daily rate 6 percent; and revenue generated per room 12 percent. Food and retail taxes were both up by 6 percent. §

## ECONOMIC IMPACT FIGURES

for  
Fiscal Year 2005

City of Alexandria

SPENDING	DOLLARS	LOCAL TAXES	TAX REC'D
Lodging (20.4%)	\$ 113,736,109.09	5.50%	\$ 6,255,486.00
Meals (28.3%)	\$ 157,780,974.87	3%	\$ 4,733,429.25
Public Transport (17.4%)	\$ 97,010,210.70		
Auto Transport (16.1%)	\$ 89,762,321.39	1%	\$ 897,623.21
General Retail (9.8%)	\$ 54,637,934.76	1%	\$ 546,379.35
Admission/Recreation (8%)	\$ 44,602,395.72		
<b>Total</b>	<b>\$ 557,529,946.52</b>		<b>\$ 12,432,917.81</b>
\$1 per room night tax			\$ 936,646.00
Total direct taxes collected for overnight visitors.			\$ 13,369,563.81

\* These figures are estimates based on visitors who stay in Alexandria hotels. Day trippers or those staying with friends and relatives or any other area hotels are not included.  
% spending is based on Virginia Tourism Corporation figures.

PLEASE NOTE: If ALL visitors were included, the figures would be much higher.

## ACVA PERFORMANCE INDICATORS

for  
Fiscal Year 2005

	FY 2005	FY 2004	%	FY 2005	%	2004	%	GDP
	Alex	Alex	+/-	Greater Wash	+/-	National calendar	+/-	
<b>Revenue Generation</b>								<b>3.8%</b>
Room Tax Collected	6,255,486	5,444,027	15%					
\$1 per room night	936,646	865,457	8%					
Food Tax Collected (10 months)	9,628,015	9,094,135	6%					
Gross Retail Sales	23,812,277	22,541,886	6%					
<b>Hard Measurements</b>								
Hotel Occupancy	71%	66%	8%	70%	2%	4%		
Hotel ADR	\$ 107.43	\$ 101.40	6%	\$ 124.29	10%	4%		
Hotel RevPar	\$ 87.55	\$ 77.91	12%	\$ 87.55	12%	8%		

GDP based on 1st Quarter 2005 - U. S. Bureau of Economic Analysis

## ACVA Milestones

### 1996

ACVA established as a 501(c)3 membership organization with a budget of \$380,000

First ACVA Board strategic planning session and adoption of Goals & Objectives for new organization

Marketing research and development of visual and thematic logos

### 1997

Fun Side of the Potomac logo and tagline adopted by ACVA Board

Development of Three-Year Marketing Plan, Performance Measurements and Economic Impact Figures

City Council increases lodging tax from 5.25 percent to 5.65 percent and increases ACVA budget by \$200,000 to \$580,000

### 1998

Establishment of ACVA Funding Task Force chaired by Councilman David Speck

### 1999

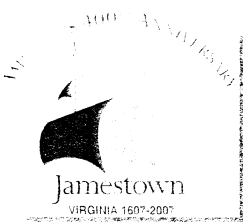
Alexandria Hotel Association requests City Council to impose \$1 per room-night tax in order to fully fund ACVA marketing plan. Lodging tax is reduced to 5.5 percent.

First year that ACVA is fully funded. Alexandria increases market share for the first time.

### Ongoing

Three-year marketing plans based on reliable market data; ACVA Board establishes goals and priorities; ACVA reports to Council at annual work session; Alexandria's tourism industry retains much of its vibrancy even during 9/11 and slowing economy; ACVA expands marketing efforts to include emerging commercial neighborhoods.

## Looking Ahead to Jamestown 2007



Alexandria will be one of six cities, and the only city in Virginia, to host the *God-speed Sail* as the inaugural event for America's 400<sup>th</sup> Anniversary and the founding of Jamestown. The celebration will be held along Alexandria's waterfront, May 27 - June 4.

Historic and cultural exhibits, theatrical and music productions will line Alexandria's waterfront, bringing thousands of visitors to kick off a year of events throughout the Commonwealth. The ACVA will be actively involved in promoting these efforts and advises members to "stay tuned" for opportunities to participate. §

# The FY 2006 ACVA Board of Governors

## **Executive Committee**

**Chairman of the Board**

**Hotel Manager**

Mary Anne Russell

*General Manager, Embassy Suites  
Alexandria*

**Vice Chair (pending)**

**Retail Owner/Manager**

Joseph Egerton

*Owner, Arts Afire Glass Gallery*

**Treasurer**

**Restaurant Owner, Manager**

Wendy Albert

*Owner Tempo Restaurant*

**Secretary**

Jo Anne Mitchell

*President & CEO, ACVA*

**At-Large Representative**

Ann Dorman

*Owner,*

*Meetings & Events of Distinctions*

**At-Large Representative (pending)**

Philip Smith, General Manager

*Residence Inn by Marriott*

## **Board of Governors**

**AHA President**

Robert Canady

*General Manager,*

*Hampton Inn Old Town King Street*

**At-Large Representative**

**Retail Owner, Manager**

Robert Lorenson

*Owner, The Virginia Shop*

**At-Large Representative**

Charlotte Hall

*Vice President*

*Potomac Riverboat Company*

**City Council Representative**

Joyce Woodson

*Member, Alexandria City Council*

**City Manager Representative**

Mark Jinks

*Assistant City Manager*

**Historic Preservation**

Mary Ruth Coleman

*Director, Carlyle House Historic Park*

**Attraction Representative**

Trudi Van Dyke

*Director, Torpedo Factory Art Center*

**International Association Executive**

Gayle Reuter

*ASIS International*

**National Association Executive**

Jim Singerling

*Club Managers Association of America*

**Restaurant Owner, Manager**

Pat Troy

*Owner, Pat Troy's Ireland's Own*

*Restaurant & Pub*

## **ACVA Mission and Goals**

The mission of the Alexandria Convention & Visitors Association is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.

The goals of the Association are:

- To market Alexandria as a destination for regional, domestic and international business, meeting and leisure travel.
- To increase City tourism revenues by encouraging business and leisure travelers to patronize Alexandria facilities, attractions, businesses and events.
- To develop tourism marketing and promotional programs offered in conjunction with Alexandria's hospitality industry and local businesses.
- To target these programs to meeting planners, tour operators and travel writers.
- To work cooperatively with state and regional governmental and travel trade agencies in joint tourism marketing projects.
- To bring City marketing, advertising and promotional efforts on par with competing state and local jurisdictions.
- To promote visitors to Alexandria with tourism services at appropriate locations in the City.
- To maximize the historic uniqueness of Alexandria.

# ALEXANDRIA

VIRGINIA

## **Contact Us**

Alexandria Convention & Visitors Association

421 King Street, Suite 300

Alexandria, VA 22314

**Phone:** (703) 838-4200

**Fax:** (703) 838-4683

**Web:** [www.FunSide.com](http://www.FunSide.com)

**Email:** [acva@FunSide.com](mailto:acva@FunSide.com)





**ACVA PERFORMANCE INDICATORS**  
for  
**Fiscal Year 2005**

	FY 2005	FY 2004	%	FY 2005 11 months	%	2004 National calendar	%	GDP
	Alex	Alex	+/-	Greater Wash	+/-	National calendar	+/-	
<i>Revenue Generation</i>								3.8%
Room Tax Collected	6,255,486	5,444,027	15%					
\$1 per room night	936,646	865,457	8%					
Food Tax Collected <small>(10 months)</small>	9,628,015	9,094,135	6%					
Gross Retail Sales	23,812,277	22,541,886	6%					
<i>Hard Measurements</i>								
Hotel Occupancy	71%	66%	8%	70%	2%	4%		
Hotel ADR	\$ 107.43	\$ 101.40	6%	\$ 124.29	10%	4%		
Hotel RevPar	\$ 87.55	\$ 77.91	12%	\$ 87.55	12%	8%		

GDP based on 1st Quarter 2005 - U. S. Bureau of Economic Analysis

W



# ECONOMIC IMPACT FIGURES

for  
Fiscal Year 2005

City of Alexandria

SPENDING	DOLLARS	LOCAL TAXES	TAX REC'D
Lodging (20.4%)	\$ 113,736,109.09	5.50%	\$ 6,255,486.00
Meals (28.3%)	\$ 157,780,974.87	3%	\$ 4,733,429.25
Public Transport (17.4%)	\$ 97,010,210.70		
Auto Transport (16.1%)	\$ 89,762,321.39	1%	\$ 897,623.21
General Retail (9.8%)	\$ 54,637,934.76	1%	\$ 546,379.35
Admission/Recreation (8%)	\$ 44,602,395.72		
Total	\$ 557,529,946.52		\$ 12,432,917.81
\$1 per room night tax			\$ 936,646.00
Total direct taxes collected for overnight visitors.			\$ 13,369,563.81

\* These figures are estimates based on visitors who stay in Alexandria hotels. Day trippers or those staying with friends and relatives or any other area hotels are not included. % spending is based on Virginia Tourism Corporation figures.

**PLEASE NOTE: only 26% of all visitors stay in Alexandria hotels. 74% of visitors are not counted in this economic impact.**



**FY 2005 End of Year Report on Organizational Goals  
August 2005**

**Broad Goals:**

1. Lead the region in increases in hotel statistics  
Occupancy: Alex 8% vs GW 2%  
ADR: 6% vs 10%  
RevPar: 12% vs 12%
2. Increase economic impact figures by 10%  
FY 04 figures = \$485,207,397  
FY 05 figures = \$557,529,947  
% increase = 15%  
Direct taxes = \$ 1,683,982 increase
3. Improve performance measures in all categories  
Hotel transient tax up 15%  
\$1 per room night up 8 %  
Meals tax up 6 %  
Sales tax up 6 %
4. Increase exposure of existing commercial neighborhood marketing programs
  - Web Site home page banner ad directing to neighborhood page with links (3,220 page views since April; top 50 most viewed pages each month)
  - Neighborhood page in Official Visitors Guide
  - Interactive Map of entire city of Alexandria
  - 13 travel writers visited or received info about Alexandria and its neighborhoods
5. Increased membership by 10%  
Retention rate of 90%  
Survey results: 92% good or better; 8% average; 0% poor
6. Earned media exposure valued at \$773,000  
Earned media impressions up 18%  
(Earned media estimates only print – not tv/radio/internet)
7. Qualified leads up 22%  
Actualized revenue up 35%  
Rooms booked (began tracking in 05)  
Revenue from Preferred Meeting Planner Program increased 16%

8. Financial condition excellent – met target expense categories with a small savings for the year of \$64,786 (some of the overage was due to commitments made in 05 but paid in 06)

### **Activity Goals**

1. Created and implemented interactive map capabilities for entire City of Alexandria with monthly updates
2. Established map-it links for each member on web site
3. Collaborated with Arts Festival Executive Committee in gaining \$40,000 earned media for Fall for the Arts
4. USO weekend earned media \$130,000
5. Refocused summer program when “National baseball” element proved ineffective
6. Updated and reprinted African American Guide
7. Hosted 27 FAMS with 39 travel writers
8. 10 business articles placed in local regional media
9. Hosted 11 meeting or group planner events resulting in 14 new Preferred Planners and 10% increase in revenue
10. Attended 9 trade shows resulting in 37 RFP’s with estimated revenue of \$1,130,700
11. Direct mail/email to tradeshow participants resulted in 19 RFP’s to date
12. Organized or partnered 2 sales missions – reaching 106 meeting planners resulting in 4 RFP’s , 10 future visits and two scheduled site-visits
13. Through Magnet Mail, reach 6,391 planners with 39.6% opening email resulting in 9 RFP’s and 5 meeting leads and 2 general interest leads
14. Held one Funsiders program with 15 in attendance
15. Hosted 8 FunSide Forum with approx 320 in attendance
16. Sent out RFP’s for full-service marketing companies and interviewed three
17. Sent out RFP’s for City-Wide Holiday Program; received 9
18. Sent out RFP’s for Official Visitors Guide; received 2
19. Sent out RFP’s for research in neighborhoods/conversion study; received 3
20. Call for artists on Alex Tee Shirts; received 2
21. Marketing Advisory Committee – designed Architectural Tour for publication in late Fall.
22. Through optimization program, FunSide.com moved into the top 30 for 453 search terms during month of June
23. Through pay-per-click, FunSide.com received an average placement of 1.3 on the Google home page (higher than average of 2.5)
24. PPC total impressions: 322,739 with 6,862 total clicks – ACVA average was 2.1% with industry average being 2-2.3 %

### **Administrative Actions**

25. Implemented IACVB’s Industry Performance Reporting Guidelines
26. Updated and published ACVA Emergency Preparedness Manual
27. Researched cost effectiveness and efficiency for improved color printer capabilities to be installed in 06

28. Transferred web site hosting to more efficient company
29. Installed network capabilities with new computer in Ramsay House for visitors
30. Established network and email capabilities for Ramsay House visitor manager to connect directly to ACVA server
31. Created more sophisticated databases through new software program and retrained staff





## FY 2005 End of Year Financial Report

July 2004 through June 2005

	<u>Jul '04 - Jun 05</u>
Ordinary Income/Expense	
Income	
INCOME	
4001 · City Allocation	1,635,214.00
4010 · Membership Dues	
4011 · AHA Dues	19,500.00
4013 · Charter	10,000.00
4014 · General	55,277.50
Total 4010 · Membership Dues	<u>84,777.50</u>
4020 · Official Visitors Guide	18,923.83
4050 · Visitors Center	
4052 · Donations	1,254.73
4053 · Gift Shop	
4053A · Gift Shop - General Merchandise	8,881.41
4054 · Gift Shop - Mktg Merchandise	
4054A · Gift Shop - Occupied City	940.05
4054B · Gift Shop - Notecards	507.15
4054C · Gift Shop - '03 Ornaments	210.00
4054D · Gift Shop - Tee Shirts	2,252.00
4054F · Gift Shop - Golf Ball Sleeves	205.20
4054G · Gift Shop - Snow Globe	2,002.64
4054H · Gift Shop - '04 Ornament	2,543.17
4054I · Gift Shop - Small Scottie	3,240.86
4054J · Gift Shop - Large Scottie	2,941.62
Total 4054 · Gift Shop - Mktg Merchandise	<u>14,842.69</u>
Total 4053 · Gift Shop	23,724.10
4055 · Ticket Sales	
4055A · Tricorn Tickets - Adult	1,260.00
4055B · Tricorn Tickets - Child	35.00
4055C · Market Square Tickets - Adult	1,266.00
4055D · Market Square Tickets - Child	87.00
4055E · Scavenger Hunt Tickets	492.00
4055G · USO Swing Dance Tickets	2,020.00
4055H · Scottish Game Tickets	475.00
4055I · Garden Club	2,700.00
4055K · Garden Club Child	36.00
4055L · Garden Club Adult Single	5.00
4055Z · Ticket Reimbursements	-8,556.80
Total 4055 · Ticket Sales	<u>-180.80</u>
4058 · Pass Sales	
4058A · Liberty Pass - Adult	4,572.00
4058B · Liberty Pass - Child	549.00
4058C · Potomac Pass -Adult	3,145.00
4058D · Potomac Pass - Child	662.00
4058E · VIP Pass - Adult	152.00
4058Z · Pass Reimbursements	-7,718.00
Total 4058 · Pass Sales	<u>1,362.00</u>
4050 · Visitors Center - Other	46.25
Total 4050 · Visitors Center	<u>26,206.28</u>
Total INCOME	<u>1,765,121.61</u>
Total Income	1,765,121.61

**FY 2005 End of Year Financial Report**

July 2004 through June 2005

	<u>Jul '04 - Jun 05</u>
Expense	
COMMUNICATIONS & MARKETING	
7000 · Advertising	
7010 · Groups	
7012 · Tours	5,422.75
7014 · Meetings	
7015 · Meetings	55,948.13
7016 · Meetings - Reimbursed Expense	-504.00
Total 7014 · Meetings	<u>55,444.13</u>
Total 7010 · Groups	<u>60,866.88</u>
7020 · General/Individual Traveler	
7022 · Leisure	
7023 · Leisure	358,433.54
7024 · Leisure - Reimbursed Expense	-82,790.11
Total 7022 · Leisure	<u>275,643.43</u>
Total 7020 · General/Individual Traveler	<u>275,643.43</u>
7030 · Design	
7033 · Marketing - Design	
7034 · Marketing - Design	47,190.06
7035 · Marketing - Design Reimb Exp	-12,936.00
Total 7033 · Marketing - Design	<u>34,254.06</u>
7036 · Media/Members - Design	4,776.75
7038 · Sales - Design	5,752.25
Total 7030 · Design	<u>44,783.06</u>
Total 7000 · Advertising	<u>381,293.37</u>
7100 · Collateral Materials	
7120 · Photographer	
7121 · Marketing-Photography	16,756.31
7122 · Mktng Photography - Reimb	-2,000.00
Total 7120 · Photographer	<u>14,756.31</u>
7130 · Postage & Delivery	
7131 · Marketing - Postage	
7132 · Marketing - Postage	91,930.55
7133 · Marketing - Postage Reimb Exp	-10,283.76
Total 7131 · Marketing - Postage	<u>81,646.79</u>
7134 · Media/Members - Postage	2,387.72
7136 · Sales - Postage	2,743.68
7137 · Sales Postage Reimb	-20.60
Total 7130 · Postage & Delivery	<u>86,757.59</u>
7160 · Printing	
7161 · Marketing - Printing	
7162 · Marketing - Printing	72,430.25
7163 · Marketing - Printing Reimb Expe	-18,082.71
Total 7161 · Marketing - Printing	<u>54,347.54</u>
7164 · Media/Members - Printing	6,058.76
7166 · Sales - Printing	
7167 · Sales - Printing	4,453.73
Total 7166 · Sales - Printing	<u>4,453.73</u>
Total 7160 · Printing	<u>64,860.03</u>
Total 7100 · Collateral Materials	<u>166,373.93</u>
7280 · Business Development/Dues, Subs	

## FY 2005 End of Year Financial Report

July 2004 through June 2005

	<u>Jul '04 - Jun 05</u>
7281 · Marketing/Members Bus Dev	7,153.68
7282 · Media/Members Bus Dev	8,327.00
7284 · Sales - Business Development	12,901.95
7280 · Business Development/Dues, Subs - Other	12.78
<b>Total 7280 · Business Development/Dues, Subs</b>	<u>28,395.41</u>
7299 · Partnership Projects Expense	
7300 · Partnership Projects	38,173.25
7301 · Partnership Projects Reimb	-1,408.81
<b>Total 7299 · Partnership Projects Expense</b>	<u>36,764.44</u>
7400 · FAM Tours/Events	
7410 · Media/Member - Events	6,279.97
7420 · Sales - Events	
7421 · Sales - Events	30,314.35
7422 · Sales - Events Reimbursed Exp	-23,635.11
<b>Total 7420 · Sales - Events</b>	<u>6,679.24</u>
<b>Total 7400 · FAM Tours/Events</b>	<u>12,959.21</u>
7499 · Film Office Expense	
7500 · Film Office	158.96
7501 · Film Office Reimbursement	-60.00
<b>Total 7499 · Film Office Expense</b>	<u>98.96</u>
7600 · Professional Development	
7610 · Marketing - Prof Dev	4,621.80
7620 · Media/Members - Prof Dev	2,493.77
7630 · Sales - Prof Dev	1,342.72
<b>Total 7600 · Professional Development</b>	<u>8,458.29</u>
7650 · Promotional Items	
7651 · Promotional Items	1,974.16
7650 · Promotional Items - Other	395.68
<b>Total 7650 · Promotional Items</b>	<u>2,369.84</u>
7700 · Research	1,939.80
7800 · Trade Shows	
7810 · Media - Trade Shows	
7811 · Media - Trade Shows	7,269.79
7812 · Media - Trade Shows Reimb Expen	-1,592.00
<b>Total 7810 · Media - Trade Shows</b>	<u>5,677.79</u>
7820 · Sales - Trade Shows	
7821 · Sales - Trade Shows	31,960.18
7822 · Sales-Trade Show-Reimbursed Exp	-11,872.07
<b>Total 7820 · Sales - Trade Shows</b>	<u>20,088.11</u>
<b>Total 7800 · Trade Shows</b>	<u>25,765.90</u>
7900 · Web Site	29,448.90
<b>Total COMMUNICATIONS &amp; MARKETING</b>	<u>693,868.05</u>
<b>OFFICE MANAGEMENT</b>	
6010 · Bank Fees	310.00
6020 · Bookkeeping	8,692.50
6030 · Building Maintenance	
6032 · Building Repairs	3,072.50
6034 · Cleaning	11,517.94
<b>Total 6030 · Building Maintenance</b>	<u>14,590.44</u>
6040 · Computer Software & Expenses	15,213.11
6050 · Copier Lease/Photocopying	6,794.39

**FY 2005 End of Year Financial Report**

July 2004 through June 2005

	<u>Jul '04 - Jun 05</u>
6060 · Equipment Maintenance	
6062 · Maintenance Contracts	899.88
6064 · Repairs & Cleaning	1,144.50
Total 6060 · Equipment Maintenance	<u>2,044.38</u>
6070 · Insurance	
6074 · Corporate	2,753.00
6076 · Workers Compensation	2,163.00
Total 6070 · Insurance	<u>4,916.00</u>
6080 · Lease	74,518.50
6090 · Office/Oper Supplies	
6091 · Ofc Sup-Administrative	15,177.84
6092 · Ofc Sup-Marketing	1,486.94
6093 · Ofc Sup-Media	1,086.66
6094 · Ofc Sup-Sales	1,697.53
Total 6090 · Office/Oper Supplies	<u>19,448.97</u>
6100 · Prof. Development-Admin	7,201.54
6110 · Transportation	8,861.95
6120 · Taxes	1,964.82
6130 · Telecommunications	
6132 · 800 Number	2,296.53
6134 · Computer On-Line	4,413.31
6136 · Telephone	8,164.03
Total 6130 · Telecommunications	<u>14,873.87</u>
Total OFFICE MANAGEMENT	179,430.47
<b>PAYROLL EXPENSES</b>	
5000 · Salaries	
5001 · Office Administration	123,099.73
5002 · Communications/Marketing	372,254.70
5003 · Visitor & Member Services	141,146.45
Total 5000 · Salaries	<u>636,500.88</u>
5005 · Payroll Taxes	
5007 · Fed. Unemployment	1,330.39
5008 · Medicare Company	9,227.63
5009 · Soc. Sec. Company	37,581.74
5011 · Virginia Unemployment	890.89
Total 5005 · Payroll Taxes	<u>49,030.65</u>
5010 · Fringe Benefits	
5012 · Retirement Benefit	41,205.54
5013 · Hospitalization	21,051.89
5014 · Group Life Insurance	1,984.50
5015 · Long-Term Disability	7,839.51
Total 5010 · Fringe Benefits	<u>72,081.44</u>
5018 · Payroll Processing	3,117.63
Total PAYROLL EXPENSES	<u>760,730.60</u>
<b>PROFESSIONAL FEES</b>	
9010 · Accountant	5,200.00
9030 · Computer Specialist/Facilitator	9,160.00
Total PROFESSIONAL FEES	<u>14,360.00</u>
<b>VISITOR/MEMBER SERVICES</b>	
8010 · Annual Membership Meeting	
8011 · Annual Membership Meeting	5,031.34

14

# FY 2005 End of Year Financial Report

July 2004 through June 2005

	<b>Jul '04 - Jun 05</b>
8012 · Annual Member Meeting Reimb Exp	-1,162.82
Total 8010 · Annual Membership Meeting	3,868.52
8020 · Board of Governors	1,858.25
8030 · Brochure Displays	1,361.31
8040 · Fun Siders Program	
8041 · Fun Siders Program	65.00
8042 · Fun Siders Prog Reimbursed Exp	-45.00
8040 · Fun Siders Program - Other	0.00
Total 8040 · Fun Siders Program	20.00
8050 · Gift Shop Investment	32,327.53
8060 · Promotion for Visitors/Members	230.52
8080 · Volunteer Awards	1,301.55
8090 · Miscellaneous	180.21
Total VISITOR/MEMBER SERVICES	41,147.89
Total Expense	1,689,537.01
Net Ordinary Income	75,584.60
Other Income/Expense	
Other Income	
9400 · Sales Tax Discount Rec'd	11.49
9500 · Interest Income	8,667.23
Total Other Income	8,678.72
Other Expense	
9526 · Interest Expense	0.66
9600 · Penalties	82.67
Total Other Expense	83.33
Net Other Income	8,595.39
Net Income	84,179.99

15



ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

REPORT ON AUDIT OF FINANCIAL STATEMENTS

for the year ended June 30, 2004

- CONTENTS -

	<u>Page Number</u>
<u>FINANCIAL STATEMENTS</u>	
Independent Auditors' Report	1
Statement of Assets, Liabilities and Net Assets Modified Cash Basis	2
Statement of Revenues, Expenses and Changes in Net Assets - Modified Cash Basis	3
Statement of Cash Flows - Modified Cash Basis	4 - 5
Notes to Financial Statements	6 - 11
Independent Auditors' Report on Additional Information	12
Statement of Functional Expenses - Modified Cash Basis	13

18



INDEPENDENT AUDITORS' REPORT

To the Board of Governors  
Alexandria Convention & Visitors Association, Inc.  
Alexandria, Virginia

We have audited the accompanying statement of assets, liabilities and net assets - modified cash basis of Alexandria Convention & Visitors Association, Inc. (the Association) as of June 30, 2004, and the related statements of revenues, expenses and changes in net assets - modified cash basis and cash flows - modified cash basis for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with U.S. generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

As described in Note 1, these financial statements were prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Association as of June 30, 2004, and the changes in its net assets and its cash flows for the year then ended, on the modified cash basis of accounting described in Note 1.

*Renner and Company, CPA, P.C.*

October 7, 2004

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - MODIFIED CASH BASIS

June 30, 2004

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 249,235
Certificates of deposit	11,479

TOTAL CURRENT ASSETS

\$ 260,714

PROPERTY

Property and equipment	\$ 44,177
Less accumulated depreciation	(15,655)

TOTAL PROPERTY, net

\$ 28,522

TOTAL ASSETS

\$ 289,236

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Due to GWTA	\$ 10,825
Due to NVVC	105,087
Capital lease obligations	5,095

TOTAL CURRENT LIABILITIES

\$ 121,007

LONG-TERM LIABILITIES

Capital lease obligations	\$ 1,691
---------------------------	----------

TOTAL LIABILITIES

\$ 122,698

NET ASSETS

\$ 166,538

TOTAL LIABILITIES AND NET ASSETS

\$ 289,236

The accompanying Independent Auditors' Report and Notes are an integral part of the financial statements.

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS -  
MODIFIED CASH BASIS  
for the year ended June 30, 2004

<u>REVENUES AND OTHER SUPPORT</u>	
Dues	\$ 80,776
Grants	1,392,614
City emergency fund	50,000
Other income	72,388
Visitors' Center	34,669
Interest	5,539
	<hr/>
<u>TOTAL REVENUES AND OTHER SUPPORT</u>	\$ 1,635,986
<u>EXPENSES</u>	
Program	\$ 1,318,965
General and administrative	268,330
	<hr/>
<u>TOTAL EXPENSES</u>	\$ 1,587,295
<u>CHANGE IN NET ASSETS</u>	\$ 48,691
<u>NET ASSETS, beginning of year</u>	<hr/> 117,847
<u>NET ASSETS, end of year</u>	<hr/> <hr/> \$ 166,538

The accompanying Independent Auditors' Report and Notes are an integral part of the financial statements.

2-1

Renner  
&  
Company  
Certified  
Public  
Accountants

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

STATEMENT OF CASH FLOWS - MODIFIED CASH BASIS  
for the year ended June 30, 2004

CASH FLOWS FROM OPERATING ACTIVITIES

Cash received from operations	\$ 1,631,448
Collection of support and revenue	5,539
Interest and dividends	<u>\$ 1,636,987</u>

Cash disbursed by operations	\$ 1,470,788
Payments to employees and suppliers	

NET CASH PROVIDED BY OPERATING ACTIVITIES \$ 166,199

CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of property and equipment	\$ (7,521)
Purchase of investments	<u>(170)</u>

NET CASH USED BY INVESTING ACTIVITIES \$ (7,691)

CASH FLOWS FROM FINANCING ACTIVITIES

Payments of capital lease	\$ (4,382)
---------------------------	------------

NET CASH USED BY FINANCING ACTIVITIES \$ (4,382)

NET INCREASE IN CASH \$ 154,126

CASH AND CASH EQUIVALENTS, beginning of year 95,109

CASH AND CASH EQUIVALENTS, end of year \$ 249,235

The accompanying Independent Auditors' Report and Notes are an integral part of the financial statements.

22

**Remick  
&  
Company**  
Certified  
Public  
Accountants

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

STATEMENT OF CASH FLOWS - MODIFIED CASH BASIS  
for the year ended June 30, 2004

RECONCILIATION OF CHANGE IN NET ASSETS TO  
CASH PROVIDED BY OPERATING ACTIVITIES

<u>CHANGE IN NET ASSETS</u>	<u>\$ 48,691</u>
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS <u>TO NET CASH PROVIDED BY OPERATING ACTIVITIES</u>	
Depreciation	<u>\$ 8,207</u>
<u>NET ADJUSTMENTS</u>	<u>\$ 8,207</u>
CHANGES IN NET ASSETS AND LIABILITIES AFFECTING <u>OPERATIONS PROVIDING (USING) CASH</u>	
ASSETS	
Other	<u>\$ 1,000</u>
LIABILITIES	
GWTA payable	<u>\$ 5,428</u>
NVVC payable	<u>102,873</u>
	<u>\$ 108,301</u>
<u>NET CHANGES IN ASSETS AND LIABILITIES</u>	<u>\$ 109,301</u>
<u>NET CASH PROVIDED BY OPERATING ACTIVITIES</u>	<u>\$ 166,199</u>

The accompanying Independent Auditors' Report and Notes are an integral part of the financial statements.

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

1. SIGNIFICANT ACCOUNTING POLICIES, ORGANIZATION AND PURPOSE

Organization and Purpose

Alexandria Convention & Visitors Association, Inc. (the Association) is a non-profit organization, incorporated in 1996 to promote the facilities, restaurants, attractions, retail businesses and events of the City of Alexandria, Virginia in order to maximize business opportunities and to share with visitors the unique heritage of the city. Any business, organization or individual actively engaged in or with an interest in the hospitality and tourism industry may become a paying member of the Association. The Association began as a result of the privatization of a city agency, the Alexandria Convention and Visitors Bureau.

A summary of the Association's significant accounting policies follows:

Significant Accounting Policies

Basis of Accounting

The Association's policy is to prepare its financial statements on a modified cash basis that includes recording of depreciation and amortization on long-lived assets, liabilities for the acquisition of long-lived assets and the recognition of in-kind support. Under this basis, revenue is recognized when collected rather than when earned, and expenditures are generally recognized when paid rather than when the related liability is incurred. Consequently, accounts payable and accrued expenses, other than those mentioned above, are not included in the financial statements.

Cash and Cash Equivalents

It is the Association's policy to treat all short-term, highly liquid investments with original maturities of ninety days or less as cash equivalents. As of June 30, 2004, cash and cash equivalents consist primarily of interest bearing checking accounts and money market fund accounts.

Certificates of Deposit

Certificates of deposit are carried at market value.

See Independent Auditors' Report.

24

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

1. SIGNIFICANT ACCOUNTING POLICIES, ORGANIZATION AND PURPOSE (Continued)

Classes of Assets

To ensure observance of limitations and restrictions placed on the use of resources available to the Association, the Association has classified its resources for accounting purposes into classes established according to their nature and purpose.

Unrestricted net assets include assets which are available for general operations as well as any funds set aside by the Board of Directors. As of June 30, 2004 all of the Association's net assets are unrestricted.

Property and Depreciation

The Association's policy is to capitalize all property and equipment with a cost of \$500 or more. Equipment is recorded at cost. Donated assets are recorded at fair value on the date of the gift. Depreciation is computed by straight-line method over the estimated useful life of five years.

Revenue Recognition

Membership dues and grants are recognized when received, rather than earned, under the modified cash basis of accounting. Contributions with donor-imposed restrictions shall be reported as restricted support; however, donor-restricted contributions whose restrictions are met in the same reporting period are reported as unrestricted support. When the donor restriction expires, that is, when a stipulated time restriction ends or purpose is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

Income Taxes

The Association is exempt from federal income tax under Section 501 (c) (6) of the Internal Revenue Code. The Association conducts no taxable activities therefore, no provision has been made in the accompanying financial statements.

See Independent Auditors' Report.

25

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

1. SIGNIFICANT ACCOUNTING POLICIES, ORGANIZATION AND PURPOSE (Continued)

Estimates

The preparation of the financial statements in conformity with the modified cash basis of accounting requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

Expense Allocation

The Association has allocated salaries and indirect costs to program and general and administrative activities based on level of effort.

2. CASH AND CASH EQUIVALENTS

Cash as of June 30, 2004 consisted of the following:

Checking	\$	46,406
Money Market		86,917
Cash held for GWTA		10,825
Cash held for NVVC		105,087
Total	\$	<u>249,235</u>

As of June 30, 2004, \$124,419 was in excess of the limit of FDIC coverage.

3. CERTIFICATES OF DEPOSIT

A summary of certificates of deposit at June 30, 2004 is as follows:

	<u>Market</u>
Time certificates of deposit with VA Commerce Bank face at \$5,000 each at 1.49% maturing on January 23, 2005	<u>\$ 11,479</u>

Total interest income from the above certificates of deposit and the money market account was \$4,342 for the year ended June 30, 2004.

See Independent Auditors' Report.

26

Renner  
&  
Company  
Certified  
Public  
Accountants



ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

4. RETIREMENT PLAN

The Association has a 401(k) profit sharing plan for all eligible employees. The Plan allows a matching contribution by the Association of up to 12% of salary. Pension expense was \$49,431 for the year ended June 30, 2004.

5. LEASE COMMITMENT

The Association is obligated under an operating lease agreement for a copier. The lease expires March 23, 2008.

The total minimum rental commitments due in future years are as follows:

2005	\$ 4,627
2006	4,627
2007	4,627
2008	3,470
	<u>\$ 17,351</u>

6. OBLIGATIONS UNDER CAPITAL LEASES

The Association leases computers under capital leases which expire in 2007. The assets and liabilities under the capital leases were recorded at the lower of the present value of the minimum lease payments or the fair value of the asset. The assets were depreciated over their related lease terms. Interest expense associated with the year ended June 30, 2003 was \$1,440.

Payments under the capital leases are due as follows:

	Total Payments	Interest Portion	Net
2005	5,770	\$ 675	\$ 5,095
2006	1,767	76	1,691
	<u>\$ 7,537</u>	<u>\$ 751</u>	<u>\$ 6,786</u>

See Independent Auditors' Report.

27

**Renner  
&  
Company**  
Certified  
Public  
Accountants

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

7. LEASE COMMITMENT

The Association entered into an agreement in June 2004 with the City of Alexandria for rental of their office space. The Association is obligated to pay the City of Alexandria \$73,000 per year in quarterly payments of \$18,250. The Association has already paid the City the first quarterly payment for the quarter ended September 30, 2004. The agreement is renewed annually with the City.

8. COMMITMENT WITH DETERANET, LLC

The Association entered into an agreement with Deteranet, LLC on July 22, 2003 for network support. The agreement term is July 2003 to July 2004. As of June 30, 2004 the Organization had incurred associated costs of \$14,903 for this agreement.

9. CONTRACT WITH VISTAGRAPHICS, INC.

On March 1, 2002 the Association entered into an agreement with VistaGraphics, Inc. for the production, distribution, and disbursement of ad receipts from the Alexandria official visitors guide. The agreement covers the 2003, 2004, and 2005 issues of the guide. The Publisher shall pay the Association a ten percent commission on ad sales receipts from the guide subject to a \$10,000 minimum and a \$20,000 maximum per year. For the fiscal year ended June 30, 2004 the Association received approximately \$24,834 for the above referenced guide.

10. RELATED PARTY TRANSACTIONS

The Association is a member of the Northern Virginia Visitors Consortium (NVVC), and the Executive Director of the Association also serves as the President and Treasurer of the Consortium. During the year June 30, 2004 the Association incurred costs of \$10,000 to the Consortium as dues.

11. ADVERTISEMENTS

The Association placed advertisements in various journals, newspapers and brochures to promote the many events that take place in the City of Alexandria. The expenses incurred in promoting these events totaled \$597,942 for fiscal year ended June 30, 2004.

See Independent Auditors' Report.

- 28

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2004

12. PROPERTY DEPRECIATION

A summary of property depreciation at June 30, 2004 is as follows:

	<u>Depreciation expense</u>	<u>Accumulated depreciation</u>	<u>Estimated useful life (Years)</u>
Office furniture and equipment	<u>\$ 8,207</u>	<u>\$ 15,655</u>	5 -10

13. SIGNIFICANT SOURCE OF SUPPORT

For the year ended June 30, 2003, the Association received \$1,467,691 from the City of Alexandria, representing 89% of its total support.

14. SUBSEQUENT EVENT

Subsequent to year end, the Association entered into an agreement for a new computer. The new agreement term is for 36 months.

Payments under the capital leases are due as follows:

	<u>Total Payments</u>	<u>Interest Portion</u>	<u>Net</u>
2005	\$ 1,249	\$ 387	\$ 862
2006	1,249	251	998
2007	1,249	94	1,155
	<u>\$ 3,747</u>	<u>\$ 732</u>	<u>\$ 3,015</u>

See Independent Auditors' Report.

-29

**Renner  
&  
Company**  
Certified  
Public  
Accountants

ADDITIONAL INFORMATION

INDEPENDENT AUDITORS' REPORT ON ADDITIONAL INFORMATION

The Board of Governors  
Alexandria Convention & Visitors Association, Inc.  
Alexandria, Virginia

Our report on our audit of the basic financial statements of Alexandria Convention & Visitors Association (a not-for-profit organization) as of June 30, 2004, is presented in the preceding section of this report. Our audit was made for the purpose of forming an opinion on the basic financial statements taken as a whole. The accompanying additional information is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has not been subjected to the auditing procedures applied in the audit of the basic financial statements and, accordingly, we express no opinion on it.

*Renner and Company, CPA, P.C.*

October 7, 2004

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION, INC.

STATEMENT OF FUNCTIONAL EXPENSES - MODIFIED CASH BASIS  
for the year ended June 30, 2004

	<u>Program</u>	<u>General and Administrative</u>	<u>Total</u>
<u>EXPENSES</u>			
Advertising and marketing	\$ 597,942	\$ -	\$ 597,942
Payroll taxes	32,938	14,116	47,054
Salaries and benefits	484,062	207,455	691,517
Telecommunications	16,986	-	16,986
Visitors' Center	23,124	5,781	28,905
Accounting fees	2,904	726	3,630
Bank fees	234	58	292
Consulting	8,000	2,000	10,000
Depreciation	6,566	1,641	8,207
Insurance	3,695	924	4,619
Miscellaneous	2,229	557	2,786
Professional fees	10,905	2,726	13,631
Professional development	6,614	1,653	8,267
Repairs and maintenance	13,642	3,411	17,053
Computer software	6,838	1,710	8,548
Reproduction	5,417	1,354	6,771
Lease	70,656	17,664	88,320
Transportation	7,295	1,824	9,119
Taxes	164	41	205
Utilities	2,755	689	3,444
Supplies	14,847	3,712	18,559
Interest expense	1,152	288	1,440
<u>TOTAL EXPENSES</u>	<u>\$ 1,318,965</u>	<u>\$ 268,330</u>	<u>\$ 1,587,295</u>

See Independent Auditors' Report on Additional Information.

-32

**Bennett  
&  
Company**  
Certified  
Public  
Accountants

3





### **3. Monthly Reporting to ACVA Board of Governors**

#### **Board Package**

Each month, the president presents a complete package of documents to the ACVA Board of Governors, which is prepared following the monthly meeting of the Executive Committee. The package includes: agenda for upcoming Board meeting; minutes of the previous Board meeting; President's Report; financial report; monthly statistics; travel trends; and media clips.

#### **Statistics**

Monthly statistics present a current assessment of Alexandria's tourism industry relative to its performance in previous years, and in some measurements, relative to the region. Review of the statistics monthly provides timely feedback that can be used both to evaluate and adjust marketing programs.

#### **Travel Trends**

Compilation of travel industry trends of relevance to Alexandria's tourism industry.

#### **Media Clips**

Monthly compilation of travel and business coverage of Alexandria and coverage of ACVA marketing and outreach programs are tracked and reviewed.



**ALEXANDRIA CONVENTION & VISITORS ASSOCIATION  
BOARD OF GOVERNORS MEETING  
Monday, October 17, 2005  
ASIS – 1625 Prince Street  
Fifth Floor Conference Room  
5:00 pm**

**AGENDA**

- I. Call to Order**
- II. Consent Agenda**
  - A. Minutes of last meeting**
  - B. Monthly Financial Report**
  - C. President/CEO's Monthly Report**
  - D. Statistics/Media Clips/Travel Trends**
- III. Governors' Monthly Communications Reports**
- IV. Chair's Update on ACVA Activities**
- V. Staff Educational Presentation**
- VI. Old/New Business**
- VII. Ex-Officio Reports**
  - A. Historic Alexandria**
  - B. Commission for the Arts**
  - C. AEDP**
  - D. Chamber**
  - E. Eisenhower**
  - F. PWBA**
  - G. KSMET**
  - H. WEBA**
- VIII. Adjournment**



Alexandria Convention & Visitors Association

Balance Sheet

As of September 30, 2005

Sep 30, 05

ASSETS

Current Assets

Checking/Savings

1010 · Burke & Herbert Bank 2,541.93

1020 · Virginia Commerce-Operating 85,412.75

1030 · Money Market-Virginia Commerce 631,675.80

Total Checking/Savings 719,630.48

Other Current Assets

1410 · Certificate of Deposit #100201 5,875.48

1420 · Certificate of Deposit #100202 5,875.48

Total Other Current Assets 11,750.96

Total Current Assets 731,381.44

Fixed Assets

1500 · Equipment 26,539.19

1550 · Accum. Depr.-Equipment -5,208.00

1600 · Furniture, Fixtures 26,202.41

1650 · Accum Depr-Furniture -2,240.00

Total Fixed Assets 45,293.60

TOTAL ASSETS 776,675.04

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

2004 · Notes Payable Dell, ST 4,341.04

2150 · Retirement Contribution 1,755.00

2200 · Sales Tax Payable 193.65

Total Other Current Liabilities 6,289.69

Total Current Liabilities 6,289.69

Long Term Liabilities

2008 · Notes Payable Dell, LT 6,826.98

Total Long Term Liabilities 6,826.98

Total Liabilities 13,116.67

Equity

3900 · Retained Earnings 251,879.06

Net Income 511,679.31

Total Equity 763,558.37

TOTAL LIABILITIES & EQUITY 776,675.04

September 2005 Monthly Financial Report

25%

	Year-to-Date FY 2006	Budget FY 2006	% of BDGT	Year-to-Date FY 2005	\$ Change
<b>INCOME</b>					
4001 · City Allocation	867,607.00	1,735,214.00	50%	817,607.00	50,000.00
Total 4010 · Membership Dues	57,378.75	80,000.00	72%	41,307.50	16,071.25
4020 · Official Visitors Guide	0.00	20,000.00	0%		
4050 · Visitors Center				486.89	87.16
Total 4050 · Visitors Center	3,949.94	30,000.00	13%	4,289.73	-339.79
transfer from retained earnings		100,000.00			
Total INCOME	928,935.69	1,965,214.00	47%	863,204.23	65,731.46
<b>Expense</b>					
<b>COMMUNICATIONS &amp; MARKETING</b>					
7010 · Groups	287.50	48,000.00	1%	-504.00	504.00
7020 · General/Individual Traveler	6,042.35	390,000.00	2%	52,287.49	-46,245.14
7030 · Design	12,312.50	55,000.00	22%	12,754.95	-442.45
7000 · Advertising	18,642.35	493,000.00	4%	64,793.19	-46,150.84
7100 · Collateral Materials	50,471.85	132,000.00	38%	44,528.89	5,942.96
7280 · Business Development/Dues, Subs	7,464.43	20,000.00	37%	3,121.35	4,343.08
7299 · Partnership Projects Expense	-9,409.35	40,000.00	-24%	350.96	-9,760.31
7400 · FAM Tours/Events	3,249.75	16,000.00	20%	1,280.53	1,969.22
7499 · Film Office Expense	0.00	1,000.00	0%	75.00	-75.00
7600 · Professional Development	3,747.75	12,000.00	31%	2,863.79	883.96
7650 · Promotional Items	0.00	4,000.00	0%		
7700 · Research	19,450.00	50,000.00	39%	0.00	19,450.00
7820 · Sales - Trade Shows	6,163.20	20,000.00	31%	4,548.91	1,614.29
7800 · Trade Shows	8,698.93	25,000.00	35%	4,548.91	4,150.02
7900 · Web Site	9,970.24	30,000.00	33%	8,085.37	1,884.87
Total COMMUNICATIONS & MARKETING	112,285.95	823,000.00	14%	129,647.99	-17,362.04
<b>OFFICE MANAGEMENT</b>					
6010 · Bank Fees	25.00			50.00	-25.00
6020 · Bookkeeping	2,152.50	8,000.00	27%	2,295.00	-142.50
6030 · Building Maintenance	998.48	14,000.00	7%	1,687.71	-689.23
6040 · Computer Software & Expenses	4,825.41	15,000.00	32%	2,368.96	2,456.45
6050 · Copier Lease/Photocopying	1,824.04	7,000.00	26%	1,654.28	169.76
6060 · Equipment Maintenance	675.90	1,500.00	45%	560.00	115.90
6070 · Insurance	3,213.00	5,500.00	58%	2,612.00	601.00
6080 · Lease	20,385.00	81,600.00	25%	18,044.50	2,340.50
6090 · Office/Oper Supplies	2,494.47	22,000.00	11%	2,334.06	160.41
6100 · Prof. Development-Admin	3,940.56	6,500.00	61%	1,633.09	2,307.47
6110 · Transportation	3,604.50	8,500.00	42%	1,535.00	2,069.50
6120 · Taxes	1,080.01			1,056.50	23.51
6130 · Telecommunications	3,724.90	15,000.00	25%	3,181.74	543.16
6150 · Utilities	0.00	4,000.00	0%		
OFFICE MANAGEMENT	48,943.77	188,600.00	26%	39,012.84	9,930.93
PAYROLL EXPENSES	248,925.74	894,000.00	28%	219,675.63	29,250.11
PROFESSIONAL FEES	3,595.00	18,000.00	20%	520.00	3,075.00
VISITOR/MEMBER SERVICES	5,787.91	22,000.00	26%	16,335.17	-10,547.26
Expense	419,538.37	1,945,600.00	22%	405,191.63	14,346.74

6

**ALEXANDRIA CONVENTION & VISITORS ASSOCIATION**  
**Board of Governors Monthly Meeting**  
**ASIS – 1625 Prince Street**  
**Monday, August 15, 2005**

**Present:** Robert Canady, Ann Dorman, Charlotte Hall, Mark Jinks, Robert Lorenson, Gale Reuter, Mary Anne Russell, Phil Smith, Pat Troy, Trudi Van Dyke,  
**Guest:** Fay Slotnick  
**Ex Officio:** George Chadwick, Jean Federico, Paula Riley  
**Staff:** Nancy Baker, Katherine Caldwell, Lorraine Lloyd, Pat McCombie, Jo Anne Mitchell, Laura Overstreet, Laura Rod, Kate Walker, Steve Zimmermann  
**Absent:** Wendy Albert, Joe Egerton, Sharon Hodges, Ken Moore, Nora Partlow, Jim Singerling, Chris St. Pierre, Joyce Woodson

Chair Mary Anne Russell called the meeting to order at 5:07 p.m.

**Consent Agenda**

The **minutes** of the July 18 Board of Governors Annual Planning Session were approved after correcting statement attributed to PWBA. The July **financial report** was accepted.

**Monthly President's Report Highlights:** The Northern Virginia Visitors Consortium has produced a 9-minute video promoting the region that will air continuously at Dulles International Airport. Fall for the Arts events are underway – the Palette Program retail promotion has been added to the Alexandria Festival of the Arts. The 2005 City-wide Holiday Program Committee has been well received by the planning committee; Charlotte Hall is chairing this committee. New features have been added to ACVAmembers.com and to FunSide's interactive map. Virginia Tourism Corporation Chair Cal Simmons will keynote the Annual Membership meeting on Thursday, September 29, at the Hilton Old Town Alexandria. Two research studies are underway: Visitors to Alexandria's neighborhoods and a tourism conversion study. Membership renewal forms have been mailed.

**Statistics/Travel Trends:** Meals tax – up 4% (92 non-filers); retail sales – up 5%; lodging tax – up 13%; \$1 room night – up 7% for the year. Alexandria is ahead of the region in hotel occupancy; ADR remains constant; RevPar is on par with the region. Travel is up at both Reagan and Dulles; Metro ridership was highest ever in June. Alexandria's new wireless area has received national/international press exposure.

**Chair's Report**

The Chair presented the Executive Committee's recommendation to increase the number of members serving on the Executive Committee from five to six.

**After discussion, the following motion was unanimously adopted.**

**Motion:**

*Be it resolved, the Board recommends for membership approval a By-laws change which will add an additional At-large seat to the Executive Committee.*

The Board will present the By-laws amendment to the membership at the Annual Membership Meeting on September 29.

The Chair presented the Executive Committee's recommended slate of officers for FY 2006.

**After discussion, the following motion was unanimously adopted.**

**Motion:**

*Be it resolved, the ACVA Board of Governors accepts the Executive Committee recommended slate of officers for FY 2006: Chair, Mary Anne Russell; Treasurer, Wendy Albert; Members-At-Large, Ann Dorman and Joe Egerton; Secretary, Jo Anne Mitchell. The nomination for Vice Chair will be presented for approval at the Annual Membership Meeting.*

Chair Mary Anne Russell presented her objective for Fiscal Year 2006 which is to increase the understanding of Alexandria's stakeholders to the benefits of a strong tourism industry and how ACVA's mission and activities contribute to the overall health of the Alexandria economy.

During discussion, the Board agreed to establish relationships with stakeholders, promoting ACVA's mission and activities through involvement in business and civic organizations, and using ACVA materials to demonstrate the benefits and economic impact of tourism.

Board members will report at each monthly meeting contacts and discussions concerning ACVA activities. Each member received a memo outlining their responsibilities.

Chair Mary Anne Russell presented the Executive Committee's recommendation to form a Financial Audit Committee which will provide additional oversight for the financial transactions of the organization.

After discussion, the Board unanimously adopted the following motion.

**Motion:**

*Be it resolved, the ACVA Board of Governors establishes a financial audit committee that will review ACVA's financial reports and policies on a quarterly basis and work directly with the independent auditors. ACVA Treasurer will Chair the committee. Also, serving with the ACVA Chair, ACVA President/CEO, one at-large board member and one at-large independent member.*



Mark Jinks agreed to serve as the at-large Board member for FY 2006. An independent member will be recommended at the October board meeting.

### **Improved Communications with Neighborhood Business Groups**

Staff Pat McCombie is the ACVA liaison for the neighborhood business groups. Pat will attend meetings of each of the business organizations, including KSMET, WEBA, PWBA and Eisenhower Partnership, as well as key civic organizations, as appropriate. She will report back to ACVA's president on issues and concerns of the organizations and communicate ACVA's position and involvement on the same.

The **role of ex-officio board members** in assisting with improving communications ensued.

The consensus was that ex-officio members would brief the ACVA Board on issues of importance to their individual organizations. There was strong encouragement to omit reporting on fundraising events due to time constraints. (Organizations are urged to provide flyers if they wish to highlight a particular fundraising event.) There was a brief discussion on improving attendance of the ex-officio members to ensure that the Board is always fully aware of pending issues of each organization.

There being no old or new business, the Chair asked for Ex-officio reports.

**AEDP** - The BRAC Commission Report will be submitted to President Bush on September 8. AEDP's September 28 Board meeting will focus on retail issues. \$50,000 has been set aside for façade improvement in Alexandria; the City will match up to \$1500 for each business submitting a façade improvement proposal. Alexandria ranks 4<sup>th</sup> among cities hosting trade and technology associations, behind Chicago, New York, and DC.

**Alexandria Commission for the Arts** - The Commission would like to republish their Arts & Antiques brochure but is having trouble getting support from the galleries to do this. ACVA President reported that she had offered the possibility of incorporating an arts & antiques guide into the 2007 Official Visitors Guide. The Visitors Guide will be offered online in 2007 as well as in print. A request was made to have ACVA link to the Commission for the Arts and the Arts Forum web sites.

### **Office of Historic Alexandria**

Alexandria will not be able to host tall ships at its marina through December because of work being done on the Wilson Bridge. OHA is working with the Stabler-Leadbeater Apothecary; perhaps it will open in December. Alexandria will enter the National Trust's "Dozen Distinctive Destinations" competition. A request was made to add additional links from FunSide.com to the OHA web site.

The meeting was adjourned at 6:45 p.m.

Respectfully submitted: Jo Anne Mitchell, Secretary



## ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

### President/CEO's September Monthly Report

(presented to Board on Monday, October 17, 2005)

#### Partnership Opportunities

Northern Virginia Visitors Consortium finalizing video for Dulles Airport; kiosks for Udar-Hazy Air & Space museum and Winchester Visitor center. Developing ABA theme and program and 2006 summer program.

#### Major Projects Update

##### Fall for the Arts

- Art Festival September 10-11
- Media coverage for the Alexandria Festival of the Arts appeared in the *Baltimore Sun*, *The Washington Post* (*Weekend*, *Sunday Source*, *Alexandria Extra*), *Where* magazine, *American Style* magazine, *The Sunday Capital* (Annapolis); WTOP radio, and WBIG radio. Clippings are still being tracked.
- The Palette Program, a project idea coming from the Fun Side Forum, was implemented as a way to draw attention to and increase walk-in traffic for local businesses during the festival weekend. Seventy-six completed entry forms were submitted.
- Received 37 surveys from the businesses; results being tabulated
- Received 60 surveys from Festival attendees

Survey results below:

78% came for the festival  
22% did not come for the festival  
10% heard through the brochure  
28% heard through an advertisement  
37% heard through a news article  
2% heard through the radio  
8% heard through the internet  
3% heard through the visitors center  
12% heard through family or friends  
15% heard through a different source than what was listed  
93% would attend again  
0% would not attend again  
7% are undecided about attending again  
15% participated in the Palette Program  
80% did not participate in the Palette Program  
15% were spending the night in Alexandria  
73% were not spending the night in Alexandria  
2% were staying for one night  
3% were staying for two nights  
3% were staying for 3 nights or more  
35% planned to shop  
60% planned to dine  
15% planned to sightsee  
13% planned to attend performances/events

7% planned to visit family/friends  
 7% planned to do other things  
 12% expected to spend 0-\$5  
 7% expected to spend \$5-\$10  
 33% expected to spend \$10-\$25  
 13% expected to spend \$25-\$50  
 32% expected to spend \$50+  
 7% were 1st time visitors  
 72% had been to Alex before  
 22% were residents  
 72% came by auto  
 13% came by metro  
 12% came by a different means of transportation  
 10% were 18-25  
 13% were 26-35  
 16% were 36-45  
 23% were 46-55  
 37% were 55+

**City-Wide Holiday Program:**

- Holiday Committee met Thursday, September 22, at 8:30 a.m. in ACVA offices.
- Committee broke down \$125,000 city budget for Holiday Program: \$85,000 – Advertising; \$15,000 – Decorations; \$25,000 – Events/Entertainment. Budgets are final.
- Retail and restaurant coupon books (\$10,000 each will come from advertising budget) Revised Holiday Program Concept unanimously accepted. Media plan presented and approved. Next Committee meeting set for Thursday, October 13 at 8:30 a.m.
- Decorating committee is putting up six trees throughout Alexandria; the West End is using its portion of the budget to decorate with lights.
- Entertainment committee is securing mimes and other street performers for Old Town, Del Ray and the West End.
- Holiday brochure is being revised and will go to print in October. Quantity of 40,000 will be printed and mailed to the DC Metro and mid-Atlantic regions.
- On-line decorating contest is planned; Sales Dept. is soliciting hotel packages
- Parade of Lights has secured Starbucks Cheer Patrol to serve hot chocolate and coffee on the docks; WASH FM has agreed to partner with the ACVA during the Holiday Boat Parade weekend, and will play music at the Alexandria Marina
- Holiday press materials will go out in mid-October

**On-Going Projects and Programs**

**Marketing Advisory Committee** – Met September 30 and is exploring a brochure about the history of Potomac River and Alexandria’s waterfront

**Architecture Brochure** – in the Ramsay House in October

**Visitors Guide** - Working with Abrials & Partners to develop consistent look which will be incorporated into 2006 Guide; considering re-design and updates for 2006 Guide; working to add more editorial and fun facts; Working on Guide cover; approved inside layouts  
Map Network produced map with coordinates for member listings in Old Town and Del Ray. will be printed as a gatefold in the back cover.

**Web Site** - September Header up September 1 – promoting Fall for the Arts; links to Fall calendar; added Art on the Avenue Banner. Interactive Map button placed on Maps and Transportation page; Map-it links were added to all listings that appear on the interactive map including Meeting Planner “Services” Page; Parking garages removed from base map and added as a drop down menu; Progress has been made on the NOVA map (Loudoun proofing hard copies of the base map)

**Print Maps** - Working on multiple print maps, one of Old Town, one of Del Ray and one of City of Alexandria

**Research** - Neighborhood study began in August. 33 business interviews completed out of 39 businesses submitted (8 out of 11 in Lower King, 9 out of 10 in Upper King, 9 out of 10 in Del Ray, 7 out of 8 in West End). Invitation cards for businesses to hand out to visitors inviting them to take a survey will be delivered on Oct. 6; Conversion study completed; awaiting final report  
Received hotel rooms, dining certificates and walking tour for incentive prizes

**Corporate Ad Re-Design** - concepts for leisure and group ads being developed by Abrials; to be presented in October, once research is complete

**Rack Cards** - Sent 18,000 rack cards to Getaways on Display for distribution in Eastern PA and New Jersey area via AAA distribution

**Database – Marketing:** 130,743 names – up 2.70% over August. In process of removing 161 email optouts from August E-blast

#### **Advertising / Placements**

Publication: Metro Networks; Circulation: 986,145; Target: DC Metro Area; Ad Size: 10 second News/Traffic sponsorships; Tracking mechanism: N/A.

Publication: *Washington Post EXPRESS*; Circulation: 229,000; Target: DC Metro Area; Ad size: 3 col.x 7”; 4C; Tracking mechanism: 800 number

Publication: Virginia Fall Newspaper Insert; Circulation: 4,300,000; Target: Leisure Travelers; Ad size: brochure ad; 4C; Tracking mechanism: 800 number, leads

Publication: *Great Vacation Getaways*; Circulation: 1.6 Million; Target: leisure travelers; Ad Size: 1/6 Page; 4C; Tracking mechanism: 800 number, leads

Publication: *AAA State CO-OP*; Circulation: 2.1 Million; Target: leisure travelers; Ad Size: 1/6 page; 4C; Tracking mechanism: 800 number, leads

Publication: *Preservation Magazine*; Circulation: 224,000; Target: subscribers; heritage-interest readers; Ad Size: 1/2 page 4/c; Tracking mechanism: 800 number, leads

Publication: *Budget Travel* CO-OP; Circulation: 525,000; Target: Leisure Travelers; Ad Size: 1/6 page; 4C; Tracking mechanism: 800 number, leads

Publication: *Smithsonian Magazine* CO-OP; Circulation: 561,894; Target: Leisure Travelers, Ad Size: 1/6 page; 4C; Tracking mechanism: 800 number, leads

Publication: *New York Times Magazine* CO-OP; Circulation: 1,673,000; Target: Leisure Travelers; Ad Size: 1/4 page; 4C; Tracking mechanism: 800 number, leads

Publication: *PMPI Membership Directory* Circulation: 900; Date: September, 2005; Target: Metropolitan DC Meeting Planners; Ad size: 1/2 page b/w Tracking mechanism: phone inquiries.

Publication: *Potomac Memo*(PMPI); Circulation: 900; Date: September, 2005; Target: Metropolitan DC Meeting Planners; Ad size: 1/2 page 4/C Tracking mechanism: phone inquiries

Publication: *Group Tour Magazine*, Regional; Circulation 15,000: Date: September 2005; Target: National Travel Planners Operators; Ad size: 1/6 page 4/C (VTC Co-op) Tracking mechanism: response leads.

**ACVA Annual Membership Meeting** - The 2005 Annual Membership Meeting was held at the Hilton Alexandria Old Town on September 29, with approximately 90 people in attendance. Chair Mary Anne Russell was honored as recipient of the 2005 David G. Speck Tourism Partner of the Year Award. Cal Simmons, Chairman of the Board of Directors of the Virginia Tourism Corporation was keynote speaker, stressing the importance of the economic impact of tourism for the Commonwealth of Virginia. The theme "The Greatest Show in Alexandria" gave ACVA the opportunity to talk about the many stakeholders that the association serves and bold tourism initiatives underway. The theme was also carried out through creative centerpieces on the tables and circus entertainers who greeted guests upon their arrival.

Media represented at the Annual Membership Meeting included the *Alexandria Gazette* and the *Washington Business Journal*. The ACVA's Year-End press materials were also sent to *The Washington Post*, *The Alexandria Times*, and to WEBA, KSMET, PWBA, and Eisenhower Partnership for their newsletters. Copies of the ACVA 2005 Annual Report were sent to all ACVA members, state and local government officials, boards of the neighborhood business organizations, and civic association presidents.

**Media Coverage-** Art Festival coverage is listed in the marketing report. Other coverage included: *Meetings South* (destination feature), *The Free Lance Star* (Fredericksburg/destination feature); *Morning Telegraph* (Tyler, TX); FAB (Los Angeles); *Houston Chronicle*, *Arizona Republic* (patent museum).

**Media Hosted** - Ken and Barbara Beem on assignment for The Grapevine regional community newspaper.

**Media Supported** - SATW National Convention and Travel Media Showcase. ACVA staff attended two major travel writers during September, interfacing with more than 100 writers. Staff are following up with contacts made by sending materials and extending invitations to visit Alexandria.

*Travmar* (Mid-Atlantic Meetings Magazine) editorial, *Washington Flyer* for Parade of Lights and PRYCA website and newsletter for Parade of Lights. *Loudoun Friday Times* (photography); *The Advocate/Sunday Travel Section* (photography); News Channel 8 (advertorial copy); *Great Family Vacations Guidebook* (review copy); *Mid-Atlantic Meeting Source Book* (wrote copy); book authors Patricia/Robert Foulke (writing Colonial/Revolutionary War-era travel guidebook (sent Historic Alexandria guide)

**Trade Shows and Sales Missions** - Partnered with Holiday Inn Select, Hilton Old Town, Embassy Suites, Sheraton Suites and 100 King at Affordable Meetings Tradeshow. Promoted dining theme with 100 King cooking demonstration. Received 5 RFPs with estimated revenue of \$119,860, 3 leads awaiting date confirmation, 23 contacts with future definite business and 106 general interest leads. Distributed new CD version Event Planner with follow-up mailing (31).

Organized "Pass Your Meetings to Alexandria" fall sales blitz. Partnered with 6 hotels and one caterer (12 participants) to call on 70 meeting planners consisting of 55 association planners and 15 government planners. To date, received one RFP, with 40% of the planners indicating possible future needs for Alexandria. Will follow-up with client party invitation.

**Fam Trips/Events** - Hosted "Back to School" themed Preferred Planner Orientation Luncheon with Sheraton Suites Hotel. 23 planners attended "Preferred Planner University" learning about ACVA, the program, associate members and the Sheraton Suites. Several new quality planners attended. Began logistics for Alexandria Toasts the Ghosts client event at Gadsby's Tavern & Museum. Worked with designer on invitation, solicited sponsors, developed list, met with decorators and Gadsby's Tavern Museum.

**Business Development** - Active participation in AMPS Programs Committee; attend AMPS Annual Meeting. Met with Motley Fool for upcoming holiday event. Attended WCTC 2005-6 Cooperative Marketing Meeting.

**Sales Direct Mail/Electronic Marketing** - Sent e-blast reminder to Affordable Meetings attendees (1500); sent follow-up reminder e-blast to Preferred Planners for Orientation Luncheon; Sent "save the date" e-blast for Toast the Ghosts client event (550); follow-up mailing to Affordable Meetings (31).

Solicited 480 planners to include daily traces, new prospects, service leads and past October and November meeting inquiries and previous June meeting inquiries via phone/mail and email.

**Sales Data Base** - Continue to revamp the qualified database (meetings, events and tours) to include 1556 companies with 2431 leads. The general leads database includes 25301 (+24) contacts.

**Membership -**

New members - King Street Events (event planning)  
Members renewed - Affordable Signs & Banners  
Alexandria Colonial Tours  
Alexandria Colonial Tours' Family-Friendly Tours  
Balducci's Blue Point Grill  
Bistrot Lafayette  
Bittersweet Catering  
Brenda Stone, GRI  
British Collection  
Caboose Cafe & Bakery  
Chart House Restaurant  
Chicken Out Rotisserie Catering  
Clyde's at Mark Center  
Crate & Barrel Outlet  
Dandy Restaurant Cruise Ships  
Decorium  
Dishes of India  
Eight Hands Round  
Eos Collection  
Fresh Catering & Design  
Gallery Lafayette  
Irish Walk  
King Street Blues  
Kingsbury Chocolates  
Kshira Interactive  
Kwik Kopy Printing  
La Bergerie  
Mango Mike's  
Marie Louise Meyer  
McCormick & Schmick Seafood Restaurant  
My Place in Tuscany  
Old Town Theater  
Olde Towne Horse & Carriage  
Pat Troy's Restaurant & Pub  
Portner's Restaurant  
Potomac Belle Charters  
Potowmack Landing  
Ramparts  
Random Harvest  
Regent University  
Rocklands Barbecue & Grilling Company



Splendid Fare Catering  
Stabler-Leadbeater Apothecary Museum  
Stella's Restaurant  
Studio Antiques and Fine Art, Inc.  
Taverna Cretekou  
Tickled Pink  
Timothy Williams  
U.S. Patent & Trademark Office Museum  
Virginia Scottish Games Association  
Virginia Shop

### **Meetings and Activities**

- WEBA Board Meeting
- Alexandria Festival of the Arts
- West End community event
- KSMET Board Meeting
- WEBA Anniversary Luncheon
- Leadership Alexandria Retreat
- PWBA Luncheon
- Eisenhower/KSMET joint meeting
- ACVA Holiday Committee meeting
- Alstom Spousal Breakfast presentation/Doubletree Crystal City
- Sheila Menish – Truth Serum
- ACVA Annual Meeting
- Director of Catering Meeting
- Gretchen Bulova – Gadsby's Tavern Musueum
- Norma Rodriguez/Deanna Judkins – Sheraton Suites
- Paul Garner – Gala Events
- Betsy Jones – King Street Events
- Stephen Scarborough – Hilton Old Town
- Gail Perry/Stephen Watson – Hilton Old Town
- Holiday Parade of Lights Committee Meeting – DC
- Alexandria Parade committee
- Meredith Kirkpatrick/WCTC – United Airlines Fam
- SATW National Convention
- Travel Media Showcase
- Fun Side Forum Palette meeting
- Jamestown 2007 meeting
- Campagna Center/Scottish Walk meeting
- Contacted businesses for Neighborhood research project
- VTC for Marketing Plan and Jamestown Presentation
- Abrials & Partners to discuss Corporate Ads
- Marketing Advisory Committee
- PWBA marketing-committee meeting

**Quote of the Month: Amundsons from Federal Way, Washington:**  
“This is a must-see, come-back, not-to-be-missed place.”



**ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION**  
**Meals and Sales Tax Report**

MEAL TAX

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	%+/-
00	635,946	601,788	617,347	662,986	577,709	652,248	532,681	576,019	692,231	674,948	710,594	696,628	7,631,125	12%
01	679,585	663,816	700,490	693,947	630,881	717,203	605,241	608,954	730,279	734,021	757,062	777,449	8,298,928	9%
02	719,818	699,702	671,779	696,378	647,025	782,055	618,733	630,576	754,106	737,470	766,331	790,742	8,514,715	3%
03	714,590	715,491	709,197	709,314	671,385	747,293	614,703	569,752	742,426	720,825	794,439	782,804	8,492,219	0%
04	737,858	746,658	711,662	750,466	710,207	788,181	642,538	688,693	798,904	802,025	833,757	825,334	9,036,283	6%
05	812,699	761,109	794,898	840,059	728,746	857,020	688,952	719,911	830,416	860,827	859,465	873,913	9,628,015	7%
06	819,710	599,402												
%	1%	-21%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

99 non filers

RETAIL SALES TAX

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	%+/-
96														
97														
98	1,340,199	1,225,789	1,333,037	1,417,606	1,354,129	1,741,315	1,279,230	1,156,808	1,323,449	1,663,540	1,480,997	1,524,694	16,840,795	n/a
99	1,420,516	1,336,674	1,526,077	1,419,680	1,553,906	1,987,608	1,484,970	1,336,550	1,566,649	1,568,178	1,573,275	1,777,142	18,551,223	7%
00	1,493,638	1,414,571	1,731,141	1,626,784	1,706,484	1,657,817	1,643,634	1,445,261	1,805,840	1,684,740	1,721,259	1,871,365	19,802,533	7%
01	1,541,855	1,645,996	1,739,234	1,671,735	1,539,350	2,179,389	1,642,100	1,500,208	1,918,277	1,803,125	1,752,135	1,797,402	20,730,806	5%
02	1,715,643	1,573,174	1,601,030	1,679,795	1,587,916	2,276,121	1,384,194	1,515,057	1,833,916	1,736,953	1,821,020	1,591,526	20,316,345	-2%
03	1,857,334	1,847,275	1,719,859	1,606,265	1,349,678	2,718,156	1,532,047	1,458,026	1,805,140	1,750,796	1,775,484	1,796,066	21,216,125	4%
04	1,764,274	1,702,586	1,994,554	1,849,717	1,741,425	2,392,896	1,635,426	1,640,120	1,979,662	1,814,434	1,919,456	2,107,336	22,541,886	6%
05	1,919,456	2,107,336	1,898,767	1,776,897	1,941,401	1,876,996	1,885,115	2,505,965	1,819,539	1,708,890	2,051,092	2,138,196	23,629,650	5%
06	2,003,199													
%	4%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

19

**ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION**  
**Accommodation Tax Report**

**LODGING TAX REVENUE (5.5%)**

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
96	\$289,332	\$239,108	\$272,102	\$321,305	\$227,597	\$161,455	\$149,264	\$165,251	\$260,469	\$334,440	\$320,440	\$304,714	\$3,045,477
97	\$285,819	\$250,479	\$255,845	\$447,925	\$222,596	\$180,391	\$175,841	\$189,285	\$275,826	\$367,680	\$341,747	\$311,830	\$3,305,264
98	\$296,685	\$251,947	\$273,959	\$374,027	\$241,020	\$190,198	\$172,118	\$212,521	\$323,456	\$409,263	\$371,117	\$381,883	\$3,498,194
99	\$368,622	\$310,882	\$324,365	\$460,156	\$305,783	\$228,415	\$205,679	\$256,190	\$433,325	\$458,078	\$503,208	\$447,249	\$4,301,954
00	\$379,019	\$337,279	\$412,704	\$455,652	\$327,208	\$243,277	\$240,197	\$288,264	\$451,854	\$521,880	\$541,956	\$498,144	\$4,677,261
01	\$473,358	\$382,876	\$459,263	\$496,765	\$379,383	\$281,709	\$330,566	\$323,024	\$493,163	\$533,113	\$562,794	\$514,849	\$5,230,863
02	\$440,197	\$389,495	\$307,517	\$385,892	\$312,774	\$244,096	\$254,891	\$288,715	\$424,705	\$516,620	\$530,566	\$466,036	\$4,561,504
03	\$427,795	\$371,951	\$422,492	\$452,713	\$338,745	\$276,740	\$240,710	\$286,086	\$440,662	\$452,868	\$507,040	\$489,400	\$4,707,202
04	\$440,957	\$406,258	\$427,223	\$525,868	\$381,812	\$308,759	\$285,966	\$349,732	\$554,909	\$585,643	\$615,240	\$561,660	\$5,444,027
05	\$525,608	\$449,818	\$514,643	\$602,005	\$445,618	\$350,660	\$397,643	\$410,491	\$615,822	\$662,552	\$654,037	\$626,589	\$6,255,486
06	\$559,956	\$447,541											
%+/-	7%	-1%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

4 non filers

**\$1 ROOM NIGHT TAX**

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
00	\$72,193	\$69,998	\$79,250	\$80,131	\$61,693	\$48,879	\$47,940	\$54,877	\$80,745	\$83,643	\$86,758	\$82,045	\$848,152
01	\$84,647	\$73,935	\$77,826	\$81,649	\$66,789	\$53,415	\$53,976	\$54,292	\$78,648	\$79,108	\$85,669	\$81,633	\$871,587
02	\$76,667	\$71,154	\$55,041	\$65,497	\$54,609	\$46,779	\$45,374	\$50,822	\$68,533	\$76,312	\$82,908	\$75,600	\$769,296
03	\$73,801	\$64,894	\$67,076	\$70,946	\$57,516	\$50,493	\$42,804	\$50,802	\$71,192	\$74,107	\$79,741	\$80,410	\$783,782
04	\$77,517	\$70,628	\$67,205	\$83,209	\$65,528	\$55,379	\$49,697	\$58,378	\$82,721	\$85,094	\$87,668	\$82,433	\$865,457
05	\$82,080	\$78,253	\$78,767	\$88,282	\$69,402	\$56,152	\$60,214	\$63,314	\$87,153	\$92,469	\$90,851	\$89,709	\$936,646
06	\$87,627	\$68,131											
%+/-	7%	-13%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

20

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION  
 Half Report

OCCUPANCY

City of Alexandria

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	78.5%	70.4%	75.7%	81.0%	67.2%	50.5%	49.8%	60.8%	78.3%	87.6%	86.6%	87.1%	72.8%	5.0%
01	81.3%	76.7%	77.5%	82.6%	68.1%	52.6%	59.1%	64.0%	79.6%	84.1%	82.9%	83.5%	74.3%	2.1%
02	78.7%	71.9%	54.8%	64.6%	56.8%	48.4%	48.3%	58.6%	70.7%	81.6%	79.2%	78.3%	66.0%	-11%
03	72.9%	67.1%	66.8%	70.3%	59.0%	49.2%	46.3%	53.9%	65.2%	71.5%	75.0%	78.0%	64.6%	-2%
04	72.2%	65.0%	64.0%	73.3%	60.1%	49.7%	49.0%	59.2%	74.2%	82.3%	81.0%	82.8%	67.7%	5%
05	77.9%	69.3%	71.9%	81.0%	63.1%	49.0%	56.0%	63.9%	78.8%	86.1%	81.6%	83.9%	71.9%	6%
06	79.1%	69.4%	73.4%											
%	2%	0%	2%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Metroplitan Washington (DC, Nova, Southern MD)

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	75.6%	69.8%	75.1%	79.8%	65.5%	48.5%	52.7%	63.8%	78.1%	84.0%	84.1%	83.5%	71.7%	1%
01	78.6%	74.7%	77.9%	81.5%	67.6%	51.3%	57.6%	64.7%	76.7%	78.9%	78.9%	80.2%	72.4%	1%
02	73.9%	69.0%	53.8%	63.7%	56.9%	46.9%	50.0%	60.8%	69.4%	79.2%	76.5%	76.7%	64.7%	-11%
03	71.6%	66.9%	67.1%	70.2%	58.8%	47.7%	51.2%	59.2%	68.4%	70.6%	74.1%	77.6%	65.3%	1%
04	74.7%	67.4%	70.0%	76.6%	62.1%	49.8%	52.3%	64.9%	76.5%	79.7%	79.5%	82.0%	69.6%	7%
05	77.1%	70.4%	72.4%	79.8%	63.1%	50.5%	55.3%	65.6%	75.5%	82.2%	79.1%	80.7%	71.0%	2%
06	77.2%	71.1%	73.5%											
%	0%	1%	2%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%

**ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION**  
**Hotel Report**

**AVERAGE DAILY RATE (ADR)**

**City of Alexandria**

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	89.76	88.85	93.86	95.76	89.47	84.71	86.55	88.29	96.13	101.91	103.09	100.54	93.24	3%
01	95.12	94.45	102.72	103.12	97.75	91.90	103.17	99.92	104.11	110.39	108.09	105.16	101.33	9%
02	97.53	96.39	96.32	99.81	95.46	89.51	95.01	94.99	101.49	109.41	107.60	105.63	99.10	-2%
03	101.61	99.84	104.10	105.67	96.83	91.57	93.12	94.98	101.67	102.78	103.39	100.09	99.64	1%
04	97.37	97.50	103.04	102.49	97.90	93.09	97.50	101.86	106.64	107.22	110.80	107.58	101.92	2%
05	102.10	102.58	108.35	109.38	104.56	101.14	106.80	106.37	111.12	114.46	114.89	112.58	107.86	6%
06	107.90	110.89	113.81											
%	6%	8%	5%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

**Metropolitan Washington**

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	99.83	97.95	119.12	118.43	107.89	101.62	105.35	110.82	117.56	121.05	121.19	115.54	111.36	5%
01	108.28	106.96	123.91	127.55	117.76	108.70	127.85	120.67	126.19	127.20	125.37	119.28	119.98	8%
02	108.10	104.64	109.86	114.39	108.13	99.91	105.52	111.79	116.58	125.23	122.02	115.42	111.80	-7%
03	106.38	102.27	117.68	120.24	107.39	98.86	104.04	109.30	117.00	114.28	116.35	113.28	110.59	-1%
04	105.04	98.74	116.75	117.61	109.89	102.25	106.06	115.70	123.27	120.91	125.19	120.89	113.53	3%
05	110.59	107.53	124.01	130.65	119.43	110.77	129.36	129.55	131.81	137.09	136.36	131.07	124.85	10%
06	120.32	118.95	138.49											
%	9%	11%	12%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

22

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

I. Report

REVENUE PER ROOM (RevPar)

City of Alexandria

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	70.48	62.51	71.09	77.59	60.11	42.81	43.08	53.68	75.29	89.26	89.25	87.62	68.56	9%
01	77.29	72.41	79.62	85.15	66.75	48.29	61.01	63.99	82.83	92.87	89.57	87.84	75.64	10%
02	76.75	69.35	52.76	64.49	54.20	43.28	45.85	55.66	71.77	89.23	85.19	82.68	65.93	-13%
03	74.08	67.03	69.56	74.29	57.12	45.01	43.09	51.22	66.33	73.49	77.58	78.03	64.74	-2%
04	70.31	63.43	66.27	75.10	58.79	46.30	47.80	60.29	79.16	88.25	89.70	89.06	69.54	7%
05	79.54	71.10	77.89	88.55	65.94	49.58	59.77	68.00	87.52	98.55	93.76	94.44	77.89	12%
06	85.34	76.99	83.53											
%	7%	8%	7%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Metropolitan Washington

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	75.44	68.37	89.42	94.49	70.69	49.25	55.56	70.66	91.85	101.67	101.96	96.52	80.49	7%
01	85.07	79.92	96.56	104.00	79.62	55.46	73.70	78.08	96.81	100.36	98.88	95.67	87.01	8%
02	79.89	72.25	59.10	72.90	61.57	46.83	52.77	67.98	80.88	99.17	93.40	88.51	72.94	-16%
03	76.13	68.45	78.95	84.46	63.13	47.11	53.26	64.70	80.07	80.72	86.19	87.96	72.59	0%
04	78.41	66.58	82.09	90.11	68.20	50.87	55.46	75.08	94.31	96.31	99.59	99.12	79.68	10%
05	85.28	75.74	89.76	104.32	75.38	55.97	71.51	85.02	99.49	112.72	107.89	105.84	89.08	12%
06	92.86	84.52	101.77											
%	9%	12%	13%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

23





ALEXANDRIA CONVENTIC ND VISITORS ASSOCIATION

WEBSITE STATISTICS

Web Site Total Page Views

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02										37,802	54,514	51,742	144,058	
03	54,235	48,272	51,991	43,844	38,383	38,357	44,136	37,432	46,631	54,415	58,533	55,672	571,901	75%
04	91,804	62,885	65,427	57,621	67,633	44,136	50,862	56,409	72,635	61,883	63,360	65,472	760,127	25%
05	83,934	71,436	73,977	68,014	78,754	63,921	65,057	67,789	87,741	109,753	138,826	108,860	1,018,062	25%
06	<b>110,021</b>	<b>105,079</b>	<b>109,326</b>										<b>324,426</b>	

Web Site Unique Visitors

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02										7,596	10,760	10,679	29,035	
03	10,507	9,388	10,435	9,070	7,900	8,569	8,767	7,400	9,576	10,956	11,621	11,869	116,058	75%
04	19,640	11,594	12,178	10,500	15,229	8,767	9,269	10,414	12,859	11,139	11,898	11,429	144,916	20%
05	13,537	11,458	12,181	11,397	17,186	11,404	10,984	10,746	13,298	20,123	29,584	25,441	187,339	23%
06	<b>30,495</b>	<b>29,150</b>	<b>31,127</b>										<b>90,772</b>	

almost 1/2

Web Site First Time Visitors

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02										7,595	10,415	10,116	28,126	
03	9,893	8,751	9,599	8,345	7,238	7,749	7,993	6,717	8,817	10,016	10,771	11,017	106,906	74%
04	18,440	10,578	11,244	9,651	14,096	7,993	8,343	9,585	11,736	10,215	11,053	10,531	133,465	20%
05	12,506	10,474	11,205	10,500	16,028	10,299	9,909	9,737	12,265	18,771	27,822	19,468	168,984	21%
06	<b>25,150</b>	<b>23,953</b>	<b>25,766</b>										<b>74,869</b>	

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

WEBSITE STATISTICS

Web Site Repeat Visitors

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02										1,309	2,179	2,386	5,874	
03	2,578	2,562	2,769	2,468	2,019	2,376	2,398	2,254	3,177	4,197	2,807	2,948	32,553	82%
04	4,064	3,055	3,291	3,030	3,260	2,398	2,558	2,707	3,691	2,942	3,022	3,093	37,111	12%
05	3,828	3,441	3,264	3,085	3,669	3,319	3,278	3,254	3,945	4,756	5,996	5,323	47,158	21%
06	5,345	5,197	5,361										15,903	

Web Site Total Visits

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02										8,904	12,594	12,502	34,000	
03	12,471	11,313	12,368	10,813	9,257	10,125	10,391	8,971	11,994	14,213	13,578	13,965	139,459	76%
04	22,504	13,633	14,535	12,681	17,356	10,391	10,901	12,292	15,427	13,157	14,075	13,624	170,576	18%
05	16,334	13,915	14,469	13,585	19,697	13,618	13,187	12,991	16,210	23,527	33,818	29,950	221,301	23%
06	30,495	29,150	31,127										90,772	

Web Site Request for Guides

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
01	212	199	214	223	163	238	617	555	527	529	444	388	4,309	
02	358	106	218	226	234	195	375	536	492	498	407	387	4,032	-7%
03	321	325	625	369	291	202	522	439	480	341	467	626	5,008	19%
04	1,242	599	846	734	1,018	602	1,563	1,369	1,479	832	520	951	11,755	57%
05	371	724	472	393	466	308	1,478	740	906	822	760	686	8,126	-31%
06	549	601	505										1,655	

Web Site Interactive Map Page Views

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
05							46,470	34,583	51,832	54,975	70,908	82,434	341,202	
06	83,844	84,323	78,683										246,850	

Web Site Interactive Map Unique Visitors

26

ALEXANDRIA CONVENTIC ND VISITORS ASSOCIATION

WEBSITE STATISTICS

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
05							1932	1,530	2,326	2489	3226	3782	15,285	
06	4,152	4,067	3,955										12,174	

Online Reservations (Total Room Nights)

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02	18	90	31	41	22	37	7	21	42	47	51	49	456	
03	61	43	53	26	26	26	7	11	20	52	28	29	382	-19%
04	65	41	21	10	8	11	3	17	20	36	125	41	398	4%
05	27	15	19	23	6	35	0	0	1	6	15	1	148	-63%
06	1	14												

Online Reservations Revenue

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
02	\$1,733	\$9,212	\$3,902	\$4,214	\$2,610	\$2,925	\$603	\$1,973	\$5,145	\$6,979	\$6,827	\$5,898	\$52,021	
03	\$6,717	\$4,243	\$5,546	\$3,522	\$2,308	\$2,696	\$524	\$869	\$2,194	\$5,858	\$2,695	\$3,350	\$40,522	-28%
04	\$5,927	\$4,303	\$2,141	\$1,126	\$672	\$1,409	\$267	\$1,518	\$2,304	\$4,495	\$16,506	\$5,576	\$46,244	12%
05	\$3,143	\$1,715	\$1,701	\$2,023	\$454	\$2,882	\$0	\$0	\$139	\$1,409	\$1,731	\$139	\$15,336	-67%
06	\$139	1,628											\$1,767	

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

WEBSITE STATISTICS

Web Site Most Requested Pages

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
02	(Home) Hotel Maps Transp Dining	(Home) Hotel Maps Hist. Attr Dining	(Home) Hotel Maps Calend Dining	(Home) Hotel Maps Calend Hotel Maps	(Home) Dining Calend Maps Hotel	(Home) Calend Dining Hotel Maps	(Home) Hotel Dining Maps Transp	(Home) Hotel Maps Dining Calend	(Home) Calend Hotel Maps Dining	(Home) Hotel Maps Transp Dining	(Home) Dining Maps Calend Transp	(Home) Hotel Maps Transp Hotel Calend
03	(Home) Calend Maps Transp	(Home) Festival Maps Calend Transp	(Home) Festival Maps Calend Transp	(Home) Maps Transp Dining Calend	(Home) Hol. Event Hotel Pkg Calend Transp	(Home) Rest Coup Calend Dining Shop Coup	(Home) Hotel Calend Dining Transp	(Home) Dining Maps Transp Calend	(Home) Maps Hotel Dining Transp	(Home) Maps Dining Hotel Attract	(Home) Maps Dining Hotel Attract	(Home) Hotel Dining Maps Tours
04	(Home) Dining Hotel Calend Maps	(Home) Dining Hotel Maps Attract	(Home) Dining FFA Maps Hotel	(Home) Calend Dining Hotel Maps	(Home) Dec Calen Find Alex Hotel Pkg Nov Calen	(Home) Dec Calen Dining Maps Hotel	(Home) Hotel Dining VG Maps	(Home) Dining Hotel Feb Calen VG	(Home) Hotel Dining Maps April Cal	(Home) Dining Maps April Cal May Calen	(Home) Dining May Calen Hotels Maps	(Home) June Calen Dining July Calen Maps
05	(Home) July Calen Dining Maps Tours	(Home) Dining Sept Calen Maps Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List
06	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List	(Home) Dining Sept Calen Oct Calen Hotel List

ALEXANDRIA CONVENTIC ND VISITORS ASSOCIATION

800 Telephone Calls

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% +/-
01	842	928	986	791	617	654	819	855	735	848	862	570	9,507	
02	447	459	425	624	505	418	482	517	625	841	582	531	6,456	-47%
03	618	485	400	388	478	291	398	383	401	520	505	517	5,384	-20%
04	806	634	668	485	408	476	543	515	656	509	630	548	6,878	22%
05	896	610	495	449	374	344	411	494	612	534	748	806	6,773	-1.5%
06	652	660	542										1,854	

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION  
Marketing Statistics

EMAIL UPDATE

FY03	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sent			09/17/02				1/29/03			4/15/03		
Qty			11,238				10,278			10,776		
Response			13.21%				7.46%			6.24%		
CPR			\$1.39				\$2.15			\$2.23		
Opt Out %			2.53%				1.11%			0.51%		

FY04	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sent	7/11/03	8/21/03			11/12/03		1/29/04		3/30/04			6/15/04
Qty	10,085	12,996			13,688		13,457		15,413			15,348
Response	8.30%	9.39%			8.19%		7.26%		6.74%			6.64%
CPR	\$2.15	\$1.94			\$1.77		\$1.73		\$1.16			\$1.17
Opt Out %	0.98%	0.76%			0.86%		0.51%		0.58%			0.49%

FY05	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sent		8/17/04			11/9/04		1/18/05			4/28/05		
Qty		15,604			16,546		17,110			19,155		
Response		5.70%			11.41%		7.96%			11.17%		
CPR		\$1.35			\$0.64		\$0.88			\$0.58		
Opt Out %		0.62%			0.60%		0.47%			0.62%		

FY06	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sent		8/16/05										
Qty		20,695										
Response		9.34%										
CPR												
Opt Out %		0.76%										

ALEXANDRIA CONVENTIC ND VISITORS ASSOCIATION

Leads Generated by Publication (Shows Top 10 States)

STATE	06Preservation	06AAAWorld	06VA Fall News Insert	06Great Vacation Getaways	Total
PA	12	30	344	101	487
NJ	10	62	141	180	393
VA	16		242	49	307
MID	8		190	32	230
NY	28		106	96	230
NC	6		121	23	150
OH	13		35	26	74
TX	7		55		62
FL	15		38	1	54
CT	6		16	31	53
Total	236	92	1632	570	2530

STATE	05VIFL Guide	05 Southern Living	05Preservation	05Great Vacation Getaways	Total
NJ	70	77	51	958	1156
NY	110	82	74	846	1112
PA	115	117	53	663	948
VA	142	316	49	246	753
NC	76	327	26	107	536
MD	41	150	32	246	469
OH	63	106	36	243	448
TX	49	307	25	0	381
FL	47	259	29	8	343
G.A	36	225	9	32	302
Total	1406	3520	742	3,786	9,454

ALEXANDRIA CONVENTIO<sup>ND</sup> VISITORS ASSOCIATION

Leads Generated by Publication through Co-op Ads (Shows Top 10 States)

STATE	06AAAWorld - VTC	06Smithsonian - VTC	TOTAL
CA		43	43
NY		38	38
TX		37	37
PA	4	26	30
VA	4	25	29
FL		29	29
NJ	2	20	22
MID	1	18	19
IL		18	18
OH		12	12
Total	15	451	466

\* leads are generated through Publications that may run beyond FY05 - FY06 leads will start coming out mid-year

STATE	05AAA World - GWTA.	05AAA World - VTC	TOTAL
PA	47	47	94
TX	47	38	85
NY	35	38	73
VA	40	29	69
AZ	12	9	21
NJ	3	1	4
DC	3		3
MID		1	1
OH		1	1
SC	1		1
Total	189	164	353

37



ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

Meeting and Tour Requests

PUBLICATION	MONTH RECEIVED	ISSUE	INQUERIES
Group Tour		Jun	12
Mid Atlantic (Travmar)	Jul-05	Directory 05	4
	Aug-05	Directory 05	5
Mid Atlantic Rapid Response	Aug-05	Jun-05	2
Group Tour Mag		Aug-05	12
Courier			
Successful Mtgs	Jul-05	Jun-05	11
	Aug-05	Jun-05	10

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

Web Site Requests for Guides (Shows Top 10 States)

STATE	Web Email - FY06	Web Emails - FY05	Web Emails - FY04	TOTAL
VA	272	1082	1234	2588
PA	116	547	593	1256
NJ	67	359	526	952
NY	67	385	490	942
CA	98	414	424	936
MD	61	328	338	727
FL	55	278	298	631
OH	62	266	263	591
TX	72	260	249	581
NC	56	235	247	538
Total	1542	6,694	7,379	15,615

ALEXANDRIA CONVENTIC AND VISITORS ASSOCIATION

800# Calls by Publication

Date Activated	Number	Publication	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
9/15/1997	800.388.9119	Main Information Line	445	447	370						1262
9/1/2002	888.738.2764	Media Number	10	2	2						14
Leisure - General											
1/1/2003	888.442.2331	2004 AAA Tourbook	9	4	6						19
6/1/2005	877.596.2068	Fall Brochure		35	10						45
10/1/2004	866.300.5977	Philadelphia Inquirer Holiday Ad	2	2							4
8/1/2003	866.300.5988	Mastercard/CRUSA promo	1	9							10
4/20/2005	866.300.6055	Connection Papers Summer Ads	4	3							7
11/1/2003	888.315.4001	GWTA AAA Co op	10	5	8						23
7/14/2004	888.259.1190	AAA State Co-op	1	10	5						16
7/1/2004	888.259.1194	2005 AAA Tour Book	42	22	23						87
9/1/2003	888.291.9688	New York Times Ad		8	6						14
12/1/2003	888.453.6225	Pathfinders	6	5	10						21
11/1/2001	888.361.3714	WCTC Visitors Guide	1	12	7						20
3/1/2001	888.452.0332	05 VIFL Guide	13	14	8						35
7/20/2004	888.259.1189	Great Vacation Getaways	1	1	9						11
5/1/2005	888.453.9006	Philadelphia Inquirer Summer Ads	15								15
9/1/2002	866.300.6044	Rack Card-ongoing	29	29	18						76
4/1/2002	888.259.1195	Preservation Magazine		3							3
8/25/2004	888.468.6441	05 Southern Living Trvl Directory	1								1
8/25/2004	888.259.1191	Southern Living Holiday Ad	1	6	1						8
9/1/2004	888.259.1196	Holiday Direct Mail Piece		3	17						20
4/1/2005	888.291.9688	Summer Brochure	4								4
5/1/2005	888.261.7504	Summer Postcard (Mid-Atlantic)	9	3							12
5/1/2005	888.448.7885	Summer Postcard (Regional)		2	1						3
6/1/2005	866.300.5988	Budget Travel			9						9
6/1/2005	866.300.5955	VA Fall Newspaper Insert			6						6
3/1/2005	888.259.1192	WHERE Magazine: Summer Fun Guide	4	7	3						14

35

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

Date Activated	Number	Publication	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
<b>Sales - Meetings/Groups</b>											
3/1/2004	866.300.5944	Mid-Atlantic Meeting Planners Guide	1	3							4
4/13/2005	888.468.6443	VIFL Group Tour Guide	3	6	1						10
10/1/2003	877.596.2069	Forbes Co Op Corporate									
	877.596.2066	VTC Group Co Op	14	7	6						27
4/13/2005	888.315.4002	VIFL Meeting Planner Guide	1	4	2						7
4/14/2005	888.315.3998	DC Destinations Guide	1	1							2
6/1/2003	866.300.5966	Meetingsource.com - postcard	1								1
3/1/2003	888.458.6778	Group Tour Mag - Ad	10	4	8						22
12/1/2002	877.596.2067	NTA Courier Mag	1	1	1						3
11/30/2004	888.315.4142	Travmar	2	1							3
11/1/2003	888.259.1188	GWSAE Executive Update	3		4						7
9/1/2004	888.259.1193	Successful Meetings									
	888.259.1197	PMPI	1		1						2
		Miscellaneous	6	1							7
		TOTAL	652	660	542						1854

36

ALEXANDRIA CONVENTIC AND VISITORS ASSOCIATION

Airline Passenger Activity

**Ronald Reagan National Airport**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
04	1,170,909	1,132,538	1,145,522	1,130,705	1,082,511	1,010,040	1,180,989	1,129,381	1,082,125	12,138,636	
05	1,359,255	1,411,469	1,399,415	1,389,874	1,290,801					10,308,148	

**Washington Dulles International Airport**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
04	1,486,446	1,522,852	1,652,309	1,848,274	1,814,154	1,590,230	1,832,499	1,644,915	1,689,373	17,614,393	
05	1,730,379	1,883,660	1,919,703	2,007,761	1,908,337					14,159,063	

DASH About Activity

**Ridership**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
01		2,163	9,552	12,005	11,778	6,719	7,314	4,611	6,381	58,360	
02	6,468	8,663	15,480	12,475	11,926	8,131	8,706	6,789	5,573	98,706	41%
03	7,671	10,278	9,295	13,159	14,176	8,564	10,389	8,595	5,811	99,741	1%
04	9,832	13,934	11,219	15,075	12,603	11,706	12,744	6,663	5,280	116,948	15%
05	11,677	10,937	10,739	15,782	9,467	10,846				69,448	

\*some buses pulled out of service

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

Metro Activity (Total Passengers Entry/Exit)

**King St Ridership**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
05	31,521	30,716	34,246	41,145	28,555	31,038				250,742	

**Braddock Ridership**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
05	15,753	14,691	15,982	15,401	13,436	15,398				118,625	

**Eisenhower Ridership**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
05	7,082	6,823	7,996	7,799	6,196	6,132				53,726	

**Van Dorn Ridership**

CY	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%+/-
05	15,061	13,852	15,797	15,890	13,862	14,236				112,711	

**ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION**  
**Sales Department Activities**

Group Tourism Actualized Revenue

Y	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
09	2,117	943	886	21,385		6,700	19,000		105,600	47,146	16,204	28,806	248,788
10	4,308	139,334	77,616	5,392	87,518	9,480	1,200						
11	19,506	63,968	40,538	49,608	110,435	5,217	20,850	43,537	23,043	19,138	201,837	144,658	742,335
12	8,666	17,500	5,287	108,435	142,371	18,753	23,435	71,439	23,317	105,001	47,628	89,474	694,402
13	21,385	23,666	100,602	106,189	177,258	11,939	39,064	15,397	98,905	40,500	122,939	57,701	815,545
14	81,925	167,399	157,762	341,151	463,463	15,730	75,544	51,557	85,182	38,900	23,809	138,773	1,641,195
15	106,014	20,962	398,222	494,448	39,654	28,503	7,788	89,447	119,887	309,709	77,396	165,131	1,857,161
16	33,383	67,656	123,790										224,829

8 gps not rpt

Estimated Revenue

Y	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
13	1,324,680	213,150	617,941	831,275	132,375	670,500	486,900	1,796,127	611,100	1,586,600	1,370,347	581,230	10,222,225
14	1,184,766	572,470	551,429	506,957	313,776	1,107,302	772,490	849,854	1,455,888	1,806,901	1,540,985	\$1,294,939	11,957,757
15	844,153	869,037	1,002,808	1,630,262	1,095,726	797,245	1,425,073	1,589,785	1,663,736	3,144,172	1,256,877	\$956,421	16,275,295
16	1,829,585	1,023,950	1,000,716										3,854,251

Qualified Group Tourism Leads

Y	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
09	10	17	21	8	16	16	13	13	15	19	18	13	179
10	9	10	16	9	17	7	13	16	14	8	21	9	149
11	15	21	29	35	23	29	43	38	36	31	44	35	379
12	29	31	31	22	26	18	38	56	36	24	21	21	353
13	37	21	60	57	22	28	47	46	35	50	47	32	482
14	38	40	49	52	26	23	33	41	63	51	46	46	508
15	49	59	49	56	62	36	45	64	57	51	49	43	620
16	29	47	31										107

339 10/6/2005

**ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION**  
Sales Department Activities

Qualified Trade Show Leads ACVA/Other

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99													
00			250		50				32	380	20	0	732
01	45	116	116	0	0	0	29	68	41	18	120	0	553
02	0	0	210	14	0	83	136	68	105	19	76	90	801
03	0	98	185 *		53	0	36	113	50	38	30	41	644
04	11	31	114		56	46	54	115	100	303	105	145	1080
05	0	131	126		53	0	0	69	71	110	120	0	680
06	83	23	137										243

FAM Tours/Site Inspections/Sales Calls/Events (Face to Face Contacts)

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99			1	2	2		1	1	3	1	2	1	15
00	1		1			1	1					2	6
01	1	2	3	2	7	4	1	1	5	2	2	2	32
02	4	2	0	2	74	0	54	1	0	2	42	1	182
03	0	2	1	42	23	43	0	5	86	1	15	161	379
04	3	2	18	25	39	19	22	30	50	17	36	16	277
05	3	32	15	49	12	6	12	5	20	9	68	22	253
06	77	1	93										171

Direct Mail/Eblast/Phone (Phone/Mail/Electronic Communication)

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
03	759	908	998	891	456	614	1005	615	2671	1456	5588	5230	21191
04	388	244	2275	1400	976	1338	392	2291	1568	2138	2535	282	15827
05	1815	382	2051	744	1753	4986	728	5671	3807	2243	5202	8956	38338
06	2092	2323	3372										7787

*ES*



ACVA IN-KIND CONTRIBUTIONS  
FY 2006

Month	Partner	Event	Contributions	\$ Value*
JL	Potomac Riverboat Company	CANUSA Fam	boat ride	\$ 80.00
	Sheraton Suites Alexandria	Media Tour	accommodations	\$ 800.00
	Stardust Restaurant	Media Tour	dinner for 4	\$100.00
	Union Street Public House	Media Tour	lunch for 5	\$ 85.00
	Alexandria Colonial Tours	Media Tour	tour for 4	\$ 28.00
	Holiday Inn-Select	Media Tour	accommodations	\$ 350.00
	Alexandria Colonial Tours	Media Tour	tour for 3	\$ 21.00
	Majestic Café	Media Tour	lunch for 2	\$ 35.00
	Stardust Restaurant	Media Tour	dinner for 2	\$ 75.00
	Carlyle House Historic Park	Media Tour	tour for 2	\$ 16.00
	Gadsby's Tavern Museum	Media Tour	tour for 2	\$ 16.00
	Footsteps to the Past	Media Tour	tour for 2	\$10.00
	Hampton Inn Old Town Alexandria	Media Tour	accommodations	\$150.00
			<b>July Total</b>	<b>1,766.00</b>
AUG	Sheraton Suites Alexandria	Media Tour	2 nights' accommodations - 2 rms	800.00
	Union Street Public House	Media Tour	lunch for 5	75.00
	King Street Blues	Media Tour	shared lunch	36.00
	Stardust Restaurant	Media Tour	dinner for 4	100.00
	Residence Inn by Marriott	Media Tour	1 night accommodation	150.00
	Footsteps to the Past	Research Study	tour for 4	20.00
	Chicken Out Rotisserie	Research Study	dinner for 2	25.00
	Embassy Suites	Research Study	accommodations	400.00
	Holiday Inn-Select	Research Study	accommodations	350.00
		<b>August Total</b>	<b>1,956.00</b>	
SEPT	Sheraton Suites	Affordable Meetings	Dinner for two	60.00
	Holiday Inn Select	Affordable Meetings	Brunch for two	50.00
	Hilton Old Town	Affordable Meetings	Dinner for two	90.00
	Sheraton Suites	Preferred Planner	Lunch/prize giveaways	1,500.00
	Stardust Restaurant	Palette Program	Dining certificate	75.00
	Joe Theismann's Restaurant	Palette Program	Dining certificate	75.00
	100 King	Palette Program	Dining certificate	75.00
	Pat Troy's Ireland's Own	Palette Program	Dining certificate	75.00
	Stella's Restaurant	Palette Program	Dining certificate	75.00
	Hard Times Café	Palette Program	Dining certificate	75.00
	Mai Thai Restaurant	Palette Program	Dining certificate	75.00
	Gadsby's Tavern Restaurant	Palette Program	Dinner for two	75.00
	Tempo Restaurant	Palette Program	Dining certificate	75.00
	Birchmere	Palette Program	Dining certificate	75.00
	Dandy Cruises	Palette Program	3 discount coupons	300.00
	Vemilion	Palette Program	Dining certificate	75.00
	Chicken Out Rotisserie	Palette Program	Dining certificate	75.00
	Morrison House	Palette Program	Dinner for two	230.00
	LaPorta's Restaurant	Palette Program	Dining certificate	75.00
	Union Street Public House	Palette Program	Dining certificate	75.00
	Chadwick's Restaurant	Palette Program	Dining certificate	75.00
Bittersweet	Palette Program	Dining certificate	75.00	
		<b>September Total</b>	<b>3,430.00</b>	
		<b>Y-T-Date Total</b>	<b>7,175.00</b>	

41

ACVA Meeting Results  
FY 2006

Pub/Air Date	Media Outlet	Subject	Region	Type	Circulation	Ad Rate	Value
August							
8/3/2005	The Alexandria Times	Wireless	Local	Newspaper	20,000	\$15.00	\$300.00
8/3/2005	The Alexandria Times	Good Humor Girls	Local	Newspaper	20,000	\$15.00	\$90.00
8/4/2005	The Gazette	Motorcoach	Local	Newspaper	15,020	\$11.71	\$515.24
6/26/2005	Quad-City Times	Destination	Local	Newspaper	72,169	\$73.17	\$438.90
8/22/2005	The Agenda News	Art Festival	Local	Newspaper			
8/11/2005	The Gazette	Research Project	Local	Newspaper	15,020	\$11.71	\$175.65
8/25/2005	The Gazette	Art Festival	Local	Newspaper	15,020	\$11.71	\$93.68
Jul-05	Canadian Traveller	Destination	National	Magazine	15,600	\$2,500.00	\$7,500.00
6/30/2005	Washington Times	Destination	Regional	Newspaper	103,017	\$96.50	\$34,740.00
8/18/2005	The Gazette	Art Festival	Local	Newspaper	15,020	\$11.71	\$468.40
7/31/2005	The Sunday Capital	Destination	Annapolis	Newspaper	46,766	\$22.20	\$1,953.60
Oct-05	American Style	Art Festival	National	Magazine			
					Monthly Total:		\$46,275.47
					Annual Total:		\$73,846.92
September							
9/9/2005	FAB	Destination	Los Angeles	Magazine	32,000	\$1,599.00	\$9,594.00
9/4/2005	Houston Chronicle	Patent Musuem	Houston	Newspaper	720,000	\$694.00	\$20,820.00
9/8/2005	Mount Vernon Gazette	Art Festival	Local	Newspaper	15,500	\$8.91	\$641.52
9/8/2005	Baltimore Sun	Art Festival	Baltimore	Newspaper	302,677	\$367.00	\$2,202.00
Sep-05	Where	Art Festival	Washington, DC	Magazine	100,000	\$6,095	\$42,665.00
Sep-05	Meetings South	Destination	Industry	Magazine	22,007	\$4,940.00	\$54,340.00
8/11/2005	The Gazette	Research Project	Local	Newspaper	15,020	\$11.71	\$117.10
9/1/2005	The Gazette	Art Festival	Local	Newspaper	15,020	\$11.71	\$234.20
9/8/2005	The Gazette	Art Festival	Local	Newspaper	20,000	\$15.00	\$889.96
9/7/2005	Alexandria Times	Art Festival	Local	Newspaper	20,000	\$15.00	\$750.00
9/3/2005	The Free-Lance Star	Destination	Fredericksburg	Newspaper	47,866	\$31.60	\$8,848.00
8/7/2005	Morning Telegraph	Destination	Tyler, TX	Newspaper	43,668	\$22.39	\$806.04
9/26/2005	InformationWeek	Wireless	National	Magazine	440,000	\$39,065.00	\$58,597.50
8/7/2005	Arizona Republic	Patent Musuem	Arizona	Newspaper	452,016	\$431.00	\$20,688.00
9/5/2005	American Style Magazine	Art Festival	National	Magazine			
9/8/2005	Washington Post	Peanut Soup	DC area	Newspaper	1,007,487	\$667.00	\$2,001.00
9/8/2005	Washington Post Extra	Art Festival	DC area	Newspaper	811,940	\$49.00	\$98.00
9/4/2005	Washington Post Sunday Source	Art Festival	DC area	Newspaper	811,940	\$667.00	\$4,002.00
9/9/2005	Washington Post Weekend	Art Festival	DC area	Newspaper	811,940	\$352.90	\$1,056.00
9/8/2005	WTOP	Art Festival	DC area	Radio			
9/11/2005	Arts Media News	Art Festival	Channel 24	Cable			
					Monthly Total:		\$228,350.32
					Annual Total:		\$302,197.24

FR

Alexandria Convention Visitors Association  
 FY 2006 Media Hosted - FAMs

Date	Source	Journalist	Media Outlet	Type	Geo Coverage	Days Hosted
<b>July</b>						
8-Jul	ACVA	Darryl Franklin	View of America	Web Site	National	1
10-Jul	MATPRA	Andrew Collins	Travel & Leisure	Magazine	National	1
July 15-17	MATPRA	Donna Owens	Pathfinder Travel	Magazine	National	3
20-Jul	CRUSA	Ingrid Ostheeren	Business Traveler	Magazine	Germany	1
July 25-27	MATPRA	Reed and Wendy Helliman	Fredericksburg Free L	Newspaper	Fredericksburg	3
<b>August</b>						
Aug 2-3	CRUSA	Victoria Summerly	Independent on Sunday	Newspaper	United Kingdom	2
Aug 4-5	ACVA	Carol Sorgen	Baltimore Sun	Newspaper	Baltimore/DC Region	2
5-Aug	ACVA	Therese Howe	Loudoun Magazine	Magazine	Northern Virginia	1
Aug 14-16	ACVA	Rosanna Scott	Ohio publications	Newspapers	Ohio	2
25-Aug	CRUSA	Scottish Film Crew	Cairt Turais	TV Travel Show	Scotland	1
<b>Sept</b>						
16-17	ACVA	Ken/Barbara Beem	Grapevine	Newspaper	Mid-Atlantic	2

# ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

## TOURISM RESEARCH & TRENDS REPORT

### **Katrina's Impact On The US Lodging Industry**

Smith Travel Research (STR), has increased its 2005 RevPAR growth projection for the total US from 7.6% up to 8.2%, reports ehotelier. 'Despite the obvious attrition from displaced business, the increase in Katrina related emergency travel combined with the relocated meetings demand to other cities will have a meaningful impact on occupancies,' stated Randy Smith, CEO and founder of STR.

Added Mark Lomanno, president of STR: 'Some of our client hotels, despite being closed to the public, house FEMA workers, evacuees and clean-up crews and keep reporting revenues and occupancies to us. We conservatively estimate occupancies in hotels that were not closed due to this disaster to be substantially above average for the rest of the year. Nationally, the decrease in room supply due to Katrina's impact coupled with the already strong overall hotel demand allows us to revise our 2005 year-end estimates upward.'

- Ferri Report, October 1, 2005

### **Fed Up With The Cost Of Filling Up**

Will the escalating cost of gasoline result in a significant reduction in the number of Americans who intend to take "drive vacations" in the months ahead? The results of a new national poll conducted by Yesawich, Pepperdine, Brown & Russell suggest that many Americans will probably change some aspect of their travel plans, but few will actually cancel a trip.

The survey revealed that fully 53%

of active leisure travelers say their travel plans would change if the price of gasoline reaches \$3.50 per gallon. Among them, 26% say they would "drive a shorter distance on vacation." An additional 26% say they would "save money on other aspects of their vacation." Fifteen percent (15%) say they would fly instead of drive to their destination. But in some encouraging news for the travel industry, only 19% say they would actually cancel a trip.

The results were taken from a nationally-projectable survey of 600 active leisure travelers who are planning to take a "drive vacation" with their personal automobile or a rental car during the next six months. Respondents were interviewed during the week of September 12, 2005.

Other survey highlights include:

- Respondents were planning to drive an average of 582 miles on their next "drive vacation;"
- One-third (33%) of respondents indicated their travel plans would change if gasoline were to reach \$3.25 per gallon, and an additional 20% indicated the same at a price of \$3.50 per gallon;
- When asked about the price of gasoline at which they would cancel their "drive vacation," 13% cited \$3.25 per gallon, an additional 13% stated \$3.50 per gallon, another 8% cited \$3.75 per gallon, and an additional 20% stated \$4.00 per gallon;

- 46% of respondents indicated they expect the price of gasoline to decrease during the next six months; 35% expect it to increase, and 19% expect it to stay the same;
- When asked about the other activities in which they were less likely to participate as a result of rising gasoline prices, 56% said "dine out," 47% said "go to the movies," 41% said "buy clothes or buy gifts," and 26% said "spend more of my budget for other ordinary living expenses." *Yesawich, Pepperdine, Brown & Russell*

#### **New online domain ".travel" takes off**

A new online domain for the travel industry is open for business. Airlines, theme parks, restaurants, tourism offices and others in travel and tourism are eligible for Web sites and e-mail addresses ending in ".travel."

The new domain could give consumers confidence that they are dealing with a legitimate travel business or group, though the mantra of "buyer beware" applies: Operators of the domain won't be performing any credit or criminal background checks or offering any guarantees.

New York-based Tralliance Corp., a unit of Internet communications company Theglobe.com, won approval to run ".travel" earlier this year from the Internet's key oversight agency, the Internet Corporation for Assigned Names and Numbers, or ICANN.

Since July 1, industry groups such as the Adventure Travel Trade Association and the International Hotel and Restaurant Association have been verifying that companies and organizations belong to one of 18

eligible industry sectors.

Those approved were allowed to register and use ".travel" names starting Monday. *[ACVA has received approval for the following: AlexandriaVa.travel, AlexandriaVirginia.travel, FunSide.travel, TheFunSideofthePotomac.travel.]*

Although Tralliance billed the domain as an online space for the global travel and tourism community, travel journalist and author Edward Hasbrouck criticized the rules, saying they exclude travelers at the expense of promoting travel businesses.

*Associated Press via St. Louis Post-Dispatch, Oct. 4, 2005*

#### **The Hotel Industry: Satisfying Generation X and Baby Boomers ??**

A conundrum that has been plaguing the hotel industry for years is now coming to the fore: how to satisfy the contrasting tastes of its two core business traveler constituencies, the baby boomers and Generation X.

Well into the 1990's, the boomers - those 78 million Americans born in the years from 1946 to 1964 - ruled the roost. But as more Gen Xers - the 58 million Americans born from 1965 to 1980 - joined the work force, the balance of power began to shift, and chains like W sprang up to cater to them.

Now the Gen Xers are becoming the dominant force, says The New York Times. Bjorn Hanson, head of the hospitality practice at PricewaterhouseCoopers, predicts that this year, for the first time, they will spend more per capita on business trips than baby boomers do.

While their overall spending will be lower because of their smaller numbers, that will eventually change, too. Michael E. Jannini, executive vice president for

brand management at Marriott International, expects Gen Xers will be the "majority of the business travel segment" in two years, when the oldest of them start turning 42.

Given the stark contrast in the habits and predilections of the two demographic groups, it is a tough juggling act. According to Mr. Hanson, baby boomers who grew up with the likes of Holiday Inn and Hilton care most about utility. "They want to sit on their bed, have room service and watch TV," he said. Plus, they are more likely to be loyal, lifelong customers.

Gen Xers, on the other hand, are more at home in boutique hotels like those designed by Ian Schrager, he said, and would rather kick up their heels than relax in the evening. "They have a higher propensity to stay in hotels with active bars," he said.

Another big discrepancy in their outlook is that Gen Xers are far more interested in technological features and less interested in traditional manifestations of service, like concierge floors; they live in an on-demand world.  
- *Ferri Report, October 1, 2005*

### **Travelers Increasingly Seek to Book Direct**

Ever-fickle Web users have a new tactic in their quest for online deals: Use an online travel agency such as Expedia or Travelocity to comparison shop, then go directly to a hotel chain's website to book a room.

According to a survey by travel research firm PhoCusWright, the share of online shoppers who purchased directly from a branded hotel site climbed to 45% from 9% over the three years ended last year.

During that same period, the share

who used an online travel agency site for a hotel stay declined to 51% from 70%. The same survey reveals that 55% of Web users who start their search on an online agency site end up making their purchase from another source.

What accounts for the surge in booking on branded hotel sites? PhoCusWright analyst Susan Steinbrink cites improved design and usability, stronger inventory control and more flexible cancellation policies as major factors that have lured online shoppers. And, of course, the bottom line: "Supplier sites are doing a better job of pricing their inventory and doing so competitively."

Here are some of the latest features and deals offered by hotel websites:

- Low-price guarantees. Most major hotel chains -- including Marriott, InterContinental, Hilton, Hyatt, Starwood, Choice and Cendant -- now offer a lowest-price guarantee for online bookings.

- Prepaid rates. Mirroring a strategy long employed by booking sites such as Hotels.com and Quikbook, many hotel chains now offer discounted rates for travelers who pay in advance.

- Comparison shopping. It's easier to price different brands under the same corporate umbrella. Search for a room on the Starwood site, for example, and your return will include options ranging from the luxury St. Regis chain to the budget Sheraton Four Points.

- Loyalty programs. "It's not just bonus points that keep such users coming back. Hotels have become more sophisticated about maintaining user profiles and using past purchasing behavior" says PhoCusWright's Steinbrink.

*USA TODAY – September 2005*

### **Websites Target Travelers with Handheld Units**

Managing travel wirelessly on the road is becoming easier, thanks to a growing number of simple, stripped-down websites aimed at hand-held electronic devices.

The sites make access to information easier for anyone tapping into the Internet with a cellphone or a smart phone, devices that lack the power of a personal computer. In tech-speak, the text-only sites are known as WAP sites for the programming standard they use – Wireless Application Protocol.

Travel companies such as Delta Air Lines, American Airlines and InterContinental Hotels have had text-only wireless websites for several years. Others, such as Marriott Hotels, have recently joined the ranks.

With business travelers increasingly turning to smart phones -- personal digital assistants, or PDAs, with phone capabilities -- many travel companies are upgrading their sites to add limited graphics to what have been text-only sites.

*USA Today – September 2005*

### **Government Considers Plan to Reduce Airline Screening Hassles**

The federal agency in charge of aviation security is considering major changes in how it screens airline passengers, including proposals that an official said would lift the ban on carrying razorblades and small knives as well as limit patdown searches.

The Transportation Security Administration will meet later this month to discuss the plan, which is designed to reduce checkpoint hassles for the nation's 2 million passengers.

An initial set of staff recommendations drafted Aug. 5 also

proposes that passengers no longer have to routinely remove their shoes during security checks. ... Changes proposed by the staff also would allow scissors, ice picks and bows and arrows on flights. The proposed changes were first reported by The Washington Post.  
*- Travel South, September 2005*

### **2006 Business Travel Costs To Rise 12%**

The cost of business travel will increase 12% in 2006, Runzheimer International recently predicted. According to Towline, the Rochester, Wis.-based consulting firm said increasing fuel prices would affect all sectors as airlines raise fares further, additional food delivery costs push meal costs up roughly 11% and mounting fleet costs drive car rental pricing higher. "Often used as a travel mode alternative, car rental will likely not be advantageous in the upcoming year," the company said.

To offset the expected increases, Runzheimer said travel managers likely would emphasize supplier negotiations and consider "non-standard" lodging and transportation services, including company-owned dormitories.

"In addition to supplier negotiations, travel managers will likely take a closer look at their travel policies," said Phyllis Schumann, Runzheimer travel management consultant. "Travel managers are realizing that in order for guidelines or caps for individual components to be effective, they must be geographically specific. Just as we have seen gas prices fluctuate differently in different locations, so do travel prices."  
*- Ferrie Report, October 1, 2005*

## ● TOURISM STATISTICS

### Website Visitation

Through September 2005

↑ UP 95% YTD

### Virginia Welcome Center Visitation

Through August 2005

↑ UP 4.7% YTD

### Lodging Sales

Through Q2 2005

↑ UP 1.9% over same period of 2004

### Food Service

Through Q2 2005

↑ UP 6.1% over same period of 2004

### Car Rentals

Through August 2005

↑ UP 3.8% over same period of 2004

### Gas Sales

Through February 2005

↓ DOWN 1.1% from the same period of 2004

### Washington National Airport

13.2% increase in passenger activity year to date compared to 2004

Airport Activity: Washington Dulles International Airport 40.3% increase in passenger activity year to date compared to 2004

*(Virginia Tourism Dashboard Newsletter, September 2005)*

*COMPLETE TEXT OF FOLLOWING  
TWO STORIES FOUND IN MEDIA  
CLIPS ELSEWHERE IN BOARD  
PACKAGE*

### Top five destinations for a working vacation

By Sarah Pascarella, SmarterTravel.com  
USAToday.com Posted 9/14/2005

While the term "working vacation"

sure sounds like an oxymoron, the reality is most Americans nowadays are mixing business with pleasure while taking time off. According to Mother Jones magazine, 30% of employees do office work while on vacation, and Travelocity reported 33% of travelers keep a cell phone "handy to stay in contact with work."

As such, we've nominated the top five destinations for a working vacation.

Our destinations were chosen by three key factors:

- Connectivity with good cell phone service and Internet access
- A mix of tranquil locales and bustling hotspots to foster relaxation, work productivity and nighttime fun
- Ease of access for major air carriers and train lines to provide a low-stress travel experience.

With such criteria in mind, our top five picks are: Philadelphia; Martha's Vineyard; San Francisco; Alexandria, Va.; and Hermosa Beach, Calif.

Alexandria, Va.

Close to D.C., with a romantic waterfront and plenty of shops, cafes and nightlife, Alexandria is a great spot for travelers who have to juggle work and play. Better yet, the city recently started providing free wireless Internet access in Old Town's historic center, stretching over eight blocks of shops, restaurants, museums and historic attractions. Getting there is easy, too: Many budget airlines fly into nearby Dulles airport, and National Airport is just a few Metro stops away.

**Square Off Over Wi-Fi In The Town Square: Hundreds of local governments are building wireless networks-- but the telecom industry has taken issue.**

By Elena Malykhina, InformationWeek

48



Alexandria, Va., is steeped in the nation's history, with five museums and annual events that commemorate its prominent role in the French and Indian War. But when it comes to wireless technology, Alexandria is firmly planted in the present. Last month, the city launched the first phase of Wireless Alexandria, a free wireless network that covers several blocks that make up the city's Old Town area of shops, outdoor dining, and a marina.

Alexandria's initial investment in the project, intended to serve tourists and others toting laptops and PDAs, was just \$14,000.

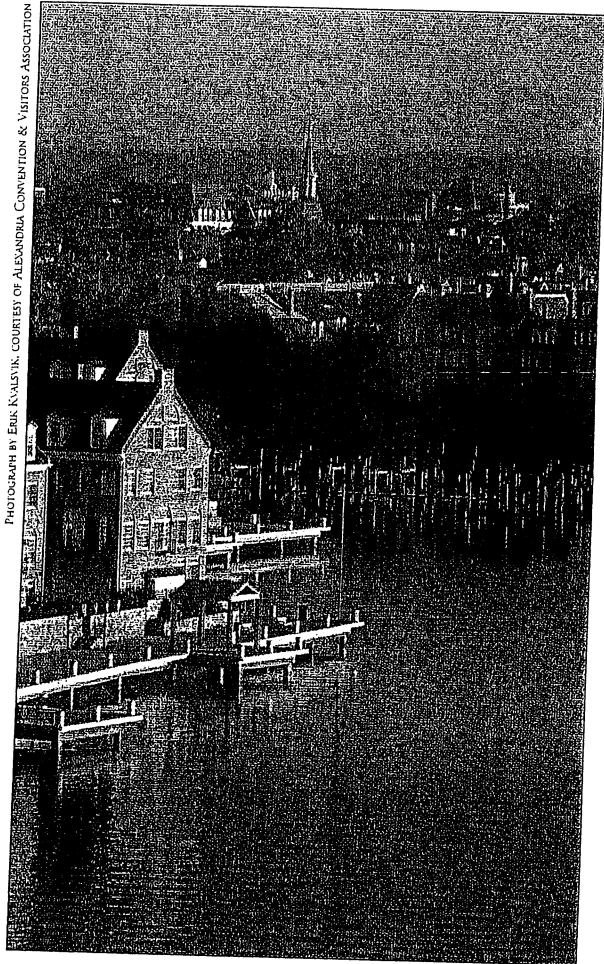
Another historical city about 150 miles north, Philadelphia, also plans to offer wireless service, but that's where the similarities end. Philadelphia is spending \$10 million on a 135-square-mile wireless network, to go live in about a year, that will provide residents and businesses with high-speed Internet access. ...

And while Alexandria hasn't heard a peep from communications companies about its network, Verizon Communications Inc. last year tried to stop Philadelphia's plan. ... Dozens more cities have become battle zones, often because they want to offer wireless or wired Internet access at low prices.



# a REDISCOVERY

BY PAMELA OLDHAM



Sometimes nearby cities and towns become so familiar that we don't recognize their constant evolution and reinvention taking place right under our noses. Having lived in Northern Virginia for nearly 20 years, I thought I knew all about Alexandria. I'd worked in the city for a time after arriving here as a newcomer in 1989, and over the years, had visited many of its galleries and historic sites. But I realized my familiarity with the place was merely superficial after I spent a weekend in Old Town this past summer.

Home to hundreds of businesses, amazing restaurants, national associations and historic sites, Alexandria is the most popular travel destination in Northern Virginia. In fact, between 1.5 and 2 million people visit Alexandria every year. Accordingly, the city's streets and quaint thoroughfares are traditionally hectic and crowded during morning and evening rush hours. Given Alexandria's longstanding importance, the pace has probably been similarly hectic for the past couple of centuries. Don't let a little traffic deter you. And although you don't need to be a history buff to enjoy your visit, a bit of knowledge might enrich your experience.

Alexandria was founded in 1749, just six years after George Washington moved into Mount Vernon, the estate then owned by his half-brother Lawrence and his wife Ann Fairfax. (Washington inherited the 2,000-acre spread in 1761.) The future president drilled his militia troops on Market Square, near present-day 301 King Street, the same spacious piece of real estate where today's residents and visitors gather for more a more peaceful purpose: shopping for fresh, regional food and products.

Established in 1752, the Alexandria Farmers Market is the oldest continuously operating farmers' market in the nation. This stop is worth the drive all by itself. Farmers who set up shop each Saturday morning from 5 to 10 a.m.—year round—typically wait years to be assigned a permanent space. The market offers a sophisticated array of locally grown fruits and vegetables along with baked goods, cut flowers, plants and handmade crafts. Bring a market basket and a healthy appetite. The aroma of fresh bread and croissants is especially irresistible.

Another of my favorite places in Alexandria, the Torpedo Factory Art Center, located at 105 North Union Street near the Potomac

OLD TOWN'S SEAPORT

51

River waterfront, reinvents itself on an ongoing basis. The structure was built in 1918 to house the Naval Torpedo Station and was reactivated on the eve of World War II. Through 1945, nearly 6,000 workers kept the factory operating around the clock and produced torpedoes that sank or damaged more than 1,400 Axis ships. Today, the site is reportedly the country's largest and most successful art center of its kind. Plan to spend several hours browsing the more than 80 artists' studios and galleries housed at the center.

The Carlyle House, at 121 North Fairfax Street, was built for one of the founders and first landowners in Alexandria, John Carlyle and his first wife, Sarah, who moved into their new home on August 1, 1753. Modern-day visitors tour the restored house and grounds to learn about the history of Alexandria and the lifestyle of an 18th-century Virginia family and their servants and slaves.

Colonists, Revolutionary War heroes and Civil War soldiers were

hungry folk, and Alexandria provided all of them a wide range of culinary delights. In the late 1700s, travelers stopped at Gadsby's Tavern and the City Hotel. These two establishments, at 134 North Royal Street, were owned by Englishman John Gadsby who

operated them from 1796 to 1808 and hosted dignitaries such as George Washington, John Adams, Thomas Jefferson, James Madison and the Marquis de Lafayette. Today's visitors need not be aristocrats or politicians to enjoy a fine Colonial era-style meal. Don't pass up the museum tour.

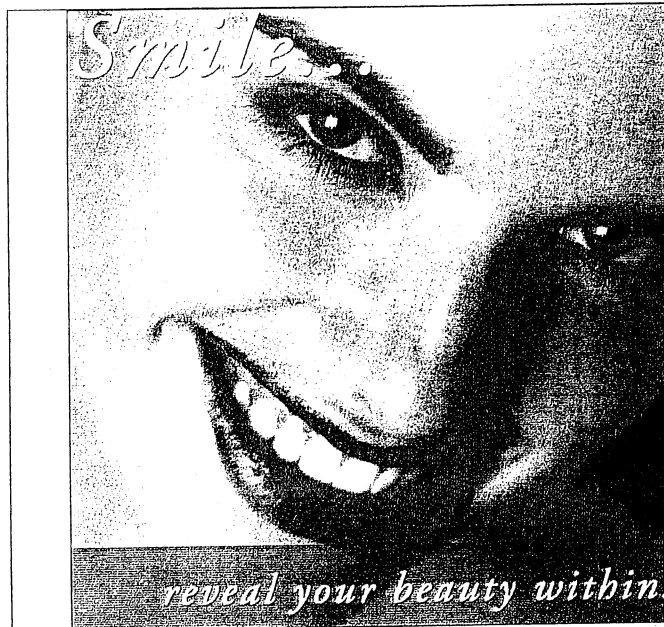
The Majestic Café, located at 911 South King Street, has a more modern history—dating back to 1932. Patrons enjoy New Southern cuisine in an environment reminis-

cent of the café's early days as a local diner. When you go, save room



PHOTOGRAPH BY JEREMY HARVEY. COURTESY OF ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

VISITORS CAN SPEND THE DAY WALKING KING STREET, HOME TO A MYRIAD OF SHOPS, BOUTIQUES AND RESTAURANTS



**RATHLEEN MULLANEY, DDS, FAGD**

*Did you know that virtually all adults (99.7%) believe a smile is an important social asset?*

- **ZOOM 2! In-Office Whitening**
- **inv align Invisible Braces**
- **Smile Sculpting Porcelain Veneers • Bonding**
- **White Fillings • Porcelain Crowns and Bridges**
- **Implant Crowns • Soothing Atmosphere**
- **Computerized Imaging –Before/After**

- **America's Top Dentists Award, Consumers' Research Council of America**
- **Awarded Fellowship in the Prestigious Academy of General Dentistry**
- **In practice for 18 years, 10 years in Old Town • Member of American Academy of Cosmetic Dentistry**



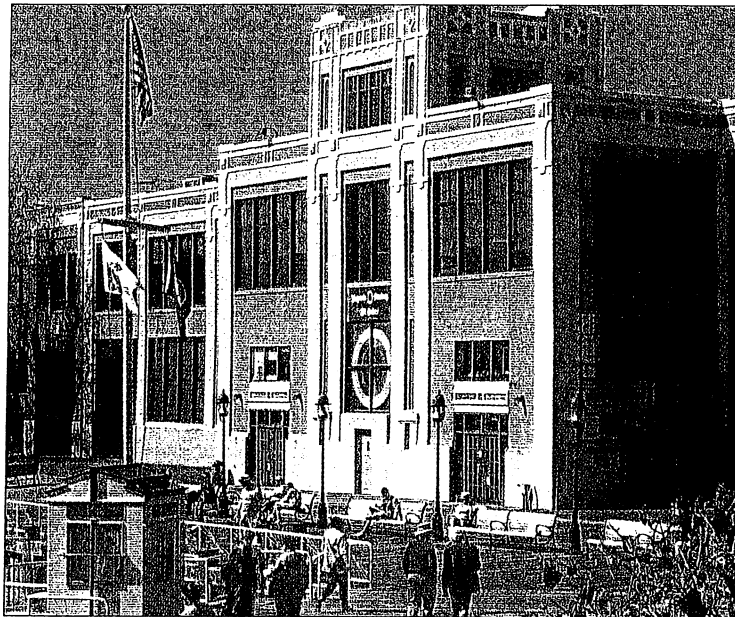
700 No. Fairfax St. • Suite 230 • Old Town Alexandria • 703-548-8584 • kmmullaneydds@aol.com

for one of Chef Susan Lindeberg's superb desserts.

Award-winning Restaurant Eve, at 110 South Pitt Street, is one of the newest restaurants in Old Town and is already gaining national acclaim. Owned by the husband-and-wife team of Dublin native Chef Cathal Armstrong (the "r" is silent) and restaurant veteran Meshelle Armstrong, Restaurant Eve is named for their first child and offers more than 100 wines and two sophisticated dining options—bistro or tasting room. The Tasting Room is where Chef Armstrong showcases his "modern American cooking with classical French influences" in five- to nine-course, prix fixe tasting menus. The upscale lounge and bistro is more casual. Reserve early. Be prepared to be wowed.

This short list of favorites just scratches the surface of what you'll find in Old Town Alexandria. This close-to-home destination is nationally recognized for its abundance of chic boutiques, national

retail shops and gourmet food outlets. Begin planning your visit by browsing the Alexandria Visitors Center at [www.funside.com](http://www.funside.com). Now is the perfect time to rediscover this historic seaport on the "Fun Side of the Potomac." This month, Alexandria's Fall for the



PHOTOGRAPH BY ERIK KVALVIK, COURTESY OF ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

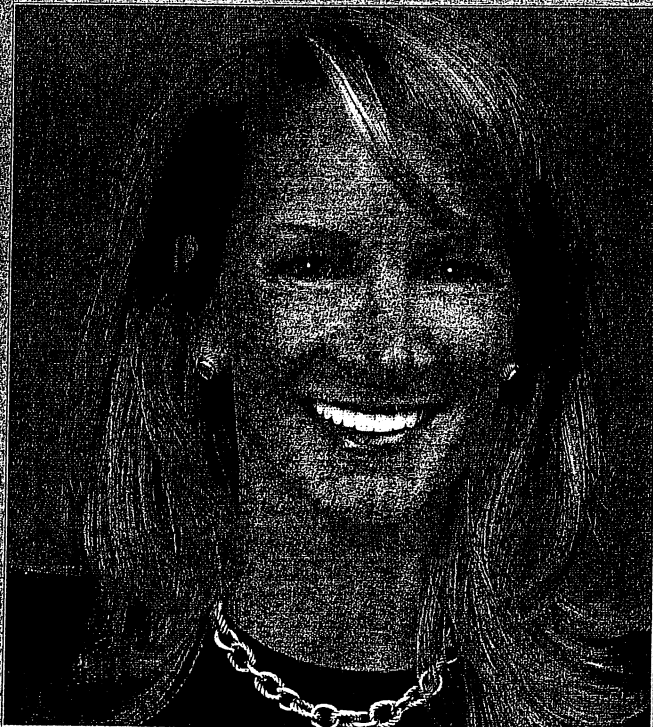
Arts season kicks off with the third annual Alexandria Festival of Arts. The two-day event will be held on Saturday, September 10, from 10 a.m. until 7 p.m., and Sunday, September 11, from 10 a.m. until 5 p.m. The free outdoor festival will line six blocks of King Street and will feature 200 of the nation's top award-winning artists from around region. A juried exhibition will take place on Market Square, which will also serve as the venue for live entertainment.

For more information about Alexandria and its upcoming festival, call 800-338-9119.



THE TORPEDO FACTORY, HOME TO MORE THAN 80 ARTISTS' STUDIOS AND GALLERIES

# Picture your Perfect LVI Smile



Smile by Dr. Hinkle



Your new smile can be professional, sexy, shy or showy... the possibilities are endless and the choice is yours.

Call today for your complimentary consultation.

Drs. Hinkle, Puring and Charagozlop excel in artistic dentistry. Let them show you the difference a perfect LVI smile will make!

Alan Hinkle, D.D.S.  
Kim Puring, D.D.S.  
Mary Charagozlop, D.D.S.  
McLean Doctors Building

703-356-4034

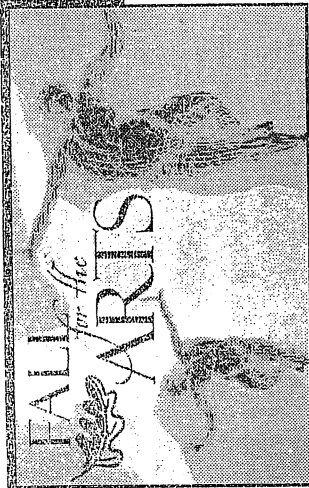
[www.passionatesmiles.com](http://www.passionatesmiles.com)



METRO HERALD  
ALEXANDRIA, VA  
WEEKLY 42,000  
SEP 9 2005



56 .95842 8 XX..b CF



**T**he 3rd Annual Alexandria Festival of the Arts will be held on **Saturday and Sunday, September 10 and 11, 2005.** During this two day fine art exhibition over 150 of the nation's most talented artists will gather along King Street to showcase their unique creations. Hours of operation are from **10am to 5pm.** Admission is free.

The Alexandria Festival of the Arts is widely regarded as one of the nation's premier outdoor art events and attracts more than 60,000 visitors each

## 3RD ANNUAL ALEXANDRIA FESTIVAL OF THE ARTS

ranked among the top 50 fine art festivals in the U.S. for 2004 by Sunshine Artist magazine, the industry's leading publication.

Event organizers strive for a well balanced show catering to a variety of tastes. From functional to decorative, classic to contemporary, whimsical to elegant, there is something for everyone. Visitors can find paintings, sculpture, photography, jewelry, ceramics and fused glass to name a few media. All of the work on display is available for purchase and prices will range from \$25 to \$20,000.

Since its inception, the Alexandria Festival of the Arts has welcomed artists from all across North America. Visitors to this year's festival have the

Unlike a gallery or museum, a fine art festival such as this one offers enthusiasts the unique opportunity to meet exhibiting artists in person; commission a specific piece; ask questions about techniques; learn the sources of their inspirations; and purchase fine works of art directly from the artists.

The 3rd Annual Alexandria Festival of the Arts will be located along King Street between St. Asaph and Unit



ALEXANDRIA FESTIVAL OF THE ARTS

Art lovers crowd the booths and exhibits along King Street at last year's Alexandria Festival of the Arts in Old Town.

## Art Fest Touts Music, Exhibits in Old Town

By LILA DE TANTILLO  
Washington Post Staff Writer

The artwork has been chosen and volunteers are being recruited as Alexandria prepares for its third annual Festival of the Arts this weekend.

Organizers promise more artists, musicians and special events than in previous years at the festival, which will be held from 10 a.m. to 7 p.m. Saturday and 10 a.m. to 5 p.m. Sunday in Old Town. Festivities will take place along King Street between Washington and Union streets.

The free event, which will feature exhibits by more than 200 artists, is expected to draw more than 20,000 patrons.

"There is so much wonderful art that's out there," said Leon Scioscia, chairman of the festival's organizing committee. "We want to bring as much of that local art and the national art to the community as possible."

Most of the artwork on display was selected at a juried event in Plantation, Fla., this spring. The quality of the art "seemed to have improved over the last year," said Lillian Fitzgerald, director of the Alexandria-based art consulting firm Fitzgerald Fine Art.

Fitzgerald was among the judges who evaluated 450 submissions

media," she said, "a lot to interest a lot of different people."

The artwork will be displayed in booths along King Street, which will be closed to motor traffic during the festival.

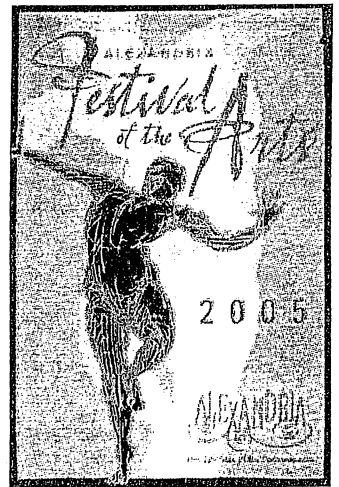
In addition to the nationwide competition, about 35 artists from Northern Virginia—most from Arlington and Alexandria—were selected by another jury to represent local talent.

"It gives an opportunity to newer artists if they haven't competed before," said Janet Barnett, deputy director of the city's Department of Recreation, Parks and Cultural Activities.

Their creations will be on display at Market Square. After the festival, unsold pieces will be displayed at City Hall for about a month.

For the first time, the Torpedo Factory Art Center will hold its annual Arts Safari in conjunction with the festival. The event, which is held on all three floors of the center, features art demonstrations and hands-on art experiences for children. Kids can create animals out of papier-mâché, make plaster casts of their hands and feet, paint a mural of safari scenes and meet a children's book illustrator.

Music will have an increased presence at this year's festival, with double the number of musical acts



will also be musical entertainment at various points along the festival route.

Debbie Brown Anderson, division chief of special programs with the Department of Recreation, Parks and Cultural Activities, said she is still seeking volunteers for the event.

Volunteers will serve as greeters, providing brochures and answering questions at the main entry points into the festival.

"The more hands the merrier," Anderson said, noting that additional volunteers would likely be stationed on side streets off King Street and help shorten the work shifts of those who have already signed up. "We're very much in need of volunteers to come and ease the load on the corps we have now."

To volunteer, contact Anderson

# Girls Deliver Good Humor



Members of the Alexandria Convention and Visitors' Association were chillin last week delivering ice cream treats to Old Town merchants

When the thermometer rockets above 95 degrees, where is respite most likely to be found? A swimming pool? A margarita?

Or...ice cream!

Members of the Alexandria Convention and Visitors' Association believe ice cream is the remedy to all summer woes.

"That's why we decided to pack up our coolers and deliver ice cream to 25 of our best meeting planners at associations in the area," said Katherine Caldwell, a sales associate with the tourist bureau.

And that's just what they did. Early on the morning of July 27, the "Good Humor Girls," as they dubbed themselves, loaded up six coolers and headed out to deliver a "chill pill" to their customers.

The coolers were filled with a variety of ice cream treats — ice cream sandwiches, pints of ice cream, ice cream treats on sticks and more.

"I think the staff has learned that ice cream sandwiches keep longer than any other type of ice cream treat," said Laura Overstreet, the bureau's Media Relations Director. "It was definitely a learning process."

Whether melted or frozen, the treats were well received. "I wanted ice cream but didn't have time to go and get it," reported one exuberant recipient.

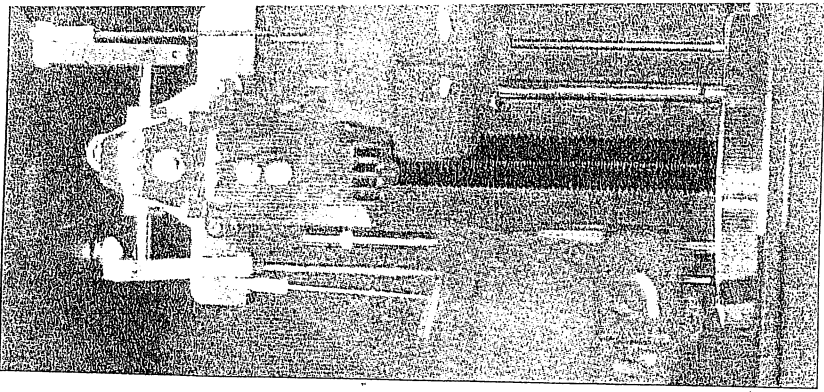
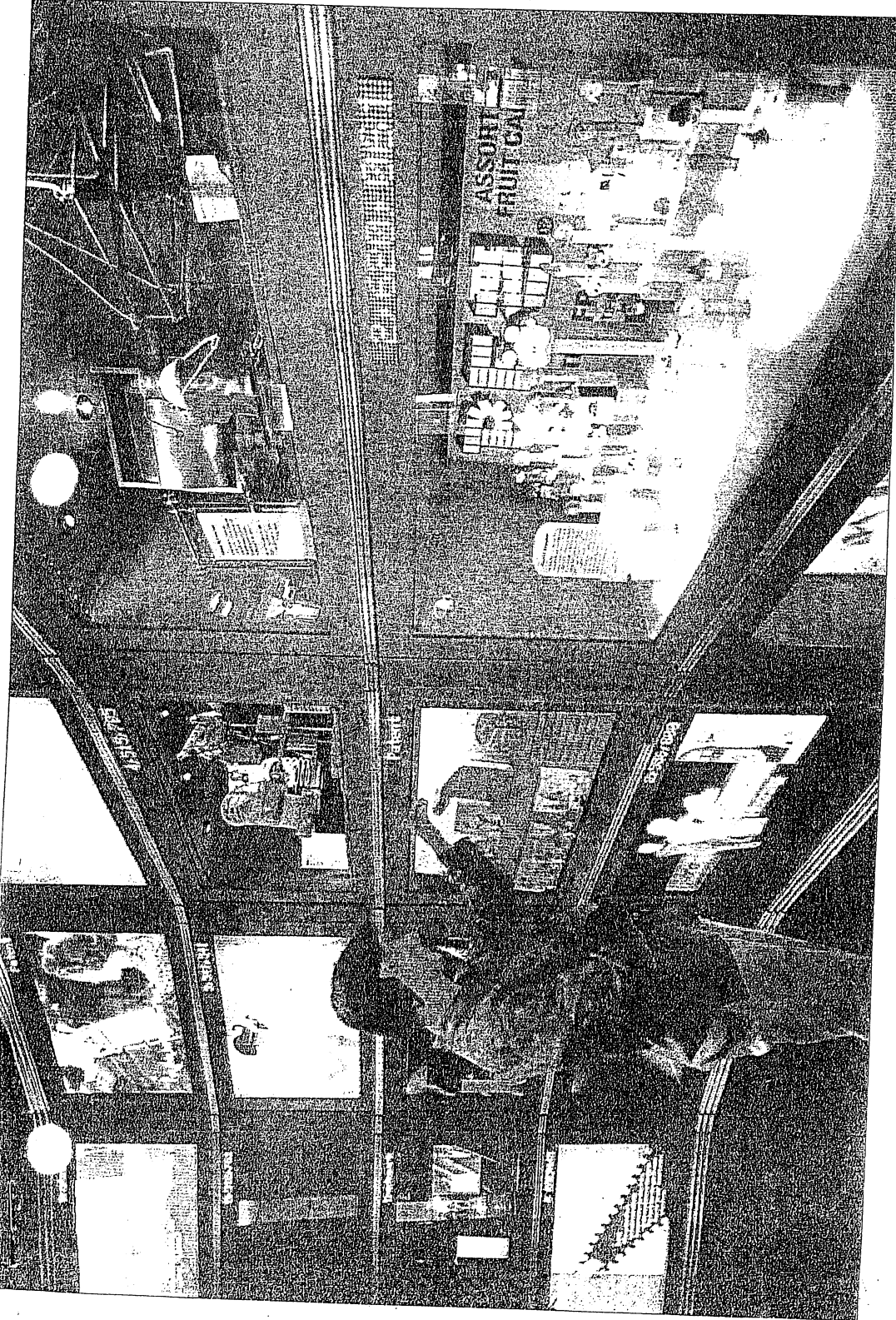
The "Good Humor Girls" were pleased with their efforts. "We filled six coolers twice and even the melted ice cream was appreciated," Caldwell said. "It was a very successful day."

Visit us on the Web at  
[www.AlexTimes.com](http://www.AlexTimes.com)



At left, Ruth Spint  
new Patent and Ti  
in Alexandria, Va. In the foreground is  
display of Pez candy dispensers. Below  
more than 250 million copies of the Sii  
patent No. 4,515,705, have been sold  
its creation in 1945. Bottom, a patent  
illustration for the U.S. space shuttle.

Larry Morris/The Washington Post photos



# Patent Exhibitions in Daily Life

BY JIMMIE STOCKWELL

THE WASHINGTON POST

An exhibit of ideas that have transformed the way we live — from the toothbrush to TiVo — is on display in a bright and airy museum at the U.S. Patent and Trademark Office in Alexandria, Va.

The USPTO Museum opened July 14 at the agency's new headquarters at 600 Dulany St.

In a modern style that belies the agency's 200-year-old origins, dozens of flat-panel screens tell the stories behind some of the world's best-known inventions, such as the hair dryer, the skateboard and the Slinky.

"Since the beginning of time, people have looked for better ways to do things. ... The American patent and trademark

system has helped protect and encourage that innovation. So that everyone benefits," said Jon Dudas, undersecretary of commerce for intellectual property and director of the USPTO, at the ribbon-cutting ceremony.

The interactive exhibit, "The Invention Machine: A Day in My Life," shows cases ways in which inventors have for two centuries made daily life more efficient — and enjoyable, Dudas says. For example, visitors can touch a monitor and hear sounds from an electric guitar, with the voice of famous guitar player and inventor Les Paul prodding them along.

"You can see firsthand how intellectual property is in your daily routine, your travel, your health care and even in the ways you relax and play," Dudas says.

The \$2 million museum redesign is part of an ongoing series of educational

projects undertaken with the National Inventors Hall of Fame Foundation in Akron, Ohio.

A small theater will show films about the patent and trademark system.

"The idea behind the museum was that this office is as old as the country, and the story of America is closely tied to invention," USPTO spokesman Richard Maulsby says. "This office was founded on the idea that creativity and innovation should be encouraged, and you can actually see that here."

The museum displays are designed with a "shoe box" theme — in a nod to the patent examiners who in the 1800s would go "to the shoes," as the storage files were called, in search of previously approved patent applications, and to Thomas Jefferson, the first patent examiner, who was known to store all of the earliest patents under his bed in shoe boxes.

complimentary "how-to" courses in the morning, though they skipped the wine and went for the Milano cook-

Inside the 80 "shoe" compartments, the stories unfold.

One glass-enclosed display is a window into the evolution of washing machines. Miniature models of the machines are accompanied by depictions of historical and present-day use — from a group of women in cumbersome old-fashioned dresses doing laundry using a wooden basin to a young father, a child tucked under one arm, tossing a shirt into a modern washer.

A few steps away is a replica of the telephone that Alexander Graham Bell demonstrated before crowds in 1876. The display notes the first words Bell spoke into the device: "Mr. Watson, come here; I want you."

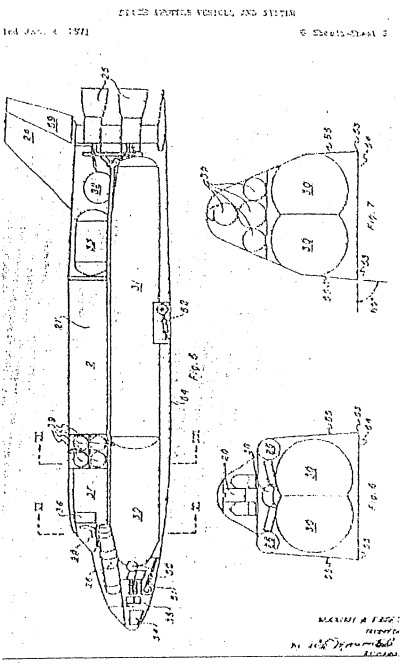
A Converse sneaker, created in 1908, appears alongside a leather basketball, created in 1929. Nearby is the motherboard for the first Apple computer built by Steve Wozniak. And numerous trade-

marks — from Tony the Tiger to McDonald's — are scattered throughout the museum, their histories illustrated on flat-screen monitors and poster board. Generations of children have grown up with some of the toys on display. More than 250 million Slinkys, patent 4,515,705, have been sold since the toy's creation in 1945. Pez candy dispenser patent No. 2,620,061, are still available today and are a popular collector's item.

There is a display about the light bulb patent No. 223,898. Even the now-famous grocery store was patented — 1917 by Clarence Saunders, who operated the first Piggly Wiggly.

The centerpiece of the patent office new campus, a lofty, sunny building named after James Madison, houses the museum in its 10-story atrium.

Please see [page 1](#)



through City & County Tours, and behind-the-scenes tours of a number of national monuments can be arranged through the National Park Service.

### Unique Neighborhoods

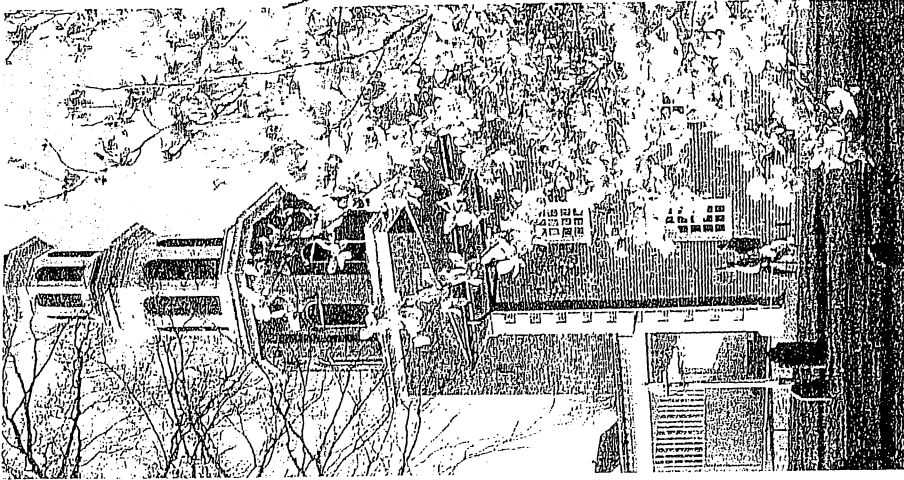
While Washington's tourism bread and butter will always be its museums and monuments, the city's distinctive neighborhoods are gaining in popularity with visitors. New hotels are also opening in the neighborhoods, such as Hotel Palomar, a Kimpton Hotels property set to debut in the Dupont Circle district next year.

"Right now there are five business improvement districts developed by individual neighborhoods to increase the quality of services and help foster a degree of safety in each particular neighborhood," Ferguson says. "You will find that each of those areas is making significant improvements to attract more people."

The neighborhoods of Washington afford visitors the ability to appreciate the city on a local level, beyond its national significance. In these neighborhoods visitors will find characteristics that give the city its own flavor, from the Victorian brick architecture of Capitol Hill to the multicultural ethnicity of Adams Morgan or the stately history of Georgetown. Each neighborhood offers its own collection of hotels, as well as an individual personality, each cultivated through its own daytime attractions and nightlife scene.

Unique meeting sites also abound in the city.

"Certain Smithsonian museums are available for private functions. In particular the National Air & Space Museum, the National Museum of Natural History and the new National Museum of the American Indian are big [with planners]," Ferguson notes. "The Ronald Reagan Building has a unique space for large events; Union Station is available; and then there are some very large nightclubs that are very capable of hosting special events."



**F and Country:**  
Alexandria's Christ Church, completed in 1773, was attended by founding father George Washington

is easy for them in that our hotels and a lot of the restaurants and attractions are within walking distance, so they don't need to take buses to off-property events," says Loraine Lloyd, vice president of sales for the Alexandria Convention and Visitors Association (CVA).

Connected to the capital and the rest of the region with three Metro stops, Alexandria offers approximately 4,400 hotel rooms, and meeting space in hotels ranges from small and intimate, such as the historic Mobil Four-Star, AAA Four Diamond Morrison House, to relatively large, such as the 496-room Hilton Mark Center, which features an IACC-approved conference center with 45,000 square feet of meeting space.

In tune with its "Fun Side" slogan, the Alexandria CVA created a collection of group-friendly programs, including options that focus on the city's formidable art scene and its reputation for ghost sightings, as well as a dine-around visiting historic restaurants and pubs. Other Alexandria group highlights include water taxi service to and from Washington, D.C.'s Georgetown district and dinner cruises on the Potomac River.

Arlington County, like Alexandria, is situated just across the Potomac from Washington.

Most of the meeting space in Arlington is contained within its 41 hotel properties, many of which are located between the county's most famous landmark—the Pentagon—and Ronald Reagan National Airport. The area features a large upscale shopping mall, numerous suburban homes and apartment buildings, and a wide range of meetings-capable hotels, including The Ritz-Carlton, Pentagon City; the Doubletree Hotel Crystal City at National Airport; the Crystal Gateway Marriott; the Westin Arlington Gateway

(scheduled to open in February) at the Sheraton National Hotel, which the MPI Potomac Chapter's 2005 Facility of the Year award.

Another cluster of meetings-friendly hotels is located farther north along the Potomac in a suburb known as Rosslyn, just across the river from the capital's Georgetown neighborhood. Rosslyn is a business hub that includes local offices for organizations such as The Boeing Company, IBM and The Freedom Forum. In between Rosslyn and Pentagon City, delegates can visit the Iwo Jima Memorial and the Arlington National Cemetery, the final resting place of President John F. Kennedy and the site of the Tomb of the Unknowns.

### Fairfax

To the west of Arlington and Alexandria, Fairfax County is home to a collection of large suburban centers, and according to Arnie Quirion, president and CEO of the Fairfax County Convention and Visitors Corporation, it is one of the most prominent destinations in Metro Washington, D.C.

"From the standpoint of the destination itself, Fairfax is the second-largest player in the Washington region, with 29 percent of the hotel room inventory as well as 29 percent of the visitor attractions in the region," Quirion says.

The Tysons Corner area, which during the last 25 years has grown up around the mammoth Tysons Corner Center shopping mall, has evolved into the hub of Fairfax County activities.

"Tysons Corner has become the downtown of Fairfax County and the downtown of Northern Virginia," Quirion says. "If you were to rank cities according to office inventory, Tysons Corner alone would be the sixth-largest city in the country, with almost 27 million square feet of office space."

West of Tysons Corner near Dulles

# Exhibit explores everyday inventions

By Jamie Stockwell  
WASHINGTON POST

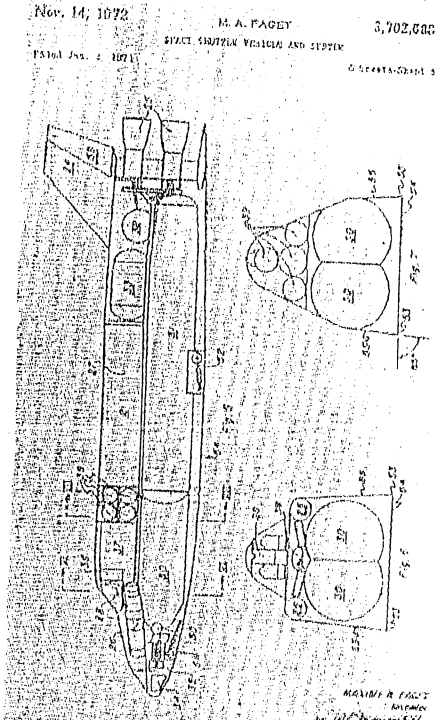
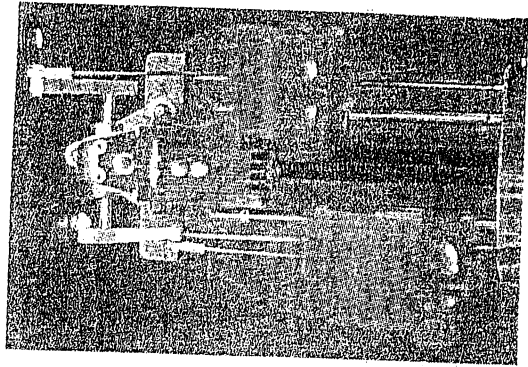
All exhibit of ideas that have transmuted the way we live — from the toothbrush to Tivo — is on display in a bright and airy museum at the U.S. Patent and Trademark Office in Alexandria, Va.

The USPTO Museum opened July 14 at the agency's new headquarters, 600 Dulany St.

In a modern style that belies the agency's 200-year-old origins, dozens of flat-panel screens tell the stories behind some of the world's best-known inventions, such as the hair dryer, the skateboard and the Slinky.

"Since the beginning of time, people have looked for better ways to do things... The American patent and trademark system has helped protect and encourage that innovation, so that everyone benefits," said Jon Dudas, undersecretary of commerce for intellectual property and director of the USPTO, at the ribbon-cutting ceremony.

The interactive exhibit, "The Invention Machine: A



PHOTOS BY LARRY MORRIS/WASHINGTON POST  
Displays include a patent illustration for the U.S. space shuttle (above) and the popular Slinky toy (left), created in 1945.

play," Dudas said. The \$2 million museum redesign is part of an ongoing series of educational projects undertaken with the National Inventors Hall of Fame Foundation in Akron, Ohio.

A small theater will show films about the patent and trademark system.

"The idea behind the museum was that this office is as old as the country, and the story of America is closely tied to invention," said USPTO spokesman Richard

Day in My Life," showcases ways in which inventors for two centuries have made daily life more efficient — and enjoyable, Dudas said. For example, visitors can touch a monitor and hear sounds from an electric guitar, with the voice of famous guitar player and inventor Les Paul prodding them along.

"You can see firsthand how intellectual property is in your daily routine, your travel, your health care and even in the ways you relax and

Maulsby. "This office was founded on the idea that creativity and innovation should be encouraged, and you can actually see that here."

The museum displays are designed with a "shoe box" theme — in a nod to the patent examiners who in the 1800s would go "to the shoes," as the storage files were called, in search of previously approved patent applications, and to Thomas Jefferson, the

See EXHIBIT Page T9

69

WHERE WASHINGTON DC

WASHINGTON, DC  
MONTHLY 100,000  
SEPTEMBER 2005



B: Burreles

A747.63944  
cya...

FQ  
mp....



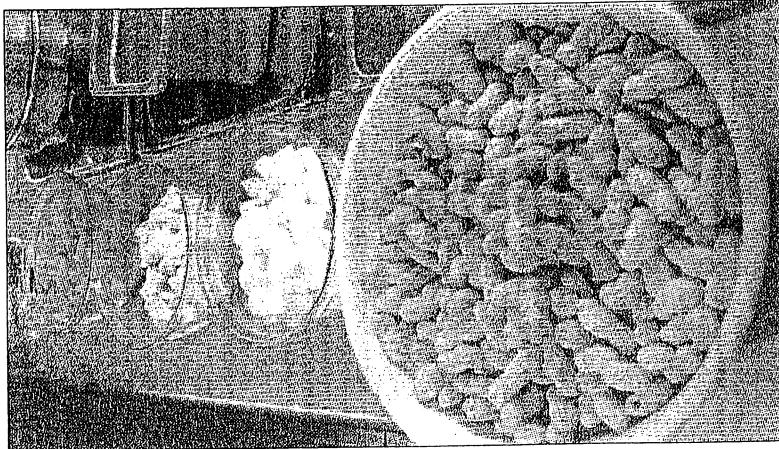
16905  
**Street  
Scene**



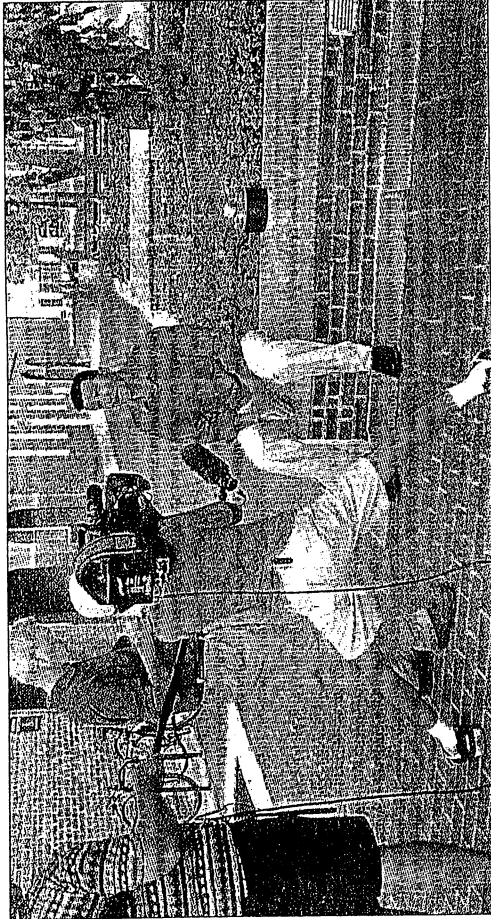
More than 150 painters, sculptors, jewelry makers and photographers sell their work (like C. L. Cunningham's painting, inset here) along the brick sidewalks of historic Old Town during the free **Alexandria Festival of the Arts** September 10 and 11. Christ Church (listed left) offers artsy fun for kids during the event with food and crafts from 11 a.m. - 5 p.m. On September 10, the Torpedo Factory hosts "Arts Safari" with demos and activities from 10 a.m. - 4 p.m. Festival tents line King Street between Washington and Union streets. Call (703) 838-5005 for more info, or visit [www.funside.com](http://www.funside.com). —KH

# A Nuts-to-Soup Look at Alexandria

The Travel Channel's show "Taste of America," hosted by Mark DeCarlo, is highlighting Virginia cooking, with Alexandria as the stage. DeCarlo and the crew spent last week tasting cuisines from the Washington region and stopped by Gadsby's Tavern on North Royal Street Thursday to sample chef Matthew Richardson's peanut soup, made with, from top photo, carrots, celery, onion and, of course, Smithfield peanuts, as well as fresh thyme and peanut butter. The episode is expected to air in 2006.

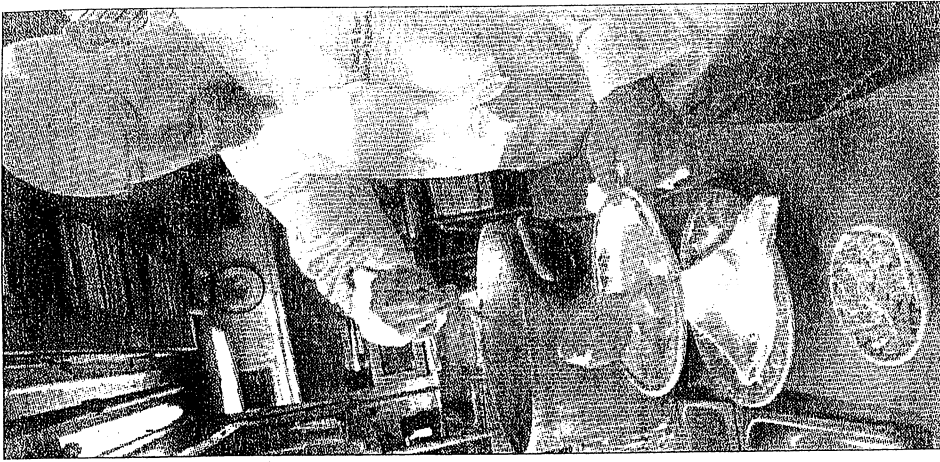
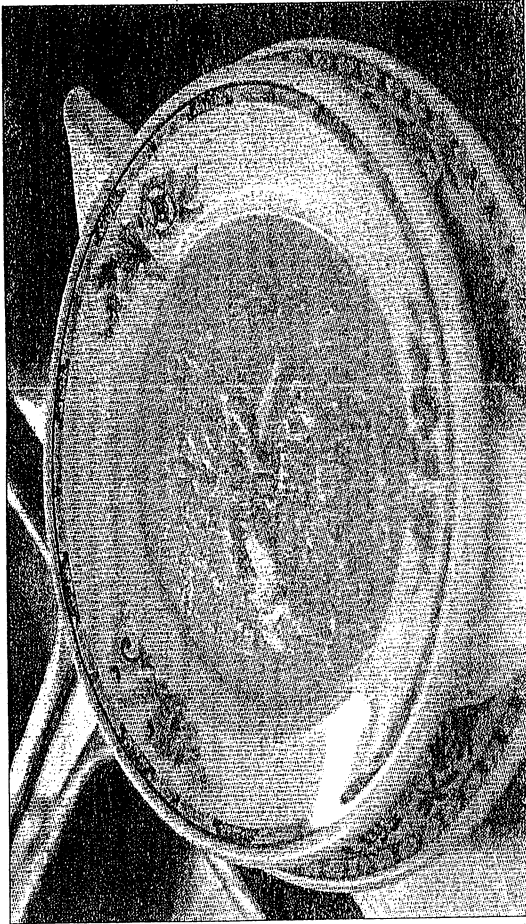


Peanut soup ingredients are ready to be cooked.



PHOTOS BY GERALD MARTINEAU — THE WASHINGTON POST

City Hall is Mark DeCarlo's backdrop during filming last Thursday of his "Taste of America" show.

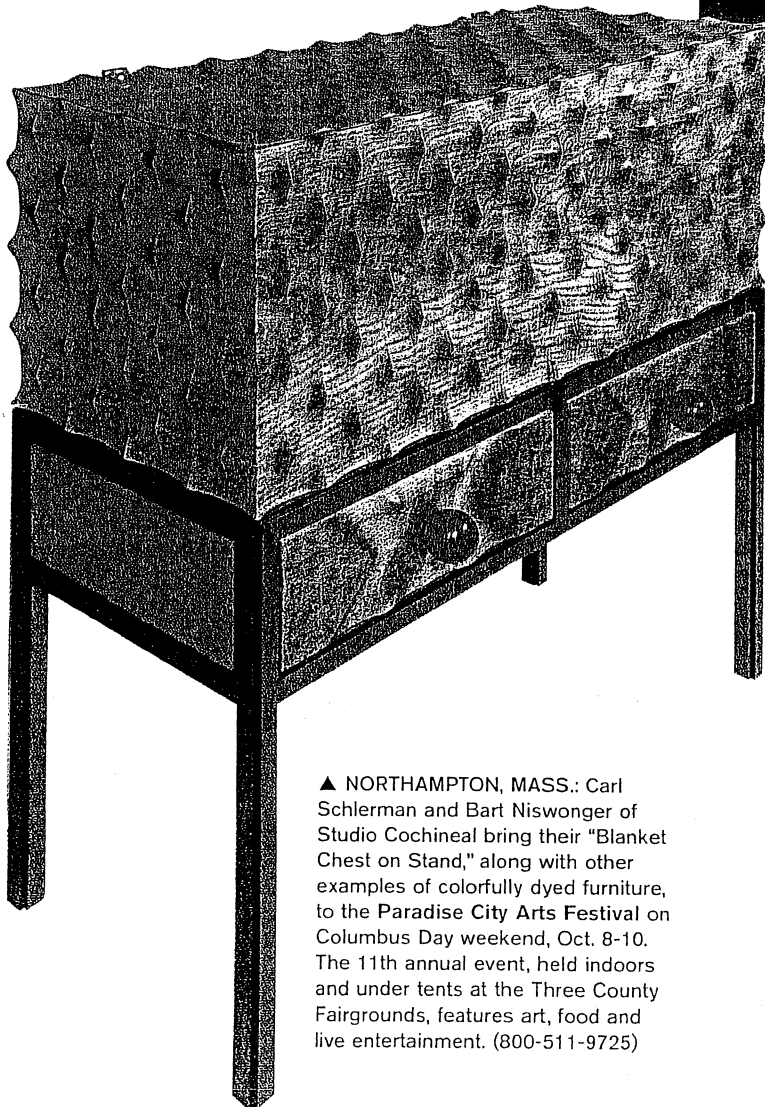


Chef Matthew Richardson, above, ladles out peanut soup, left, topped with chopped scallions and peanuts. The soup is a long-standing Virginia tradition thought to have been introduced by slaves from Africa. After the filming, passersby were invited to taste it. Newly appointed town crier William North-Rudin was also on hand for the show.

62



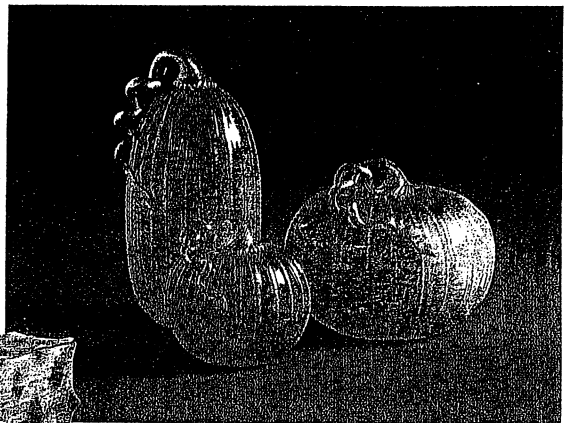
▲ ALEXANDRIA, VA.: Old Town Alexandria transforms itself into an outdoor art gallery Sept. 10-11. The 3rd annual Alexandria Festival of the Arts brings nearly 200 juried national artists to King Street, highlighted by an exhibition for regional artists on the town's historic Market Square. "Pineapple Head in Red" by ceramists Barry and Rosalind Hage will be among the works on display. (800-511-9119)



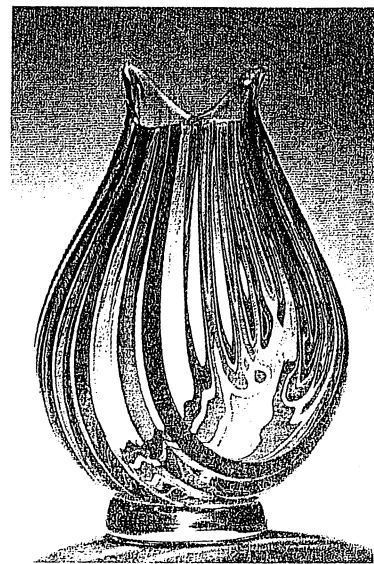
▲ NORTHAMPTON, MASS.: Carl Schlerman and Bart Niswonger of Studio Cochineal bring their "Blanket Chest on Stand," along with other examples of colorfully dyed furniture, to the Paradise City Arts Festival on Columbus Day weekend, Oct. 8-10. The 11th annual event, held indoors and under tents at the Three County Fairgrounds, features art, food and live entertainment. (800-511-9725)

For more shows and art events listings, see Datebook Listings beginning on page 116.

▼ HALF MOON BAY, CALIF.: The "Pumpkin Capital of the World" celebrates its 3,000-ton bounty Oct. 15-16 with the Half Moon Bay Art and Pumpkin Festival. Michael Cohn and Molly Stone's glass pumpkins will be among the harvest-inspired art and craft work on display alongside Volkswagen-sized pumpkins, pumpkin carvings and pumpkin pie. (650-726-9652)



▼ HOUSTON, TEXAS: Last year, AMERICANStyle readers named the Bayou City Art Festival their No. 2 favorite art fair in the nation. The show, whose proceeds benefit local charities, returns to downtown Houston Oct. 8-9, bringing 300 artists from across the country, including glassblower Angelo Fico of Wilmot, Wis. (713-521-0133)



63

# Festival of the Arts Lines Up Family Events

Alexandria's Festival of the Arts is not just for the art aficionado. There are A events geared to families and children.

2005's Festival of the Arts will be held Sept. 10 and 11 on King Street from the river to Washington Street. In addition to the nationally acclaimed and regional artists displaying their works, in all mediums, will be a series of other events geared to parents and particularly the children.

On Saturday, Sept. 10, from 10 a.m. to 4 p.m., the Torpedo Factory Arts Center will host the 10th Annual Arts Safari — a day-long event of hands-on activities for children. It is free and open to the public. No advance registration is required.

Many hands-on activities will return, including the Clay Experience, Safari Murals, Tie Dye Project, and Plaster Body Casting. Other events include a Scavenger Hunt, a group project consisting of papier maché animal sculptures, artists demonstrations,

as well as other group and family activities.

In addition, Alexandria's Archeological Museum will present "the Potter's Art" from 1 p.m. to 4 p.m., according to Laura Overstreet, vice president, communications, Alexandria Convention and Visitors Association.

"Children should arrive with big imaginations and wearing clothing that can get a little dirty," she said. Most of these activities are appropriate for children from kindergarten age and above with parent supervision.

This event is a cooperative effort sponsored by the Torpedo Factory Artists Association, Alexandria's Archeological Mu-

seum, and the Alexandria Art League Inc. Supply donations have been made by Utrecht Art Supplies and "Alexandria Footsteps to the Past" Tour Company.

The Torpedo Factory Art Center is located at 105 N. Union St. in Old Town Alexandria. For more information on these events contact J.D. Garn at 703-838-4565, Ext. 4 or log onto [www.jgarntorpedofactory.org](http://www.jgarntorpedofactory.org).

**FOR A TRUE "Hands On History" experience the place to go during Festival of the Arts weekend is the Carlyle House Historic Park, 121 N. Fairfax St. Attendees can learn about**



18th century music and dance.

Activities will include learning dances and songs of the colonial era, dressing in 18th century costumes, and writing with a quill pen. This free family fun will take place on Saturday, Sept. 11, from 1:30 p.m. to 4 p.m.

As an added incentive, tours of Carlyle House are available at \$4 for adults and \$2 for children six years and older. Those under six are free. Groups are welcome.

There's also a lot to be learned from Alexandria's graveyards. Historic Christ Church, 118 N. Washington St., will host "Children in the Churchyard" Saturday and Sunday from 11 a.m. to 5 p.m.

Activities include face painting, mask-making, creating beaded bracelets, and photo opportunities with a historic George Washington cut-out. Children will be invited to create American flags in memory of those who lost their lives on Sept. 11, 2001. For more information contact Sarah DeCamps at Christ Church, 703-778-4937.

64



SUN  
BALTIMORE, MD  
THURSDAY 302.677  
SEP 8 2005



Baltimore

21 3046 DE  
y a. 23 XX...n

# Best bets

## 12705 Kennedy Center Open House

The Kennedy Center is having its 34th birthday and is opening its doors for a day of free events Saturday. The Kennedy Center Open House Arts Festival features more than 30 performances, events and activities geared toward the whole family.

Visitors can enjoy live music (including the National Symphony Orchestra) and dance (such

as the Suzanne Farrell Ballet), a taste of the 2005-2006 season and more. A parade at 11:30 a.m. features the Wong Chinese Lion Dancers, the Bond Street Theater's Shinbone Alley Silt Band and others, proceeding from the Hall of Nations entrance to the new Main Plaza area.

The open house is 11:30 a.m. to 7:30 p.m. Saturday throughout the Kennedy Center for the Performing Arts, Virginia and New Hampshire avenues Northwest, Washington. Free events. Call 800-444-1324.

## 'America's First Fair'

The York Fair first took place in 1765, making it the oldest fair in the nation and preceding the

nation's birth by 11 years. No wonder it's long been dubbed "America's First Fair."

And while this year's York Fair in York, Pa., tomorrow through Sept. 18, boasts top-notch music, rides, crafts, cooking demonstrations and agricultural exhibits, just as most fairs do, it has its roots as an agricultural market on the town commons. And this year's fair is rooted in agriculture. But that doesn't mean it won't be a contemporary, cool and rockin' fair, especially with Michael Bolton tomorrow. Hank Williams Jr. on Saturday, Rascal Flatts on Monday, 38 Special with the Allman Brothers on Tuesday, Tim McGraw on Wednesday and Gretchen Wilson on Sept. 16.

The York Fair takes place tomorrow through Sept. 18 at the York Fairgrounds, 334 Carlisle Ave., York, Pa. Admission \$5, \$2 ages 6-11, free for ages 5 and under. Concert tickets extra. Visit [www.yorkfair.org](http://www.yorkfair.org) for fair hours, schedule of events and to purchase concert tickets. Call 717-848-2596 for information or 717-848-2033 for concert tickets.

## Alexandria Festival

Discover, browse and shop for art from more than 200 regional and national artists at the Alexandria Festival of the Arts in Virginia this weekend. See sculptures, paintings, photography, jewelry, glass works and more, displayed along King

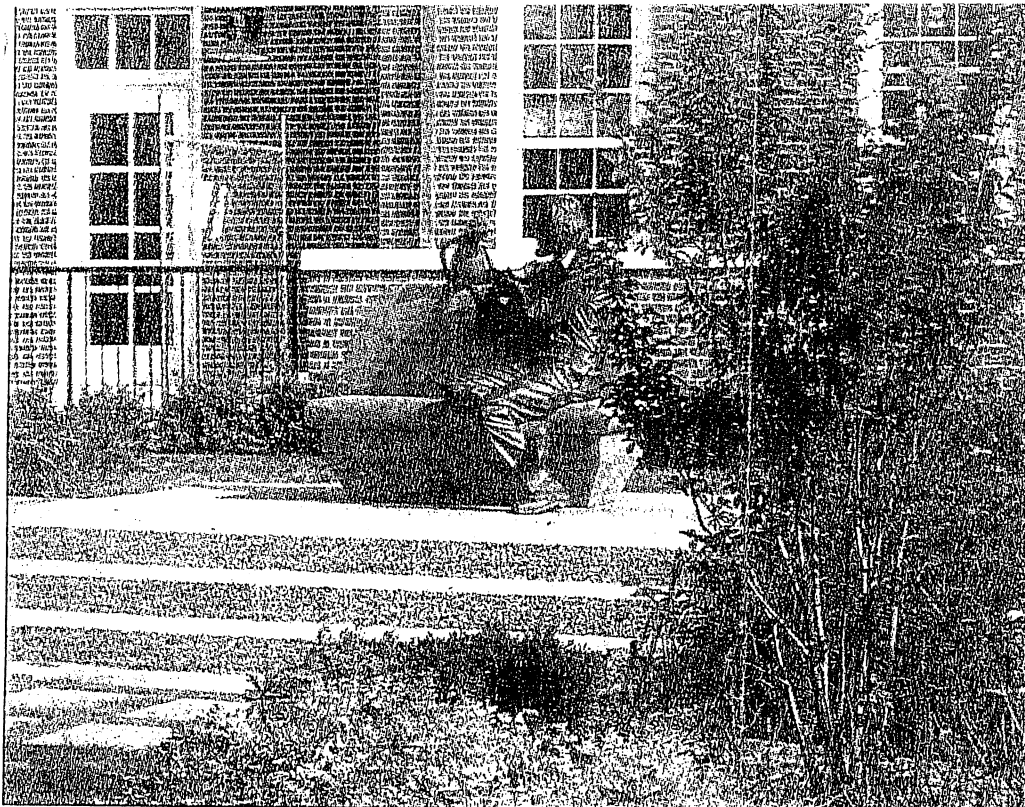
Street, from Washington Street east to Union Street. This outdoor gallery of sorts features works from more than 20 regional artists.

Visitors will also see a Regional Artists Juried Exhibition and performing artists on Old Town's historic Market Square, and enjoy a children's festival, a history-learning event, art demonstrations and hands-on activities nearby.

The Alexandria Festival of the Arts takes place from 10 a.m. to 7 p.m. Saturday and from 10 a.m. to 5 p.m. Sunday on the streets of Old Town in Alexandria, Va. Free. Call 800-388-9119 or visit [www.funsideofthepotomac.com](http://www.funsideofthepotomac.com).

— Lori Sears

65



WASHINGTON POST PHOTOS

A statue of Kermit the Frog and creator Jim Henson, who attended the University of Maryland, adorns the College Park campus.

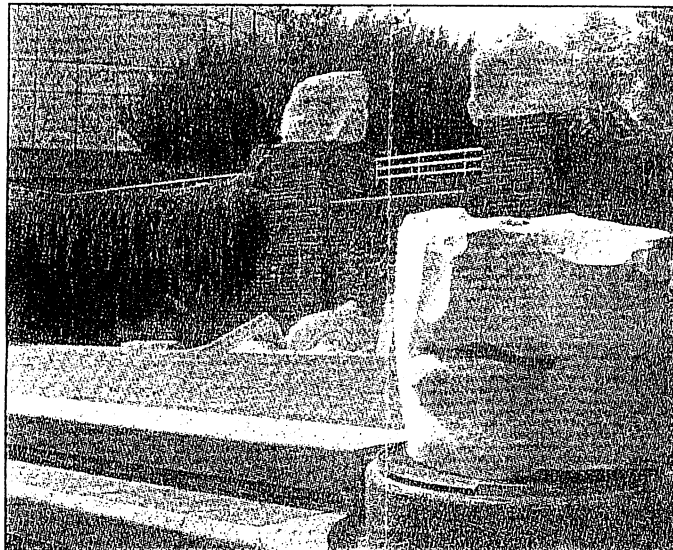
# Veer off the beaten path: D.C. has many must sees

By Matt Sheehan  
THE WASHINGTON POST

WASHINGTON — The U.S. capital's monuments and museums naturally draw tourists and locals alike, but even residents may miss out on some of the area's lesser-known attractions.

So you don't really know Washington unless you've:

■ Visited aviation's "field of firsts." One of the oldest airports in the country, the College Park Airport near the University of Maryland, was used by the Wright brothers to test their airplanes for their government contracts. The airport also was home to the country's first airmail service, was the site of the first female air passenger, who flew as a guest of the Wrights, and was where some of the first radio navigation aids were tested. The adjacent museum features hands-on displays about flight.



The "Promenade Classique" sculptures are found in a small park along the Potomac River in Alexandria, Va.

## IF YOU GO

■ The College Park Aviation Museum, open daily from 10 a.m. to 5 p.m., is at 1985 Corporal Frank Scott Drive in College Park, Md. Information: [www.collegeparkaviationmuseum.com](http://www.collegeparkaviationmuseum.com); (301) 864-6029.

■ Franklin Restaurant, Brewery and General Store is at 5123 Baltimore Ave. in Hyattsville, Md. The general store and restaurant are open daily for lunch and dinner starting at 11 a.m. Information: (301) 927-2740.

■ The National Cryptologic Museum is adjacent to NSA headquarters at Fort Meade, Md., Route 32 and the Baltimore-Washington Parkway. It's open from 9 a.m. to 4 p.m. weekdays (except federal holidays) and from 10 a.m. to 2 p.m. the first and third Saturdays of the month. Information: [www.nsa.gov/museum](http://www.nsa.gov/museum); (301) 688-5849.

■ The Noyes Library for Young Children is at 10237 Carroll Place in Kensington, Md. It's open from 9 a.m. to 5 p.m. Tuesdays, Thursdays and Saturdays. Information: (301) 929-5533.

■ Vera's White Sands Restaurant and Marina is at 1200 White Sands Drive in Lusby, Md., off Route 4 (look for the pink sign). Information: (410) 586-1182.

■ "Promenade Classique" is nestled at the base of First Street along the Potomac River in Alexandria, Va. The park is surrounded by the TransPotomac Canal Center office park.

■ The DEA Museum and Visitors Center is at 900 Army Navy Drive in Arlington, Va. It is open from 10 a.m. to 4 p.m. Tuesdays through Fridays. Information: [www.deamuseum.org](http://www.deamuseum.org); (202) 307-3463.

■ Wolf Trap in Vienna, Va., is a national park dedicated to the performing arts. Information: [www.wolf-trap.org](http://www.wolf-trap.org); (703) 255-1900.

66

■ Grabbed a bite and something fun at Franklin's Restaurant, Brewery and General Store. There's not much commercial development along Route 1 in downtown Hyattsville, Md., but that makes Franklin's stand out all the more. Patrons can enjoy signature dishes and sample the different beers brewed on premises. After the meal is over, you can step into the general store and browse the funky gifts and candy. There is even a small wine shop in the back.

■ Sat a spell with Maryland's famous amphibian, Kermit the Frog. Yes, when you think of the University of Maryland, generally you think turtles, but it's also home to frogs, pigs and myriad other creatures. Jim Henson, the late Muppets creator, attended the university, and while there he experimented with puppetry, culminating in the creation of the show that preceded the Muppets, "Sam and Friends," which debuted in the Washington area in 1955.

The statue of Jim Henson, a gift from the Classes of 1994, '98 and '99, is the first statue to honor a graduate on the Maryland campus. It is outside the Stamp Student Union on Campus Drive on the university's College Park campus.

■ Lifted the veil on our nation's intelligence history. One of the few places in the world where the public can examine former top-secret projects and items, the National Security Agency's National Cryptologic Museum satiates even the most ardent desire to play Secret Agent Man. Examine the tools and meet the people from the American code-breaking past, including such highlights as a German Enigma machine, a Cray supercomputer used to decipher intelligence and exhibits on such methods as Native American code talkers.

■ Found a good read at a library designed for its pint-size patrons. The Noyes Library for Young Children, in a small house on a triangular plot of land in Kensington, Md., caters primarily to preschoolers. This one-room library, opened in 1893, not only has the distinction of being the oldest in Montgomery County, but it also is one of only a few like it in the country.

■ Taken a tiki-tacky trip to Southern Maryland. It's been described as looking like "some-

thing Martha Stewart might dream up after a bad LSD trip at Trader Vic's," but the proprietress of Vera's White Sands doesn't seem to mind. She'll bid you welcome with a breathy greeting as you soak in the very prominent South Pacific ambiance of this private yacht club-turned-restaurant that's become a cultural landmark on a tributary of the Patuxent River.

■ Found one of the Washington area's "hidden" water features. Next time you are strolling in Alexandria, Va., and you feel the need to find a tranquil spot for a bit of rest, head to the "Promenade Classique" sculpture in a small public park at the northern tip of Old Town. With the Potomac at your right and neoclassical sculptural elements by French sculptors Anne and Patrick Poirier among waterfalls and pools, the park offers a respite from the bustle of the commercial district and Washington life.

■ Taken a trip into the war on drugs. Step inside the history of the Drug Enforcement Administration and the drug trade from the mid-1800s to the modern day. Aging hippies can reminisce at the head shop display while others learn about crack houses of the '80s, "heroin chic" of the '90s and the days when shoppers could get cocaine at their corner drugstore.

■ Wrapped up a lazy summer day with a picnic and a show. Gather your family and friends, spread out a blanket and grub and enjoy some world-class entertainment in the great outdoors. The open-air Filene Center at Wolf Trap National Park for the Performing Arts draws acts ranging from pop and orchestral artists to some of the latest Broadway hits. Or, if you're feeling like something a little different, check out the young opera singers who perform with the Wolf Trap Opera Company.

■ Witnessed the power of the Potomac. Looking to take advantage of a crisp fall day and don't want to drive for hours? Follow the Potomac up a few miles on the Virginia side and you'll come to Great Falls Park, a site that should fit the bill. Watch as the river's waters rush through Mather Gorge while surrounded by nature's color show.

■ Celebrated the person for whom the holiday is named at the Martin Luther King Jr. Memorial Library. Browse the many collections, including the

black studies areas, and examine the lobby mural. Artist Don Miller culled the images of King's life and contributions to the civil rights movement from research and interviews of individuals who worked with King.

■ Celebrated our nation's independence with a traditional milkshake. What's more American than sidling up to the malt-shop bar and ordering your favorite dairy treat? So forget that low-carb, no-sugar lifestyle for a day and transport yourself to a world with fewer cares at the American City Diner.

■ Stood at the center of power. OK, so we'll let you policy wonks argue among yourselves as to which branch the founders envisioned as the most powerful, and technically it isn't the center of the District of Columbia. But the Zero Milestone on the north side of the Ellipse is the spot from which all highway distances are measured to the nation's capital. Today, this oft-overlooked hip-high monument more often than not serves as a place to prop camera bags as tourists take pictures of the White House's South Lawn.

The Zero Milestone was conceived in 1919 and dedicated in 1923 to commemorate the Army's first attempt to send a convoy of military vehicles cross-country. The idea for the pillar was modeled after the golden milestone at the nexus of the highways constructed by the Roman Empire.

■ Seen a "forgotten" memorial to a friendship on the rocks. In 1928, the Cuban government presented President Calvin Coolidge with a piece of the Havana memorial, commemorating the USS Maine and the start of the Spanish-American War, that had been destroyed by a hurricane. The urn, misplaced for almost 50 years after it was moved to make way for the 14th Street bridge, was found in a National Park Service warehouse in 1996. Now the memorial, which honors America's assistance to Cuba in fending off Spain, sits in a semi-obscure spot awaiting the warming of relations between the two countries.

■ Honored patriotism off the beaten path. A small park near the U.S. Capitol honors the 120,000 Japanese Americans placed in internment camps after the attack on Pearl Harbor as well as the 30,000 Japanese Americans who fought for the United States in World War II.

McLean, Va., offers more than 15 miles of trails and easily accessible lookouts near the Visitors Center. The entrance is off Old Dominion Drive. Information: [www.nps.gov/grfa](http://www.nps.gov/grfa).

■ The Martin Luther King Jr. Memorial Library is the central branch of the District of Columbia's library system. The building is at Ninth and G streets. It is open seven days a week. Information: [www.dclibrary.org](http://www.dclibrary.org).

■ The American City Diner, at 5532 Connecticut Ave., is open from 7 a.m. to 11 p.m. Sundays through Thursdays. On Fridays and Saturdays, the diner is open 24 hours a day. Information: [www.americancitydiner.com](http://www.americancitydiner.com); (202) 244-1949.

■ The memorial to the USS Maine and Cuban Friendship Urn is in West Potomac Park on Ohio Drive SW.

■ The Japanese American Memorial to Patriotism During World War II is about 600 yards north of the Capitol in a small triangular park bordered by Louisiana and New Jersey avenues and D Street NW.

69

# The Historic District Goes High Tech

By CARLA BRANCH  
Alexandria Times Staff Writer

This week, Alexandria's Old Town is going wireless. From King and Washington streets to the Potomac River, outside diners, park users and others surfing the world wide web will be able to do so at no cost, except to the city.

On August 2, a pilot project called "Wireless Alexandria" gets fully underway.

"Alexandria is an historic city, but we're also a city that's home to over 300 high-tech companies that employ more than 10,000 people," said Mark Jinks, the Assistant City Manager. "We believe that being the first jurisdiction in the Washington metropolitan area to offer outdoor wireless services will highlight that fact."

The wireless project is costing the City \$20,000 to implement. Wireless devices connecting laptops to the internet have been placed atop City Hall, the Torpedo Factory and on several traffic lights on King Street.

Not only will visitors to Old Town's shops and restaurants be able to wirelessly connect to the internet, but city workers will also reap benefits from the experiment. "A number of our departments will be better able to analyze data as they work in this wireless area," Mr. Jinks said. "It will be particularly helpful to the transportation and environmental services staff which can send data from outdoor sites back to City Hall."

City-provided wireless service has come under fire from

See HIGH TECH, Page A3

## HIGH TECH

From Page A1

the telephone giants. Two large phone companies, SBC and Verizon, have concerns. "They do not want municipalities to provide free what they are selling to customers," Mr. Jinks explained.

The city requested proposals for the wireless project, but "neither the phone company nor the cable company responded," Mr. Jinks said. "We are only providing outdoor wireless service and are not in any way recommending that people use this service instead of their own home internet service provider."

Pressure from the major telcos appears to have motivated legislation in Congress which blocks municipalities from providing free wireless service. "I think the city's decision to provide wireless service to the community in public places is a great idea," said Representative James P. Moran (D-VA.). "Any effort by Congress to restrict this service would be met by my strong opposition."

Even though the project doesn't appear to be controversial, it has attracted national attention. Alexandria's mayor, William D. Euille, was interviewed about the city's wireless access for consumers as part of a special report on municipal wireless services which aired in late July on the "CBS Evening News."

"Many cities around the country are providing much broader free wireless service than we are proposing in Alexandria," Mr. Euille said. "This has caused a great deal of angst with the phone and cable companies. We have talked to both Comcast and Verizon and, because we have limited our wireless access to a small area in Old Town and because it is an outdoor service, they do not feel we are competing with them."

The response from Alexandria business leaders and tourist bureau officials promoting the city as a tourist destination has been uniformly positive. Officials at the Alexandria Convention and Visitors Association say they view "Wireless Alexandria" as one more tool to put in their arsenal to promote the city as a tourist destination.

"The people who come to Alexandria want to enjoy our historic sites but are also interested in staying connected with work and home," said Steve Zimmermann, the tourist bureau's spokesman. "We welcome this pilot project."

The wireless experiment will last through at least mid 2006.

carlab@alexandria.com

68



# VIRGINIA



Virginia Tourism Corporation • 1-800-671-4175 • www.Virginia.org • Virginia Tourism Corporation • 1-800-671-4175

## what's new

- **John Marshall's 250th Birthday:** Native Virginian John Marshall established the right of judicial review by the United States Supreme Court, which he also served as Chief Justice. His birthday celebration will be marked by tours, lectures and living history events.
- **The Attucks Theatre:** This historic Norfolk theatre, first opened in 1919, was completely financed, designed, constructed and operated by African Americans. It hosted such famous stars as Duke Ellington, Nat King Cole and Dinah Washington. After an \$8-million renovation, the Attucks will reopen as a state-of-the-art performing arts theatre featuring dance, concerts, theatrical performances and speakers.

## ATTRACTIONS

- **Colonial Williamsburg:** The 18th-century capital of Virginia restored to its colonial splendour. A 70-hectare outdoor living-history museum with more than 500 public buildings, private homes, stores and taverns. In Williamsburg.
- **Crooked Road: Virginia's Heritage Music Trail:** This driving tour through the Appalachian Mountains connects major heritage music venues, including the Blue Ridge Music Center, Birthplace of Country Music Alliance in Bristol, and the Carter Family Fold in Hiltons.

- **Museum and White House of the Confederacy:** The world's largest collection of Confederate artifacts, images and documents is housed at this museum. The Confederate White House is open for tours. In Richmond.
- **Manassas National Battlefield Park:** A must-see for Civil War buffs, this is the site of the first major battle of the war.

## EVENTS

- **Historic Garden Week in Virginia (April):** This statewide event features tours of 250 homes, gardens and historic landmarks at the peak of Virginia's springtime.
- **Hampton Jazz Festival (June):** This annual festival hosts featuring nationally and internationally acclaimed, award winning jazz and rhythm & blues artists.
- **Old Fiddlers' Convention (August):** The world's best-known fiddler's convention brings people from around the country and overseas to participate in bluegrass music, clogging and fiddling performances and competitions. In Galax.

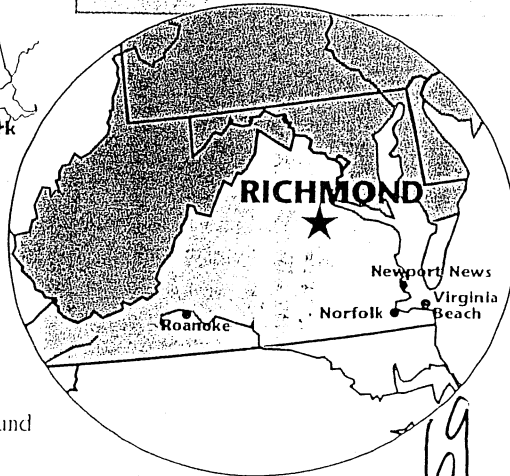
## PLACES

- **Jamestown Settlement:** The first permanent English settlement in America, established in 1607. Today the story of the people who founded Jamestown and of the Virginia Indians they encountered is told through film, gallery exhibits and living history.
- **Alexandria:** A charming waterfront community featuring cobblestone streets, 18th- and 19th-century architecture, historic sites, tours, shops, restaurants and special events.
- **Roanoke:** Surrounded by mountains, Roanoke offers easy access to outdoor recreation opportunities. Discover mountain golf courses, museums, farmers' markets, shops and more than 200 restaurants.

## Virginia

### Beach:

More than a summer fun destination! Fall brings bayside excursions by bike or kayak, while winter brings tons of indoor fun, and golfers can enjoy a round on 11 courses year-round.



Skyline Drive, a 169-kilometre mountain-top roadway, meanders through Shenandoah National Park. Set in Virginia's spectacular Blue Ridge Mountains, the park offers camping, hiking trails, mountain streams and lodges.

## fast facts

State Motto: Thus Always To Tyrants

State Flower: Dogwood

State Bird: Cardinal

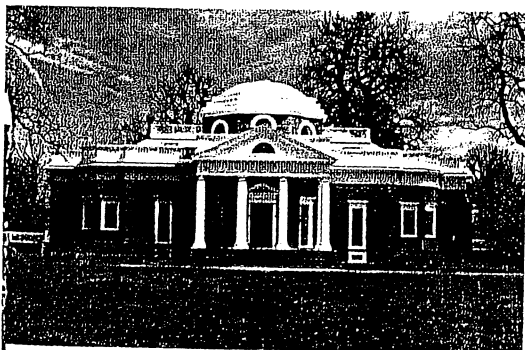
Region: MID-ATLANTIC

**Geography:** Located midway between New York and Florida, Virginia is the gateway to the South. Western Virginia is mountainous, covered by the Allegheny and Blue Ridge Mountains with the great Shenandoah Valley falling between the ranges. The central Piedmont region, with its rolling hills, flattens out into the sandy coastal plain toward the Atlantic Ocean.

**Climate:** Virginia has a temperate climate with mild winters, though the summers can be hot. Precipitation throughout the year.

**Direct Flights:** Air Canada, United Express

**Cruise Lines:** American Cruise Line, Canadian Education Vessel, Carnival Cruise Lines, Celebrity Cruises, Clipper Cruise Line, Crown Cruise Line, Delta Queen Coastal Voyages, Holland America, Norwegian Cruise Line, Peter Deilmann Cruises, Premier Cruise Lines, Princess Cruises, Radisson Seven Seas Cruises, Regal Cruises, Silver Sea Cruises



Monticello, Thomas Jefferson's mountaintop home, in Charlottesville, is the only house in America on the United Nation's prestigious World Heritage list of sites. Filled with original furnishings, Monticello includes beautiful gardens, Jefferson's grave and Mulberry Row, an excavated site of the slave community once present at Monticello.

MONTICELLO/THOMAS JEFFERSON FOUNDATION, INC.

12905  
12  
The Old Dominion State  
77712  
69

## OUT & ABOUT

Visitors  
browse  
through  
an artist's  
stall on  
King  
Street.



PHOTO BY LOUISE KRAFT/CAZETTE

# Art Takes Over King Street

FROM PAGE 18

ton cut-out. Children will be invited to create American flags in memory of those who lost their lives on Sept. 11, 2001.

**TO REACH OUT** to the business community as well as offer attendees a souvenir of the 2005 event, the festival has created the "Palette Program." Those attending can register to win dinner at one of Alexandria's restaurants by participating.

"The Palette Program was designed to encourage festival patrons to visit some of Alexandria's many shops and restaurants during the festival weekend," Rod said. "And, no purchase is necessary."

Bouquets of colored balloons will be displayed at street corners along the festival route. To be eligible to enter the contest, festival patrons can pick up Palette entry forms at one of three information tables along King Street or at the Ramsey House Visitors Center, 221 King St.

As they visit local businesses displaying the "Pal-

ette Participant" sign, attendees can acquire colored stickers corresponding to the colors on their palette. Once a palette is filled with two stickers each of five colors and registration information completed, the palette will be entered into the drawing for a \$75 gift certificate redeemable at participating restaurants, according to ACVA. Winners will be drawn on Monday, by ACVA personnel.

In addition to the array of cuisines offered by Alexandria's 400 plus eateries, Bon Appetit's 2004 Chef of the Year, Jose Andres of D.C.'s Jaleo, Cafe Atlantico, and Oyamel restaurants, will present a culinary demonstration of Spanish cooking featuring the expert use of olive oils. A sampling is scheduled for 1 p.m. on Sunday. The location will be available at the information tables. This year's Festival of the Arts offers something to interest every attendee regardless of age or artistic preference. It will be held rain or shine. For more information call the Ramsey House Visitors Center at 703-838-4200 or visit ACVA at [www.FunSideofthePotomac.com](http://www.FunSideofthePotomac.com).

# Two-day Alexandria Festival of the Arts is this weekend

The Alexandria Festival of the Arts returns to the streets of Old Town this weekend, Sept. 10-11. The free outdoor festival, now in its third season, kicks off Alexandria's Fall for the Arts season.

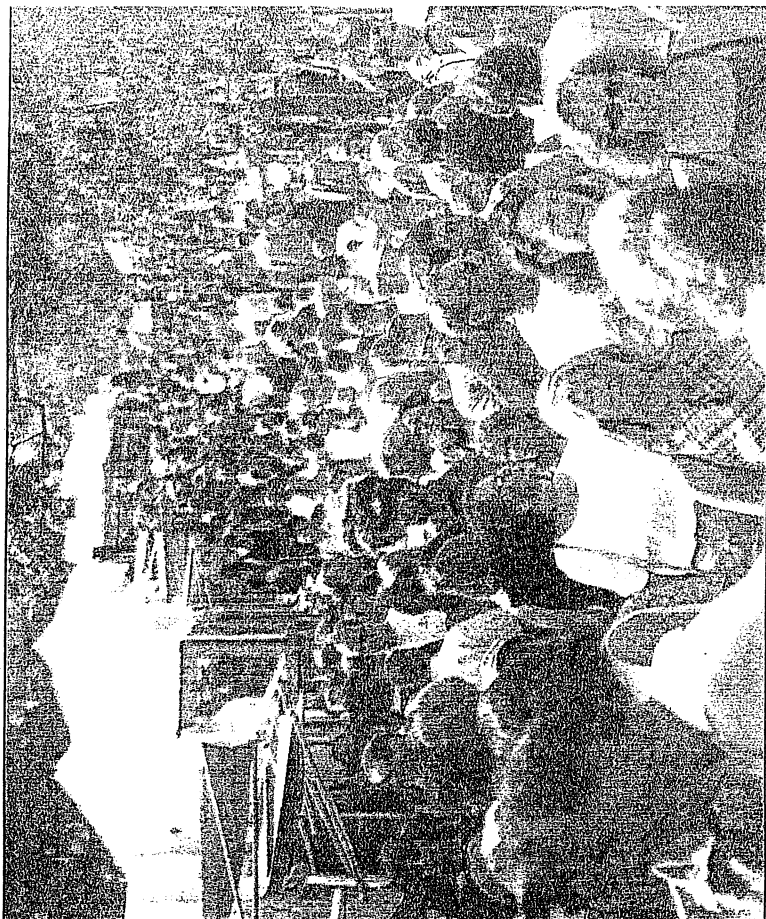
The festival will line six blocks of King Street from Washington Street east to Union Street, from 10 a.m. to 7 p.m., on Saturday, and from 10 a.m. to 5 p.m. Sunday.

King Street will be transformed into an outdoor gallery featuring 200 of the nation's top award-winning artists offering sculptures, paintings, photography, glass, jewelry and more. In addition, a Regional Artists Juried Exhibition will take place on Old Town's historic Market Square, featuring more than 30 artists from the Greater Washington area.

Performing artists will also fill Market Square on Saturday from noon until 8 p.m. and Sunday from noon until 6 p.m.; performances will also be held at

Alexandria's Marina from 11 a.m. - 6 p.m. on Saturday, and 11 a.m. - 6 p.m. on Sunday. Historic Christ Church will host "Children in the Churchyard," a children's festival on Saturday and Sunday from 11 a.m. - 5 p.m., and Carlyle House Historic Park will host a "Hands-On History Tent" for children and their families on Sunday from 1:30 p.m. - 4 p.m.

For further information about the festival, contact the Alexandria Visitors Center at 800-388-9119 or visit [www.FunSideofthePotomac.com](http://www.FunSideofthePotomac.com).



Thousands of festival-goers jammed King Street during last year's Festival of the Arts. of King Street, from Washington Street to the riverfront will be blocked off to traffic for the event that gets underway this Saturday.

**PARTICIPATING RESTAURANTS**

- Stardust Restaurant
- Joe Theismann's
- 100 King
- Pat Troy's Ireland's Own Restaurant and Pub
- Dandy Cruises
- Stella's Restaurant
- Hard Times Café
- Mai Thai
- Tempo Restaurant
- Birchmere
- Vermillion
- Chicken Out Rotisserie
- Morrison House
- LaPorta's Restaurant
- Union Street Public House
- Chadwicks
- Bittersweet

**Map Details:**  
 - \*\*Festival Route:\*\* King Street from Washington St. to Union St.  
 - \*\*Key Landmarks:\*\* Prince Street, Cameron Street, Visitors Center, Food Pavilion.  
 - \*\*Festival Icons:\*\* Art (sculpture, painting, jewelry), Music (band, DJ), Food (stalls, vendors).  
 - \*\*Logos:\*\* ALEXANDRIA Festival of the Arts, Embarac, ALEXANDRIA VA THE STATE OF VIRGINIA'S CAPITAL CITY.

2

# Alexandria, Va. Home To Father Of Country

By JIM WEAVER

ALEXANDRIA, Va. — George Washington's country estate at Mount Vernon — his home beginning in 1743 — is a must see destination for many thousands of travelers each year. But even though he longed for Mount Vernon's comforts during the harsh Revolutionary War, our nation's first president's hometown was Alexandria, Va., a scant eight miles from Mount Vernon on the banks of the Potomac River.

It's where he tended to business, took part in social functions, and purchased things he needed to operate his farm. Alexandria dates from 1669, and was a busy port city in Washington's day. In 1791, it was part of the land donated for a new federal city (Washington D.C.) by Maryland and Virginia. Eventually, only the Maryland land was used and Alexandria retained its identity.

Today it's a delightful city well worth visiting. In fact, vacationers often find hotels in Alexandria less expensive than those in D.C. and access to the Washington Mall with its museums and monuments are only one Metro stop away. Tourists can avoid traffic and parking problems by staying in Washington's hometown.

There are a number of places in town that were here during Washington's time such as the Carlyle House (1752), the home of John Carlyle, a wealthy merchant and city founder. In 1755, the home was headquarters for the British military command during the French and Indian War.

Gadsby's Tavern (1792) was a stop on the stage coach route between Boston and Williamsburg. There's also a privately owned recreation of the townhouse that Washington built in 1769 so he could easily stay over when in town. Alexandria's Christ Church (1773) was built with Washington's financial help.

There is also the Stabler-Leadbeater Apothecary Shop (1792) where George and Martha Washington shopped. Alexandria has more than a dozen buildings from the

Washington era that are open to the public.

One of the most important Washington buildings here dates from 1932. The George Washington Masonic National Memorial honors our first president, a Mason, and is well worth visiting. From its 333-foot tower (the Washington Monument in D.C. is 555 feet) you have a spectacular view of the U.S. Capitol and the District of Columbia. In 1909, Orville Wright demonstrated manned flight for federal government officials on the hill where the Masonic monument is located.

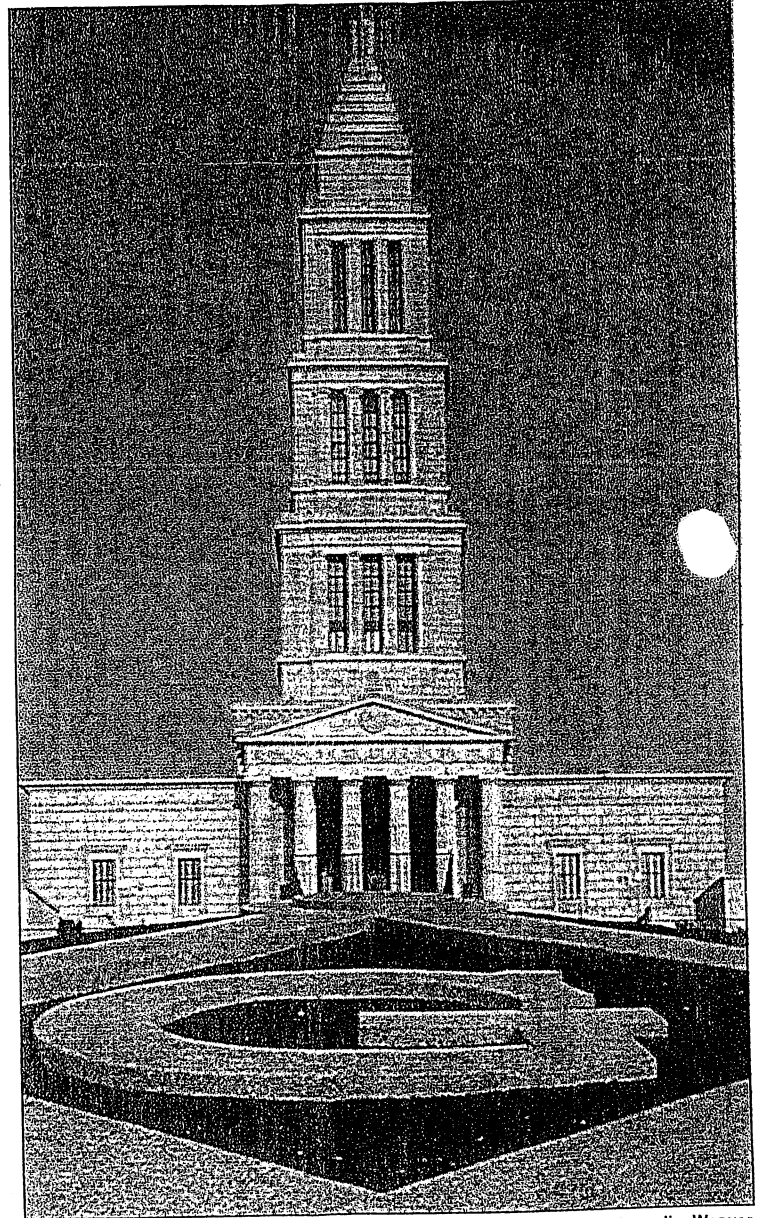
When the Civil War began, Union troops immediately occupied the city in an effort to guard Washington D.C. from attack by Confederate forces. When troops arrived in town, Union commander Col. Elmer Ellsworth spotted a Confederate flag flying on the roof of a hotel. He charged up the stairs and pulled the flag down, but on his return was shot and killed by the hotel owner. He was the first casualty of the Civil War. The building is still a hotel — the Holiday Inn Old Town, one of the top ranked Holiday Inn's in the country and worth considering because of its central location and excellent accommodations.

Alexandria is a "doggie town" with an unusual number of dog owners. They take great pleasure in walking their canine friends around this very walkable city. There is a doggie boutique here, and at 5 p.m. on Tuesdays and Thursdays there is a "doggie happy hour" at the hotel's cocktail lounge. Special treats are provided for well behaved dogs.

There are a number of excellent restaurants in Alexandria, many on King Street.

You'll find a wide range of ethnic cuisine. Highly recommended is The Tapes Restaurant, featuring outstanding flamenco dancers several nights each week in addition to delicious menu items. There's also Creole food at 219 Restaurant, Caribbean selections at Cafe Salsa, and Tex-Mex at Austin Grill.

For an enjoyable outing consider a riverboat cruise on the Potomac



—Photo Courtesy Jim Weaver

## IN WASHINGTON'S HONOR: The George Washington Masonic National Memorial is an impressive sight in Alexandria, Va.

with Dandy Restaurant Cruise Ships. It features moonlight cruises with dinner, music, and spectacular views of the monuments on the D.C. side. You'll want to take the time to visit the many unique shops and galleries in Alexandria. It's a great place to shop or just window-shop. Don't miss the Tornado Factory a World

War II munitions plant turned art gallery.

When planning your trip, be sure to start at [www.funside.com](http://www.funside.com) or call 800-388-9119 for a free visitor's guide.

Jim Weaver is a freelance travel writer based in Flourtown, Pa.





# OFFBEAT WASHINGTON, D.C.

It's sometimes difficult to think of America's capital, the land of buttoned-down politicians and staffers, as quirky. But if you dig a bit beneath Washington's surface, you can easily discover a city with a surprisingly high funk factor, from its several hip (and gay-popular) boutique hotels to tour operators that allow you to see the city from perspectives you've probably never imagined

If it's been a while since you visited D.C., or you're mired in the habit of visiting the same old museums, bars, and neighborhoods, try thinking outside the box the next time you're headed to Washington. Here are just a handful of ways to get in touch with the city's offbeat attractions.

**Learn to be a better spy.**

You haven't seen D.C.'s weird side until you've spent an afternoon touring the International Spy Museum, which offers an intriguing glimpse into the secret world of espionage. Permanent exhibits offer an eye-opening introduction to the art of professional espionage, display dozens of spy gadgets, and consider the challenges secret agents face in today's topsy-turvy world.

**Kayak your way through the capital.**

Here's a novel way to explore Washington and admire its monuments: Rent a kayak from Jack's Boathouse in the tony Georgetown neighborhood, and paddle your way along the historic Potomac River. You can stop and admire the greenery on little-visited Roosevelt Island, enjoy close views of the infamous Watergate building and stunning Lincoln and Washington memorials, and watch herons and cormorants fly across the water. Jack's provides instruction and equipment, and when you're finished with your adventure, you can return to Georgetown and spend some time checking out the neighborhood's slew of upscale shops and fine restaurants.

**Stay at snazzy hotel.**

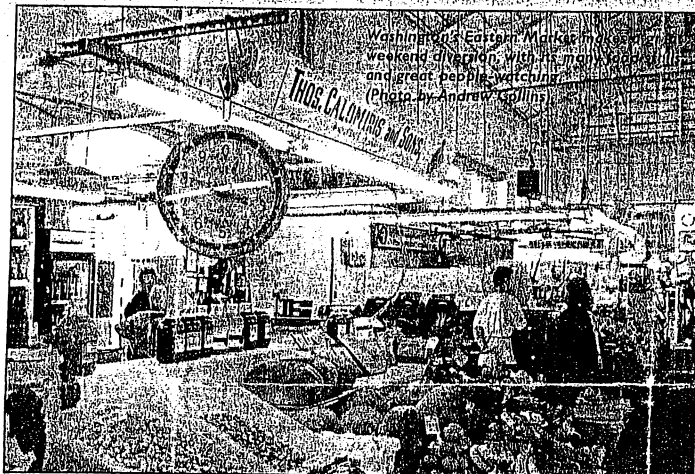
The San Francisco-based Kimpton Group has six ultra-chic boutique properties in the District. Kimpton's dashing Hotel Rouge sits just off classy Embassy Row, an easy walk from gay nightlife on R Street, and contains 137 spacious rooms bathed in reds and yellows and a swanky lounge serving such memorable cocktails as the Madonna (Cuervo, Grand Marnier, Cointreau, and fresh orange and lime juices).

Near up-and-coming Logan Circle, the pop-art-inspired Hotel Helix wows guests with bold colors (lime-green honor bars, orange-porcelain bathroom fixtures, red and blue settees and ottomans); a few rooms are outfitted with bunk beds, making this the ideal locale for a crazy slumber party. Other D.C. Kimptons include the Hotel Madera and Topaz Hotel, both near way-gay Dupont Circle; the Hotel George, near Capitol Hill; and the Hotel Monaco, which is downtown.

Typical in all the Kimpton properties, in addition to stylish decor and personalized service, are minibars stocked with fun snacks (from Bugles to Pop Rocks), Avéda bath products, flat-screen TVs, free high-speed Internet, cordless phones, and evening wine receptions - all of these hotels are pet-friendly, too.

**Catch a Nats game.**

After more than a 30-year absence, major-league baseball returned to Washington in 2005 with the Nationals, formerly Montreal's beleaguered Expos. For now they play in frumpy RFK Stadium (plans are underway for a brand-



Washington's Eastern Market is a treasure trove of goods, with many vendors and great people watching. (Photo by Andrew Collins)

next few years), but the Nats have been playing great baseball thus far and drawing huge crowds. So you're not a baseball fan and can't see the fun in watching a Nationals game? You obviously haven't yet seen talented (and hunky) rookie outfielder Ryan Church in uniform.

**Nosh someplace new.**

Washington's long-revered dining scene keeps improving thanks to the bevy of admirable new restaurants that have opened here in recent years. On Capitol Hill, within walking distance of several gay bars, Sonoma has brought superbly crafted contemporary American fare and a dazzling wine list to this up-and-coming neighborhood. Try a sampling of fine cheeses with a glass of pinot noir, or opt for something more substantial, like cedar-plank wild salmon with white beans and pancetta-leek compote. Another great see-and-be-seen option that also happens to serve outstanding food, Zaytinya opened in 2002 and remains trendy as ever. This downtown favorite serves dozens of Middle Eastern-inspired mezes (similar to tapas), such as scallops with yogurt-dill sauce, seared lamb chops with rosemary syrup, and olive oil-marinated baby eggplant stuffed with walnuts and tomatoes.

The snazzy David Gregory

the city's queer community and presents stellar Mediterranean fare, such as truffle-scented pizza with three cheeses and roasted garlic, and seared halibut with braised fennel, spaghetti squash, and shellfish stew. Another gay fave, the fabulous pub-grub chain Hamburger Mary's dishes up plenty of attitude plus great food at its Washington branch. The hefty ground-beef patties are legendary - try the Blue Boy (topped with bleu cheese and bacon). Finally, for an all-out magical dining experience, book a table at CityZen, inside Washington's newest luxury hotel, the exquisite Mandarin Oriental. Inventive standouts like pan-roasted quab with pumpkin, baby leeks, and cinnamon jus; and chestnut soup infused with quince and chopped ham have made CityZen and its star chef, Eric Ziebold, famous.

**Make a detour to Alexandria.**

Just 6 miles down the Potomac River from Washington, the historic city of Alexandria, Va., beckons with a beautiful-ly maintained Old Town historic district

ing restaurants. Area highlights include Frank Lloyd Wright's Pope-Leighey House, Alexandria's Black History Museum, the Torpedo Factory Art Center, and the newly opened U.S. Patent & Trademark Office Museum, where you can learn about all kinds of inventions, from the computer mouse to the helicopter.

Be sure to wander off the beaten path a bit to the up-and-coming DelRay neighborhood, where Mt. Vernon Avenue is lined with independently owned boutiques and funky cafes. Don't miss businesses like Eight Hands Round (for smart antiques and contemporary home furnishings), Eclectic Nature (for cool garden gadgets and gifts), Del Ray Dreamery (for addictive Wisconsin-style frozen custard), and Monroe's (for delicious regional American and Italian cooking).

**Cruise D.C.'s coolest gay bar.**

In the rapidly gentrifying Logan Circle neighborhood, Halo definitely has the slickest look of any gay bar in town. The futuristic second-floor space with a backlit bar stocked with premium liquor draws a well-dressed, eclectic crowd of men and women of all ages. Grab a seat in one of the cushy lounge chairs, listen to the mod pop tunes, and soak up the smoke-free ambience.

**Browse the stalls and catch breakfast at Eastern Market.**

Just a few blocks beyond the U.S. Capitol building you'll find the wonderfully colorful Eastern Market, whose food hall abounds with enticing vendors selling everything from artisanal cheeses to fresh-caught Maryland seafood. You can also enjoy a fabulous down-home meal at Market Lunch, a greasy-spoon diner serving tantalizing blueberry pancakes and crab cakes Benedict. Additional draws include a weekend farmers market, a Saturday arts and crafts fair, and a Sunday flea market.

**See Washington by Segway**

In case you haven't yet laid eyes on one of these quirky yet ingenious contraptions, a Segway Human Transporter is a two-wheel, self-balancing, personal transportation device that moves according to the way you move. Lean forward, it zooms ahead. Lean back sharply, and it stops. City Segway Tours offers incredibly fun four-hour sightseeing excursions through the District. These efficient little machines are remarkably easy to use, and the company's amiable staff gives everybody a helpful training session prior to setting off. Just keep in mind that passersby will find you and your group of fellow Segway-ers more interesting than most of the city's sights - be prepared to pose for plenty of pictures. When you're riding around on a Segway, you become one of Washington, D.C.'s, most offbeat attractions.

Andrew Collins is the author of Fodor's Gay Guide to the USA and additional travel guides. He can be reached care of this publication or at [OutofTown@qsyndicate.com](mailto:OutofTown@qsyndicate.com).

## THE LITTLE BLACK BOOK

**Alexandria Convention & Visitors Association (703-838-4200 or 300-388-9119, [www.funsideofthepotomac.com](http://www.funsideofthepotomac.com)).** **City Segway Tours (877-SEG-TOUR, [www.citysegwaytours.com](http://www.citysegwaytours.com)).** **CityZen (Mandarin Oriental Washington, 1330 Maryland Ave., 202-787-6006).** **David Gregory RestaurantLounge (2030 M St. NW, 202-872-8700).** **Eastern Market (7th St. and North Carolina Ave., [www.easternmarket.net](http://www.easternmarket.net)).** **Halo (1435 P St. NW, 202-797-9730).** **Hamburger Mary's (1337 14th St. NW, 202-232-7010).** **International Spy Museum (800 F St., 202-EYE-SPY-U or 866-SPYMUSEUM, [www.spymuseum.org](http://www.spymuseum.org)).** **Jack's Boathouse (3500 K St., 202-337-9642, [www.jacksboathouse.com](http://www.jacksboathouse.com)).** **Kimpton Hotels (800/KIMPTON, [www.kimptonhotels.com](http://www.kimptonhotels.com)).** **Washington Nationals (<http://washington.nationals.mlb.com>).** **Sonoma (223 Pennsylvania Ave. SE, 202-333-2912).** **Washington, DC Convention & Tourism Corporation (202-789-7000, [www.washington.org](http://www.washington.org)).** **Zaytinya (701 9th St. NW, 202-638-0800).**



# Art's Attractions

PAGE 18

Looking up King Street from Union Street at last year's Festival for the Arts.

ILLUSTRATION BY LOUISE BRASSEY-STEEL

CALENDAR PAGE 22  
DINING PAGE 20  
END NOTE PAGE 48  
FAITH PAGE 30

HEALTH PAGE 44  
HOME SALES PAGE 42  
PEOPLE PAGE 38  
PORTRAIT PAGE 45

OUT & ABOUT

# Festival of the Arts To Begin Saturday

Traffic patterns altered from Union to Washington streets.

BY CHUCK HAGEE  
GAZETTE

More than 200 nationally acclaimed artists will once again fill lower King Street Sept. 10 and 11 for the city's third annual Festival of the Arts. They will be joined by a juried regional art exhibit, two days packed with the talents of performing artists, and a myriad of activities for families, children and history buffs.

Kicking off Alexandria's Fall for the Arts season, the 2005 free outdoor festival will run Saturday from 10 a.m. to 7 p.m. and on Sunday from 10 a.m. to 5 p.m. Produced by Howard Alan Events, Ltd., in cooperation with the Alexandria Commission for the Arts, Alexandria Convention and Visitors Association, and the city, the event is listed among the Top Ten Art Events nationwide by Sunshine Artist magazine. Cadillac serves as a corporate sponsor.

"It is sold out and there are juried artists on the waiting list," said Laura Rod, director of marketing for the Alexandria Convention and Visitors Association.

Works from artists in all mediums will be on display and for sale throughout the six-block-long show which stretches from the Potomac River to Washington Street.

Works of artists from as far away as California and as close as acrylic specialist David

Cochran of Alexandria will be on view and for sale. Some of the mediums featured, in addition to painting, include glass, jewelry, photography, sculpture, pottery, paper cutting, ceramics and stone.

Complementing the national show is the Regional Artists Juried Exhibition, featuring artists from throughout the metropolitan region. Sponsored by the Alexandria Commission for the Arts, the competition will be held on Market Square.

"This is an exciting opportunity for local artists to reach a wide audience of art lovers," said Leon Sciosica, chairman of the festival's planning committee and the Alexandria Commission for the Arts. Last year's festival drew an estimated 60,000 visitors.

Out of a list of 45 artists who applied to exhibit, the committee chose 35. A "Best of Show" and three "Honorable Mentions" will be announced during the weekend, according to Laura Overstreet, a spokes-

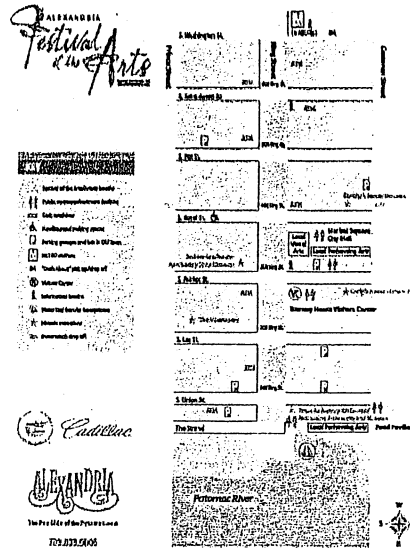
woman for the Alexandria Convention and Visitors Association. Entrants will be juried by Tom Collins, executive director of the Baltimore Contemporary Museum, and Leigh Taylor Mickelson, the exhibition director of the Baltimore Clayworks.

Each artist will feature one selection of their work that will be available

for purchase during the festival. Purchased pieces will remain on display until Sunday at 4 p.m. when they can be picked up by the buyer.



Sculpture and other three-dimensional art work.



Square as well as the wide array of performing artists who will entertain on Saturday from noon to 8 p.m. and Sunday from noon to 6 p.m. The latter will offer everything from vintage jazz, to country, to folk, blues and rock. Each group will be on stage from 45 minutes to one hour over the span of the festival.

Beside the various art exhibition offerings, attendees can also take in a wide array of events especially geared to children and families. These include:

\* A "Hands-On History Tent" at Carlyle House, 121 N. Fairfax St., where children and their families can step back into the 18th century to play games, dress in colonial era costumes and learn period dances all for free. Tours of the historic house will remain at \$4

for adults and \$2 for children.

\* Alexandria Art Safari has joined the festival this year. It will be held at the Torpedo Factory Art Center, 10 a.m. to 4 p.m., Saturday, September 10. Art demonstrations and hands-on activities will be held throughout the Art Center. Many favorite activities are again featured this year. They include the Clay Experience, Safari Murals, The Dye Project, Plaster Body Casting, a Scavenger Hunt, and papier maché animal sculpture, and demonstrations by Art Center artists.

\* Alexandria's Archeological Museum will present "The Potter's Art" from 1 p.m. to 4 p.m. "Children should arrive with big imaginations and wearing clothing that can get a little dirty," Overstreet said of this event. Most of the activities are appropriate for children from kindergarten age and above with parent supervision.

\* Historic Christ Church, 118 N. Washington St., will host "Children in the Churchyard" Saturday and Sunday from 11 a.m. to 5 p.m. Activities include face painting, mask making, creating beaded bracelets, and photo opportunities with a George Washing

"This is an exciting opportunity for local artists..."

— Leon Sciosica, chair, Alexandria Commission for the Arts

## 'Palette' Participants

Restaurants participating in the "Palette Program" include:

- Stardust Restaurant
- Joe Theismann's Restaurant
- 100 King
- Pat Troy's Ireland's Own Restaurant and Pub
- Dandy Cruises
- Stella's Restaurant
- Hard Times Cafe
- Mai Thai
- Tempo Restaurant
- Birchmere
- Vermillion
- Chicken Out Rotisserie & Catering
- Wharton House
- LaPorta's Restaurant
- Union Street Public House
- Chadwick's
- Bittersweet



Outside dining is available at restaurants on and around King Street.

15



31 62607  
V... B XX... UT

# Arts Festival To Begin Saturday

## Traffic patterns altered from Union to Washington streets.

12905

By CHUCK HAGEE  
GAZETTE

More than 200 nationally acclaimed artists will once again fill lower King Street Sept. 10 and 11 for the city's third annual Festival of the Arts. They will be joined by a juried regional art exhibit, two days packed with the talents of performing artists, and a myriad of activities for families, children and history buffs.

Kicking off Alexandria's Fall for the Arts season, the 2005 free outdoor festival will run Saturday from 10 a.m. to 7 p.m. and on Sunday from 10 a.m. to 5 p.m. Produced by Howard Alan Events, Ltd., in cooperation with the Alexandria Commission for the Arts, Alexandria Convention and Visitors Association, and the city, the event is listed among the Top Ten Art Events nationwide by Sunshine Artist magazine. Cadillac serves as a corporate sponsor.

"It is sold out and there are juried artists on the waiting list," said Laura Rod, director of marketing for the Alexandria Convention and Visitors Association. Works from artists in all mediums will be on display and for sale throughout the six-block-long show which stretches from the Potomac River to Washington Street.

Works of artists from as far away as California and as close as acrylic specialist David

Cochran of Alexandria will be on view and for sale. Some of the mediums featured, in addition to painting, include glass, jewelry, photography, sculpture, pottery, paper cutting, ceramics and stone.

Complementing the national show is the Regional Artists Juried Exhibition, featuring artists from throughout the metropolitan region. Sponsored by the Alexandria Commission for the Arts, the competition will be held on Market Square.

"This is an exciting opportunity for local artists to reach a wide audience of art lovers," said Leon Sciosica, chairman of the festival's planning committee and the Alexandria Commission for the Arts. Last year's festival drew an estimated 60,000 visitors.

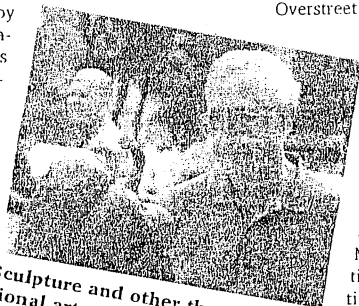
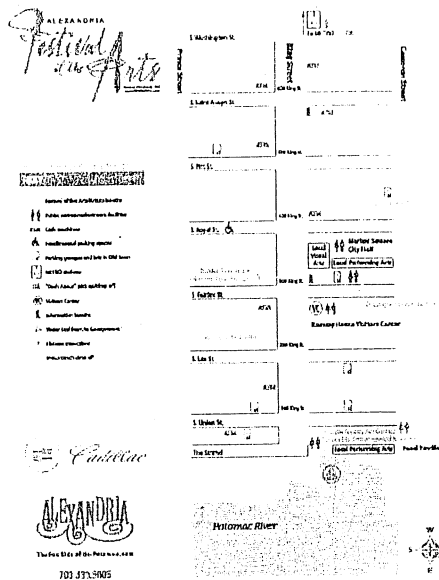
Out of a list of 45 artists who applied to exhibit, the committee chose 35. A "Best of Show" and three "Honorable Mentions" will be announced during the weekend, according to Laura

Overstreet, a spokes-

woman for the Alexandria Convention and Visitors Association. Entrants will be juried by Tom Collins, executive director of the Baltimore Contemporary Museum, and Leigh Taylor Mickelson, the exhibition director of the Baltimore Clayworks.

Each artist will feature one selection of their work that will be available

for purchase during the festival. Purchased pieces will remain on display until Sunday at 4 p.m. when they can be picked up by the buyer.



Sculpture and other three-dimensional art work.

## 'Palette' Participants

- Restaurants participating in the "Palette Program" include:
- Stardust Restaurant
  - Joe Theismann's Restaurant
  - 100 King
  - Pat Troy's Ireland's Own Restaurant and Pub
  - Dandy Cruises
  - Stella's Restaurant
  - Hard Times Cafe
  - Mai Thai
  - Tempo Restaurant
  - Birchmere
  - Vermillion
  - Chicken Out Rotisserie & Catering
  - Morrison House
  - LaPorta's Restaurant
  - Union Street Public House
  - Chadwick's



Outside dining is available at restaurants on and around

Square as well as the wide array of performing artists who will entertain on Saturday from noon to 8 p.m. and Sunday from noon to 6 p.m. The latter will offer everything from vintage jazz, to country, to folk, blues and rock. Each group will be on stage from 45 minutes to one hour over the span of the festival.

Beside the various art exhibition offerings, attendees can also take in a wide array of events especially geared to children and families. These include:

\* A "Hands-On History Tent" at Carlyle House, 121 N. Fairfax St., where children and their families can step back in time to the 18th century to play games, dress in colonial era costumes and learn period dances all for free. Tours of the historic house will remain at \$4

for adults and \$2 for children.

\* Alexandria Art Safari has joined the festival this year. It will be held at the Torpedo Factory Art Center, 10 a.m. to 4 p.m., Saturday, September 10. Art demonstrations and hands-on activities will be held throughout the Art Center. Many favorite activities are again featured this year. They include the Clay Experience, Safari Murals, The Dye Project, Plaster Body Casting, a Scavenger Hunt, and papier maché animal sculpture, and demonstrations by Art Center artists.

\* Alexandria's Archeological Museum will present "The Potter's Art" from 1 p.m. to 4 p.m. "Children should arrive with big imaginations and wearing clothing that can get a little dirty," Overstreet said of this event. Most of the activities are appropriate for children from kindergarten age and above with parent supervision.

\* Historic Christ Church, 118 N. Washington St., will host "Children in the Churchyard" Saturday and Sunday from 11 a.m. to 5 p.m. Activities include face painting, mask making, creating beaded bracelets, and other opportunities with a George Washington

"This is an exciting opportunity for local artists..."

— Leon Sciosica  
chair, Alexandria  
Commission  
for the Arts

## OUT & ABOUT



Visitors browse through an artist's stall on King Street.

# Art Takes Over King Street

FROM PAGE 10

tion cut-out. Children will be invited to create American flags in memory of those who lost their lives on Sept. 11, 2001.

**TO REACH OUT** to the business community as well as offer attendees a personalized souvenir of the 2005 event, the festival has created the "Palette Program." Those attending can register to win dinner at one of Alexandria's popular restaurants by participating in this new feature.

"The Palette Program was designed to encourage festival patrons to visit some of Alexandria's many shops and restaurants during the festival weekend," Rod said. "And, no purchase is necessary."

Bouquets of colored balloons will be displayed at street corners along the festival route. To be eligible to enter the contest, festival patrons can pick up Palette entry forms at one of three information tables along King Street or at the Ramsey House Visitors Center, 221 King St.

As they visit local businesses displaying the "Pal-

ette Participant" sign, attendees can acquire colored stickers corresponding to the colors on their palette. Once a palette is filled with two stickers each of five colors and registration information completed, the palette will be entered into the drawing for a \$75 gift certificate redeemable at participating restaurants, according to ACVA. Winners will be drawn on Monday, by ACVA personnel.

In addition to the array of cuisines offered by Alexandria's 400 plus eateries, Bon Appetit's 2004 Chef of the Year, Jose Andres of D.C.'s Jaleo, Cafe Atlantico, and Oyamel restaurants, will present a culinary demonstration of Spanish cooking featuring the expert use of olive oils. A sampling is scheduled for 1 p.m. on Sunday. The location will be available at the information tables.

This year's Festival of the Arts offers something to interest every attendee regardless of age or artistic preference. It will be held rain or shine. For more information call the Ramsey House Visitors Center at 703-838-4200 or visit ACVA at [www.FunSideofthePotomac.com](http://www.FunSideofthePotomac.com).

## Directions & Parking

### By Auto:

Take Exit 177-B off the Beltway and follow signs to the Visitors Center.

### By Metro:

Take Metro to King Street Station (Blue and Yellow lines) and take the free "Dash About" weekend shuttle service running every 15 minutes.

"Dash About" schedule is: Friday, 7 p.m.-midnight; Saturday, 10 a.m.-midnight; Sunday 11 a.m.-10 p.m.

The "Dash About" departs from the King Street Metro and will pick-up, drop-off on the northeast corner of King Street and Washington Street.

### Parking:

Park in lots and garages; street parking restrictions will be enforced.

Parking lots and garages are available for festival park-

ing in individual property.

### Handicapped Parking:

Reserved handicapped spaces are located on the 100 block of South Royal Street and the 100 block of North Pitt Street. Handicapped spaces will be available on a first-come basis.

### Motorcoach Parking and Routes:

Motorcoach parking is available during the festival at the George Washington Masonic National Memorial (King Street at Callahan Drive). A maximum of 25 motorcoaches will be allowed in the parking lot at one time. Limited motorcoach parking is available near Robinson Terminal on the 500 block of North Union Street.

Motorcoaches will also be asked to follow a specific motorcoach route to pre-determined passenger pick-up and drop-off areas north and south of the festival site. Drop off and pick up will be at the corner of Cameron and Union

77



4





#### 4. Market Research

##### **ACVA Research**

**2005 Conversion Study** – The Conversion Study will provide the ACVA with information on spending patterns for visitors; sources of information; reasons for visiting Alexandria; and a demographic profile.

**2003 Study** – This study commissioned by the ACVA and conducted by the PLOG group, was used to update and reaffirm the ACVA's marketing strategy.

**1997 Study** – Initial primary research commissioned by the ACVA to define Alexandria's tourism target markets, develop a profile on the Alexandria visitor and develop a brand identity based on that data.

##### **Virginia Tourism Corporation Research**

The ACVA utilizes research information provided by the Virginia Tourism Corporation on the Commonwealth's tourism industry as another source of information on which to base its marketing programs.

##### **National Research**

The Travel Industry Association of America, the Destination Marketing Association International, and other authoritative travel industry research firms provide valuable information that the ACVA uses regularly to ensure that its marketing programs are based on the most current and valid industry data.

**2005 Neighborhood Study (in process)** - The Neighborhood Study defines the unique benefit that each of Alexandria's commercial neighborhoods has to offer the visitor; determines whether or not visitors are aware of this benefit; quantifies the economic impact of visitors; and gathers information for developing a profile of current visitors to each neighborhood.



**ACVA DIRECT MAIL CONVERSION STUDY**  
**Conducted by PKS Research Partners in 2005**

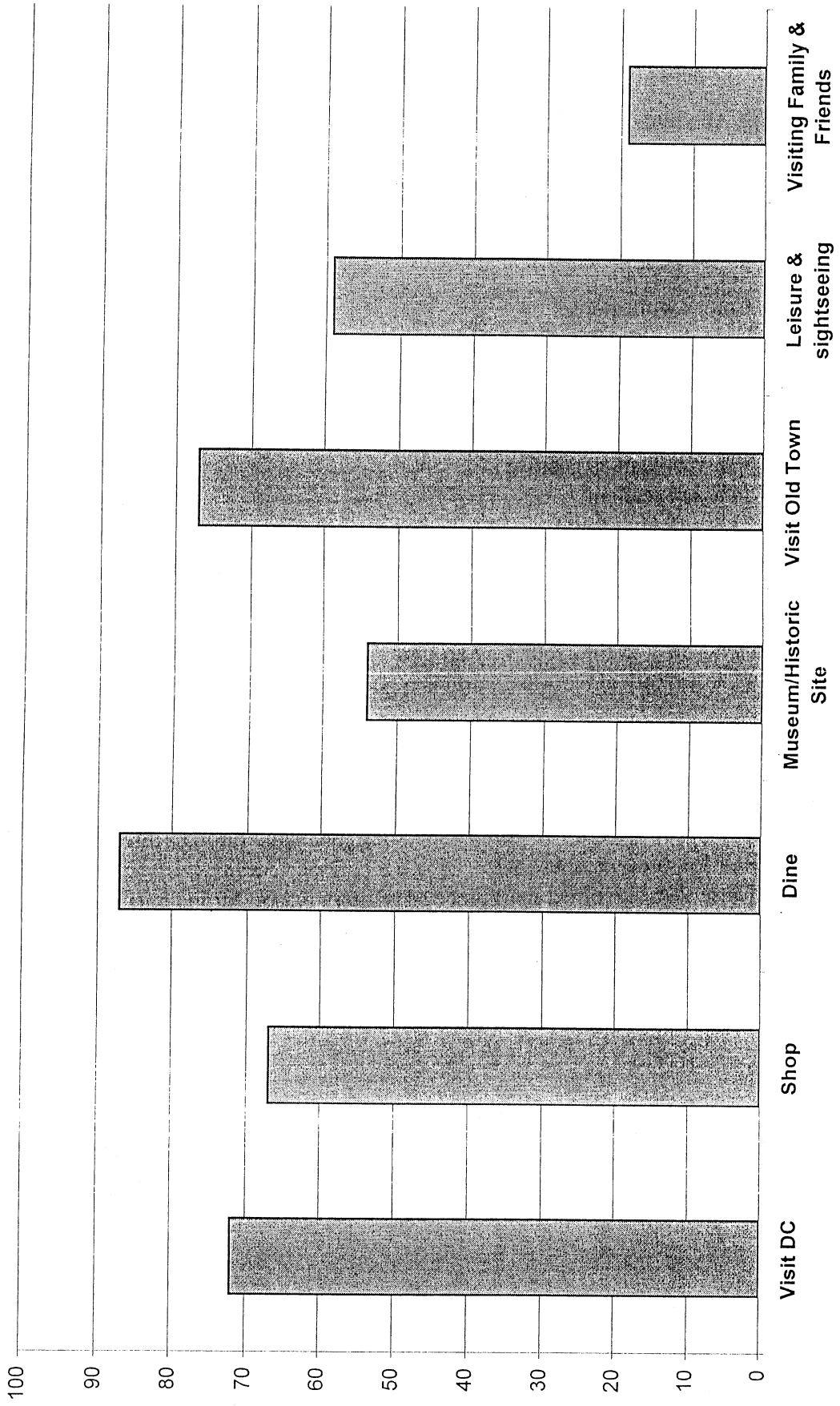
**Average Alexandria Visitor:**

- Lives over 50miles away
- Stays three days
- Spends \$800+ total
- Dining \$240
- Lodging \$240
- Comes with spouse
- Upscale with HHI of \$91,000
- 70% are female
- Unlikely to have children under 18 in household
- 50-50 as to under/over 50 years
- 99% rate visit as positive
- 74% as excellent
- 73% will visit again
- 81% will strongly recommend Alexandria to anyone visiting DC
- 71% - Alexandria is friendly
- 63% - there's a lot to do
- 60% - easy to find your way around
- 47% strongly agree Alexandria is a good value

**Conversion Data:**

- 59% of those receiving ACVA direct mail will visit Alexandria
- 7 out of 10 positively influenced by direct mail
- \$7.3 million dollars of visitors spending generated through direct mail
- ROI for direct mail is 58:1
- Those who site direct mail piece as primary reason for visit are younger and more upscale than counterparts
- Local visitor (live within 50 miles) accounts for 42% of total annual visitor spending

*Alexandria Visitor Activities  
PKS Study 2005*



4



**Alexandria**  
**Conversion/ROI Study**  
**-Report/Tabulations-**

*Prepared by:*

*PKS Research Partners  
1457 Lower Ferry Rd.  
Ewing, NJ 08618*

*Prepared for:*

*Alexandria Convention &  
Visitors Association  
421 King Street, Suite 300  
Alexandria, VA 22314*

## EXECUTIVE SUMMARY & CONCLUSIONS

### Summary

- ❖ The Alexandria Convention & Visitors Association direct mail pieces are quite successful in generating tourism dollars for the city. Among those living outside of Alexandria, nearly six out of ten (59%) of those receiving the pieces visit Alexandria.
- ❖ ACVA direct mail piece marketing yields approximately \$7.3M annually.
- ❖ The ROI for ACVA direct mail marketing is 58 to 1.
- ❖ This success is directly attributable to ACVA direct mail. Over seven out of ten visitors who received direct mail from the ACVA said they were positively influenced by the information. Specifically, this translates to more visits, greater participation in activities and more days visiting Alexandria.
- ❖ Those who cite ACVA direct mail as their primary motivation for visiting Alexandria are an attractive marketing target – they are somewhat younger and more upscale than their counterparts.
- ❖ The primary reasons for visiting Alexandria are:
  - Leisure and sightseeing – 59%
  - Visiting friends and family – 19%

The majority of visitors eat in restaurants (87%), visit Old Town (77%), go shopping (67%) and go to a museum or historic site (54%).

- ❖ Washington, DC is, of course, a major force in driving Alexandria tourism with 72% of these visitors also visiting DC.
- ❖ The “average” visitor to Alexandria comes from over 50 miles away, stays three days and spends just over \$800. Lodging and dining (each at about \$240) are the largest components of this spending.

The local visitor (living within 50 miles), however, is vital to Alexandria tourism. This visitor comes much more frequently and actually accounts for 42% of total annual visitor spending. They are more likely than counterparts to dine in Alexandria while those who live further away are more likely to visit with family and friends.

❖ Alexandria visitors are satisfied customers (99% rate their visit positively with 74% rating it as excellent). Most visitors say they will visit again (73% strongly agree) and that they will recommend Alexandria to anyone visiting DC (81% strongly agree). Additionally, a majority strongly agree that:

- Alexandria is a friendly place - 71%
- There's a lot to do in Alexandria – 63%
- It's easy to find your way around Alexandria – 60%

Nearly half (47%) strongly agree that Alexandria is a good value for the money.

❖ The “typical” visitor comes with their spouse. However, it is also not unusual for visitors to come with their children, other family members, friends or even to visit alone. Visitors tend to be quite upscale with a mean household income of \$91,000, female (70%), equally likely to be over as under 50 years old and are less likely to have children under 18 in the household.

### Implications

- ❖ ACVA direct mail is key to maintaining and growing area tourism. Further investment into this media is recommended.
- ❖ Marketing campaigns should not only utilize the benefits of visiting Alexandria, but also the benefit of being in close proximity to DC.
- ❖ Partnerships with DC tourism should be investigated. Alexandria would benefit by DC literature providing a link to the FunSide website, and the ability to place Alexandria literature in DC locations such as hotels and tourism centers. DC would also benefit by having visitors extend their stay in the area.
- ❖ Encourage frequent visitors into more frequent visitors. This segment is essential on two fronts: due to proximity and past behavior it is easiest for this segment to visit more often; secondly area residents do receive visitors and Alexandria (not just DC) must be an integral part of visitors' tourism experiences.

Direct mail within 50 miles and particularly within 25 miles may offer a program that rewards frequent visits. One example of this is a frequent buyer club which allows discounts once completed. They can also be encouraged to bring additional visitors to Alexandria by providing discounts based on the number of people dining or taking a tour at the same time (e.g. bring five people and receive your meal/ticket free).

- ❖ Utilize the high satisfaction ratings found in this study in future direct marketing pieces and on the website. Perhaps create a section of the website that allows for visitor comments – similar to those of general travel websites.
- ❖ Build on the Fun Side theme in order to increase the number of families visiting. Emphasize things to do for kids, couples and adults.
- ❖ Create a greater awareness of Alexandria through public relations. The goal would be to create an environment where every DC visitor comes to town wanting to spend at least one day in Alexandria.



## FINDINGS

### ROI Analysis

Our analysis estimates that \$7.3M is generated yearly through ACVA's direct response marketing. That is a 58 to 1 return on investment. This is just a portion of the ACVA's direct mail impact on the marketplace since this calculation does not take into account those who live in Alexandria and requested information as well those who picked up an ACVA information piece, but did not request information.

The above ROI estimate was determined as follows:

• Total number of people contacting ACVA for information (based on sample provided – one year period)		19,490
• Total number of people contacting the ACVA from outside of Alexandria (19,490 x 90%)		17,540
• Conversion rate - percent visiting after receiving information among those living outside of Alexandria	x	58.5%
• Total number of visitors after ACVA information		10,260
• Average amount spent per household	x	\$ 808
• Total spent per household		\$ 8.3M
• Total spent per travel party (3.6 party size/2.2 traveled from household = 1.64)		\$13.6M
• Percent spent due to ACVA marketing *	x	38.2%
• Total spent due to ACVA marketing		\$ 5.2M
• Economic impact multiplier (as supplied by the BEA)	x	1.4
• Total incremental spending		\$ 7.3M
• ACVA direct mail investment**	div.	\$124,000
• ROI		<b>58 to 1</b>

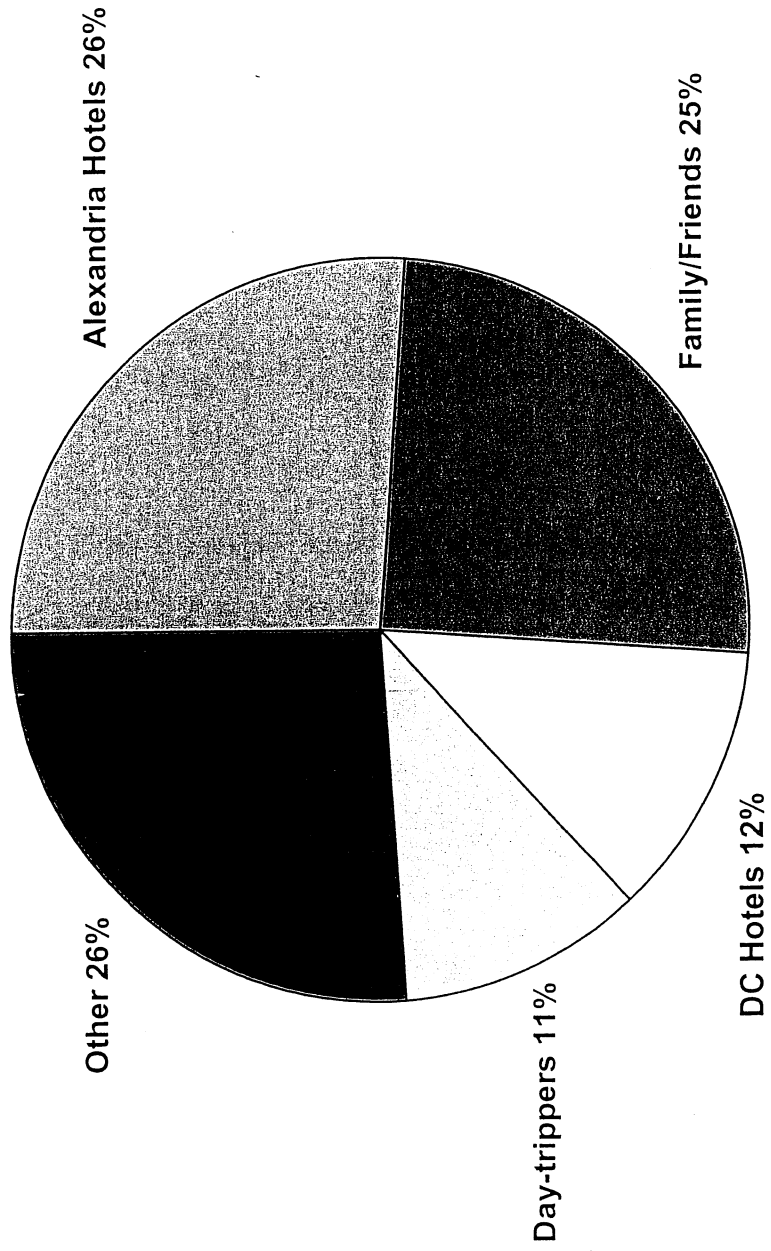
\* 100% of spending among those who said ACVA information was the primary motivation= 23.7%; 50% of spending among those who may have visited and they did more on this trip due to the information = 4.9%; 25% of spending for those who may have visited anyway and did not do more on the trip and 25% of spending among those who said the information was not a motivation for visiting, but they did do more due to the information = 9.6%

\*\*Excludes salaried staff time





**ALEXANDRIA VISITOR ACCOMMODATIONS**  
**NFO Plog Research 2003**



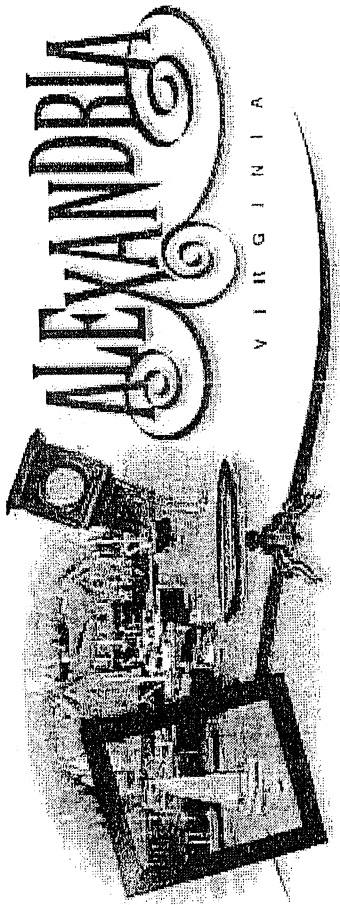


**ALEXANDRIA VISITOR PROFILE**  
**NFO Plog Research Summary**  
**Completed March 2003**

(Surveys conducted of both day trippers and overnight guests)

- 48 years of age
- \$77,700 median income (US=\$45,500)
- 14% travel with children
- 47% live in South
- 16% in Virginia
- 62% are return visitors (first-time visitors more likely to come in winter)
- 75% of hotel visitors are business travelers
- Word-of-mouth brings most visitors
- First-time travelers/day visitors come from travel book articles/ads
- First-time/overnight visitors as more likely to be influenced by Official Visitors Guide
- Advertising more effective with day-trip than overnight visitors
- 72% of visitors are familiar with Official Visitors Guide
- 7% view the web site prior to visit
- 59% stay at least two days
- 26% stay in local hotel or B&B
- 25% stay with friends/family
- 12% stay in DC hotel
- 11% are day trip visitors
- 80% are aware of Mount Vernon
- Torpedo Factory/shopping are second in awareness and participation
- 87% visitors satisfied with visit
- 1% dissatisfied because
  - Hours open to public
  - Parking
  - Signage, weather and hotel accommodations
- 36% felt Alexandria exceeded expectations
- 62% felt Alexandria met expectations
- 2% below expectations
- 31% recommend its history, galleries, museums
- 26% recommend its food
- Reasons for visit:
  - History
  - Special event
  - Proximity to DC
  - Business
- Winter visitors more interested in arts/antiques
- Historic site visitors spend fewer days than special events attendees

*Alexandria*  
*Visitor Profile Study*



Results: Final

March 2002 – February 2003

26-3918/80015



NFO Plag Research

4

# *Summary/ Implications from Current Research*



NFO Plog Research

# Strengths

- Although visitors come from a national audience, it draws primarily from nearby (Southern) markets.
- Its visitors tend to be financially secure and their interests (measured by magazine readership) include history and travel.
- It provides an exemplary vacation -- nine out of 10 are "very satisfied."
- The satisfaction "runs deep" -- each of the 16 sites/activities that respondents measure also receive very high ratings.
- Visitors have heard very positive word-of-mouth reactions from friends and families who have visited it and, as a result, they have high expectations when they arrive.
- Visitors are not disappointed. Alexandria meets or exceeds almost all (98%) visitors' expectations.
- Mount Vernon elicits the strongest awareness/participation. The Torpedo Factory and shopping lead several other strong sites/activities in awareness and visitor attraction.





# Potential

- Concentrate on broadening awareness nationwide -- it rates as a strong destination. Tie-ins with Washington DC (since many stay there) are justified.
- Underscore its exemplary satisfaction levels -- high expectations that are met by its attractions/sites.
- The overall theme may concentrate on history, but promote new and different aspects of the area. This could increase familiarity and emphasize (to those who possibly have not visited in a long time) that new experiences exist. Events such as the Scottish Games have specific appeal that illustrate the breadth of available activities.
- Consider ways to encourage historic site visitors to stay at Alexandria hotels rather than somewhere else.
- Many hotel guests are in Alexandria for business. Provide information/incentives to motivate them to come back (with their families) as leisure

guests.



WORLDGROUP

NFO Plug Research

18

---

## ALEXANDRIA VISITOR PROFILE AND BRAND IDENTITY DEVELOPMENT

Commissioned by ACVA and conducted by Campbell Group and Widener-Burrows & Associates, Inc. in 1997

### Process:

- Focus Groups of local business owners and residents determined what Alexandria has to market to visitors.
- Follow-up telephone survey of hotel guests developed Alexandria visitor profile and confirmed views of citizens.
- Marketing company developed 10 potential logos/taglines.
- Research firm conducted Mall Intercept survey that determined visitors choice for tagline and logo.

### Visitor Profile:

55.7% had income of \$50,000 or more

68% were between the ages of 35 and 65

Disregarding lodging expenses, 82% spent more of their money on food

86% are repeat visitors; 59% arrived by car; 67% combined the visit with a DC vacation

93% were from out of the area with the majority from the mid-Atlantic and California

82% did not visit historical sights in Alexandria; most went sight seeing in D. C. and used Alexandria as a relaxing place to come "home" to and recharge

In answer to what did you like least about your visit, parking and traffic were listed as the main objections to the City.

31% came for business; 72% were for pleasure; 50% visited in groups of three or more

66% spent one to three nights in Alexandria; 13% spent six or more (mainly business travelers)

85% are married

1/3 research trip for themselves; 1/3 used travel agent; 1/3 used AAA

Generally, the visitors described the City as being very relaxed and comfortable. Sitting by the waterfront and eating ice cream or experiencing a terrific restaurant was a favorite pastime when they weren't exploring the shops. Visitors described the shopping as being unique in that shops offer things you don't normally see elsewhere. The historic look of Old Town was very appealing as well. Visitors love the architecture, the brick, just the overall "character" of it.

### BRAND PERSONALITY

Alexandria is authentic, cosmopolitan and warm. She welcomes you home after a busy day, offers you a refreshing drink and urges you to unwind. She's enchanting and encourages you to explore.

### BRAND IDENTITY

Alexandria is an upscale historic town with a relaxing ambience, unique shops and fine restaurants. It's the perfect place to come home to after the hustle and bustle of DC

### BRAND TAGLINE

93% of those surveyed chose **The Fun Side of the Potomac** because:

"it conveyed a feeling of fun" "a place that offers exciting and fun things to do"

"a place that has something for everyone" "gives a positive impression of Alexandria"



# 2003 Virginia Visitor Study Executive Summary

## Introduction

In 2003, the VTC conducted a follow-up mail survey to households who had responded to the Travel Industry Association's monthly TravelScope survey. Households who had responded that they visited Virginia, North Carolina, Maryland and/or Washington DC, on a recent trip were mailed a separate, more detailed questionnaire to provide the VTC with even more trip details than the original TravelScope program.

In all, 4,849 surveys were mailed to qualifying households and 4,027 questionnaires were returned. This equates to an 83% response rate. Of those returned questionnaires, a total of 2,155 respondents indicated taking a trip to Virginia during 2003. These 2,155 respondents represent the complete sample for analyzing the data about visitation to Virginia.

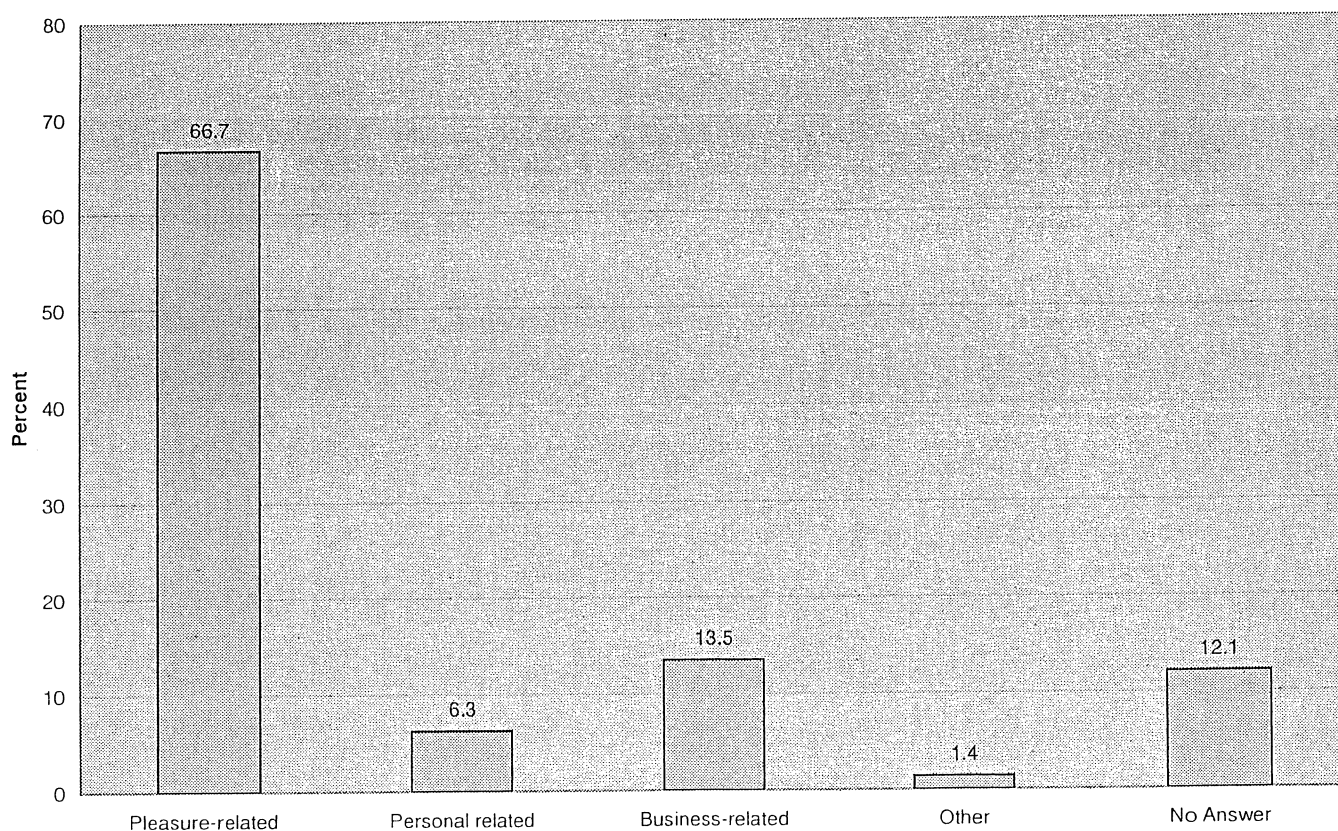
This study is not directly comparable to previous studies because of the different methodology employed. However, this study has been continued into calendar year 2004 and data collection has been consistent throughout the process.

The results provided below reflect the responses from all visitors for 2003. This includes pleasure, business and personal travel to/in Virginia throughout 2003. These results provide a snap-shot of visitors to the Commonwealth in 2003 but this study was not designed to gather any trend or growth analysis in its first year.

## Purpose of Trip

The primary purpose of trip for the majority of visitors was pleasure-related (67%). Business-related trips accounted for 13.5% of all travel to Virginia in 2003. The graph below shows the primary trip purpose for all travel parties to Virginia.

Purpose of Trip

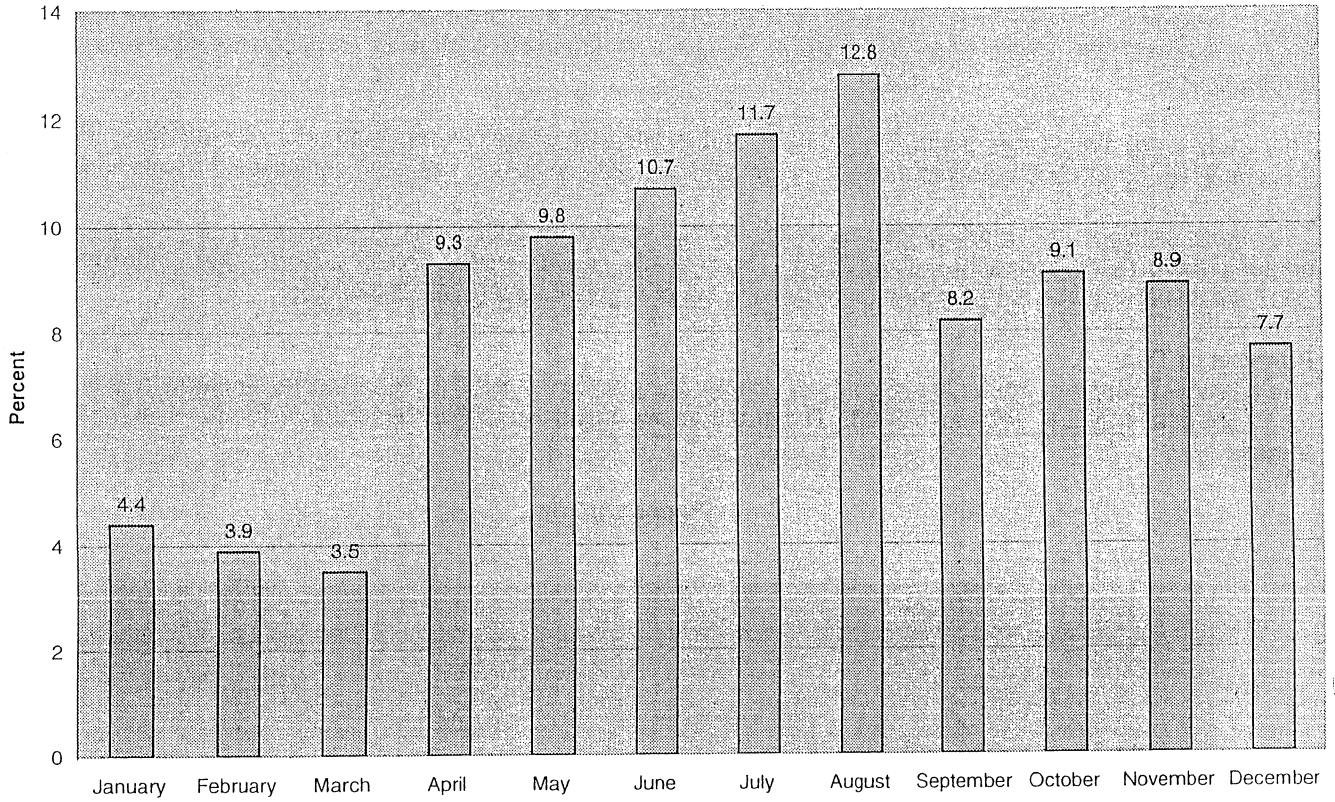


# 2003 Virginia Visitor Study Executive Summary

## Month of Visit

Summer months are the most popular months to visit Virginia. Fall Foliage brings visitors back in October and November

Month of Visit



# 2003 Virginia Visitor Study Executive Summary

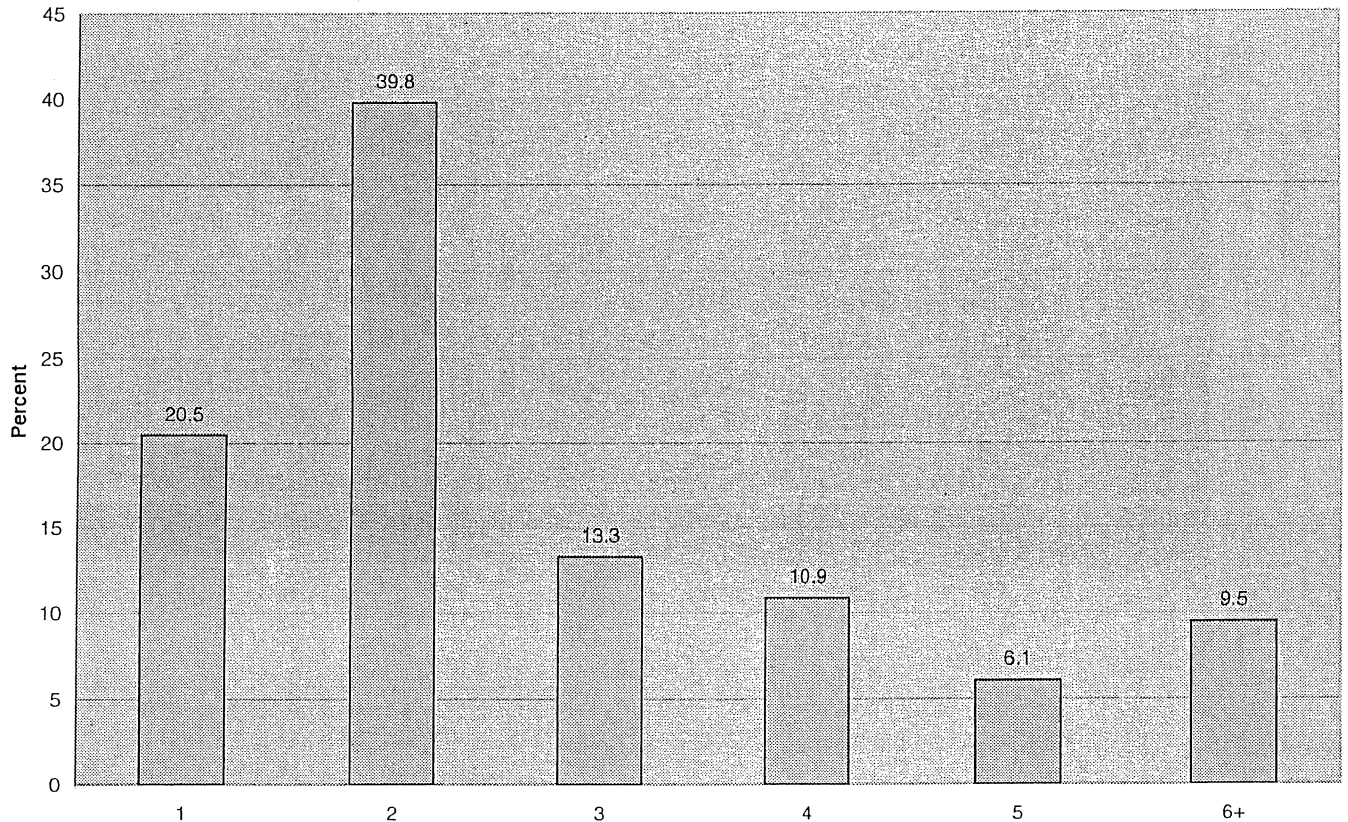
## Repeat Visitor

Nearly 90% of all travel parties stated that they had taken a previous trip to Virginia within the last three years. This suggests that the diversity of Virginia's travel and recreation offerings keep people coming back.

## Travel Party Size

The average travel party size for all travel parties was 3.5 persons. However, nearly 40% of travel parties contained only two people. It is interesting to note that over 25% of the travel parties are solo travelers. This figure is influenced by the business travelers. The graph below shows the percent of travel parties that were a certain size.

Total Travel Party Size

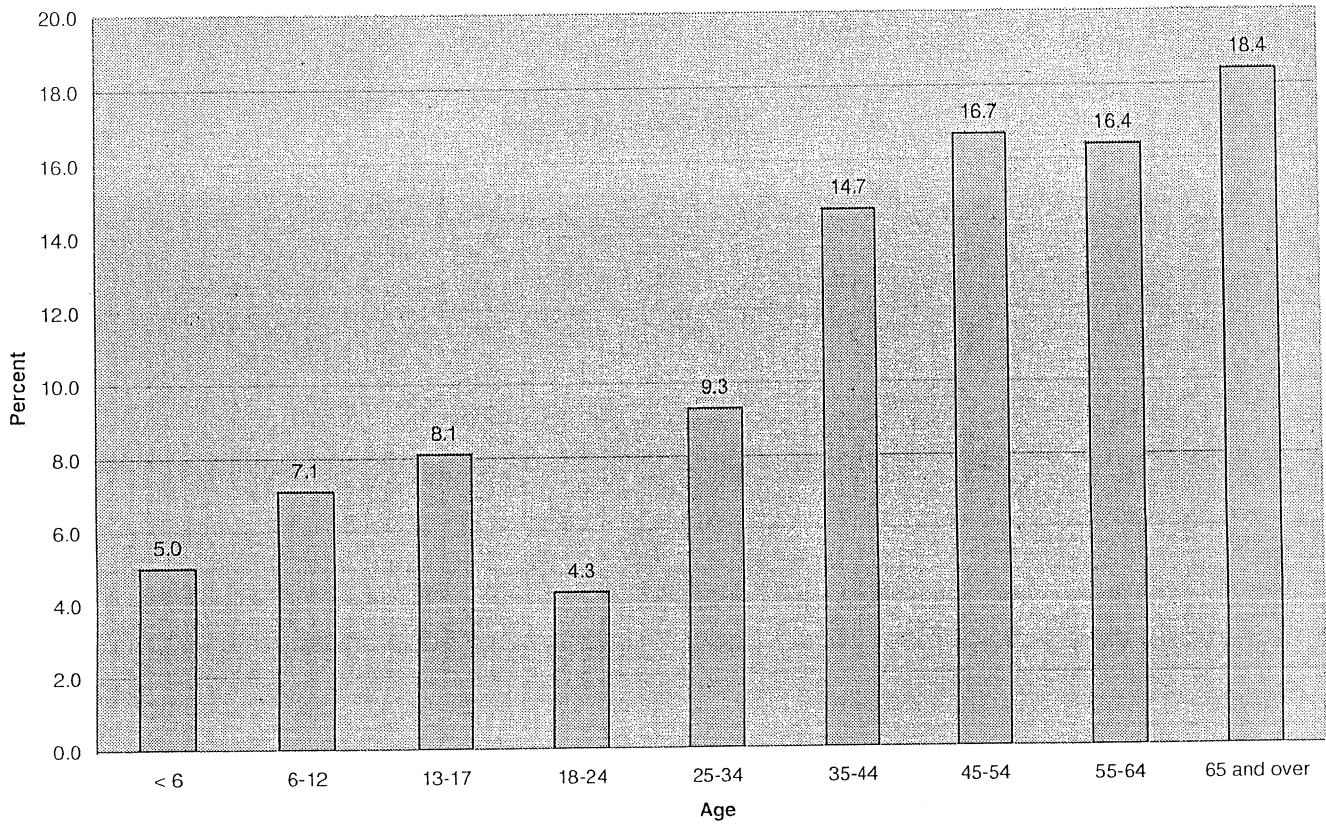


# 2003 Virginia Visitor Study Executive Summary

## Visitor Distribution by Age

The average age of the Head of household was 54 years. The following graph shows the percent of visitors by age. Visitors to Virginia tend to skew a little older than the general population.

Visitor Distribution by Age



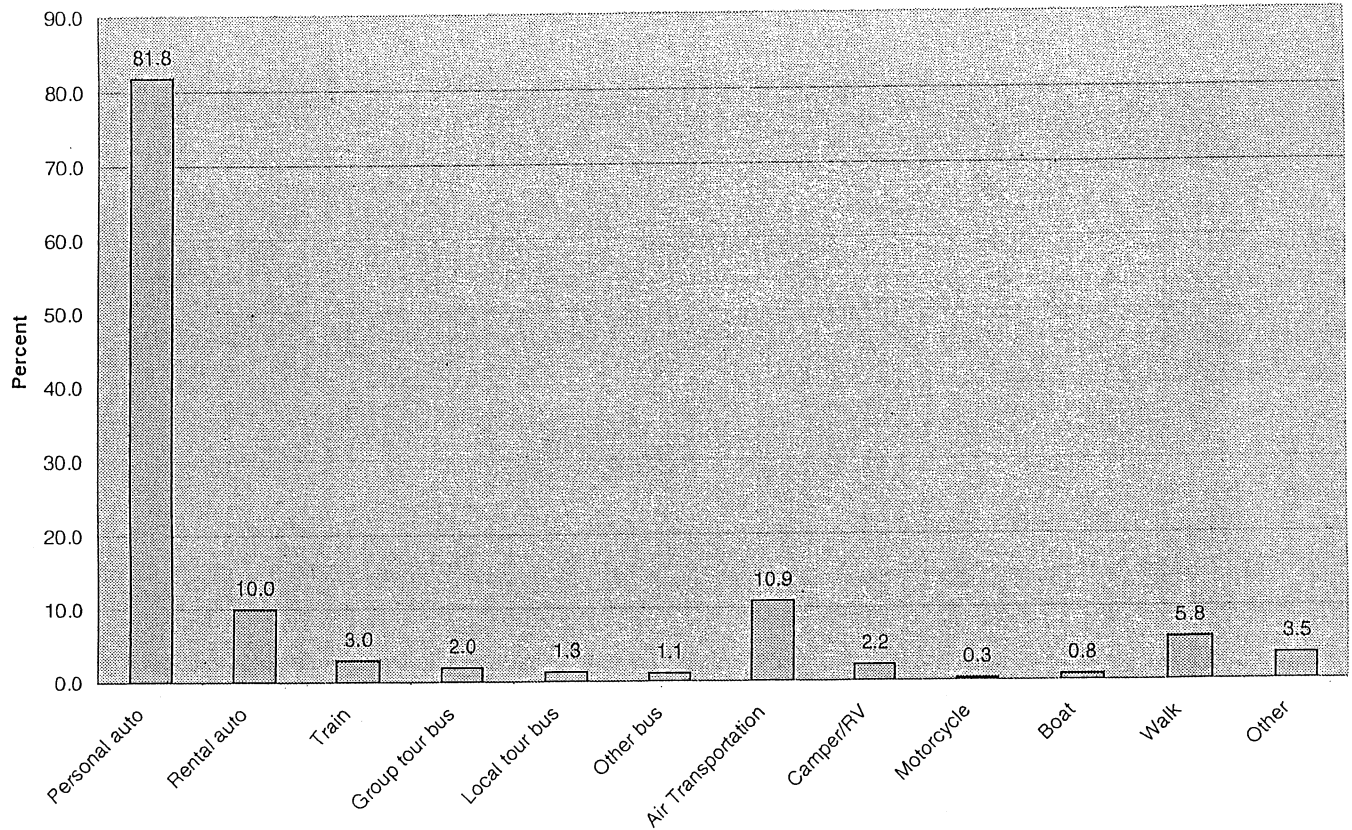


# 2003 Virginia Visitor Study Executive Summary

## Mode of Travel

Nearly 82% of travel parties used a personal auto as a mode of travel. Eleven percent used air transportation while 10% used a rental auto as a mode of travel on their trip. Other modes of travel are shown in the graph below.

Mode of Travel

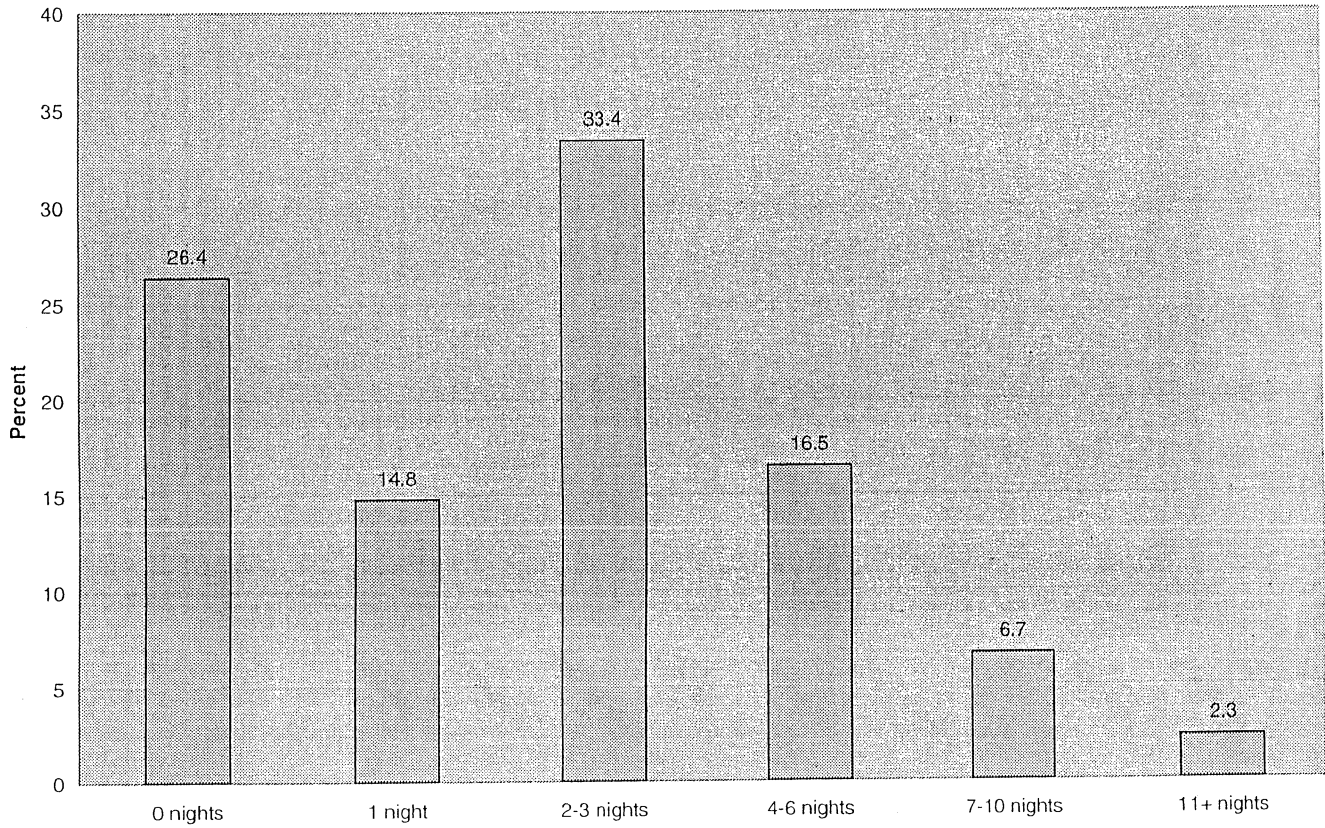


# 2003 Virginia Visitor Study Executive Summary

## Length of Trip in VA

The average length of stay in Virginia, including those who said they spent no nights (day-trippers), was 2.8 nights. For those who spent at least one night, the average was 3.7 nights. Twenty-six percent spent no nights in Virginia. The graph below shows a breakdown of the length of stay for all travel parties.

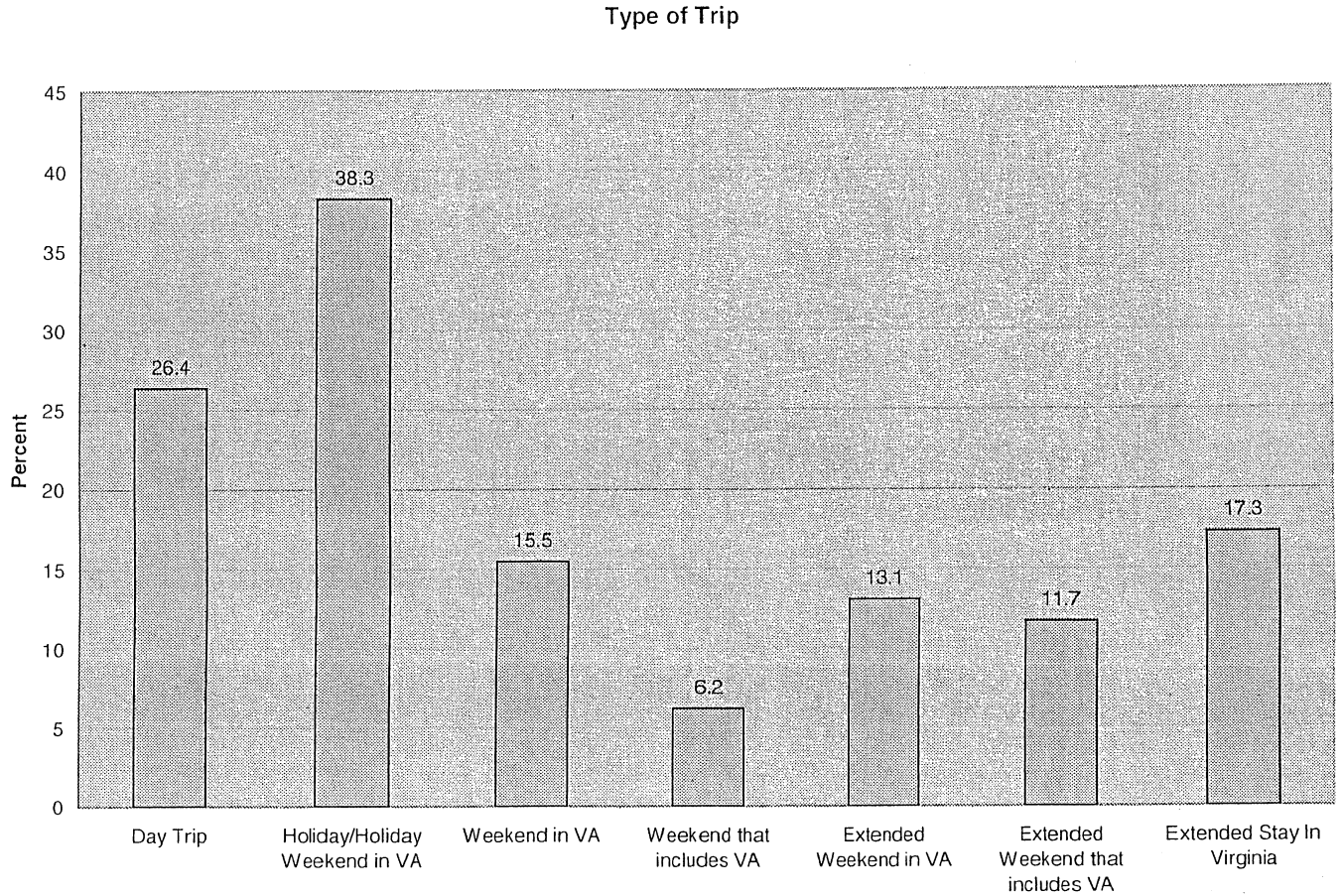
Length of Trip in VA



# 2003 Virginia Visitor Study Executive Summary

## Type of Trip

Thirty-eight percent of travel parties indicated that Holiday /Holiday weekends were when they visited Virginia in 2003. Day trips are also popular with 26% of travel parties indicating that they took a day-trip in 2003. Extended-stay, trips of 4 or more days, accounted for 17% of trips. The graph below gives a breakdown of the type of trip taken in Virginia. Those visitors who stayed "in Virginia" as opposed to those "that includes Virginia" stayed their entire trip length in Virginia.

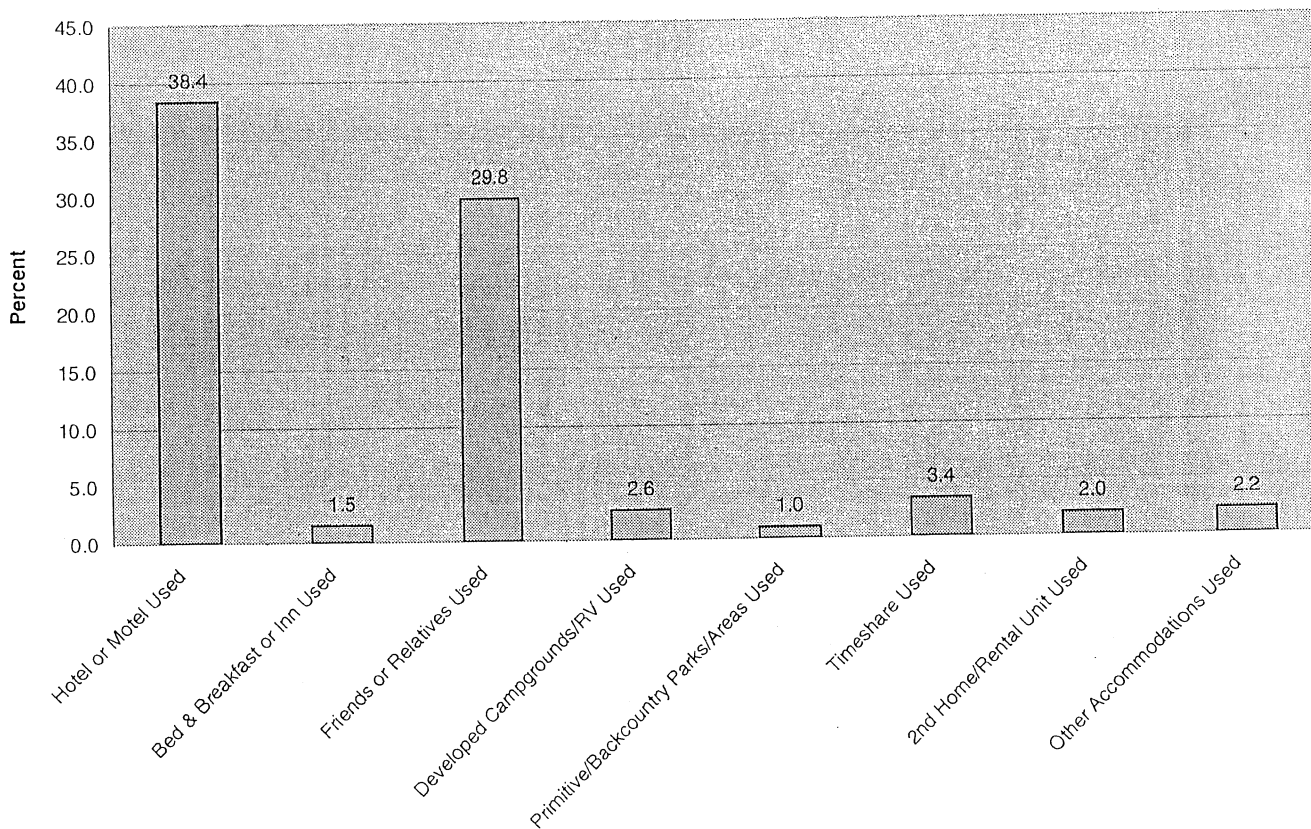


# 2003 Virginia Visitor Study Executive Summary

## Types of Lodging Used in VA

Thirty-eight percent of travel parties used a hotel/motel when visiting Virginia. Another 30% stayed with Friends and Relatives on their trip.

Lodging Used

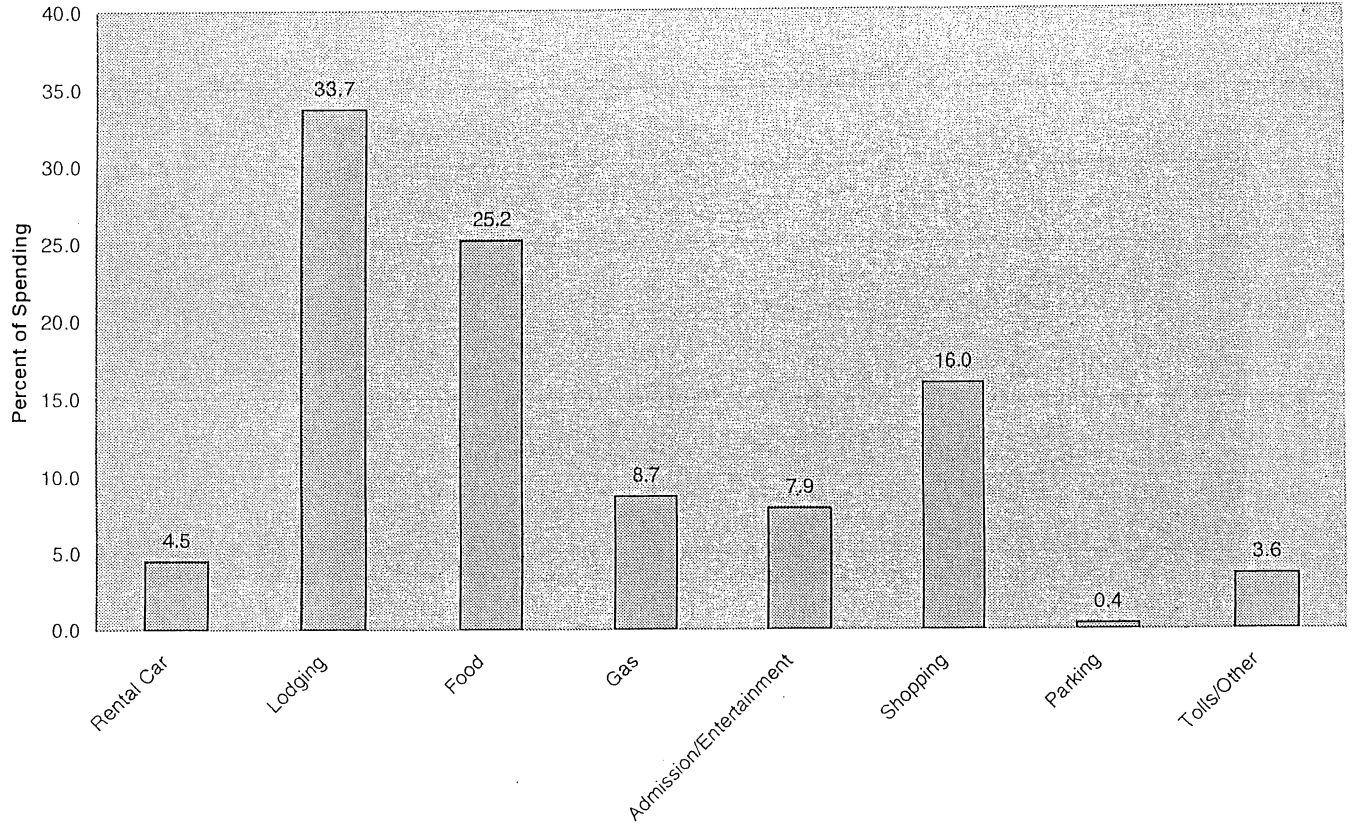


# 2003 Virginia Visitor Study Executive Summary

## Spending by Category

The following graph shows a breakdown of spending by category. Lodging (34%) and Food (25%) are the two most popular items that people spend money on while traveling. Shopping ranks next with 16% of the travel dollar being spent on shopping.

Spending by Category



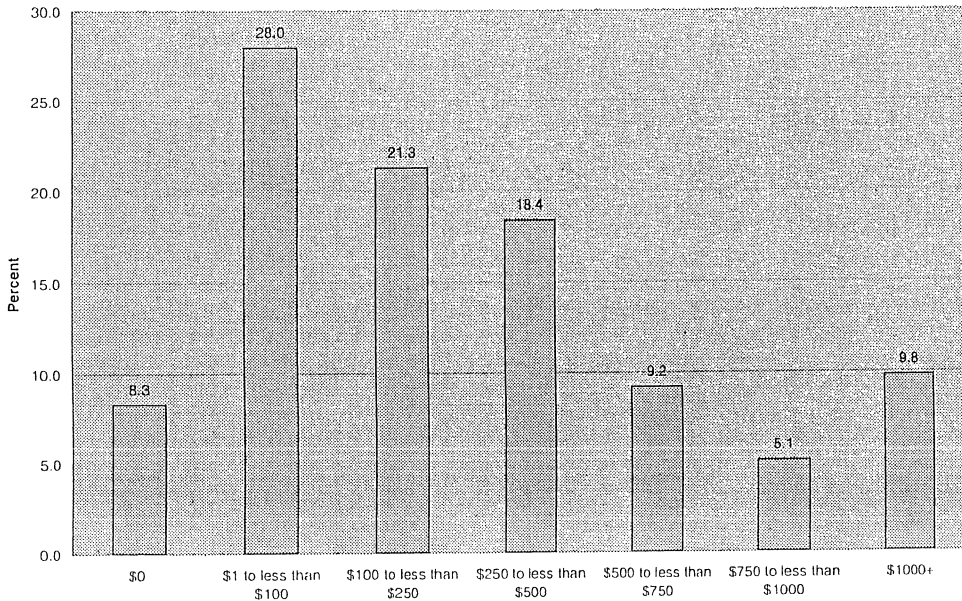
# 2003 Virginia Visitor Study Executive Summary

## Spending (Including NO Money Spent)

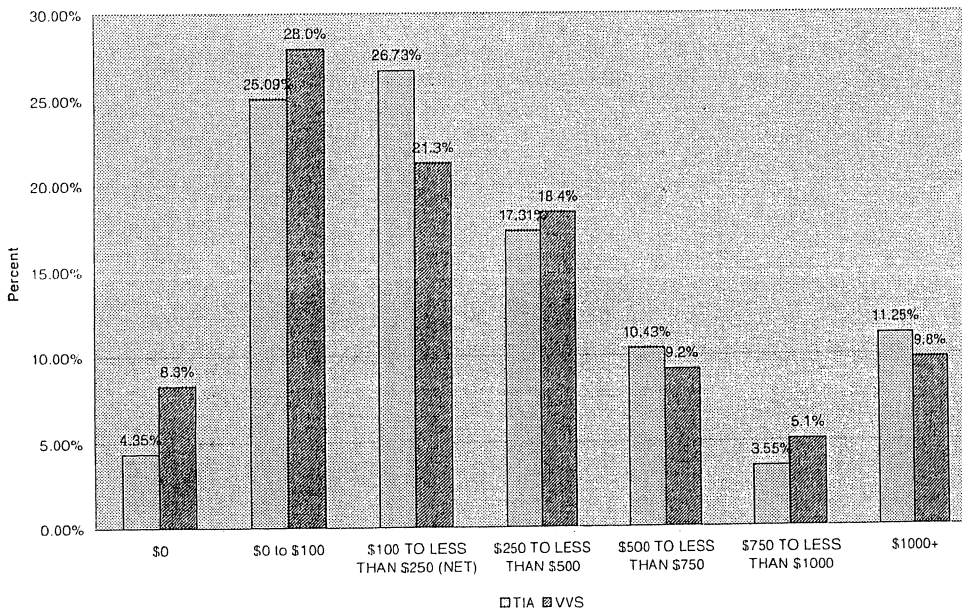
The average spending per travel party was \$416, while average spending per day per travel party was \$158. Average spending per person was \$176 and average spending per person per day was \$65.

Eight percent of travel parties reported spending no money on their trip while nearly 10% reported spending in excess of \$1000. The first graph shows the percent of travel parties that spent within certain ranges. The second graph compares visitors to Virginia with the national average. Data for the national average comes from the Travel Industry Association of America (TIA).

Spending (in ranges)



Spending Comparison

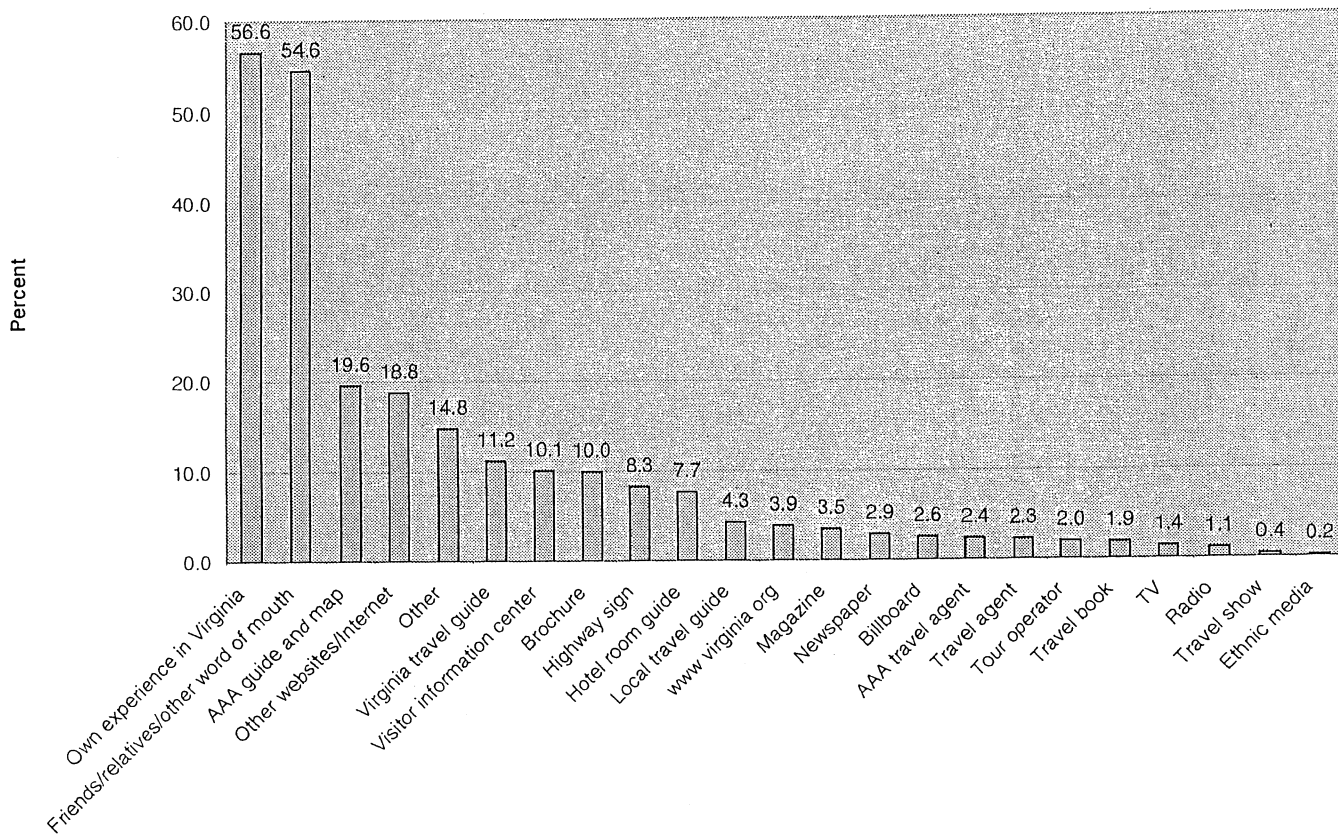


# 2003 Virginia Visitor Study Executive Summary

## Information Sources Used

The majority of visitors use their own previous experience (57%) or some form of word of mouth (55%) as sources of information used while planning for or used during their trip. Other important sources of information used include AAA guides and maps (20%), the internet (19%), the Virginia travel guide (11%), and visitor information centers (10%). The following graph illustrates the many sources of information used.

Information Sources Used

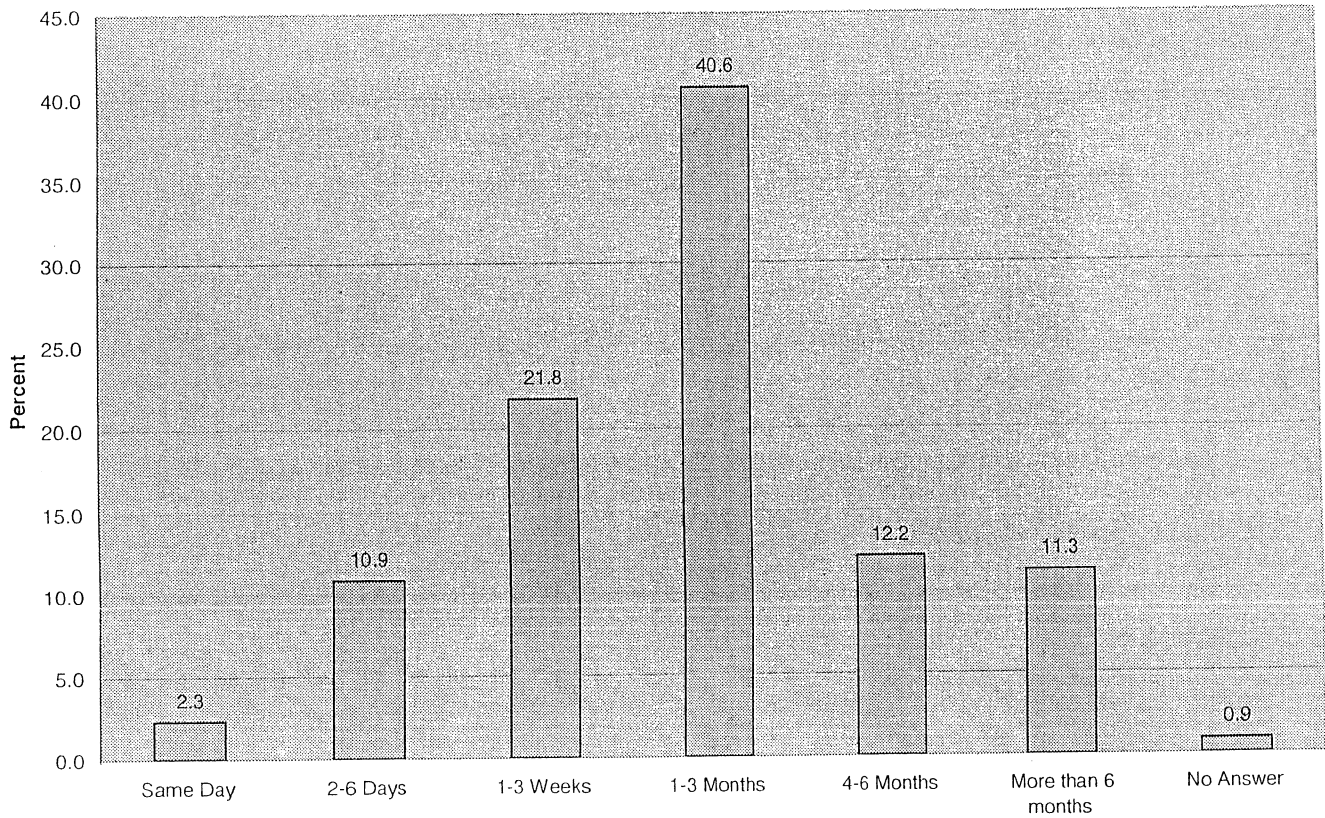


# 2003 Virginia Visitor Study Executive Summary

## Advance Planning Time

Approximately 40% of travel parties to Virginia began planning their trip between 1-3 months in advance of taking their trip. The following graph shows how the planning time varies.

Advance planning Time



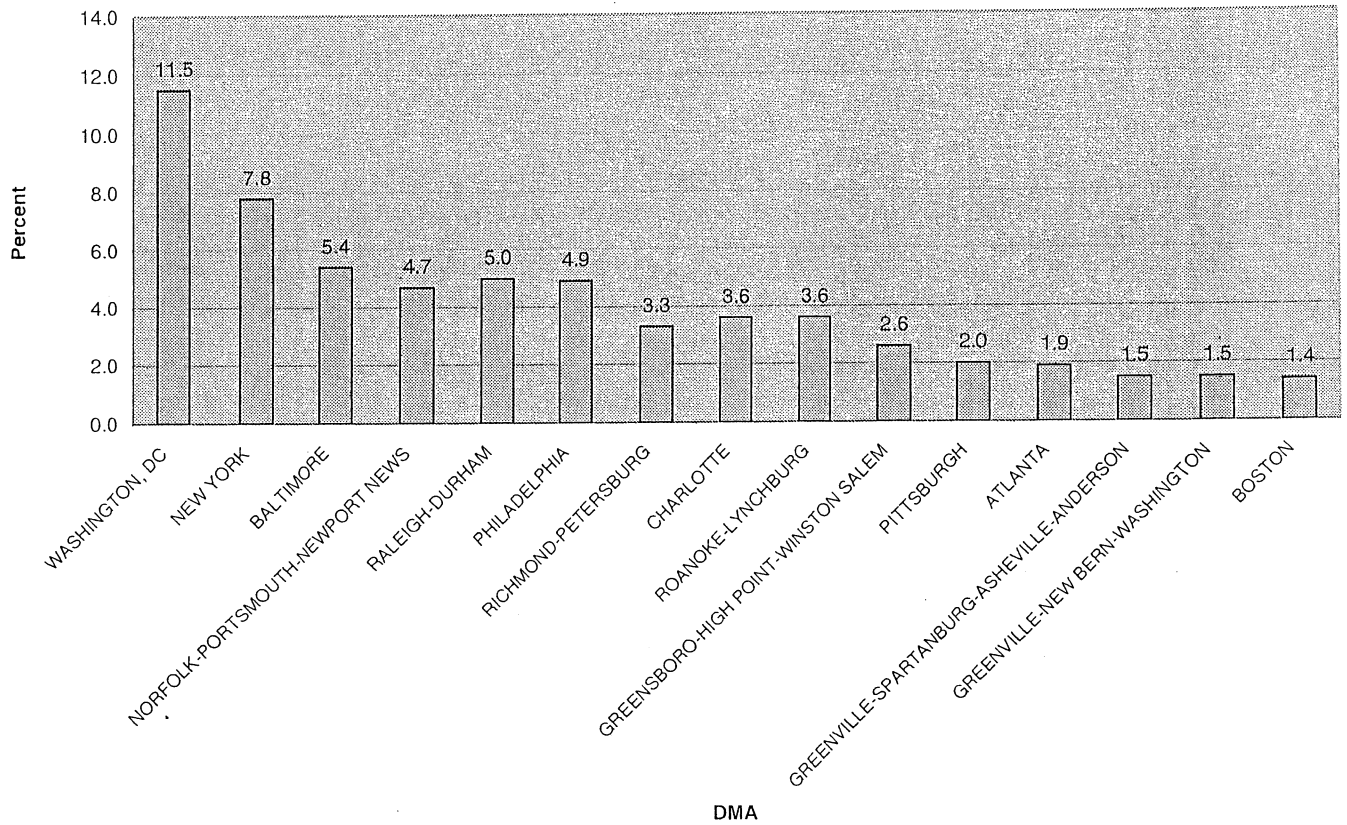


# 2003 Virginia Visitor Study Executive Summary

## Top 15 DMAs of Origin

The top 15 designated market areas account for over 60% of all travel parties visiting Virginia. The largest origin market for visitors is the Washington DC Designated market area (11.5%). New York ranks second with 7.8% of travel parties originating in that market. The following graph shows the origin of visitors ranked by the percent of travel parties coming from each market. It should be noted that Northern Virginia is included in the Washington DC DMA.

Top 15 DMAs of Origin

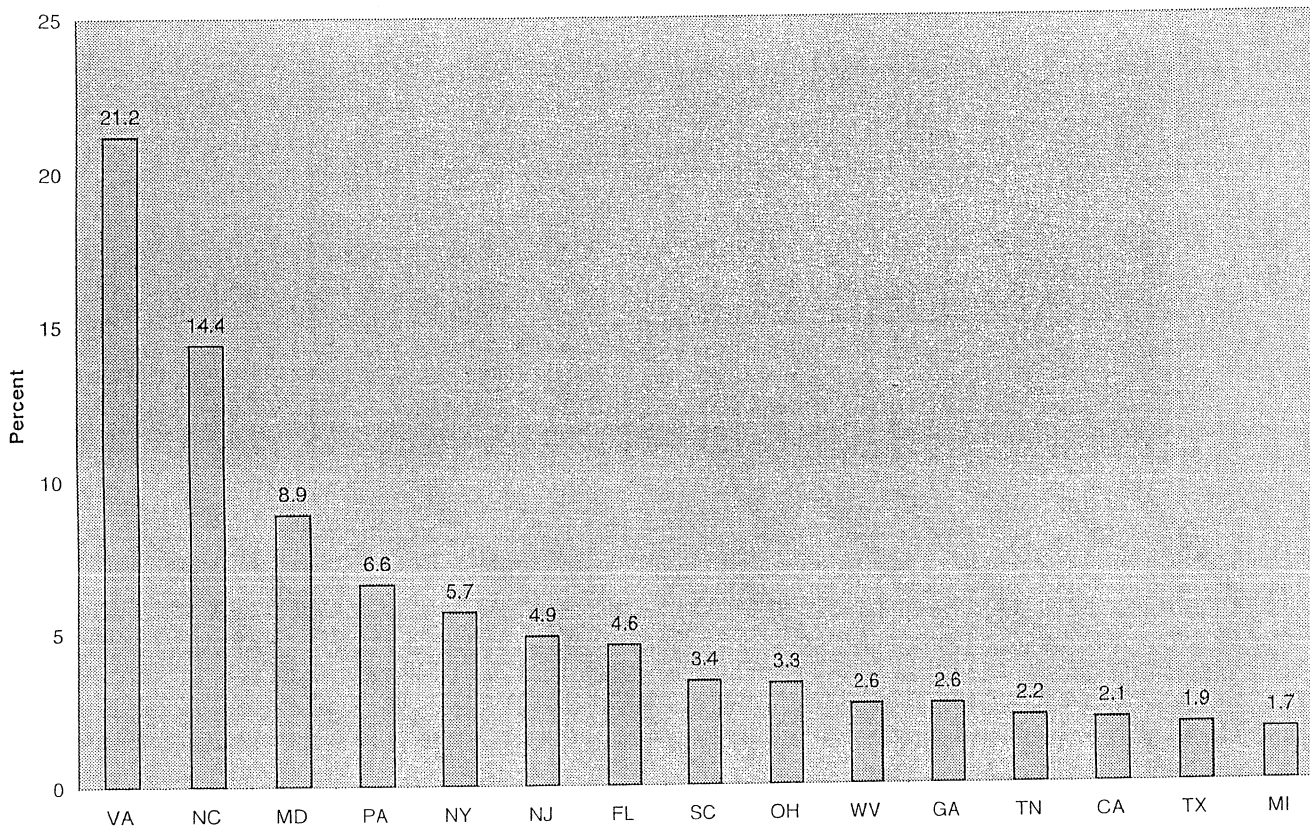


# 2003 Virginia Visitor Study Executive Summary

## State of Origin

The top 15 states account for 86% of all travel parties visiting Virginia. Virginia provides one in five travel parties while our neighbors, North Carolina (14.4%) and Maryland (8.9%) provide the most non-resident travel parties. The following tables shows the rank order of visitors to Virginia from the top 15 states.

State of Origin

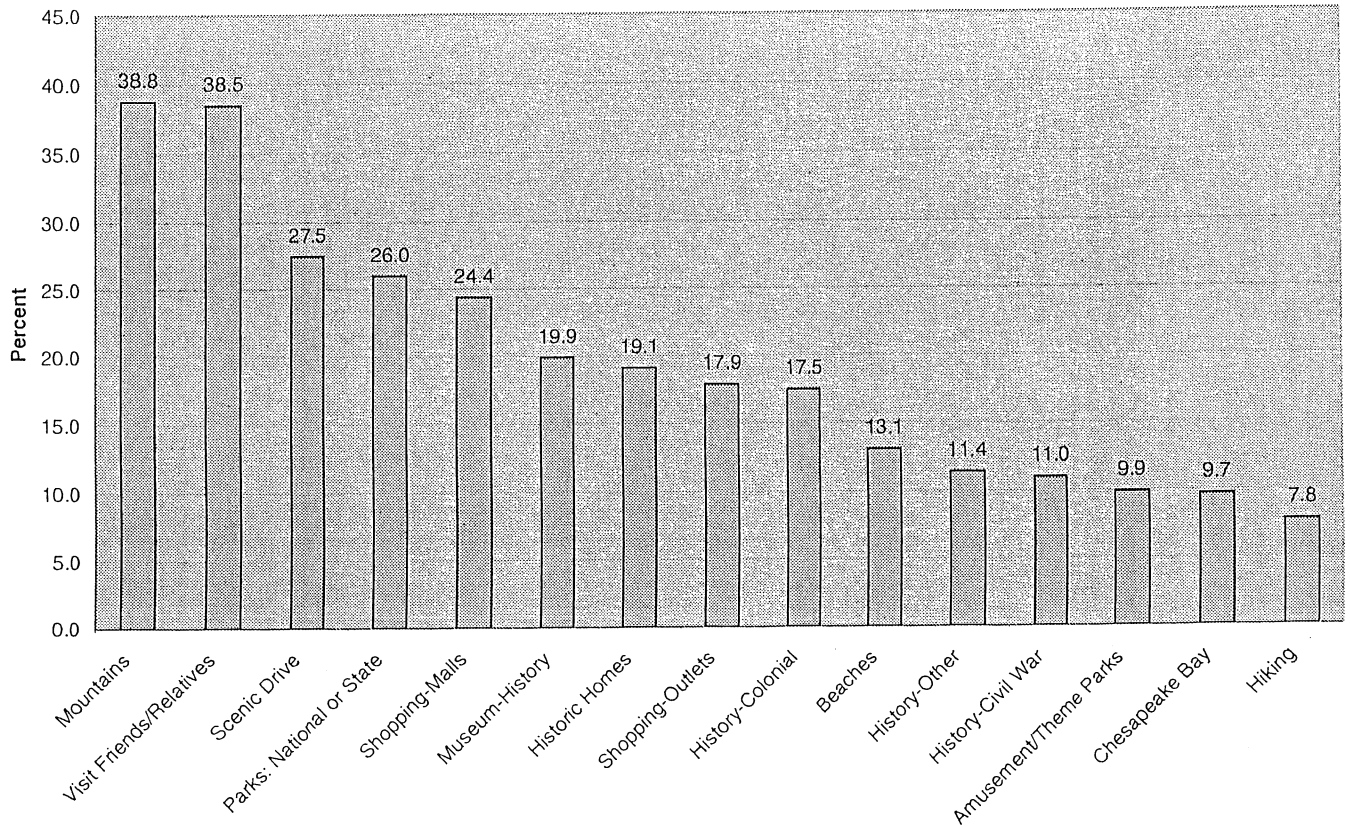


# 2003 Virginia Visitor Study Executive Summary

## Top 15 General Sites & Activities

The top general sites and activities that people "experienced" while traveling in Virginia include many outdoor-related activities, history-related sites and visiting with friends and relatives. The following graph illustrates the top 15 general sites and activities "experienced" in 2003

Top 15 General Sites & Activities

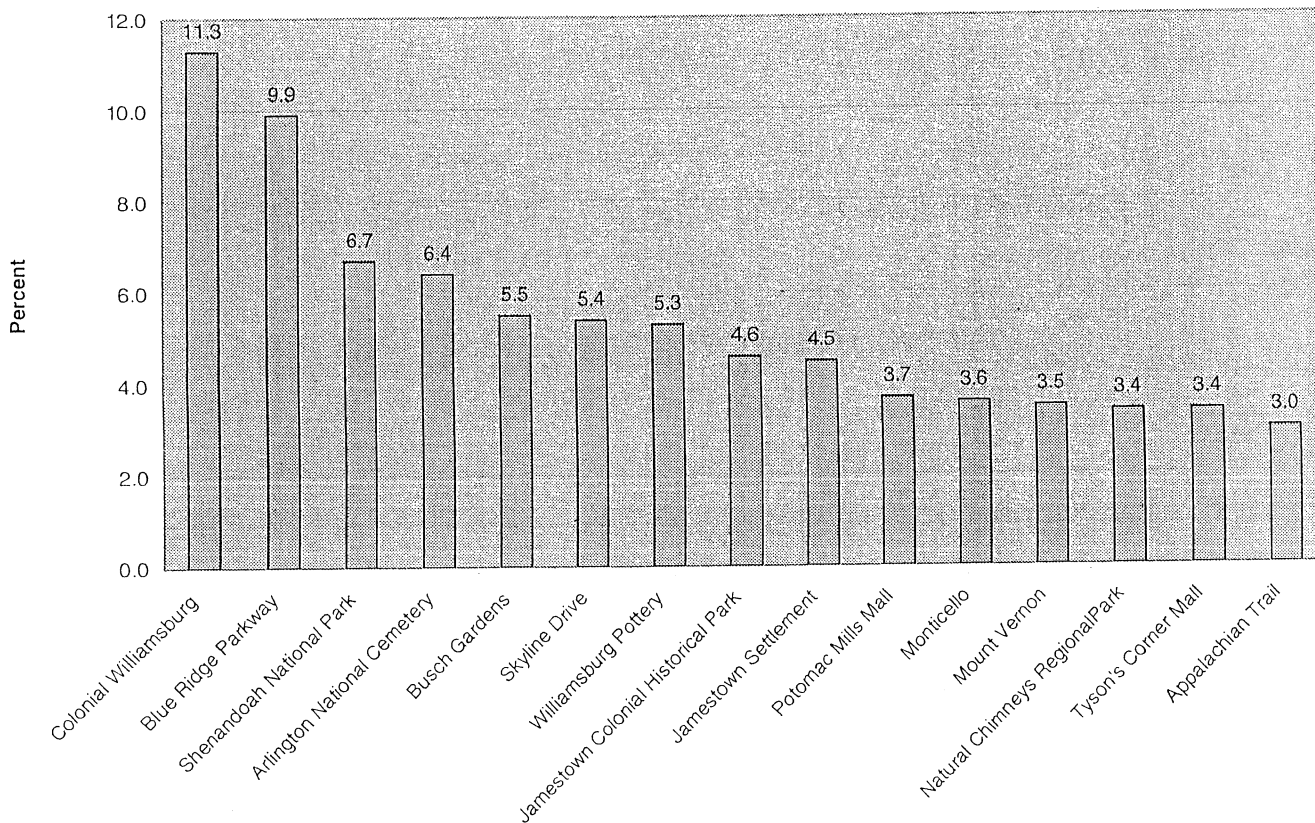


# 2003 Virginia Visitor Study Executive Summary

## Top 15 Specific Sites

The top 15 specific sites "experienced" are also dominated by outdoor and history-related sites. Eleven percent of travel parties "experienced" Colonial Williamsburg, making it the most visited attraction in Virginia. It is important to note again that the definition of travel for this survey included traveling 50+ miles and people who did not fit that definition are not included. There are many attractions in Virginia that may host more people than Colonial Williamsburg, but they may not be coming from a distance of greater than 50 miles. The following graph shows the ranking and percent of travel parties that "experienced" the top 15 specific sites in Virginia.

Top 15 Specific Sites "Experienced"

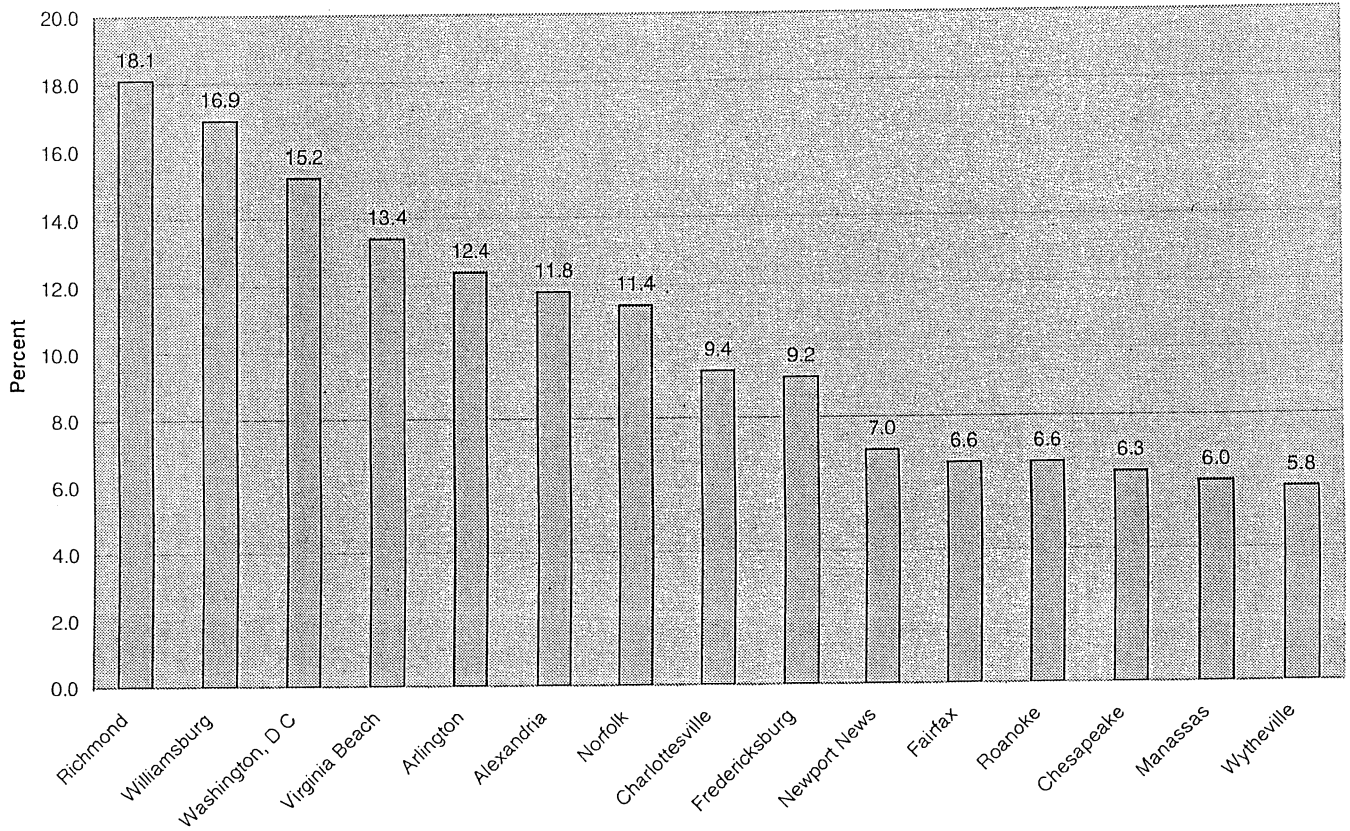


# 2003 Virginia Visitor Study Executive Summary

## Top 15 Specific Cities Experienced

Eighteen percent of travel parties indicated "experiencing" Richmond, making it the top visited city in Virginia. Williamsburg (17%), Virginia Beach (13%), Arlington (12%), Alexandria (12%), and Norfolk (11%) round out the top 5 cities "experienced". While not in Virginia, over 15% stated that they "experienced" Washington DC on their trip. The following graph shows the top cities "experienced" in 2003.

Top 15 Specific Cities "Experienced"

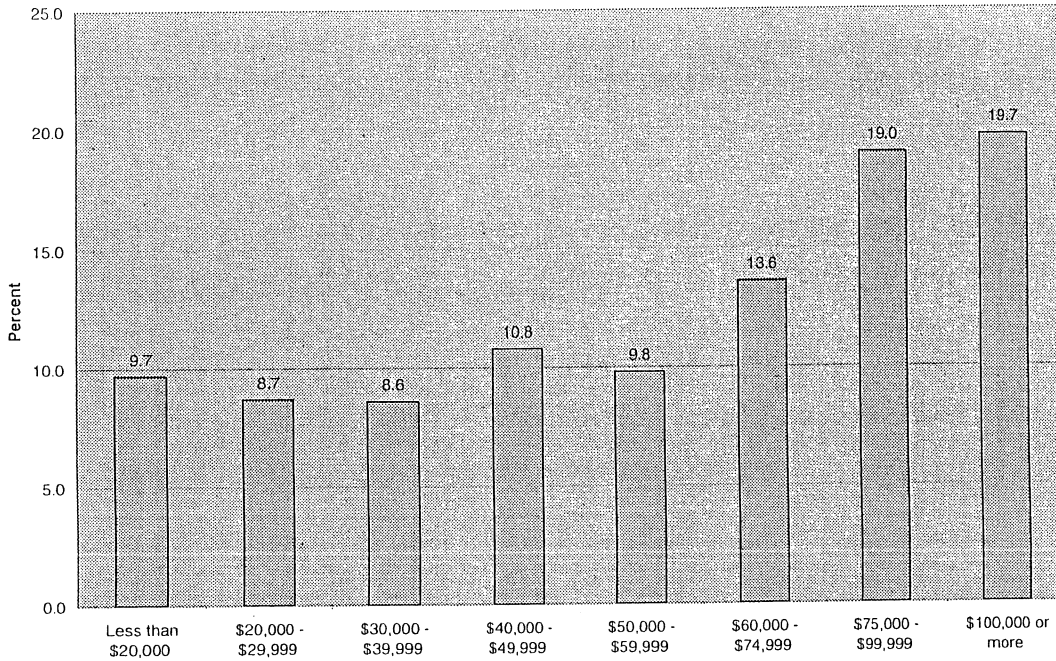


# 2003 Virginia Visitor Study Executive Summary

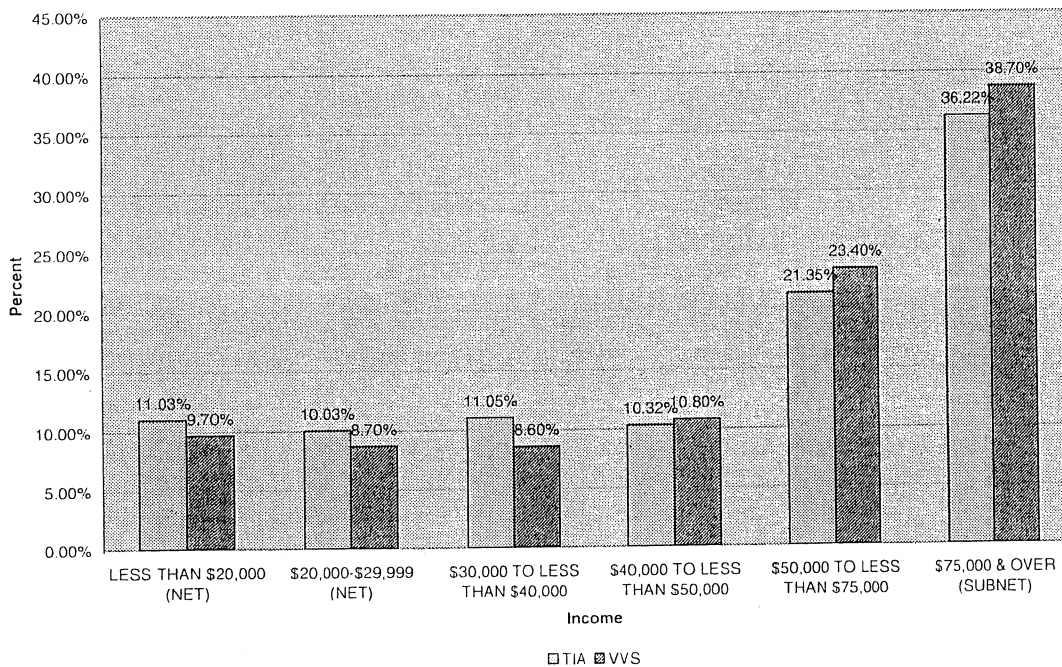
## HH Income

Household income varies for travel parties to Virginia. While nearly 39% of households have a household income over \$75,000, an almost equal amount (37%) make under \$50,000. The first graph shows the household income of travel parties to Virginia. The second graph shows a comparison of income for all travelers nationally. The source of this data is the Travel Industry Association of America (TIA).

Annual HH Income



HH Income Comparison



38

# 2004

## TRAVELSCOPE®

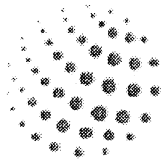
A Service of TIA

### Annual 2004 Summary

#### Virginia

(Base = Domestic Destination/Overnight Trips)

- ◆ A projected 35,211,000 person-trips and 19,507,000 household trips were taken in 2004.
- ◆ Forty-seven percent of destination/overnight person-trips were to visit friends and relatives, while 16 percent were for other pleasure/personal purposes. Sixteen percent of destination/overnight person-trips were reported as business trips.
- ◆ Eighty-two percent of travelers traveled by auto, truck or camper/RV on their trips to Virginia. Thirteen percent traveled by airplane.
- ◆ Over a quarter of destination/overnight household trips (26%) included children. Of household trips that included children, the average number of children on the trip was 1.8.
- ◆ The average household travel party size was 2.1 persons.
- ◆ Of all destination/overnight person-trips, an average of 2.3 nights were spent in Virginia, while an average of 3.7 nights were spent on the entire trip.
- ◆ Thirty-six percent of destination/overnight person-trips included a stay in a hotel, motel or bed & breakfast while in Virginia. Thirty percent included time spent in a private home in the state.
- ◆ The average in-state expenditure per trip was \$298 (mean).
- ◆ Shopping was the most popular activity in Virginia (25% of destination/overnight person-trips), followed by attending a social/family event (23%), and visiting historical places/museums (11%).
- ◆ Sixty-five percent of destination/overnight person-trips originated in the South Atlantic region, followed by the Mid-Atlantic region (16%).



**GLOBAL INSIGHT**

## **The Virginia Tourism Satellite Account**

---

*A Comprehensive Understanding of the Economic Contribution  
of Travel & Tourism in the State of Virginia*

*Prepared for*

**THE VIRGINIA TOURISM CORPORATION**  
901 East Byrd Street  
Richmond, Virginia 23219-4048

*Prepared by*

**Global Insight**  
Travel & Tourism  
800 Baldwin Tower  
Eddystone, PA 19022

Adam Sacks  
Managing Director  
Tel: 610 490 2784  
Fax: 610 490 2770  
[adam.sacks@globalinsight.com](mailto:adam.sacks@globalinsight.com)

Christopher Pike  
Consultant  
Tel: 610 490 2658  
Fax: 610 490 2770  
[christopher.pike@globalinsight.com](mailto:christopher.pike@globalinsight.com)

Summer, 2004

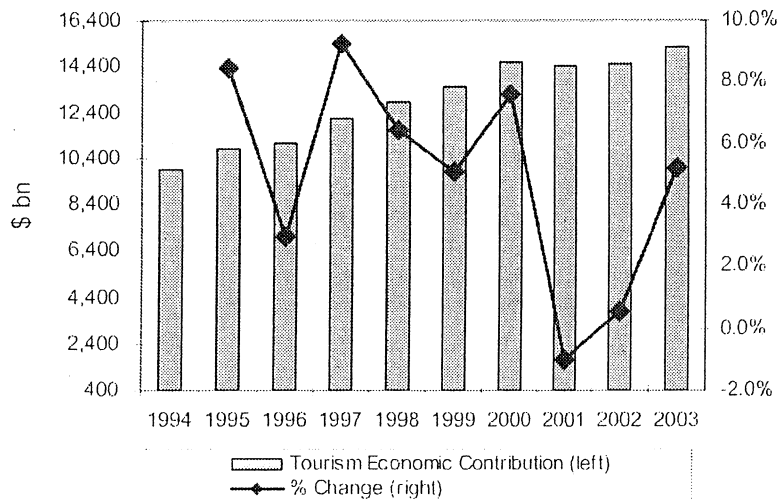


## TOURISM'S ECONOMIC CONTRIBUTION

Tourism has historically posed challenges to accurate measurement. The primary reason for this is that tourism is not designated as an "industry" in standard economic accounts. The Tourism Satellite Account (TSA) standard was developed by the World Tourism Organization and ratified by the United Nations as the benchmark for measuring tourism in a way that is consistent with the rest of the economic accounts.

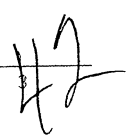
Using the TSA approach, travel & tourism in the state of Virginia has been proven to be a significant generator of economic production, employment and state revenue. The *Economic Contribution* factors out those goods and services coming from outside the state (import leakages); and the *Core Industry* considers only the direct impact of those sectors touching the visitor. The latter measure is important because this narrow definition allows for inter-industry comparisons. Below are the key findings of the analysis.

- ◆ Tourism's *Economic Contribution* reached \$15.2 billion in Virginia in 2003. This amount contributed an estimated 5.1% to Virginia Gross State Product (GSP). Direct and indirect effects of all tourism expenditures are included, but induced (multiplier) effects are *not* included.
- ◆ Using the most narrow *Core Industry* definition, Travel & Tourism is the fifth largest private sector employer in Virginia with 280,700 direct full-time equivalency jobs in 2003.
- ◆ The Travel & Tourism *Core Industry* generated 7.9% of total employment in 2003.
- ◆ Tourism-generated jobs provided \$10.6 billion in *labor income* to Virginians (benefits and salaries) in 2003.
- ◆ Tourism is a significant source of state government revenues and was responsible for \$2.0 billion in *state and local tax revenues* in 2003.



### Historic Series for Virginia Travel & Tourism Satellite Account

	1999r	2000r	2001r	2002r	2003
Economic Contribution	\$13,524,598,692	\$14,548,138,255	\$14,462,043,010	\$14,481,795,060	\$15,231,065,113
Percent change		7.6%	-1.0%	0.6%	5.2%
Labor Income (\$ billion)	\$9.1	\$9.7	\$9.6	\$9.7	\$10.6
Core industry					
Employment	240,650	261,477	261,466	264,154	280,700
Taxes					
State & Local Taxes	\$1,740,699,037	\$1,872,434,874	\$1,850,631,518	\$1,863,896,097	\$2,029,516,619



## PRICE NOT ALWAYS KING IN LEISURE TRAVEL DECISIONS

**WASHINGTON, DC** -- The latest study from the Travel Industry Association of America (TIA), Leisure Travel Planning: How Consumers Make Travel Decisions, shows that leisure travelers decide where they want to go and for how long before they even consider the price tag.

The study helps travel industry professionals better understand leisure travel decision making among U.S. residents and the role of pricing in a highly competitive environment.

Based on the responses of over 5,000 consumers who had taken at least one overnight leisure trip in the past year, leisure travelers most often decide on the trip destination before other decisions are made. Also, travelers tend to make the key decisions of destination and trip duration before deciding on a trip budget.

"Travelers continue to shop mercilessly for the lowest prices after they've made these two decisions," TIA's Suzanne Cook, senior vice president, Research, commented on the report. "Obviously the destination or company that gets travelers interested in their offerings before the question turns to price has an advantage."

Many factors affect leisure travel decisions: The trip occasion has the greatest influence overall (52% reported this as very or extremely influential). Travel companions (46%), time available (43%), and available finances (42%) also were important influencers. The time of year (38%), travel prices (32%), and information sources (21%) played lesser roles.

The most popular leisure trip occasions are: entertainment (for vacation or short getaways), family-centered, outdoor recreation, and combined business/pleasure. Findings suggest that money may not be travelers' first concern when planning travel. In fact, more than half (55%) do not stick to a rigid budget as they travel, allowing themselves to stay flexible with their spending. Only about 14 percent of travelers stick to an exact budget while they are taking a leisure trip and 31 percent of leisure trips do not have a budget at all.

When selecting a leisure travel destination, important factors for travelers include a destination where they feel safe (46%), available activities (45%), and nearby friends/family (43%). Deals and discounts (22%) are least likely to be mentioned as an important factor when choosing a destination.

*Leisure Travel Planning* also takes an in-depth look at the accommodation and transportation choices among U.S. leisure travelers. The study shows that location (60%) and comfort (57%) are priorities in choosing accommodations. Also important are the cost of the room (47%) and privacy (42%). Of slightly lesser importance are amenities (32%), the ability to accommodate the size of the travel party (28%) and special deals/promotions/discounts. Decisions surrounding selection of mode of transportation are influenced most by convenient schedules and low fares (42%, each).

Also included in this report is data and analysis regarding information used for planning a trip and the parties involved, as well as methods for booking various components of the trip. Overall, the report helps to illustrate the complexity of leisure travel planning.

TIA is the national, non-profit organization representing all components of the \$600 billion travel industry. TIA's mission is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States.

## TRAVELERS' DESIRE TO EXPERIENCE HISTORY AND CULTURE STRONGER THAN EVER

WASHINGTON, DC -- A new study from the Travel Industry Association of America (TIA) and Smithsonian Magazine shows continued and growing interest in travelers' desire to experience cultural, arts, historic and heritage activities. Study results, as reported in *The Historic/Cultural Traveler, 2003 Edition*, show that a remarkable 81 percent of U.S. adults who traveled in the past year, or 118 million, are considered historic/cultural travelers. These travelers included historical or cultural activities on almost 217 million person-trips last year, up 13 percent from 192 million in 1996. (A person-trip is one person on one trip traveling 50 miles or more from home, one way.)

"The sheer volume of travelers interested in arts and history, as well as their spending habits, their travel patterns and demographics, leaves no doubt that history and culture continue to be a significant and growing part of the U.S. travel experience. This is a market to which the travel industry needs to pay close attention in the future," said William S. Norman, president & CEO of the Travel Industry Association of America.

These travelers also spend more money on historic/cultural trips compared to the average U.S. trip (average \$623 vs. \$457, excluding cost of transportation), making historic/cultural travelers a lucrative market for destinations and attractions. In fact,

for 30 percent of historic/cultural travelers, their destination choice was influenced by a specific historic or cultural event or activity.

"This survey confirms that travel is one of the most satisfying ways to fulfill cultural yearnings," said Amy Wilkins, Publisher, Smithsonian Magazine. "We know that our readers are hungry for new experiences and rely on our magazine to be inspired."

Compared to the average trip in the U.S., historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car, and a hotel stay. Historic/cultural travelers are also more likely to extend their stay to experience history and culture at their destination. In fact, four in ten added extra time to their trip specifically because of a historic/cultural activity.

Travelers within the U.S. are able to choose from a tremendously diverse number of historic and cultural activities, an important note as historic/cultural travelers want to enrich their lives with new travel experiences. Most agree that trips where they can learn something new are more memorable to them. Over half say that they have hobbies and interests that have an influence on where they choose to travel.

Many historic/cultural travelers agree that trips that include cultural, arts, historic, or heritage activities or events are more enjoyable to them (39%) and that they prefer to visit destinations that have some historical significance (38%). Three in ten (29%) agree that it is important that the trips they take for vacation or leisure provide cultural experiences. A select group feels that a leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark (26%) or attending a cultural event or arts performance (17%).

Top Ten Cities Visited By Historic/Cultural Travelers
Washington, DC
New York, NY
Chicago, IL

44

Boston, MA
Las Vegas, NV
Norfolk, VA
Atlanta, GA
Orlando, FL
San Francisco, CA
Los Angeles, CA
Source: Travel Industry Association of America/ SMITHSONIAN MAGAZINE

TIA is the national, non-profit organization representing all components of the \$600 billion travel industry. TIA's mission is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States.

Date: 9/6/2001  
Contact: Cathy Keefe 202-403-2183

Previous Page

## NEW SURVEY FINDS THAT TRAVEL MEDIA PLAY AN IMPORTANT ROLE IN VACATION PLANNING

**Washington, DC** -- Newspaper travel sections, travel-related web sites, consumer travel magazines and other travel media have a powerful influence over the way Americans plan and chose their vacation travel, according to a newly-released survey conducted by the Travel Industry Association of America (TIA).

The survey of 1,300 U.S. adults, conducted in July, found that 61 percent of travelers (82 million U.S. adults) said they read articles about travel or destinations in the media, or watch or listen to travel shows on TV or the radio. This is up from 55 percent of travelers who said they used travel media last year. The survey only asked respondents about unpaid, editorial travel coverage in the media. They were not asked about advertising.

The survey also found that there is a correlation between people learning about a destination in the travel media and contacting that destination for more information. According to the survey, 37 percent of travelers said they have ever contacted a destination after they read or heard about it in the travel media and 34 percent said they have ever visited a destination they learned about in the travel media.

In addition, travelers who read about restaurants, hotels, museums, theme parks and other attractions that are featured in a travel article or program are more likely to take in those sites when they visit the destination. According to the survey, 51 percent of travelers said they have ever visited an attraction, theme park or museum that was featured in the travel media. Forty-eight percent have eaten in a restaurant that was profiled and 41 percent of travelers said they have attended a cultural event or festival that was mentioned in a travel article.

"The figures show beyond a doubt that newspaper travel sections, travel magazines, television travel shows and travel web sites all play an important role when Americans plan their vacations," said William S. Norman, president and CEO of the Travel Industry Association of America. "Clearly it pays to have your destination featured in a travel media, but even if your attraction, restaurant, or hotel is only mentioned in a travel piece the resulting business makes it worthwhile."

When travelers were asked what media they used in the past year to plan their vacations, 40 percent said they used an Internet web site for travel planning making the Internet the most used source for travel news and information. Twenty-six percent of travelers said they used a motor club magazine and 25 percent said they read the newspaper travel section. The next most popular travel media were television travel shows (20%), travel guidebooks (17%) and general interest magazines (17%). In all, respondents were asked about 13 different types of travel media.

However not all media are equal in the minds of U.S. travelers. The survey found that of all the types of travel media available, Internet web sites were considered to be the most useful. Twenty-four percent of media-user travelers said they found the Internet most useful, while 16 percent rated motor club magazines most useful and 10 percent rated newspaper travel sections most useful.

As for credibility, 60 percent of travelers who relied on the media say that consumer travel magazines are extremely or very **believable**, followed by 57 percent for motor club magazines and 53 percent for travel TV shows. Other credible travel media include newspaper travel sections (47%), membership publications (46%), travel guidebooks (43%) and general interest magazines (43%).

46

---

TIA is the national, non-profit organization representing all components of the \$600 billion travel industry. TIA's mission is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States.

Travel Industry Association of America **The Power of Travel**

HOME | About TIA | TIA Express | Government Affairs | Research | Meetings and Events | International Pow Wow | Media | Online Education and Meetings | Power of Travel | Marko

# MEDIA and COMMUNICATIONS

**LATEST NEWS**

What is New in TIA Research | Find Your Next Employee Here

**MEDIA and COMMUNICATIONS**

MEMBER LOGIN | WHERE DID IT GO? SEE HERE | TIA JOB BANK



SEARCH TIA

- > Current & Hot News
- > Press Releases
- > Photo Gallery
- > Story Ideas
- > Contact Us
- > U.S. PR Directory
- > PR Resources

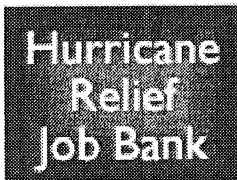
- > Fast Facts
- > Domestic Travel
  - > Travel Volume and Top Activities
  - > Trip Length, Lodging and Travel Party Statistics
  - > Top U.S. States Ranked by Visits and Spending
  - > Travel Trends from A to Z
- > Economic Impact
- > Top States Traveled
- > Speeches
- > TravelNewsLink

SEARCH



**Search TIA - Find it All... Right Here**

Can't Find What you are looking for? Use our new, "smart" search box above to search the Media & Communications section. Or, search the *entire* TIA website via the top search box.



Fast Facts > Domestic Travel > Travel Volume and Top Activities

## Domestic Travel Fast Facts – Travel Volume & Top Activities

Travel is part of the American psyche. Technology and infrastructure improvements have created a widely available travel product that is also affordable.



Powell Strikes a Cleo Pow Wow®

**One Industry, One Partners with TIA**  
TIA and TBR have better represent in the legislative

Read on for more

**ESTO 2005 - Education Industry**  
The Travel Industry will take over Coe D'Alene, Idaho in August for this 4-day education event. Don't miss out - click here for more.

<b>Total Domestic U.S. Person-trips, 2004</b>	1,163.9 Million
<b>Purpose of Trip</b>	
Leisure Travel*	81%
Business/Convention**	12%
Combined Business and Pleasure	7%
<b>Modes of Transportation Used</b>	
Auto, Truck, RV	73%
Airplane	16%
Bus/Motorcoach	2%
Train/Ship/Other	4%
Rental Car (Primary Mode)	3%
<b>Top Activities for Domestic Travelers</b>	
Shopping	First
Attend a social/family event	Second
Outdoor Activities	Third
A person-trip is one person traveling 50 miles (one way) or more away from home and/or overnight. A trip is one or more persons from the same household traveling together.	
*Travel for visiting friends/relatives, outdoor recreation, entertainment/sightseeing, or other pleasure/personal reasons.	
** Travel for business - either general reasons (e.g., consulting, service) or to attend a convention/conference/seminar.	
Source: Travel Industry Association of America; Travelscope®	

48  
10/31/2005



Top of Page

**U.S. Resident Travel Volume 1994-2004**

Domestic U.S. travel in the U.S. has increased 12.1 percent from 1994 to 2004.

Total U.S. Domestic Travel Volume in Millions of Person-trips*	
1994	1,038.7
1995	1,065.6
1996	1,067.4
1997	1,101.8
1998	1,108.0
1999	1,089.5
2000	1,100.8
2001	1,123.1
2002	1,127.0
2003	1,140.9
2004	1,163.9

A person-trip is one person traveling 50 miles (one way) or more away from home and/or overnight. A trip is one or more persons from the same household traveling together.

Source: Travel Industry Association of America; Travelscope®

Top of Page

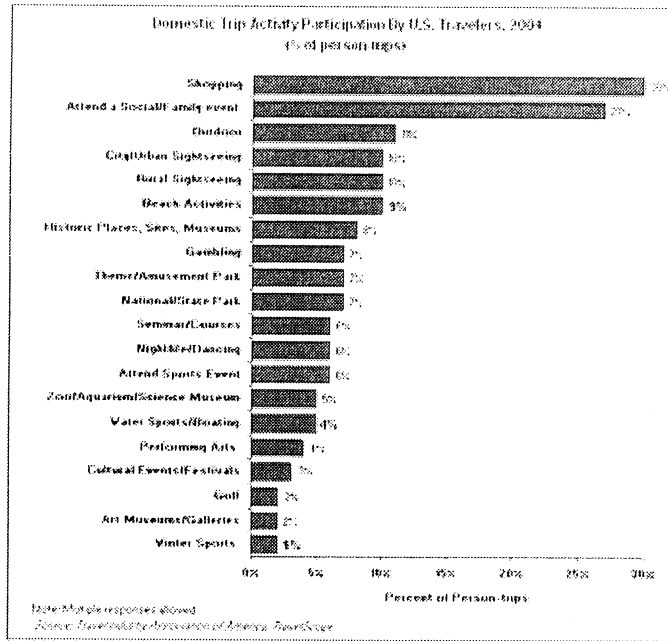
Share of Annual U.S. Travel by Month, 2004 (% of person-trips)	
January	6%
February	6%
March	7%
April	8%
May	9%
June	9%
July	11%
August	11%
September	8%
October	8%
November	8%
December	9%

Source: Travel Industry Association of America; Travelscope®

Top of Page

**Domestic Trip Activity Participation by U.S. Travelers, 2004**

[View Full Size Graphic](#)



Top of Page

Winter	20%
Spring	23%
Summer	33%
Fall	24%

Source: Travel Industry Association of America; Travelscope®

Top of Page

Copyright © 2005 by the Travel Industry Association of America. All rights reserved.  
1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, 202.408.8422, Fax 202.408.1255

[TIA Express](#) | [View Member Links](#) | [TIA Community Site Map](#) | [Contact Us](#) | [Privacy & Terms of Use](#) | [HOME](#)

The Interactive Agency for the Travel Industry  
**usdm.net**  
The Endorsed Interactive Supplier Partner for TIA

This site's strategy, development, marketing is designed by USDM.net  
For more information on USDM.net contact [barbee@usdm.net](mailto:barbee@usdm.net) or visit our website.

Strategy Consulting | Web Awareness | Public Policy Analysis | Technology & Web Development | Client Training | Analytics | Marketing | Media | Customer Field

Travel Industry Association of America  
**The Power of Travel**

About TIA

TIA Express

Government Affairs

Research

Meetings and Events

International Pow Wow

Media

Online Education and Meetings

Power of Travel

Markets

# RESEARCH and PUBLICATIONS

**HOT TRENDS**

- RESEARCH and PUBLICATIONS**
- What's New
  - Research Now
  - Publications & Research
  - Custom Research Services
  - Research Links
  - Ask the Expert
  - Executive Summaries
  - Research Reproduction Rights
  - Industry Case Studies
  - FAQs
  - Search Research & Publications
- SEARCH

MEMBER LOGIN | WHERE DID IT GO? SEE HERE | TIA JOB BANK |

Join TIA TODAY!

SEARCH TIA

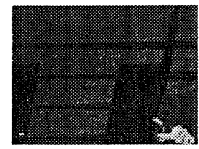
## U.S. Travel Market Overview – Trip Characteristics

### Length of Trip

Most of the travel in the U.S. is made up short trips. More than half of all travel in the U.S. is for two nights or less.

Trip Durations in 2004	% of Domestic U.S. Person-trips in 2004
No nights	23%
1-2 nights	35%
3-6 nights	29%
7 nights or more	13%

Source: Travel Industry Association of America; Travelscope®



Powell Strikes a Chord at Pow Wow®

**What's Hot in Research the Week**  
Americans plan to leisure trips during August!  
Click here for more

**Search TIA - Find it All... Right Here**  
Can't Find What you are looking for? Use our new, "smart" search box above to search the Research & Publications section. Or, search the entire TIA website via the top search box.

### Lodging

The most popular types of lodging in the U.S. are hotels and motels. When U.S. residents travel here is where they stay:

Types of Lodging	% of Domestic U.S. Overnight Household-trips in 2004
Hotel/Motel/Bed and Breakfast*	54%
Private Homes	40%
RV or Tent	5%
Condo or Time Share	4%
Other	7%

\*The Average Traveler Spends 3.2 Nights in a Hotel/Motel/Bed and Breakfast

Source: Travel Industry Association of America; Travelscope®

51

10/31/2005

**Travel Party Composition**

	2004
<b>Domestic Household Trips</b>	
<b>TOTAL (millions)</b>	<b>663.5</b>
<b>Solo Travelers (1 Adult)</b>	<b>41%</b>
<b>Adults Only</b>	<b>33%</b>
<b>Adults with Kids</b>	<b>26%</b>
<b>Domestic Leisure* Household Trips</b>	
<b>TOTAL (millions)</b>	<b>490.1</b>
<b>Solo Travelers (1 Adult)</b>	<b>31%</b>
<b>Adults Only</b>	<b>38%</b>
<b>Adults with Kids</b>	<b>31%</b>
<b>Domestic Business** Household Trips</b>	
<b>TOTAL (millions)</b>	<b>169.9</b>
<b>Solo Travelers (1 Adult)</b>	<b>73%</b>
<b>Adults Only</b>	<b>17%</b>
<b>Adults with Kids</b>	<b>10%</b>
<p>*Travel for visiting friends/relatives, outdoor recreation, entertainment/sightseeing, or other pleasure/personal reasons.                      ** Travel for business - either general reasons (e.g., consulting, service) or to attend a convention/conference/seminar or for combined business and pleasure purposes.</p> <p>Source: Travel Industry Association of America; TravelScope</p>	

Copyright © 2005 by the Travel Industry Association of America. All rights reserved.  
 1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, 202.408.8422, Fax 202.408.1255

[TIA Express](#) | [View Member Links](#) | [TIA Community Site Map](#) | [Contact Us](#) | [Privacy & Terms of Use](#) | [HOME](#)

The Interactive Agency for the Travel Industry  
**usdm.net**  
 The Endorsed Interactive Supplier Partner for TIA

The site's strategy, development, marketing is designed by USDM.net  
 For more information on USDM.net contact [jbartee@usdm.net](mailto:jbartee@usdm.net) or visit our website.

Strategy Consulting | Web Applications | Mobile Site Analysis | Technology & Web Development | CRM | Branding | Interactive Marketing | Media | Database | SEO

52

HOME

# RESEARCH and PUBLICATIONS

**HOT TRENDS**

What is New in TIA Res

**RESEARCH and PUBLICATIONS**

MEMBER LOGIN | WHERE DID IT GO? SEE HERE | TIA JOB BANK |



SEARCH TIA

- What's New
- Research Now
- Publications & Research
- Custom Research Services
- Research Links
- Ask the Expert
- Executive Summaries
- Research Reproduction Rights
- Industry Case Studies
- FAQs
- Search Research & Publications

SEARCH

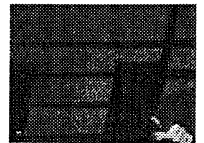


**Search TIA - Find it All... Right Here**

Can't Find What you are looking for? Use our new, "smart" search box above to search the Research & Publications section. Or, search the *entire* TIA website via the top search box.

## U.S. Travel Market Overview – State Tourism Information

Top U.S. States of Destination Traveling Residents for 2004 (Among person-trips)	
1.	California
2.	Florida
3.	Texas
4.	New York
5.	Pennsylvania
6.	Illinois
7.	Ohio
8.	North Carolina
9.	Georgia
10.	Virginia
Source: Travel Industry Association of America; Travelscope®	



Powell Strikes a Cleo Pow Wow®

**What's Hot in Research the Week**

Americans plan to leisure trips during August! Click here for more

**ESTO 2005 - Education Industry**

The Travel Industry will take over Coe D'Alene, Idaho in August for this 4-day education event. Don't miss out - click here for more.

Top Ten States by Domestic and International Traveler Spending for 2003 (in \$billions)		
1.	California	\$71.56
2.	Florida	\$56.27
3.	New York	\$35.43
4.	Texas	\$34.59
5.	Illinois	\$22.97
6.	Nevada	\$21.34
7.	Pennsylvania	\$16.42

53

8.	Georgia	\$15.65
9.	New Jersey	\$15.41
10.	Virginia	\$14.30
Source: Travel Industry Association of America <i>Impact of Travel on State Economies</i>		

Copyright © 2005 by the Travel Industry Association of America. All rights reserved.  
1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, 202.408.8422, Fax 202.408.1255

[TIA Express](#) | [View Member Links](#) | [TIA Community Site Map](#) | [Contact Us](#) | [Privacy & Terms of Use](#) | [HOME](#)

the interactive Agency  
for the Travel Industry  
**usdm.net**  
The Endorsed Interactive Supplier Partner for TIA

This site's strategy, development, marketing is designed by USDM.net  
For more information on USDM.net contact [jbarbee@usdm.net](mailto:jbarbee@usdm.net) or visit our website.

Center  
a USDM.net

Strategy Consulting | Web Assessment & Process Flow Analysis | Knowledge & Web Development | eBusiness | eMarketing | eLearning | Media | ePerformance

Travel Industry Association of America  
The Power of Travel



- About TIA
- TIA Express
- Government Affairs
- Research
- Meetings and Events
- International Pow Wow
- Media
- Online Education and Meetings
- Power of Travel
- Markets

# RESEARCH and PUBLICATIONS

## HOT TRENDS

What is New in TIA Research

### RESEARCH and PUBLICATIONS

MEMBER LOGIN | WHERE DID IT GO? SEE HERE | TIA JOB BANK

- What's New
- Research Now
- Publications & Research
- Custom Research Services
- Research Links
- Ask the Expert
- Executive Summaries
- Research Reproduction Rights
- Industry Case Studies
- FAQs
- Search Research & Publications



SEARCH TIA

SEARCH

GO

#### Search TIA - Find it All... Right Here

Can't Find What you are looking for? Use our new, "smart" search box above to search the Research & Publications section. Or, search the entire TIA website via the top search box.

## U.S. Travel Market Overview – Demographics of U.S. Travel

### Profile of 2004 U.S. Domestic Traveler Households

- **Average age** of Household Head\*: 48 years
  - **62%** married, 23% single/never married, 15% divorced/widowed/separated
  - **59%** of Household Heads\* have a college degree, including 20% with graduate work started or completed
  - **80%** of Household Heads\* employed full or part-time, 14% retired
  - **34%** with Children in the Household
  - **Annual Household Income:** \$70,300 mean, \$59,100 median\*\*
- \* If there is both a male and female head of household, then the male head of household is used.  
\*\* Median is the point where one-half of traveling families earn more and one-half earns less.

Source: Domestic Travel Market Report, 2005 Edition



Powell Strikes a CI Pow Wow®

#### What's Hot in the Week

Americans plan to leisure trips during August! Click here for more

#### ESTO 2005 - Ed Industry

The Travel Industry will take over Coe D'Alene, Idaho in August for this 4-day education event. Don't miss out - click here for more.

Copyright © 2005 by the Travel Industry Association of America. All rights reserved.  
1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, 202.408.8422, Fax 202.408.1255

TIA Express | View Member Links | TIA Community Site Map | Contact Us | Privacy & Terms of Use | HOME

the interactive Agency for the travel industry **usdm.net**  
The Endorsed Interactive Supplier Partner for TIA

This site's strategy, development, marketing is designed by USDm.net  
For more information on USDm.net contact jbarbee@usdm.net or visit our website.

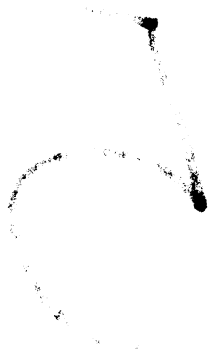
Travel by Consulting | Web Programming | Productivity Analysis | Technology | Web Design | Content Development | Training | People | Marketing | Customer Care

55





5



**5. Efficiencies**

ACVA staff analyzes monthly in-house data collection, ACVA commissioned research projects, periodic surveys of members, businesses and visitors, national research and state research to determine the most efficient means of reaching target markets.

ACVA also works closely with other regional cvb's, the Domestic Marketing Association International (formerly IACVB), and members to determine industry best practices and efficiencies.



## REGIONAL COMPARISONS AND PROGRAMS

Through collaboration with other destination marketing organizations such as the Northern Virginia Visitors Consortium (NVVC), Greater Washington Tourism Alliance (GWTA), the Virginia Tourism Corporation (VTC), and Capital Region USA (CRUSA), ACVA is able to leverage its marketing dollars, compare its effectiveness and efficiencies, and develop broader programs which reach larger audiences.

### Collaborative Programs

- [www.Visitnorthernvirginia.com](http://www.Visitnorthernvirginia.com) web site
- \$900,000 marketing campaign of Northern Virginia trails
- WWII commemoration including simulcast at Masonic Temple, etc.
- Travel kiosks (using NVVC web site) in Udvar-Hazy Center and Winchester
- Original interactive base map for Northern Virginia area
- Jamestown 2007 Summer Program coordination
- Potomac River Heritage Trails
- George Washington Memorial Parkway designation
- American Bus Association trade shows and itineraries
- FAM trips – media
- International advertising guide
- Much more!

### RETURN ON INVESTMENT – is that all?

The City's charge in 1996 to the newly formed ACVA was to market the City and its assets. Depending on the focus, higher returns on investment to the City can be easily found. For instance, marketing to groups (through meetings and tour groups) is more cost effective. Your marketing efforts can be more focused – you reach one person (the meeting planner) who in turn brings in large numbers of travelers to the City. However, there are challenges to any small historic city associated with this increasing marketing to groups.

Large conference hotels or stand-alone conference centers are needed. Parking and amenities for motorcoach traffic are essential. Most groups come during the week and Alexandria hotels have high occupancy during those periods. Most groups want special discounted rates.

#### INDIVIDUAL TRAVELERS

Business or leisure  
Single or family or friends  
Proximity to DC important  
Come for the historic ambience  
Looking for relaxation and fun  
Shop, dine, & tour  
Strong advertising program needed  
Direct mail and word of mouth important  
More difficult & costly to reach

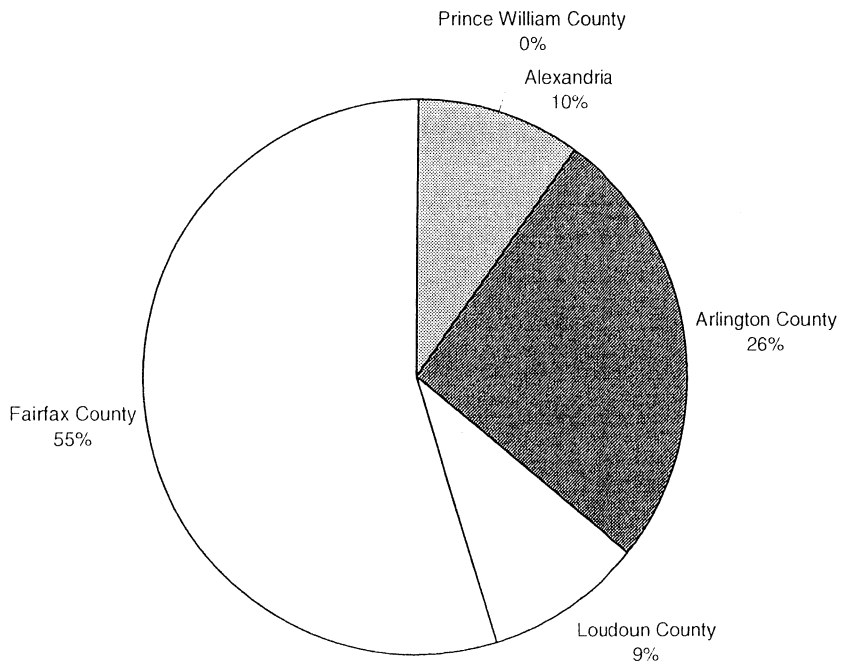
#### GROUP TRAVELERS

Meetings (business) & tours (leisure)  
Common purpose  
Proximity to DC important (usually)  
Historic ambience  
Meeting space requirements/hotel  
amenities important  
Enjoy off-site events  
Trade shows/sales missions  
Developed by personal contact  
Parking for motorcoaches

## REGIONAL CVB COMPARISONS

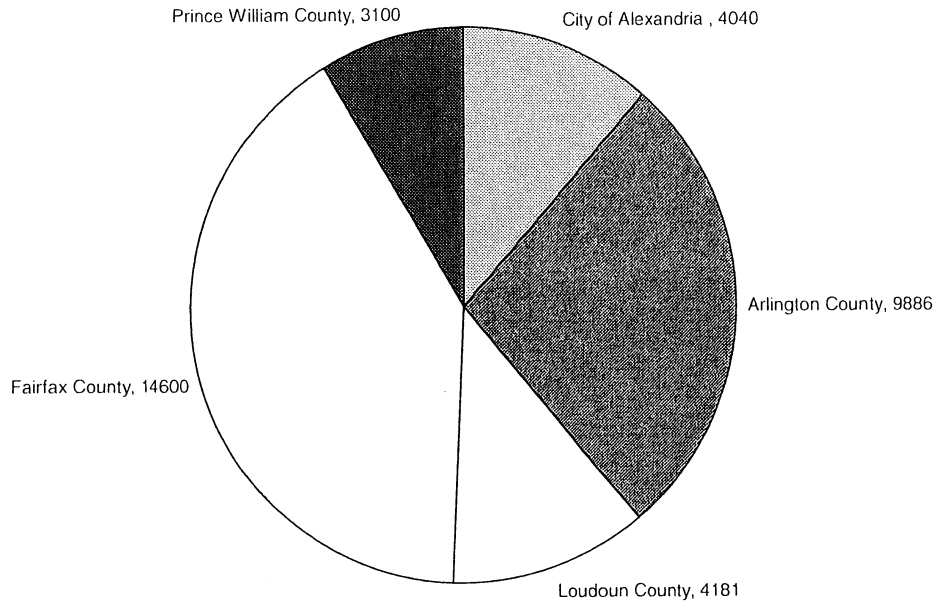
	CVB's 06 Allocations	Meeting Space in Sq. Ft.	Hotel Rooms	Lodging Tax 05	Tax Collected per room
<b>City of Alexandria</b>	1,735,214	107,000	4,040	7,096,844	1,756
Arlington County	1,112,264	284,230	9,886	17,170,540	1,838
Loudoun County	1,500,000	104,000	4,181	4,865,837	1,164
Fairfax County	2,000,000	600,000	14,600	14,629,545	1,002
Prince William County	1,467,000	minimal	3,100	2,793,876	901

**Total Sq. Ft. Hotel Meeting Space**



4

### HOTEL ROOMS BY JURISDICTION



Every domestic marketing organization has different goals and objectives, focus on different audiences, have different things to sell. Marketing programs and strategies are based on the characteristics of the particular jurisdictions. Regionally, Alexandria’s assets are more closely tied to Loudoun County – historic main streets, number of hotel rooms and meeting space; however, even there Alexandria is unique. Alexandria has a historic waterfront, is closer to DC, has a larger historic shopping and dining area, etc.

Jurisdiction	Organization	Tax Rate	Lodging Taxes collected in 05	Total Allocation to CVB in 06	% Allocated
Alexandria	Public/Private	5.5%	6,172,380	810,750	13%
		\$1 room night	924,464	924,464	
		Total	7,096,844	1,735,214	24%
Arlington Co	City agency	5.25%	18,170,540	1,112,264	6%
Loudoun Co	Public/Private	5%	4,865,837	1,500,000	31%
Prince William Co.	Public/Private	5%	2,793,876	1,467,000	53%
Fairfax Co.	Public/Private	4%	14,629,545	2,000,000	14%

5

6

---



**ACVA Lodging Report  
Comparison of Jurisdictions**

Time Period	Segment	Room demand		Room supply		ADR		RevPar		Occupancy		
		% change		% change		2005	2004	% change		2005	2004	% change
2005 Q2 Apr/May/Jun	US					90.45	86.32	4.8%	8.3%	62.2%	60.5%	2.8%
	Virginia	3.3%	0.5%	2.1%	88.21	82.77	6.6%	9.0%	62.0%	61.9%	0.2%	
	DC-MD-VA	3.0%	1.8%	132.80	119.42	11.2%	14.5%	73.1%	72.3%	1.1%		
	Alexandria	4.2%	-1.1%	111.58	105.82	5.4%	9.8%	75.1%	71.4%	5.2%		
	Arlington	0.9%	-0.7%	141.85	128.30	10.6%	11.5%	76.4%	75.2%	1.6%		
	Fairfax/Tysons	-1.6%	-4.1%	126.71	111.60	13.5%	11.7%	77.9%	75.9%	2.6%		
	Suburban VA	1.6%	1.1%	86.44	80.80	7.0%	8.7%	60.7%	60.4%	0.5%		
	1-95 Fredericksburg	7.0%	8.3%	65.93	62.49	5.5%	13.0%	68.7%	69.5%	-1.2%		
	Dulles Airport Area	5.7%	10.2%	125.60	107.31	17.0%	23.7%	76.5%	79.8%	-4.1%		
2005 Q1 Jan/Feb/Mar	US					90.25	86.64	4.2%	7.8%	58.4	56.8	2.8%
	Virginia	3.5%	2.2%	83.08	77.24	7.6%	10.3%	54.2	54.1	.2%		
	DC-MD-VA	4.0%	1.9%	130.37	116.02	12.4%	16.9%	65.5	64.2	2.0%		
	Alexandria	8.4%	-1.1%	108.51	102.29	6.1%	15.0%	66.3	60.5	9.6%		
	Arlington	0.1%	-0.7%	140.45	125.73	11.7%	11.8%	67.2	66.6	0.9%		
	Fairfax/Tysons	3.1%	-4.1%	123.09	110.26	11.6%	15.1%	73.1	68	7.5%		
	Suburban VA	0.0%	1.3%	80.95	77.19	4.9%	4.9%	51.4	52.1	-1.3%		
	1-95 Fredericksburg	7.6%	9.2%	62.20	58.75	5.9%	14.0%	60.9	61.8	-1.5%		
	Dulles Airport Area	2.5%	8.7%	123.59	105.29	17.4%	20.3%	71.3	75.6	-5.7%		

9

8

## FINDINGS

### ROI Analysis

Our analysis estimates that \$7.3M is generated yearly through ACVA's direct response marketing. That is a 58 to 1 return on investment. This is just a portion of the ACVA's direct mail impact on the marketplace since this calculation does not take into account those who live in Alexandria and requested information as well those who picked up an ACVA information piece, but did not request information.

The above ROI estimate was determined as follows:

• Total number of people contacting ACVA for information (based on sample provided – one year period)		19,490
• Total number of people contacting the ACVA from outside of Alexandria (19,490 x 90%)		17,540
• Conversion rate - percent visiting after receiving information among those living outside of Alexandria	x	58.5%
• Total number of visitors after ACVA information		10,260
• Average amount spent per household	x	\$ 808
• Total spent per household		\$ 8.3M
• Total spent per travel party (3.6 party size/2.2 traveled from household = 1.64)		\$13.6M
• Percent spent due to ACVA marketing*	x	38.2%
• Total spent due to ACVA marketing		\$ 5.2M
• Economic impact multiplier (as supplied by the BEA)	x	1.4
• Total incremental spending		\$ 7.3M
• ACVA direct mail investment**	div.	\$124,000
• ROI		<b>58 to 1</b>

\* 100% of spending among those who said ACVA information was the primary motivation= 23.7%; 50% of spending among those who may have visited and they did more on this trip due to the information = 4.9%; 25% of spending for those who may have visited anyway and did not do more on the trip and 25% of spending among those who said the information was not a motivation for visiting, but they did do more due to the information = 9.6%

\*\*Excludes salaried staff time

10

---

## TheFunSideofthePotomac.com

- Optimization
  - o Provides prime placement for the FunSide site on major search engines
- Pay-Per-Click Campaign
  - o Dates: April 18, 2005 – May 18, 2005
  - o Provides premium placement on Google at the top of the page or within the column on the right of the page
  - o Ensures direct exposure to the audience and captures qualified visitors actively searching for information on Alexandria
  - o A fee is paid only if the link is clicked
  - o Results
    - 322,739 Total Impressions
    - 6,862 Total Clicks
    - 2.10% Average Click Through Rate
      - \* Some ACVA terms achieved up to 16% click-thru rate
      - \* Industry average = 2.0% - 2.3%
    - \$0.87 Average Cost Per Click
    - 1.3 Average Position
      - \* The average position refers to where an ad is displayed. “1” is the highest position on the first page of search results, but there is no “bottom” position. (For example, “1.7” means your ad may generally appear more often in higher positions than an ad with an estimated average position of 1.8”)
      - \* Average position on Google is 2.5
      - \* 1.3 is a higher placement than the average
- Map Network
  - o Added interactive map to website
  - o Allows visitors to locate shops, restaurants, hotels, attractions, parking, tours, etc
  - o Marked with landmarks to assist visitors in navigating the city
- Online Event Planner
  - o Allows meeting planners to view Event Planner online
  - o Interactive Planner allows people to scroll through the pages, link to websites via ads and listings, and print single and multiple pages
  - o Entire planner can be downloaded
- Home Page
  - o Neighborhoods banner highlights the diverse neighborhoods in Alexandria
  - o Icon with direct link to interactive map

12

---

## MARKETING DEPARTMENT DATABASE

- Contains a total 132,673 contacts
  - o Contacts include email addresses, names and addresses, or both
  - o Top five states for inquiries: VA, PA, NY, NJ, MD
- Gathering data for the database
  - o Online Visitors Guide Request Form
  - o Online Quarterly E-blast Request Form
  - o Leads generated by ads in publications
  - o Tear off card on Rack Cards
  - o Inquiries made at Visitors Center
- Uses of data
  - o Direct Mailer
    - Sent to those requesting information in the past
    - Lists are compiled based on variety of data such as state, date of inquiry and zip codes depending on nature of the project
  - o Email Blast
    - Sent to those requesting to receive quarterly e-blasts
    - Sent to email addresses in database, currently totaling more than 20,000
  - o Media Plan
    - Determine cost per lead and effectiveness of media
    - Assists in developing advertising strategy





# The New York Times

Alexandria CVA and Great Getaways  
Flight Date: 11/16/2004

Sent to	484,000
Total Clicks	10,151
Click Through Rate	2.17%
<i>*Average Click Through Rate = 1.0%</i>	
Total Visits to FunSide.com on 11/16	6042 (32% increase over date sent 2003)
Total Visits to FunSide.com Nov. 04	19,697 (8% increase for month over 2003)

**GREAT GETAWAYS**

**ALEXANDRIA**

THE FUN SIDE OF THE POTOMAC

[Holiday Events](#)  
Click Here

[Hotel Packages](#)  
Click Here

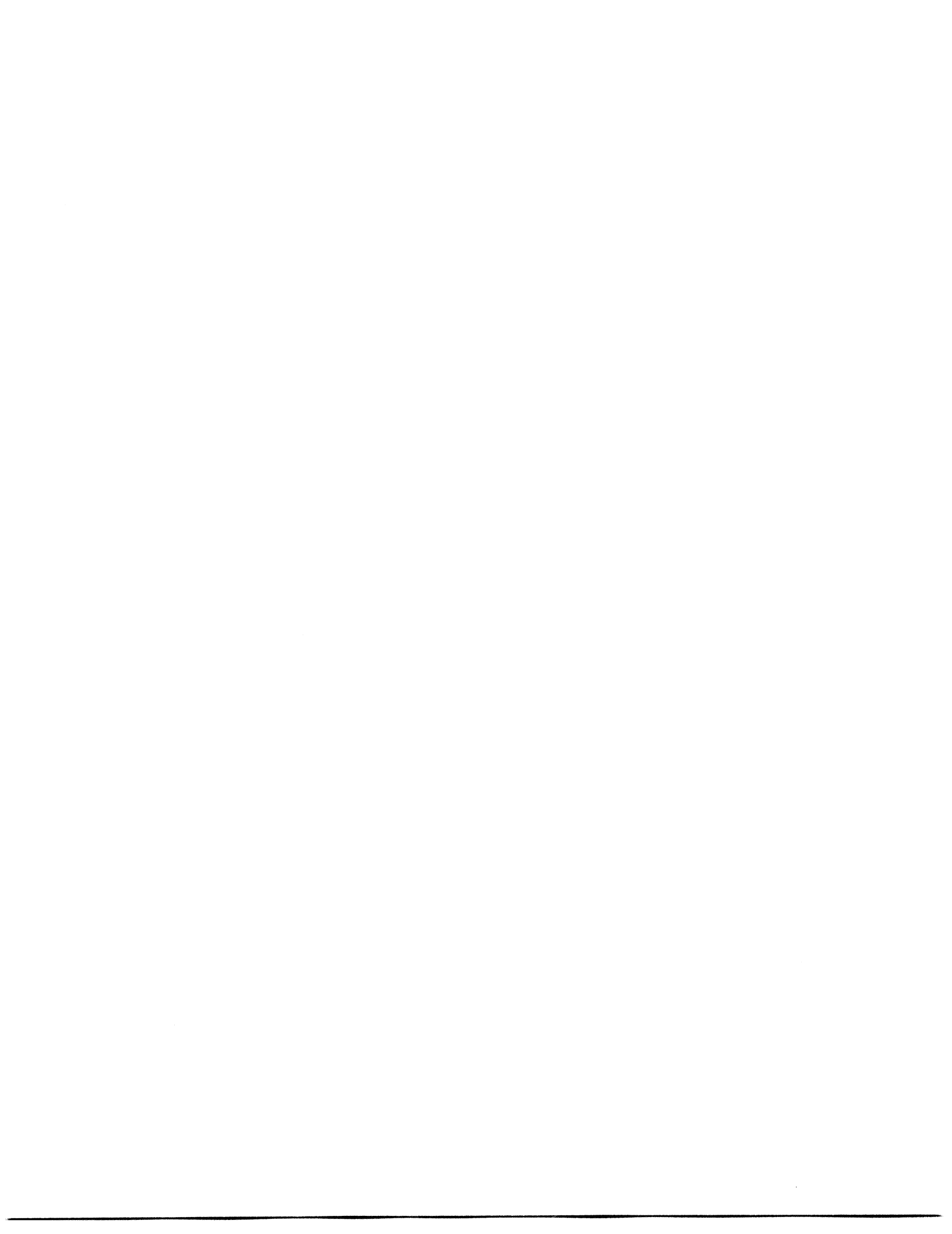
*An Historic Celebration!*

Imagine a place where an historic "main street" bustles with holiday shoppers, where beautiful 18th- and 19th-century homes are trimmed with traditional heather and greens, where carolers rejoice from the town square and kilt-clad bagpipers stroll along cobblestone streets. This magical place is Alexandria, Virginia.

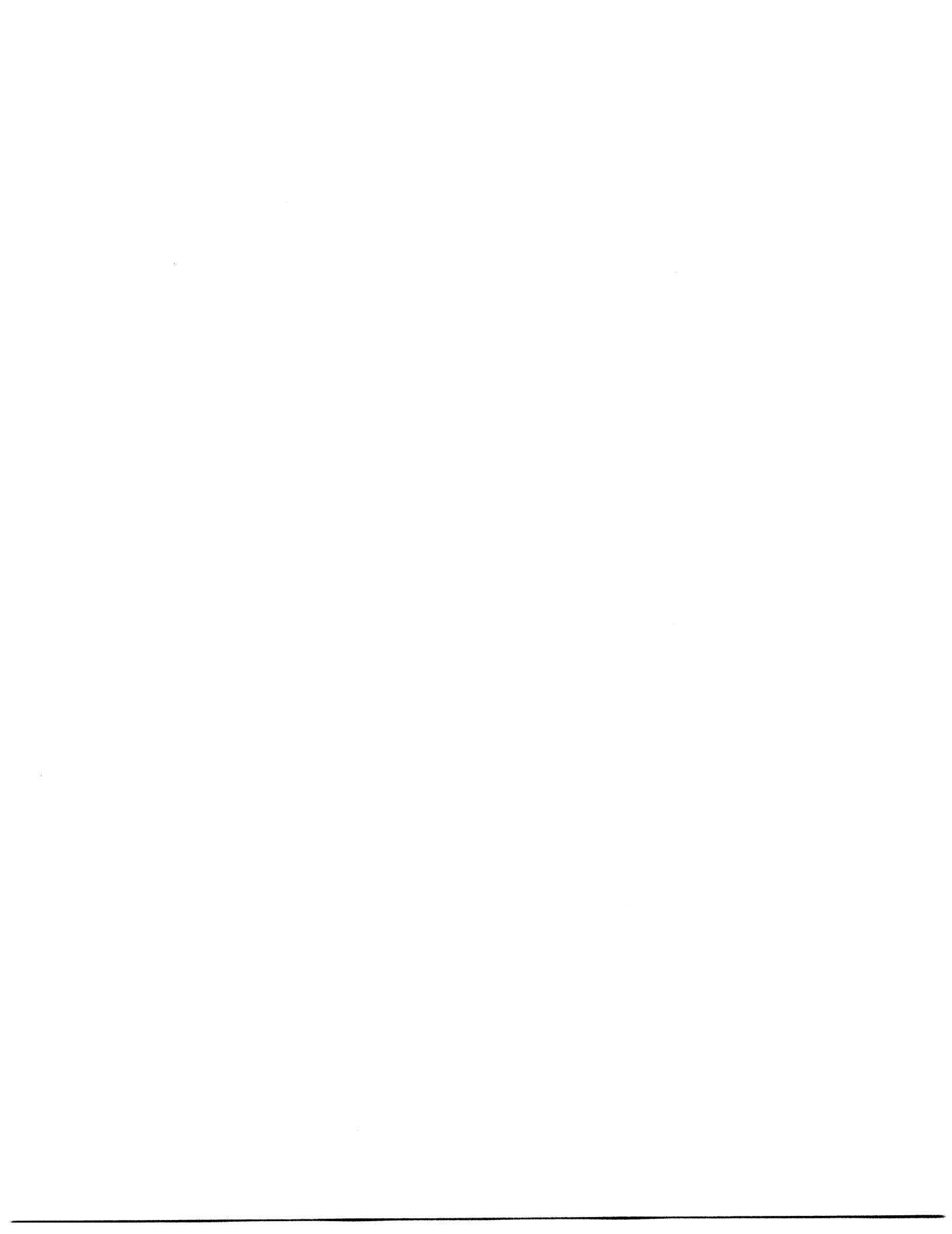
[www.funside.com](http://www.funside.com)

THE FUN SIDE OF THE POTOMAC

15







## Media Efficiency

### Outreach

- Online bi-monthly media newsletter is sent to 1035 travel writers and industry professionals who have requested information or have interest in Alexandria. This reduces mailing costs and increasing response time.
- For ease of mailing and overall efficiency, the ACVA Press Kit is available in CD format. The CD reduces the cost of mailing press kits, as well as offers flexibility for specific writers' needs.

### Partnerships

- As members of the Mid-Atlantic Tourism Public Relations Alliance (MATPRA), the Media Department often partners with other regional destinations in order to leverage dollars and reach a larger market.
  - Annual media marketplace brings in regional destination writers.
  - Quarterly meetings with neighboring destinations focus on the best practices and current trends.
- Working with the Washington Convention and Tourism Corporation (WCTC) ACVA attends media marketplaces in NYC. The contacts made at marketplaces are tracked in order to show value to the coverage earned, often earning back double the cost of attending the event.
- ACVA partners with the Virginia Tourism Corporation and with Capital Region USA to host national and international medias tours and to develop feature stories on Alexandria.



## Sales Department Efficiencies



Preferred Planner – Develop a low cost incentive program to drive regional planners with multi-meeting/event business to Alexandria; partner with hotels, restaurants, etc. to co-sponsor events for this group.

Partnerships – Partner with member hotels, attractions, restaurants and regional affiliates to include tradeshows, sales missions and client events enabling ACVA to participate in more shows, reach more planners with sales calls and host impressive client events.

Real Magnet-Quarterly Seasonal E-Newsletter Program – Create marketable and measurable e-mail communications; track e-mail metrics such as open, click-through, bounce rates, etc.; enable targeted follow-up by sales staff.

Interactive Event Planner - 2006 planner is available on-line, in CD format, or downloadable by client, saving costs in printing and postage; can be updated more frequently than print version for minimal costs.

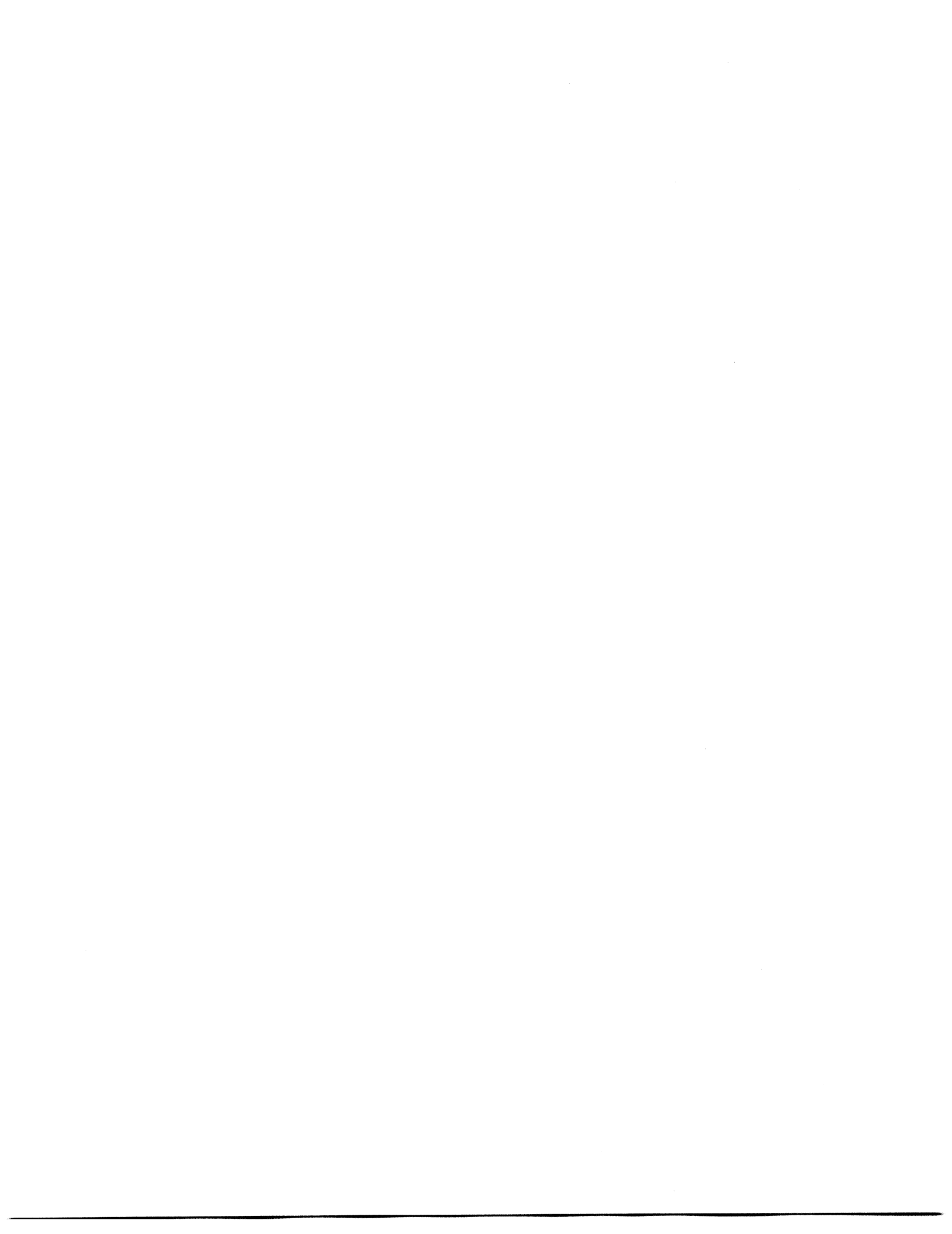
### Staff reorganization

Sales & Marketing Assistant – Working the SMERF market to capture, develop and enhance this lucrative market; creation of Wedding & Special Events Guide.

Summer Promotion Contest – *All Inclusive Alexandria Package*; Partnered with members to offer an incentive to send an RFP May thru Labor Day; no cost to ACVA; generated 22 RFPs.

Sponsorships/Fam Trips: Partner with NVVC, VTC, WCTC and CRUSA for increased exposure to the domestic and international tour and travel market; participate in sponsorships at industry tradeshows.

Fun Agendas – Developed two new programs, Paint Alexandria and Of Pubs & Patriots to promote off-property events and offer new tour itineraries





## **Administration Efficiencies**

### **Health Insurance**

After staff review and agreement, health coverage was modified in order to keep expenses in line. Staff agreed to higher co-pay in exchange for maintaining other health services within the current budget expense limit.

### **Equipment Upgrades**

After research, determination made that upgrade in color printer was more cost effective and efficient than continuing with older printer. Allows staff to do more in-house small projects which reduces both the cost and time needed to perform tasks.

### **Revised Databases**

Initial outlay for software upgrade, training of staff and reprogramming of databases have resulted in better sales and membership reporting and reduced staff time.



6



## **6. New Initiatives for 2006 and beyond**

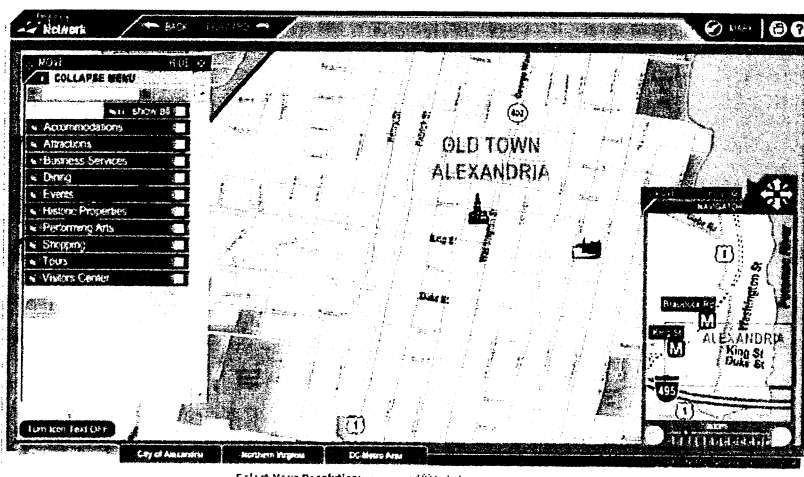
ACVA works to stay current by refreshing and updating its programs. Each year, new ideas are researched and reviewed for implementation in future years. This section will outline some initiatives which have been researched and approved. Implementation will begin in 2006.

Other ideas are being researched and considered for implementation in 2007 or beyond.



## Map Network

- Upgrade to version 2.0 allowing more flexibility including making immediate changes to the map
- Developing printed maps for 2006
  - o Map of city of Alexandria and individual map of Old Town available early 2006
  - o Additional individual maps being planned in conjunction with neighborhood business organizations
- Enhance base map with the addition of civic buildings, universities, bike paths, scenic driving routes and more!







**FY2006 Cable/Media Pilot Program**

- Cable ads to run in specific test markets including Philadelphia, Pittsburgh and Northern Virginia in conjunction with print ads during the same time period
  - o Print ad buys in Philadelphia and Pittsburgh in MNI Home Network Publications including *Traditional Home*, *Country Living*, *Food & Wine*, *House Beautiful*, and more!
  - o Print ad buys in Northern Virginia in area newspapers
- Cable ads will drive viewers to specific ACVA-owned .travel websites that will welcome them and link them to [www.TheFunSideofthePotomac.com](http://www.TheFunSideofthePotomac.com)
- Ad dates are pending; tentatively planned for spring 2006

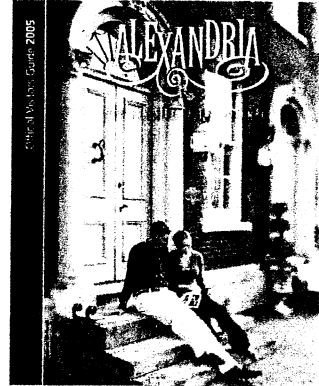




## Upcoming Marketing Initiatives

### 2006 Visitors Guide

- On-line on homepage of [www.FunSide.com](http://www.FunSide.com) in January 2006
- Able to turn pages and print specific pages as needed
- Circulation increasing to 450,000



### Architecture Tour brochure

- Marketing Advisory Committee suggested
- Available at Ramsay House in December 2006
- Includes walking tours of Old Town, King Street Metro neighborhood, Del Ray plus sites in West End




### Potomac River brochure

- Marketing Advisory Committee suggested
- Historic and commercial significance of the river
- Walking tour
- Working with regional experts
- To be completed in Summer 2006



## FY 06 Sales Department New Initiatives

- Develop and promote consistent brand recognition for meetings market following ACVA corporate image
- Interactive, On-Line 2006 Event Planner
- Promotion of Fun Agendas - Of Pubs & Patriots, Paint Alexandria, American Heirloom & Ghostly Agenda
- Research new target markets to include medical and pharmaceutical meetings and solicit Washington, D.C. and Arlington based organizations and the feeder city of Chicago.
- Promote the Godspeed Sail to tour operators
- Upgrade & revitalize Preferred Meeting Planners Program




CONSIDER AN  
**EVENTFUL LOCATION**

Enjoy distinguished hotels and historic venues,  
all within a Metro hop to D.C. and Reagan National Airport.  
Visit us online to use our interactive event planner,  
submit a Rapid-RFP and learn how your attendees can  
shop, dine and celebrate on America's historic main streets.

VIRGINIA  
**ALEXANDRIA**

The Fun Side of the Potomac.com  
886.306.5963 ext. 209



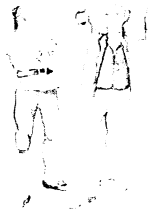


FY 2005-6 Tradeshows  
Promoting PAINT ALEXANDRIA

OUTDOOR DINING  
&  
OF PUBS & PATRIOTS DINE-AROUND



*Of Pubs and Patriots*  
Historic Old Town Dine-Around



FY05: Actual revenue realized year-to-date \$180,575

*Please note: Revenue does not include business in future years (FY06 and further) that still pending, or individual spending.*

*Paint Alexandria*

Hands-On Art Appreciation Experience

**Destination Showcase – February 2005**

Promoted our new Fun Agenda – *Paint Alexandria* promoting the Arts in Alexandria.

Reached over 1050 meeting planners and received Six Request For Proposals (RFP) with an estimated revenue of \$593,014 and 71 general interest leads. Distributed leads to hotels, restaurants, attractions and tour companies.

Outdoor Dining Theme

**Springtime in the Park – May 2005**

Partnered with two hotels and promoted the new outdoor dining in Alexandria reaching 2200 meeting planners. Generated eleven RFPs's with estimated value of \$1,551,075 and 60 general interest leads. Distributed leads to hotels, restaurants, attractions and tour companies.

Of Pubs & Patriots Dine-Around

**Affordable Meetings – September 2005**

Partnered with three hotels and *100 King* to promote our dine-around options. *100 King* provided a cooking demonstration. Reached over 2000 meeting planners. Generated five RFPs with estimated revenue of \$119,860, 3 leads awaiting date confirmation, 23 contacts with future definite business and 106 general interest leads.

Distributed leads to hotels, restaurants, attractions and tour companies.





## **New Initiatives – Communications**

### **Conversations with ACVA**

This new program affords the opportunity for many of Alexandria's tourism stakeholders to meet with the ACVA in a casual setting. Conversations with ACVA will encourage two-way communication with the goal of better understanding among the many communities that the ACVA serves.

### **Online Media Press Kit**

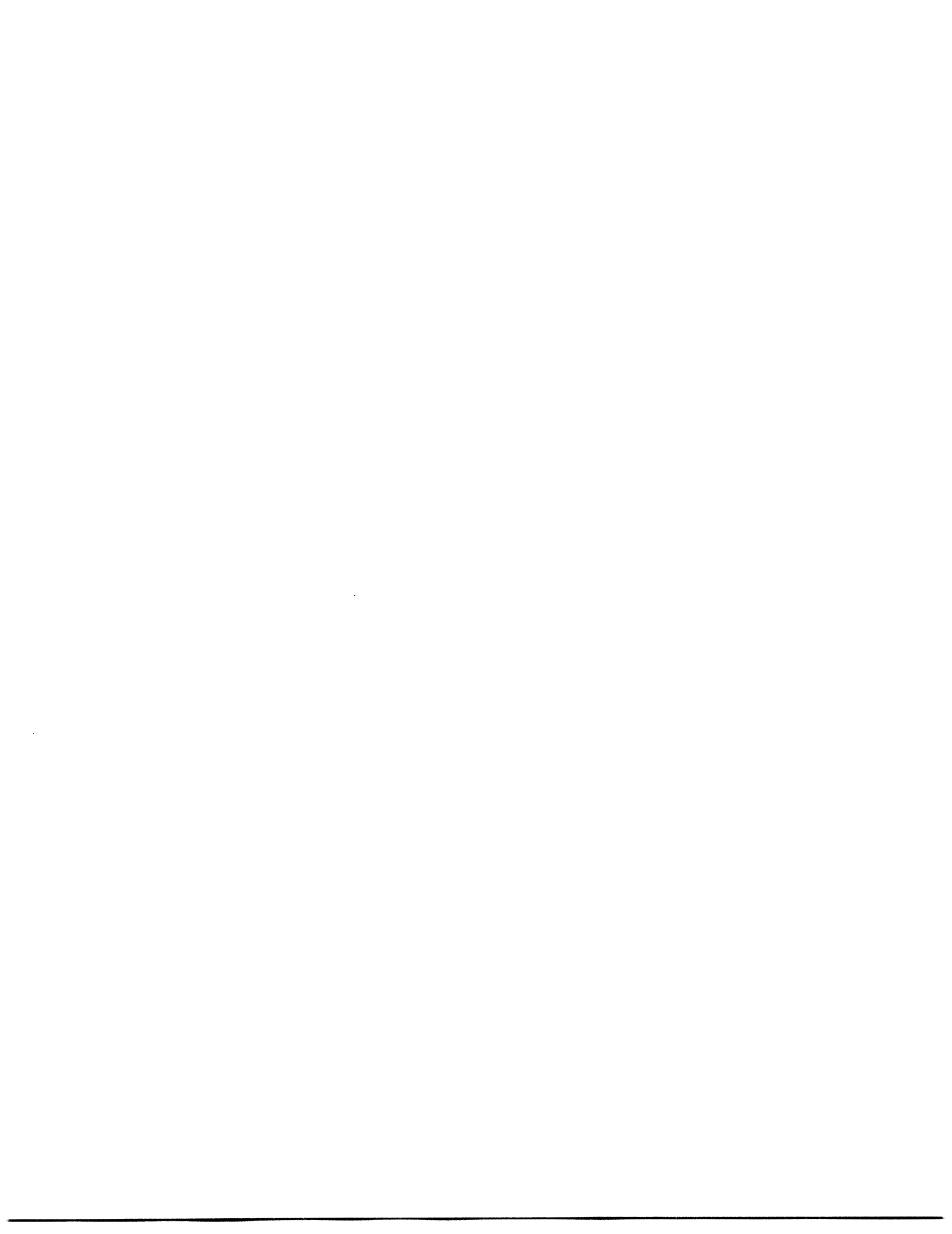
Press information currently available online will be updated and redesigned into an interactive online press kit, allowing for more prompt response to media inquiries.



## **Administration Initiatives**

### **Financial Audit Committee**

Upon staff recommendation, the Board has approved the formation of a Financial Audit Committee that will meet quarterly to review more in-depth financial statements, look for efficiencies, and manage the annual financial audit. Committee expected to be in place by beginning of calendar year 2006. (This role had been performed by the Executive Committee.)



7

1000

1000

## 7. Outreach

Communications with all of its stakeholders is of utmost importance to ACVA. Through a number of initiatives, ACVA works toward creating a better understanding for the tourism economy of Alexandria and the role that ACVA plays in that industry.

- FunSide Forum – monthly marketing meetings
- Fun Siders – an educational forum
- Quarterly Newsletter
- News articles for civic and business organization newsletters
- Membership web site
- Community liaison
- Informational e-mail blasts
- Annual Membership Meeting
- Public Board meetings
- Marketing Advisory Committee
- Motorcoach Task Force





## **Outreach**

**Membership** - Membership in the ACVA has grown to 250 members representing the hotels, restaurants, retail shops, historic attractions, and other organizations associated with Alexandria's tourism industry. Members receive many benefits including representation in the *Official Visitors Guide*, Membership Directory and on the new interactive [www.MapAlexandriaVA.com](http://www.MapAlexandriaVA.com); presence at the Ramsay House Visitors Center; exposure through ACVA marketing and press programs; promotion through sales missions, trade shows, and many other ACVA programs. Ongoing communication is maintained through many avenues; among them are [www.ACVAmembers.com](http://www.ACVAmembers.com); Potomac Splash quarterly newsletter; email communications; the Fun Side Forum, and other member-focused meetings and events.

**Community** - There are many stakeholders in Alexandria's tourism industry. In addition to its own membership, the ACVA proactively reaches out to the Alexandria business and residential communities through many channels. These include: representation of business organizations as Ex-Officio members of the ACVA Board of Governors; the monthly Fun Side Forum and the Fun Siders Tourism Training Class; periodic focus groups; through publication in neighborhood business association (KSMET, PWBA, WEBA, Eisenhower Partnership) newsletters; through surveys; in the City of Alexandria's newsletter *FYI Alexandria*, the *Alexandria Gazette* and the *Alexandria Times*; on Comcast Local Edition cable television.

The ACVA recently created a new community liaison position which further enables two-way communication between the association and the community, through attendance at neighborhood business organization meetings and other functions, and increased communications and participation with Alexandria civic associations.

### **Visitors Center**

The Ramsay House Visitors Center often offers the first interaction with an Alexandria visitor. It is a hub where visitors gather information and often their first impressions of the City. The ACVA is constantly looking for new ways to improve customer service at the center. Over the past year, Internet access has been made available for visitors coming into the Center, enabling staff to better assist the visitor. Alexandria residents and businesses also view the Visitors Center as a place to gather information for out-of-town guests.



### **Fun Side Forum**

- Monthly meeting that bring together those interested in tourism to share ideas.
- Exchange of ideas as how local businesses, organizations and hotels can further benefit from visitors to Alexandria.
- Fun Side Forum ideas are often implemented via ACVA support as well as the support of volunteers.

### **Fun Siders Tourism Training Program**

- Training class for front line employees and others.
- Background on Alexandria history, services offered throughout the city and the best way to assist visitors.
- Panel discussion with representatives from each of Alexandria's neighborhoods to highlight attractions throughout the City.

6

---

# FY 2005 Membership Survey

10/31/2005

Importance of these benefits	4	3	2	1
Official Visitors Guide	22	14	1	0
www.FunSide.com	17	15	4	1
Interactive Map Alexandria	10	13	9	2
Ramsay House display space	12	15	5	2
Qualified sales leads	12	8	10	6
Media Exposure	22	10	4	1
<b>Delivery by ACVA of these benefits</b>				
Official Visitors Guide	19	13	2	2
www.FunSide.com	17	9	7	1
Interactive Map Alexandria	14	8	5	3
Ramsay House Display Space	13	10	3	2
Qualified sales leads	13	8	5	3
Media exposure	10	10	5	3
<b>Reason for membership</b>				
Marketing Exposure	27			
Sales outreach	15			
Networking	12			
Other	4			
<b>ACVA a good value for dues cost?</b>				
Excellent value	15	41%		
Good value	15	41%		
Average value	6	16%		
Poor value	1	3%		
<b>Overall performance of ACVA</b>				
Exceptional	15	43%		
Good	17	49%		
Average	3	9%		
Poor	0	0		



THE FUN SIDE OF THE POTOMAC

**ALEXANDRIA CONVENTION & VISITORS ASSOCIATION**

Fiscal Year 2005 Member Survey

*The ACVA greatly appreciates the support of its members.*

*Please take a few minutes to complete this survey so that we may serve you better in the future.*

1) Rate the following benefits/services according to *how important they are to you.*

**4 = extremely important; 1 = not important**

Official Visitors Guide	4	3	2	1	na
www.FunSide.com	4	3	2	1	na
Interactive Map Alexandria	4	3	2	1	na
Ramsay House display space	4	3	2	1	na
Qualified sales leads	4	3	2	1	na
Media exposure	4	3	2	1	na

2) Rate the following services on *how well the ACVA delivers them to you.*

**4 = extremely well; 1 = poorly**

Official Visitors Guide	4	3	2	1	na
www.FunSide.com	4	3	2	1	na
Interactive Map Alexandria	4	3	2	1	na
Ramsay House display space	4	3	2	1	na
Qualified sales leads	4	3	2	1	na
Media exposure	4	3	2	1	na

3) Why do you belong to the ACVA? (circle one)

Marketing exposure                      Sales outreach                      Networking                      Other

4) Do you think ACVA is a good value for the cost of membership? (circle one)

Excellent value                      Good value                      Average value                      Poor value

5) ACVA's most important accomplishment is

\_\_\_\_\_

6) What additional benefits or services would you like to see offered by the ACVA?

\_\_\_\_\_

7) Evaluate the overall performance of the ACVA as an effective marketing agency for the City of Alexandria.

Exceptional                      Good                      Average                      Poor

(optional) Name \_\_\_\_\_ Organization \_\_\_\_\_

*Please return by March 11, 2005. Fax to 703/838-4683  
or mail to ACVA, Attn: Membership, 421 King Street, Suite 300, Alexandria, VA 22314*

4