

Our Mission: To promote and position Arlington County as a premier destination of choice for leisure travel, conventions, and government meetings to enhance economic sustainability and place-making efforts

This business unit promotes and markets Arlington in ways that distinguish it regionally and nationally as the best location in which to stay, shop, and dine when visiting or meeting in the greater Washington, D.C., area. This includes use of promotions, direct selling, online marketing, advertising and public relations in measurable activities as follows:

- Provide information and services for visitors to the region through a variety of channels including the Arlington Visitors Center, Visitors Guide, Official Map, Meeting Planner Guide, and the StayArlington web site (www.stayarlington.com).
- Conduct targeted advertising and promotions to leisure travelers and meeting/convention planners resulting in calls to the ACVS toll-free number and/or visits to the StayArlington web site for hotel bookings, general information, or Visitors Guide/Meeting Planner Guide requests. The web site, Visitors Guide, Map and other promotional materials are positioned to drive Arlington hotel bookings, shopping and dining, in addition to providing a wealth of local/regional information.
- Conduct direct selling activities through account identification and solicitation in appropriate marketplaces with in-person meetings, telephone solicitation, direct marketing, online marketing, and trade-show participation.
- Develop and distribute story lines, photography, and appropriate information to targeted print media outlets to supplement paid advertising and extend Arlington Convention and Visitors Service (ACVS) messaging through editorial placements.
- Disseminate current tourism information to -- and strengthen relationships among -- Arlington's broad hospitality community (including hotels, attractions, restaurants, stores and arts organizations) to improve guest services and increase visitor spending in the County. Key initiatives supporting these goals are the Arlington Concierge College and the monthly StayArlington e-Newsletter.

FY 2009 PRIORITIES

- Continue strengthening Arlington's competitive position as a regional, national and world-class destination for leisure visitors and small meetings; execute measurable sales and marketing activities to increase hotel occupancy and visitor spending.
- Promote Arlington holistically as a destination, not only highlighting hotels, but increasing emphasis on the County's full range of shopping, dining and attractions; develop private-sector partnerships to maximize marketing efforts.
- Advocate and participate in an attraction strategy for the urban villages that furthers the overall development of a world-class community.

TRAVEL AND TOURISM PROMOTION FUND
FUND BUDGET SUMMARY

PROGRAM FINANCIAL SUMMARY

	FY 2007 Actual	FY 2008 Revised	FY 2009 Proposed	% Change '08 to '09
Personnel	\$569,545	\$924,046	\$979,686	6%
Non-Personnel	796,398	400,814	400,301	-
Total Expenditures	1,365,943	1,324,860	1,379,987	4%
Transient Occupancy Tax Revenue	970,270	1,000,178	1,070,000	7%
Miscellaneous	(70,862)	2,500	2,500	-
Grants	226,792	78,000	-	-100%
Total Revenues	1,126,200	1,080,678	1,072,500	-1%
General Fund Transfer	\$247,000	\$247,000	\$247,000	-
Permanent FTEs	9.0	9.00	10.00	
Temporary FTEs	1.8	1.80	0.80	
Total Authorized FTEs	10.8	10.80	10.80	

SIGNIFICANT BUDGET HIGHLIGHTS

The FY 2009 proposed expenditure budget for the Travel and Tourism Promotion Fund is \$1,379,987, an increase of four percent from the FY 2008 revised budget.

- ↑ Personnel expenditures include normal salary increases and an increase in employer retirement contributions to maintain full funding of the retirement fund. Permanent FTEs increase (1.0) and temporary FTEs decrease (1.0) as a result of the Fund converting a limited-term position to permanent with no cost impact to the budget.
- ↓ Revenues decrease \$8,178 due to the end of the federal grant (\$78,000) supporting the Visitor Services Center rent. This decrease is partially offset by an increase in Transient Occupancy Tax (TOT) collections (\$69,822) based on recent hotel trends showing continued, although slower, growth as compared to recent years.

PERFORMANCE MEASURES

Critical Measures	FY 2004 Actual	FY 2005 Actual	FY 2006 Actual	FY 2007 Actual	FY 2008 Estimate	FY 2009 Estimate	FY 2009 Target
Average daily rate of hotel rooms in Arlington	\$124.09	\$133.96	\$149.80	156.34	\$157.00	\$165.00	\$165.00
Leads for the booking of group room nights	39,855	54,288	65,584	77,476	42,500	65,000	67,000
Hotel occupancy (percent)	70.7%	73.7%	74.5%	73.2%	75.9%	73.5%	73.5%
TOT generated (\$000) ACVS	\$766	\$865	\$956	\$970	\$1,000	\$1,070	\$1,115
Internet visits to ACVS	71,396	65,402	45,910	34,000	60,000	60,000	75,000

Supporting Measures	FY 2004 Actual	FY 2005 Actual	FY 2006 Actual	FY 2007 Actual	FY 2008 Estimate	FY 2009 Estimate	FY 2009 Target
Conversion rate of leads to actual bookings for group room nights	28.5%	38.3%	42.3%	29.4%	30.0%	30.0%	43.00%
Group room nights booked	11,344	20,792	27,760	22,758	21,000	21,000	21,000
Qualified sales leads	213	218	266	222	184	200	200

TRAVEL AND TOURISM PROMOTION FUND
FUND BUDGET SUMMARY

Supporting Measures	FY 2004 Actual	FY 2005 Actual	FY 2006 Actual	FY 2007 Actual	FY 2008 Estimate	FY 2009 Estimate	FY 2009 Target
Visitor Orientation Center – calls in	5,463	4,174	3,912	4,083	4,200	4,410	4,410
Visitor Orientation Center walk-ins	35,151	26,634	22,130	23,000	24,000	25,200	25,200
Visitors Guides - other distributions.	133,416	130,000	140,000	108,520	120,000	120,000	120,000
Visitors Guides & Info mailed	66,584	70,200	71,000	150,335	160,000	160,000	348,000
Internet information requests	2,213	2,961	2,439	3,285	4,000	4,000	4,200

- ACVS is expanding its primary emphasis beyond hotel bookings to the marketing of Arlington more holistically as a destination. This will drive additional visitor spending (and resulting tax revenues) through increased shopping, dining, attraction visitation, use of local transportation, and more.
- ACVS is also broadening services provided to meeting and convention clients, and is focusing resources on developing new capabilities to better serve leisure travelers prior to their visits (e.g. online vacation packaging) and upon arrival (e.g. urban village-focused pilots for visitor services).
- Internet visits to ACVS decrease from FY 2004 to FY 2007 as a result of increasingly accurate measurement of web site visitation.

FUTURE BUDGET CONSIDERATIONS

The following may impact the Travel and Tourism Promotion Fund budget in the future:

- To successfully compete with similar destinations in attracting meeting, convention and leisure travel business (particularly in light of the proposed Conference Center), Arlington's destination-marketing funding should increase.
- Visitor-services pilot projects conducted in FY 2009 will inform decisions regarding the future of the Visitors Center at Pentagon Row, the lease for which expires in April 2010.

FUND STATEMENT

	FY 2007 Actual	FY 2008 Adopted	FY 2008 Re-estimate	FY 2009 Proposed
Beginning Balance, July 1	\$262,885	\$122,501	\$270,142	\$211,906
Transient Occupancy Tax Revenue	970,270	1,000,178	1,000,178	1,070,000
Miscellaneous	(70,862)	2,500	2,500	2,500
Grants	226,792	78,000	78,000	-
General Fund Transfer In	247,000	247,000	247,000	247,000
Total Balance, Revenues and Transfers In	1,636,085	1,450,179	1,597,820	1,531,406
Personnel	796,398	924,046	924,046	979,686
Operating	569,545	400,814	400,814	400,301
Carryover from prior years	-	-	61,054	-
Total Expenditures	1,365,943	1,324,860	1,385,914	1,379,987
Closing Balance, June 30	\$270,142	\$125,319	\$211,906	\$151,419