Mercy Street Campaign
Early Results
From PBS

- More than 5.7 million viewers watched the January 17 premiere
- Series has been streamed 2 million times
- Trended nationally on Twitter during the premiere and during the third and sixth episodes
From PBS

• #2 most social broadcast drama on TV during premiere episode
• More than 600,000 unique visitors on Mercy Street website on PBS.org
• Hundreds of high profile national press hits
Highlights

• 142 press hits so far about Alexandria’s Mercy Street-inspired experiences
• Over 57,000 visits to Visit Alexandria Mercy Street content on our site through February
• 22% increase in visits to our overall website from outside the region
• 1 million Twitter impressions during 6 days of live tweeting; engagement up 60% on these days
Highlights

• 27% increase in physical Visitor Center visits in February 2016

• Key to the City Museum Pass sales at Visitor Center +375% in February over previous year

• 266% increase in visitor guide requests during show’s run
Highlights

• In February, Carlyle House attendance was up 158% over last year. 75-80% of people say that Mercy Street influenced decision to visit
• Athenaeum hosted Mercy Street related events, had best February ever in attendance
• Majority of visitors to Black History Museum in February and about half at Lyceum were influenced to visit by Mercy Street
Highlights

• One-third of visitors to Gadsby’s Tavern Museum and one-quarter of Stabler-Leadbeater Apothecary visitors were influenced by Mercy Street to visit Alexandria

• Tours at Apothecary in Jan/Feb 2016 up 115% and tours at Gadsby’s Tavern Museum up 14% over previous available year of 2014 (each were closed part of this period in 2015)
Sarah L. Lawton We were already planning a DC trip this year. Alexandria being less than a half hour away, we added it to our itinerary!
Like · Reply · Message · February 23 at 8:43pm

Donna Farnan Love Alexandria and love this show!!! Will definitely do this tour!
Like · Reply · Message · February 24 at 9:48pm

Jeannie Apgar As another strong female, I am thoroughly enjoying those roles on Mercy Street. The series is enthralling !!! The Civil war era of our history is my favorite. I love all things from that time period and am drawn to return to Williamsburg over and over. I will have to add Alexandria to my next trip south !!!

Miss_Bellatrix @Miss_Bellatrix
That would be amazing!! #MercyStreetPBS

Visit Alexandria VA @AlexandriaVA
You've seen the show, now it's time to explore the city where #MercyStreetPBS was set! bit.ly/1TuHEmW