

EXTRAORDINARY

Alexandria

African American Heritage Tourism

April 21, 2015

Historic Alexandria Resources Commission

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Alexandria

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Visit Alexandria

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Mandala Research Profile: “The African American Traveler” (2011)

Total Spending Including Shopping	Total African American Market
Sample Size	1,018
Average Amount Total Spend	\$ 1,144
Median # Leisure Trips	2
Population* (in Millions)	42.2
Median Household Size	2
Estimated Economic Impact: (in Billions)	\$48.3

Source: U.S. Census Note: Formula (Average Total Spend * Median Leisure Trips * Estimated Population) / Median Household Size = Estimated Economic Impact (in Billions); Total Spend, Leisure Trips and Population Estimates Rounded. Total Spend including shopping

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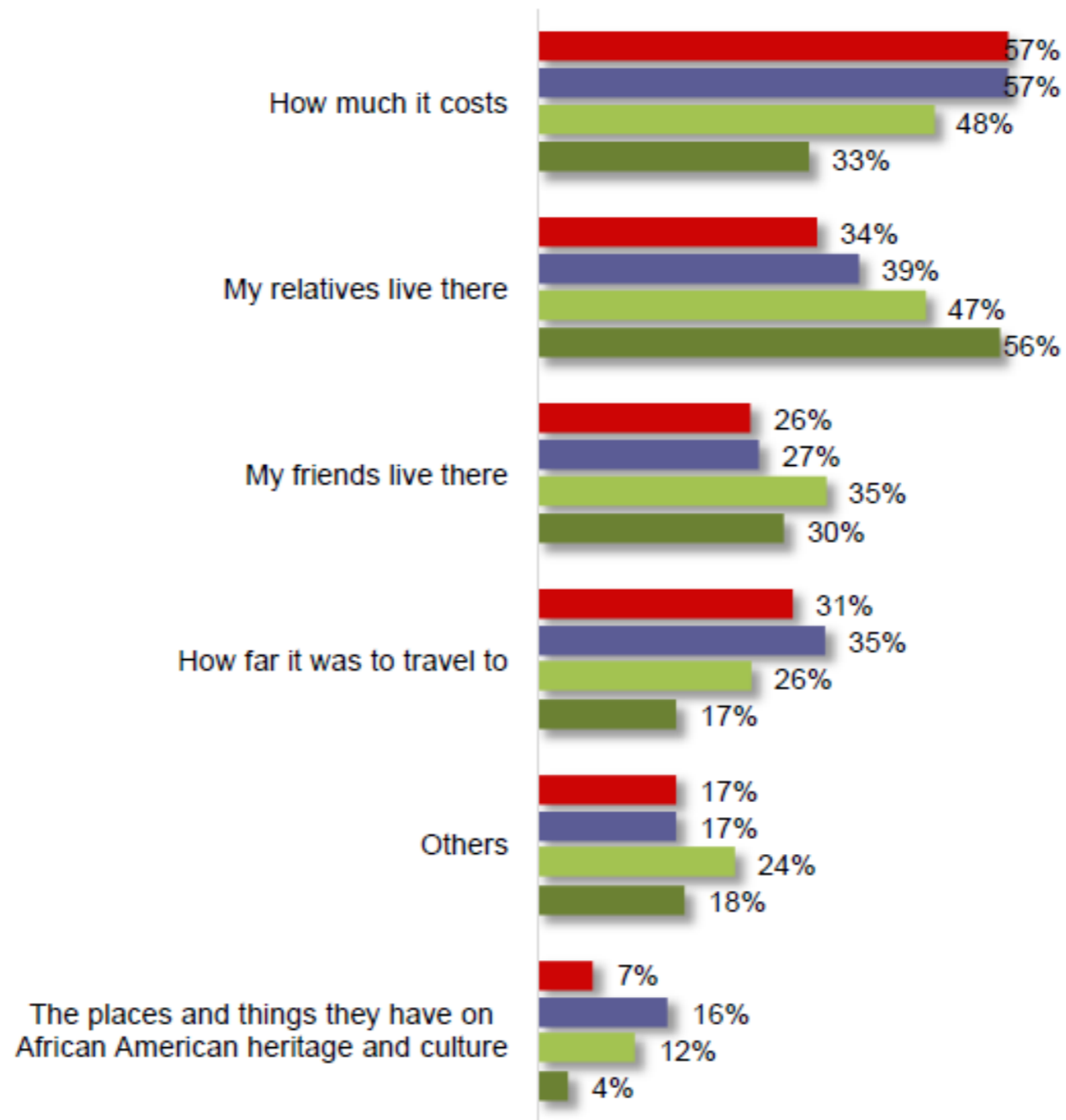
Mandala Research Profile of African American Traveler

- Most frequently **travel by car**, come from **South**, **61% stay in hotels or motels** (most others **stay with friends/relatives**)
- Most **rely heavily on friends and family** for information (**55%**) as well as **destination web sites** (**54%**)

Types of Trip Taken in Last 12 Months	Total	Gen Y/Millennials	Gen X	Boomers	Silent/Gen I
Visiting friends and relatives	64%	60%	61%	68%	60%
Vacation	59%	71%	62%	56%	48%
Weekend getaway	40%	41%	45%	38%	33%
Family reunion	30%	33%	26%	30%	35%
Church/religious group outing/trip	11%	7%	5%	14%	18%
Girlfriend getaway	11%	11%	12%	11%	6%
Sports event	10%	16%	13%	8%	4%
Wedding	9%	13%	9%	9%	5%
School reunion	4%	1%	4%	5%	4%
Getaway with the guys	4%	5%	7%	2%	4%
Sorority/Fraternity/Masonic event or conference	3%	3%	3%	3%	6%

Most Important Factors

■ Gen Y/Millennials ■ Gen X ■ Boomers ■ Silent/ GI



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Activities	African American	Total Leisure
Attended a social or family event (e.g. wedding, funeral, graduation, reunion)	37%	37%
Shopped at an outlet mall	33%	35%
Shopped	32%	45%
Took a scenic drive	29%	48%
Went to a fine dining restaurant for a unique and memorable experience	27%	34%
Participated in night life	27%	29%
Attended festival (music, art, crafts, food)	26%	21%
Attended a live music performance (not classical)	25%	23%
Experienced local or regional cuisine for a unique and memorable experience	24%	35%
Gambled	23%	25%
Visited beaches/waterfronts	22%	41%
Attended the theatre/play/opera (live performance)	21%	19%
Attended sporting events	20%	21%
Visited theme or amusement parks	18%	25%
Visited historic sites	17%	33%
Participated in an organized tour of local history or culture	17%	17%
Visited history museums/centers	17%	26%
Looked at real estate	17%	16%
Attended historical re-enactments	16%	11%
Spa services (i.e., massage, facials, manicure)	16%	13%
Visited state/national parks	16%	33%
Participated in sports	16%	24%
Shopped for items made by local artisans and craftspeople	16%	28%
Visited heritage buildings/historical buildings	16%	27%
Attended a professional dance performance (ballet & other forms)	15%	9%
Visited science museums/centers	15%	21%
Visited zoos	15%	22%
Attended shows: boat, car, home, etc.	15%	13%
Visited natural history museums/centers	14%	21%
Researched family history, our roots	14%	11%
Went to a spa	14%	13%
Toured wineries or breweries / Tasting locally made wines/brewed beers	14%	18%
Personal enrichment (took seminars or courses)	14%	11%
Shopped at museum stores	14%	23%
Volunteered or participated in community service	13%	10%
Camped	12%	16%
Visited Native American sites	12%	15%

- Comparing the representative sample of African American travelers to the total leisure traveler market (2009), these travelers tend to participate in activities at lower rates than the overall leisure traveler market. Exceptions are noted in red.
- Travelers in our 3 segments though actually participate in many activities to a greater degree than the total leisure traveler market.



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With Whom Do They Travel	Total	Gen Y/ Millennials	Gen X	Boomers	Silent/GI
Traveled with my spouse or significant other	37%	28%	41%	38%	30%
Traveled with other family members	26%	29%	22%	26%	33%
Traveled alone	25%	26%	23%	26%	23%
Traveled with child/children under 18 years of age	20%	14%	30%	17%	7%
Traveled with friend(s)	16%	25%	18%	13%	15%
Traveled with adult child/children 18 years of age or older	14%	10%	11%	17%	13%
Traveled with organized group tour	2%	2%	3%	1%	3%
Traveled with co-worker(s)	2%	3%	4%	1%	1%

Top 10 states visited by African American travelers	African American Travelers	Top 10 states visited by Total leisure travelers	Total leisure travelers
Florida	17%	Florida	15%
Georgia	12%	California	15%
California	11%	New York	10%
New York	9%	Texas	9%
North Carolina	8%	Georgia	7%
Texas	13%	Nevada	7%
Nevada	11%	Pennsylvania	6%
Virginia	8%	Arizona	6%
Illinois	7%	New Jersey	5%
South Carolina	7%	Illinois	5%

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African American Traveler Segments*

- **32%: Curious and Engaged Traveler**
- 29%: Family Reunion Traveler
- 27%: Business Traveler

* *Not mutually exclusive*

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The “Curious and Engaged” African-American Traveler

- Appreciation for **history, heritage, and culture**
- 49% say African American heritage and culture offerings **important when selecting destination**, and 62% **spend more** on culture and heritage
- Can be targeted in African American newspapers, travel and history magazines, Facebook
- 89% prefer trips that offer a **combination of activities** -- culture, shopping, dining, festivals, local arts / crafts, local wines/ craft beers

Activities	Total	C&E
Respondents	1018	325
Attended a social or family event	73%	82%
Shopped at an outlet mall	66%	79%
Shopped	65%	74%
Shopped in a mall	59%	72%
Took a scenic drive	59%	71%
Attended festival (music, art, crafts, food)	51%	69%
Went to a fine dining restaurant for a unique and memorable experience	54%	67%
Attended a live music performance	50%	67%
Participated in night life	53%	65%
Experienced local or regional cuisine for a unique and memorable experience	48%	63%
Attended the theatre/play/opera (live performance)	42%	58%
Gambled	47%	58%
Attended a church service	44%	56%
Attend local attractions/events at the destination	42%	56%
Visited historic sites	35%	54%
Participated in an organized tour of local history or culture	34%	53%
Attended sporting events	40%	52%
Visited history museums/centers	33%	51%
Visited beaches/waterfronts	43%	51%
Attended an event that focused on African-American heritage and culture	31%	50%
Visited theme or amusement parks	36%	50%
Visited a museum that covered African American history, art, culture	30%	50%
Visited an art museum	32%	49%
Looked at real estate	33%	48%



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	Total Leisure Market	Total African American Travelers	Curious & Engaged	Family Reunion	Business Travelers
Exact BEHAVIOR Statement Sorted in descending order by Total Leisure Market					
I prefer taking trips that are a combination of a wide variety of activities, such as culture, shopping, nature, exercise, dining	77%	78%	89%	79%	85%
I like to bring back local/regional memorabilia from the places I visit and share them with my friends and family	72%	72%	85%	78%	78%
I seek travel experiences where the destination, its buildings, and surroundings have retained their historic character	65%	54%	70%	61%	65%
I like to pursue a life of challenge, novelty and change	62%	64%	80%	70%	77%
I want my travel to always be "educational", so I make an effort to explore and learn about the local arts, culture, environment and history	58%	55%	76%	61%	67%
I am willing to pay more for travel experiences that do not harm the environment	48%	48%	67%	57%	58%
I spend more money on cultural and/or heritage activities while I am on a trip	45%	37%	62%	47%	50%
I often giveback (by donating money, volunteering, etc.) to the cultural and/or heritage destinations I have visited while on a trip	38%	41%	62%	54%	54%
I would pay more for lodging that reflects the cultural and/or heritage destination I am visiting	37%	37%	58%	43%	49%



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Very Important/Somewhat Important	Total Leisure Market	Total African American Travelers	Curious and Engaged	Family Reunion	Business Traveler
Relaxing and relieving stress	94%	94%	96%	95%	95%
Creating lasting memories	92%	91%	95%	94%	90%
Enriching my relationship with my spouse/partner/children	88%	81%	84%	83%	85%
To stimulate your mind/be intellectually challenged	75%	81%	89%	83%	86%
Pampering yourself	66%	81%	87%	86%	80%
Having my family able to participate in the activity together	-	80%	85%	88%	84%
Having stories to share back home	72%	77%	84%	83%	81%
Learning more about history and local cultures	73%	75%	91%	79%	80%
Learn more about African American history and culture	-	68%	88%	76%	74%
Being outdoors	-	63%	69%	70%	67%
Providing educational experiences for my children	61%	62%	76%	70%	66%
Teaching my children about African American history and culture	-	62%	81%	71%	67%
Challenging myself physically, to feel physically energized	51%	60%	70%	68%	68%
Seeking out solitude and isolation	53%	55%	59%	58%	62%
Pursuing a hobby	53%	49%	57%	55%	57%

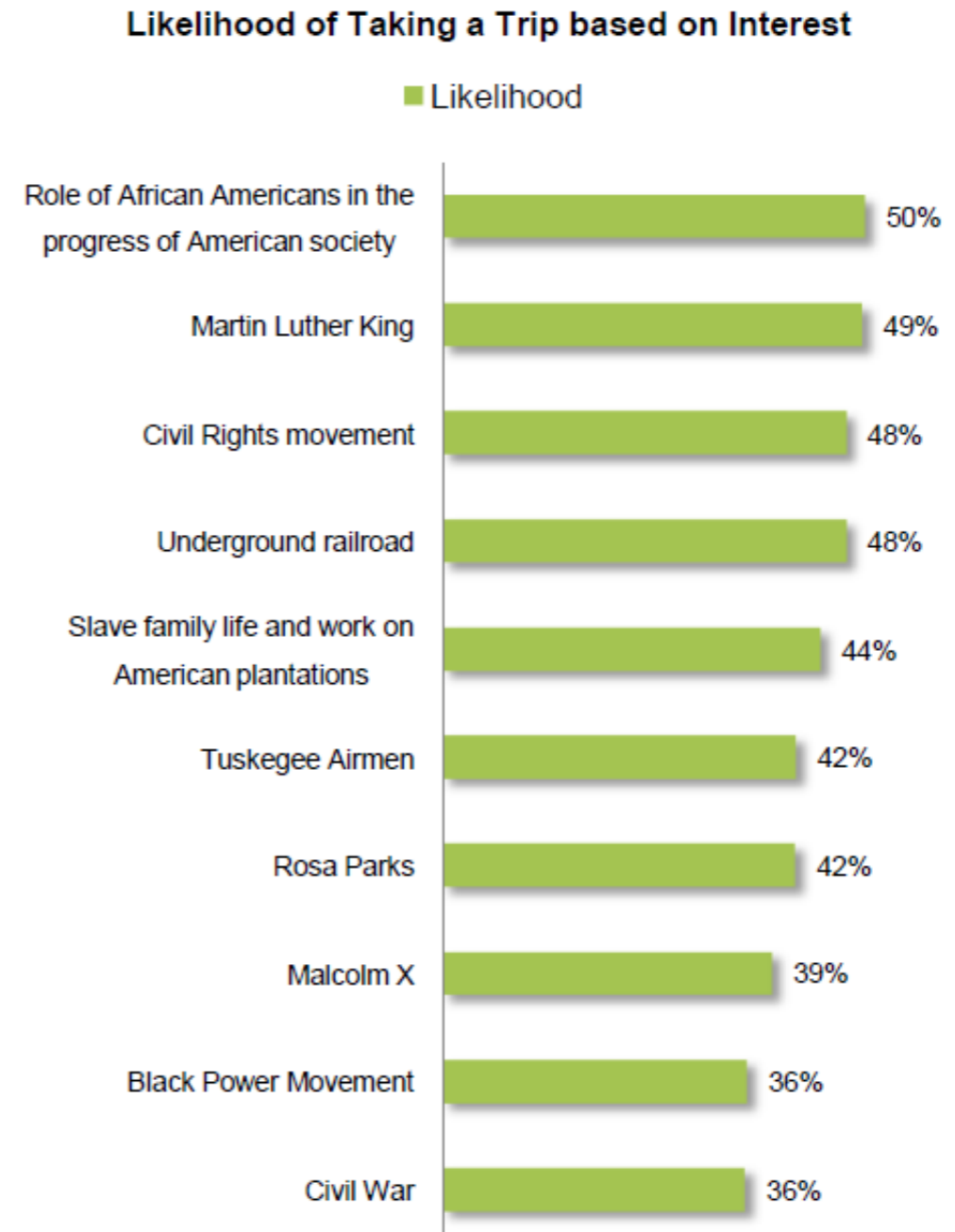
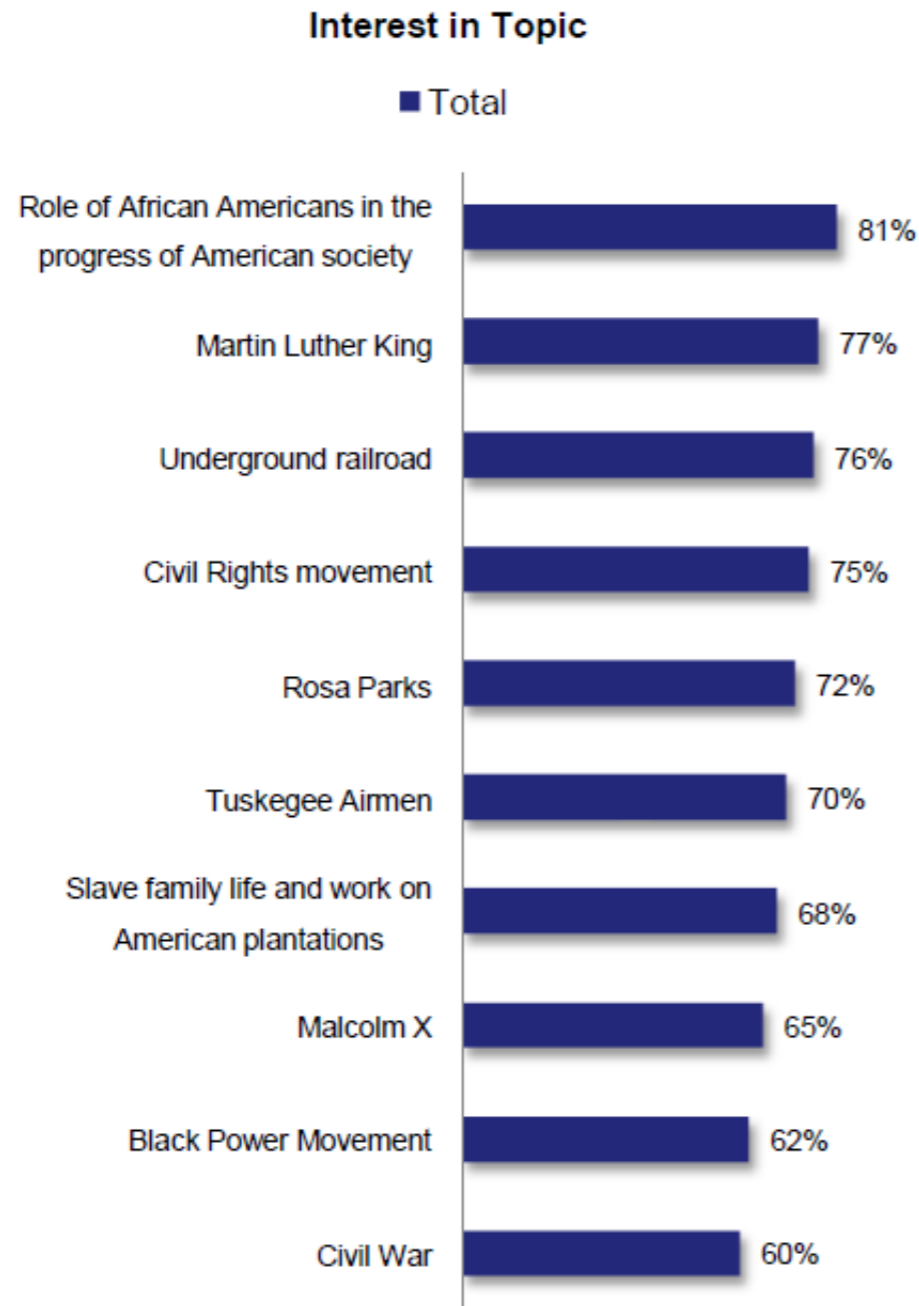
- =Not asked



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Likelihood to Travel to Places Compared to Level of Interest Based on Topics



Now, how likely are you to take a trip in the next 3 years to visit a destination that has sites and stories about these historic people and events? Would you say you are very likely, somewhat likely, not too likely, or not all likely?

Base Total respondents n = 1018



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Mandala Research Profile of African American Traveler: *Summary*

- Major determinants for selecting a destination are cost of visiting and because friends/family live there
- One third of African American travelers are “Curious and Engaged” segment
- These travelers care more than most about connecting with culture and heritage when visiting or selecting a destination
- But they also are more likely to be interested in a wide variety of activities

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Alexandria's African American History Sites and Attractions

Alexandria Black History Museum



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Alexandria's African American History Sites and Attractions

Freedom House / Northern Virginia Urban League



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Alexandria's African American History Sites and Attractions

Fort Ward Museum and Historic Site



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Alexandria's African American History Sites and Attractions

Alexandria African American Heritage Park



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Alexandria's African American History Sites and Attractions

Contraband and Freedmen's Cemetery Memorial



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Alexandria's African American History Sites and Attractions

**Other sites that include African American history and
interpretive programs:**

Alexandria Archaeology Museum

Carlyle House

Stabler-Leadbeater Apothecary Museum

Alexandria National Cemetery

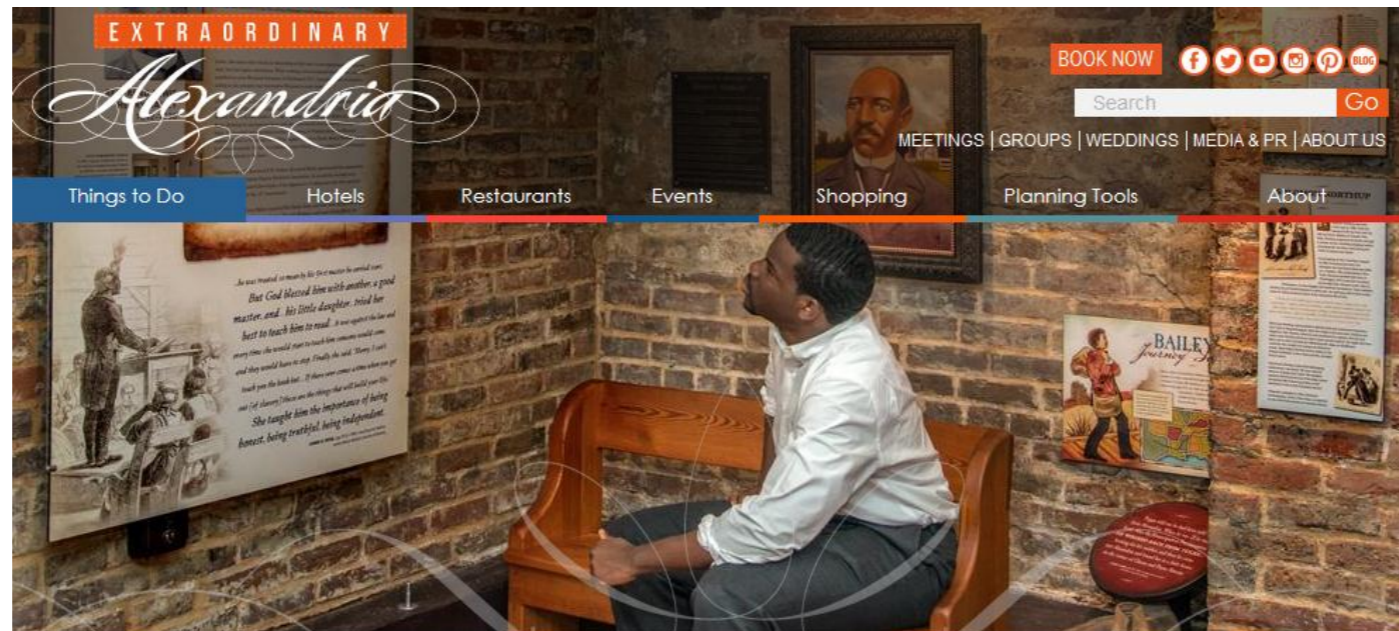
Alexandria African American Hall of Fame at Houston Rec Ctr

Mount Vernon

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Visit AlexandriaVA.com/BlackHistory



Things to Do

- Spring
- Top 10 Reasons to Visit
- Free Things to Do
- Great Date Ideas
- Waterfront Activities
- Tours
- Family Fun
- Mount Vernon
- Historic Attractions & Museums
 - Museums
 - African American Historic Sites & Attractions**
 - Regional Attractions
 - Key to the City
 - Presidents Passport

African-American History in Alexandria

Share 15 Like 9

Minutes from the [Martin Luther King, Jr. Memorial](#) in Washington DC, experience African-American heritage through Alexandria's remarkable range of historic sites. Alexandria's rich history weaves through three centuries -- from the colonial era of George Washington's times, to slavery and the Civil War in the 19th century, to the struggles and triumphs of the 20th century Civil Rights Movement. Alexandria's historical sites detail an extraordinary journey of courage and resilience.



Inside Look

Take an inside look into Alexandria's history with the director of the Black History Museum



Courageous Journey

Walk through the rich and bountiful timeline of African-American history with this self-guided



Must See Sites

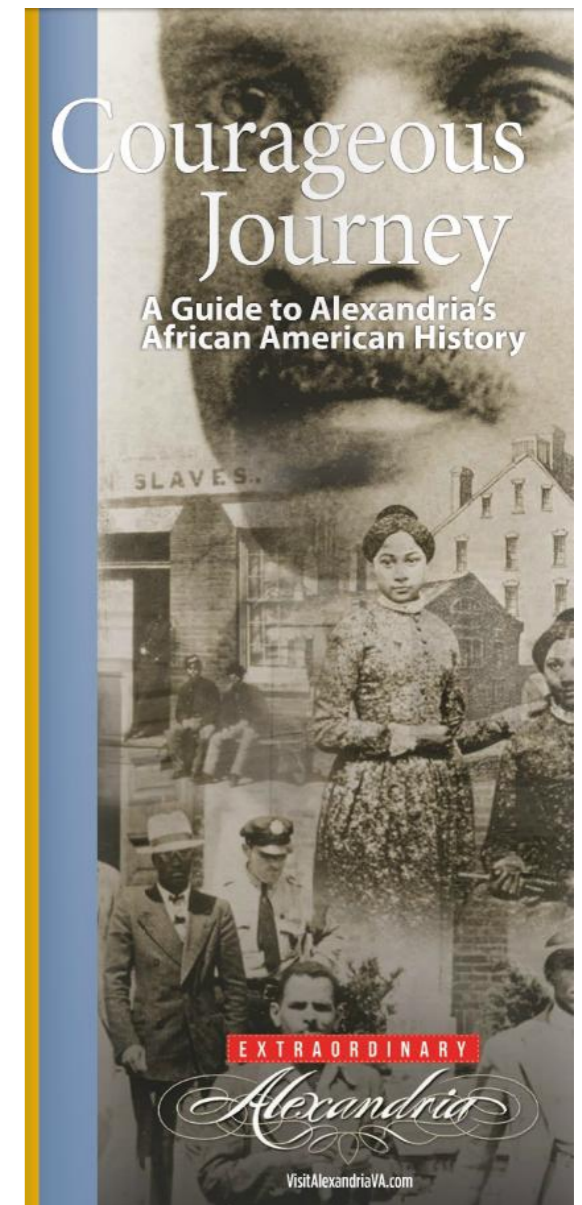
Experience history come to life in a range of remarkable sites

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“Courageous Journey” Brochure

- Guide to Alexandria’s African American history sites and neighborhoods
- Updated and reprinted (5,000 copies) for 2015, in collaboration with Office of Historic Alexandria
- Available at Visitor Center, Alexandria Black History Museum, participating sites, or online at VisitAlexandriaVA.com/BlackHistory
- Soon to available via mobile app



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Self-Guided Tour

- Available at Alexandria Visitor Center, Alexandria Black History Museum, or online at VisitAlexandriaVA.com/BlackHistory
- Due to be updated

African American Historic Sites
Self-guided Tour



A sculpture group of bronze trees, *Truths that Rise from the Roots Remembered*, Alexandria African American Heritage Park



Alexandria Black History Museum
902 Wythe Street
Alexandria, Virginia 22314
703.746.4356
703.706.3999 (fax)

Hours: Tuesday – Saturday, 10 a.m. – 4 p.m.
Web Site: www.alexblackhistory.org
E-mail: black.history@alexandriava.gov

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“Extra Alex” Blog



A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

THINGS TO DO FOOD & DRINK ARTS SHOPPING VISITALEXVA.COM

AN INSIDE LOOK AT ALEXANDRIA'S AFRICAN-AMERICAN HISTORY



February 5, 2015
Posted by Kelsey



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April 16, 2015



21 Alexandria Tours: Beer,
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April 9, 2015

FEATURED

Alexandria

Targeted Advertising Washington Informer, Advertorial, Google AdWords

Celebrating African-American Heritage in Alexandria

By: Kelsey Michael, Visit Alexandria

Since its founding in 1749, the city of Alexandria has been influenced by the presence of its African-American communities. The stories of triumph in the face of adversity still resonate today.

Originally the segregated library for Alexandria's black residents, the **Alexandria Black History Museum** in the Parker Gray neighborhood documents the local and national history and culture of Black America. At the museum's permanent exhibit, *Securing the Blessings of Liberty*, learn how local African Americans survived slavery, helped to destroy it and eventually helped shape the city we know today.

In 1939, black attorney Samuel Tucker led one of the civil rights movement's earliest sit-ins. It was held at the Barrett Branch of the Alexandria Public Library to advocate for desegregation of the public libraries, ultimately making headlines across the country

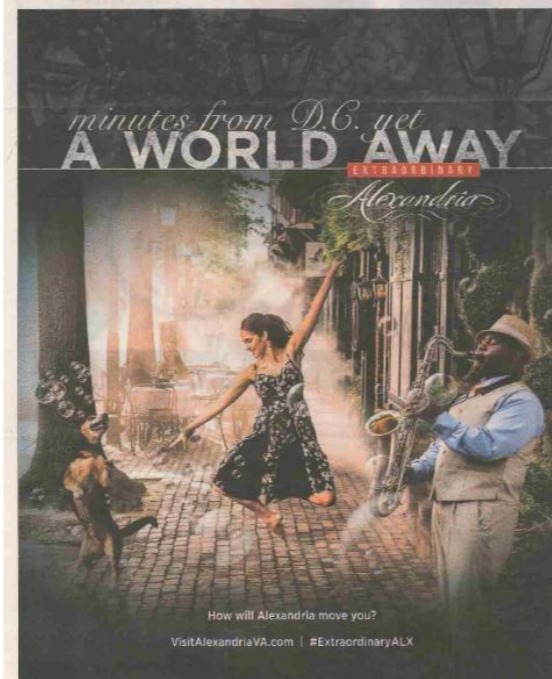
and influencing public accommodations court cases that followed.

The award-winning film *Remember the Titans* depicts the consolidation of Alexandria's three public high schools into T. C. Williams High School in 1971 and the subsequent integration of the school's football team, which went on to win the state championship that same year. Today many of those Titans are still active in Alexandria, including Mayor William D. Bouillon.

In the stunning true story told in the major motion picture *12 Years a Slave*, free Black man Solomon Northup is kidnapped and sold into slavery, spending an agonizing twelve years in captivity. James Borch, the DC-based slave dealer responsible for selling the real Northup into slavery, would go on to become one of the last owners of one of the largest slave trading companies in the country, Franklin and Armfield in Alexandria, from 1859 to 1861. The company exported over 3,750 slaves to the new cotton and sugar



For the full rundown on what's happening now in Alexandria, check out VisitAlexandriaVA.com.



plantations of the Deep South. Today the building, owned by the Northern Virginia Urban League, is home to the **Freedom House** museum.

Nurses, cooks, wood cutters and sailors escaped slavery and fled to Union-controlled Alexandria during the Civil War. When they died, their bodies were laid to rest in the **Contrabands and Freedmen Cemetery** on South Washington Street. Now, 150 years after the first burial, a new memorial commemorates the approximately 1,700 free African Americans interred on the grounds. See artist Mario Chiodo's sculpture, "The Path of Thorns and Roses," an allegorical depiction of the struggle for freedom, and view local sculptor Joanna Blake's bas-reliefs depicting the history of the flight to freedom.

Embark on a musical odyssey of African American people in the 20th century in "**Bessie's Blues**" at Alexandria's acclaimed MetroStage. This 20th anniversary production examines the explosive legacy of the blues through the eyes of Bessie Smith, the "Empress of the Blues," for an unforgettable tribute showing through March 15, 2015.

Black History Month is also a time to celebrate the African diaspora. At **St. George Gallery** off King Street in Old Town, discover contemporary art, furnishings, jewelry and antiques designed and handcrafted in Ethiopia.

Learn more about these sites and stories in the award-winning "**A Remarkable and Courageous Journey**" brochure, showcasing the tremendous accomplishments of Alexandria's African Americans from the 18th to the 20th centuries.

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National Media Attention

- Dedicated PR consultant hired
- **31 hits** for Freedmen's Cemetery dedication
- **115 hits** for Academy Award-winning "12 Years a Slave" film's connection to Alexandria's Freedom House



A New Life For An Old Slave Jail

AP

Film '12 Years a Slave' has ties to
DC-area site



**Once below gas station,
Virginia cemetery restored**

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Media Partnerships

Washington Informer African American Heritage Tour in ALX

THE WASHINGTON INFORMER **FOURTH** ANNUAL



**AFRICAN AMERICAN
HERITAGE TOUR**



Alexandria, VA: From Civil War to Civil Rights
Saturday, February 8 | 8am to 4pm

Tour includes the dramatic slave pen site at Freedom House connected to the critically-acclaimed movie "12 Years A Slave," Alexandria Library the site of one of the earliest sit-ins of the Civil Rights Movement, Alexandria Black History Museum, historic Shiloh Baptist Church, and African American Hall of Fame.

TICKETS \$10 ADULTS / \$5 CHILDREN
PURCHASE @: AAHTOUR2014.EVENTBRITE.COM
*REGISTRATION AND BLACK HISTORY PROGRAM STARTING AT 8 AM AT THEARC

TOUR DEPARTS FROM: THEARC
1901 MISSISSIPPI AVE., SE DC 20020

*CONTINENTAL BREAKFAST & LUNCH WILL BE PROVIDED



SOUTHWEST AIRLINES ON-SITE TICKET GIVEAWAY

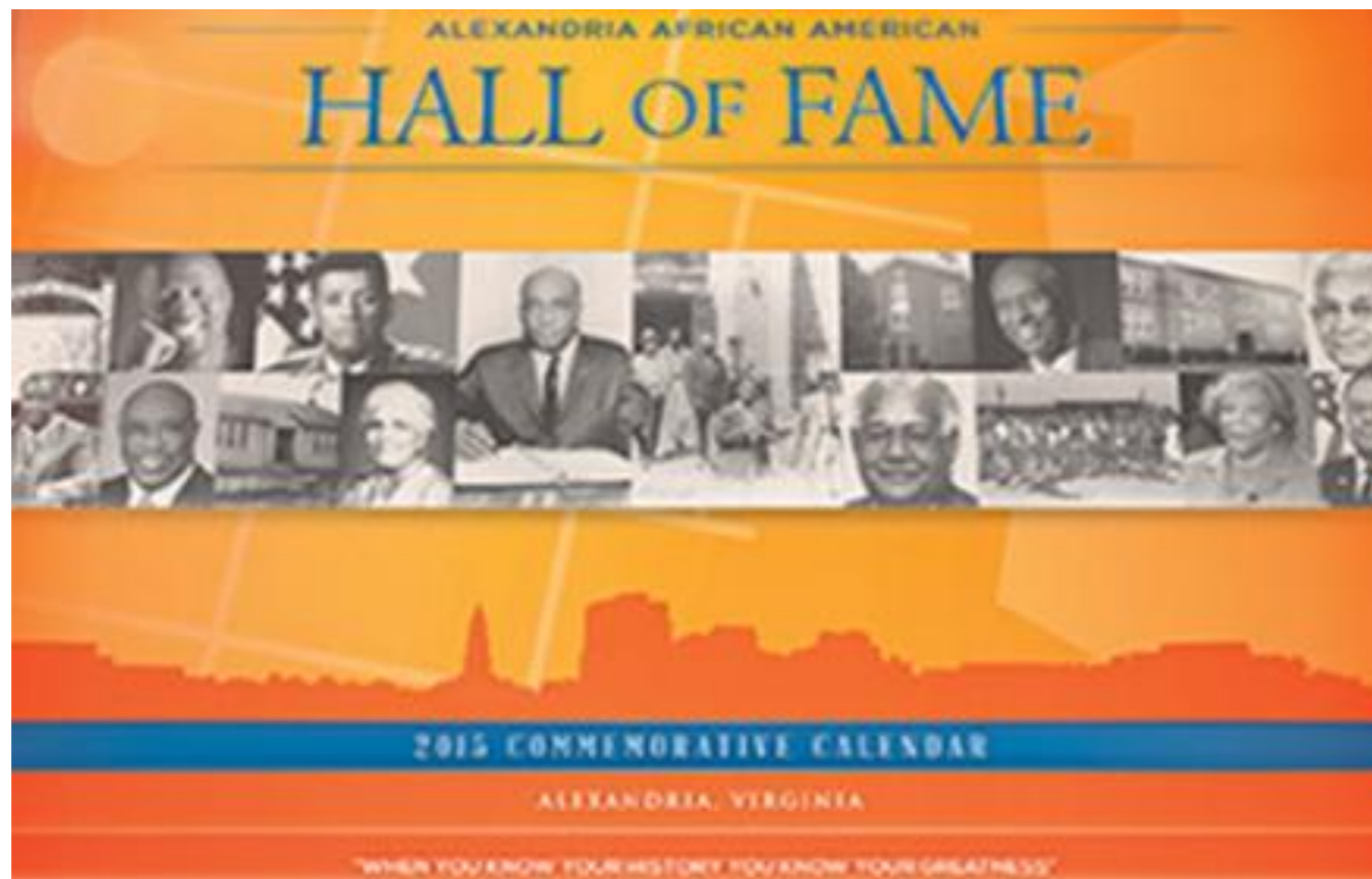
FOR MORE INFORMATION CONTACT 202-561-4100

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Sponsorships

2015 Alexandria African American Hall of Fame Calendar



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New Opportunities

**National Museum of African American History and Culture
Opening 2016 on National Mall**



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New Opportunities

PBS “Mansion House” show, debuting in 2016

Takes place in Alexandria, \$700,000 in Virginia Tourism ads



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