

Arlington County, Virginia

- Situation** Arlington County, Virginia, adjacent to Washington, D.C., offers an abundance of attractions for leisure and business travelers, including Arlington National Cemetery, the Iwo Jima Memorial, world-class shopping, fine dining and more. Channel Communications was tapped by Arlington County to support the Arlington Convention and Visitors Service in its efforts to expand tourism and economic development in the area.
- Solution** In order to gain a deeper understanding of Arlington County's competitive landscape, Channel Communications researched the marketing efforts of organizations promoting tourism in Washington, D.C., Baltimore and the state of Virginia, as well as those of other "edge" cities across the country. This fieldwork, along with ACVS staff interviews, provided valuable perspectives that informed our brand positioning, which highlighted Arlington County's attractions as well as its proximity in location and spirit to the nation's capital. This positioning served as the launching point for a tagline ("National History. Local Flavor."), website, print advertising, visitors guide covers, direct mail, collateral, emails and exhibit banners.
- Result** The Arlington Convention and Visitors Service continues to use our messaging platform, and brand look and feel, to promote the area's historical, cultural and entertainment treasures. Our ongoing collaboration with ACVS is leading to explorations of further evolving the Arlington County brand.

- o positioning
- o logo and tagline
- o branding guidelines

Arlington, Virginia is a convenient, affordable and vibrant destination for leisure and business travelers. In addition to being home to numerous national monuments and historical attractions, Arlington offers first-class shopping, diverse dining and an eclectic local arts and entertainment scene. It's where visitors find a unique mix of national history and local flavor.

stayArlington

National History. Local Flavor.

Research Modes Used:

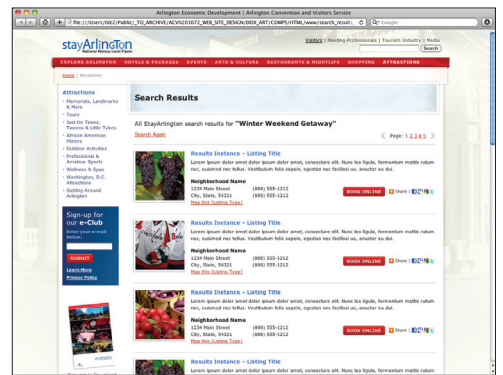
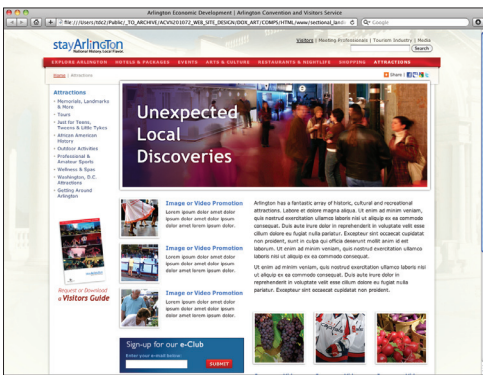
One-on-one interviews

Competitive brand benchmarking

Desk research

Review of primary research





ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.



Turkey Ciabotta at a Clarendon Café

Air Force Memorial in Arlington

Marine Corps War Memorial

Check into an Arlington hotel. Check out history, culture, and fun.

When you stay in Arlington, you'll find world-class dining, shopping and nightlife around every corner. We're also home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial. And of course, the best of D.C. is right next-door. Arlington – easy access to incredible experiences.

For more information, visit www.stayarlington.com.

ARLINGTON VIRGINIA

stayArlington
National History. Local Flavor.

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Cornut Cake from CakeLove in Shirlington

National Christmas Tree

Shopping at Pentagon City

Ice Skating at Pentagon Row

Cabaret at Signature Theatre

Arlington Winter Weekend Getaways—the perfect way to celebrate or chill.

Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas. Special weekend packages include great rates and valuable dining and shopping discounts at Arlington's hottest restaurants and stores.

For more information, visit www.stayarlington.com.

ARLINGTON VIRGINIA

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National History. Local Flavor.

ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.



Air Force Memorial in Arlington

Merrily We Roll Along at Signature Theatre

Marine Corps War Memorial in Arlington

Outdoor Café in Ballston Commons

Surround yourself with incredible experiences. Stay Arlington.

Home to national historic landmarks like the Marine Corps War Memorial (Iwo Jima) and the U.S. Air Force Memorial, Arlington is the place to stay. And of course, the best of D.C. is right next door. Combine this with our unique local culture and find yourself surrounded with incredible experiences.

For more information, visit www.stayarlington.com.

ARLINGTON VIRGINIA

stayArlington
National History. Local Flavor.

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With renowned performances at Signature Theatre, Arena Stage, and the Rosslyn Spectrum, Arlington plays a starring role in the capital region arts scene.

Choose from a wide range of exciting arts venues in Arlington! Enjoy your favorite musicals at Signature Theatre, a striking new theater in the heart of Shirlington's shopping and dining district. Take in the Tony Award®-winning productions of Arena Stage in the heart of Crystal City. Or, catch a performance at the Rosslyn Spectrum Theatre, home to Synetic Theatre, Arlington's own cutting-edge theater group that applies the "art of silence" and thrilling choreography to well-known productions. Hold your next meeting or event in Arlington, and get a standing ovation for your guests' incomparable arts experience.

For special event arrangements, or for information on venue rentals, contact the Arlington Convention and Visitors Service at 800-296-7996, or visit www.stayarlington.com.

ARLINGTON VIRGINIA

stayArlington
National History. Local Flavor.

- o winter promotional direct mail postcard and email



Heat up your winter weekends with fantastic Arlington hotel rates — now through February 2008!

Nothing cures cabin fever like a winter weekend getaway! In Arlington's urban villages, you'll enjoy local flavor that's unlike any other in the Washington, D.C., area. And with awesome Friday and Saturday hotel rates, you'll feel great about treating yourself to our eclectic dining, first-class shopping, cutting-edge performances and super-indulgent spas.

Special weekend packages include:

- Great rates — as low as \$95 per night — at 10 Arlington hotels
- Valuable dining and shopping discounts at Arlington's hottest restaurants and stores
- Event and reservation information for Arlington and D.C. concerts, plays, winter festivals and more
- Welcome gift and free Arlington Visitors Guide

Book your hotel now at
www.stayarlington.com/winter

Offer valid only for online bookings made for Friday and/or Saturday nights beginning 11/16/07 and completed by 2/24/08. Rates listed are per room, per night, and based on double occupancy in standard accommodations. Minimum 48-hour advance reservations required. Individual hotel cancellation and change penalties, prepaid reservations, and miscellaneous administrative fees apply. All taxes, fees, charges, and surcharges applicable to the booking (including extra-person charges, parking fees, phone and other room charges, and incidentals) apply to your reservation. Limit one (1) welcome gift with shopping/dining discount coupons per room booked, provided upon presentation of printed booking confirmation at Arlington Visitors Center (Pentagon Row) following hotel check-in. Hotel reservations subject to availability. Not available to groups.

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**Arlington Winter Weekend Getaways—
the perfect way to celebrate or chill.**



Arlington Winter Weekend Getaway


To: David Franek

Cc:

Subject: Arlington Winter Weekend Getaway

Attachments: none

ARLINGTON, VIRGINIA • NATIONAL HISTORY. LOCAL FLAVOR.



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- o visitors guide covers
- o collateral material
- o exhibit banner-up

