

Dear ACVA restaurant partners,

Thank you for providing online reservations through VisitAlexandriaVA.com. We are grateful to Scott Shaw and his team at Fishbowl for introducing reservations technology to VisitAlexandriaVA.com.

We are very pleased to announce a new opportunity that builds on this success.

We are proud to introduce OpenTable as the new online restaurant reservations partner of the Alexandria Convention & Visitors Association (ACVA). OpenTable has helped restaurants in the greater Alexandria area fill seats and enhance their table and guest management services since 1999. With more than 200,000 diners in our area regularly using OpenTable.com, we believe this partnership will enable Alexandria Restaurant Week to grow, and ultimately deliver more diners to your restaurant all year long.

OpenTable will be integrated into the VisitAlexandriaVA.com website starting May 12. ACVA member restaurants who are OpenTable customers will be included in the search box, and a booking icon will appear with your member listing.

For those of you who are not current OpenTable customers, we have procured special ACVA member pricing plans, making it very affordable to begin taking online reservations and benefiting from the table and guest management tools that OpenTable provides.

OpenTable now has a suite of products available to fit your restaurant budget and size. This includes OpenTable Connect, a new web-based product that quickly and easily allows restaurants to take online reservations via OpenTable.com and their own website. **If you are interested in a consultation from the local OpenTable team, please contact Alisa Neary at [703-527-5507](tel:703-527-5507) or email at aneary@OpenTable.com and mention you are an ACVA member.**

For those of you who are currently OpenTable customers, you will be able to enjoy online reservations from VisitAlexandriaVA.com throughout the year, as well as during Alexandria Restaurant Week. Please note you do not need to take any action to get your reservation links added to our website. We are working with OpenTable and anticipate launching on May 12, 2010 in conjunction with the Alexandria Tourism Marketing Summit.

The ACVA serves the Alexandria business community by providing exposure to the city's visitors and residents. With the addition of OpenTable to our growing list of partners, we look forward to having an even greater impact on your business in 2010.

Please contact me with questions, comments or suggestions. On behalf of the ACVA team, best wishes for a successful tourism season!

Sincerely,

Stephanie Pace Brown
President & CEO

P.S. Please join us at the Alexandria Tourism Summit on May 12 as we announce our OpenTable partnership, a second Alexandria Restaurant Week, and more!