



Hampton Inn Fort Belvoir (Opened 2009)



SpringHill Suites (Opened 2010)



Candlewood Suites (Opening 2012)



National Museum of the US Army (to open 2015)

Staying Power: The Future of Lodging and Hospitality on the Richmond Highway Corridor

The Richmond Highway Corridor is emerging as an attractive destination for the lodging and hospitality industry. There have been four new hotels developed in the corridor in the past three years, with several more in the works. The success of these new hotels - along with the corridor's location among growing business and visitation generators like Old Town Alexandria, National Harbor, Fort Belvoir, the "Historic Triangle" of Mount Vernon, Woodlawn Plantation and Gunston Hall, and the planned National Museum of the U.S. Army - points to market opportunities for additional lodging and hospitality development in the next few years.

The Southeast Fairfax Development Corporation (SFDC) has assembled an esteemed group of hospitality developers, marketers, and consultants to discuss the reasons for the corridor's lodging boom and how it can be sustained. Our expert panel includes:

Barry Biggar
President & CEO
Visit Fairfax

Vik Patel
Senior Vice President
Baywood Hotels

David Nissenson
Principal
Mareth Advisors

Wednesday, February 15, 2012

8:00 a.m. - 10:30 a.m.

SpringHill Suites Alexandria/Fort Belvoir
6065 Richmond Highway, Alexandria, VA 22303

Please visit www.sfdc.org to register and learn more, or contact us at (703) 360-5008 or info@sfdc.org



Registration

\$30 before February 1st

\$40 after February 1st

Why Richmond Highway, Why Now

What factors are driving lodging demand along Richmond Highway? How is the market responding to these needs?

Marketing

What can be done to enhance the area's appeal to the hospitality industry? What unmet opportunities exist for additional development?

What's Next

What challenges are faced by the hospitality industry in planning for future growth? How will future expansion of business and tourism in and around the Richmond Highway corridor affect future development?