

Beyond the Ballroom: How Old Town Alexandria Supports More Meaningful Meetings Near Washington, D.C.

ALEXANDRIA, VA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- As organizations continue investing in face-to-face gatherings, meeting planners are placing greater importance on the experience surrounding the event. The 14th Annual Global Meetings and Events Forecast from Amex GBT Meetings & Events reported that 66% of meeting professionals expected their budgets to increase in 2025. Among planners receiving additional funding, improving the on-site experience was the leading investment priority.

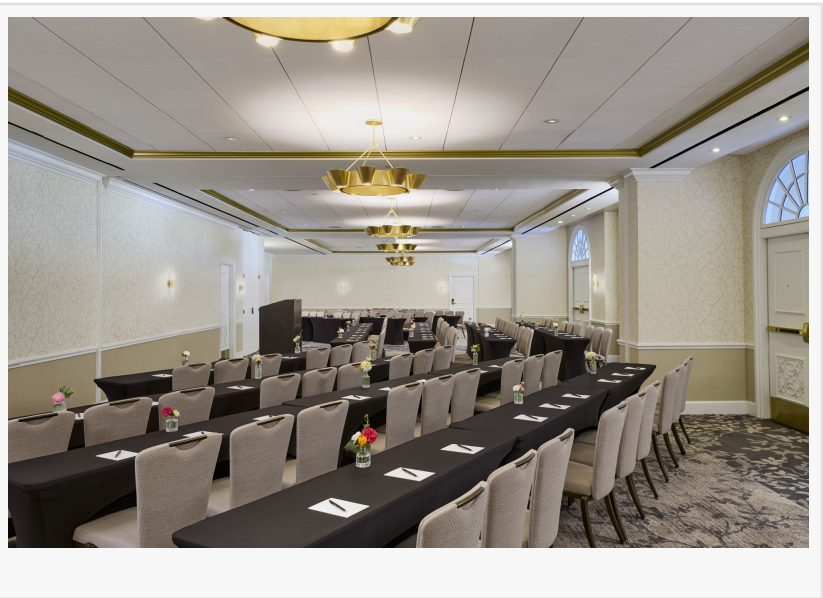
The report also identified content, venue and destination as the three leading elements contributing to a memorable event. These findings demonstrate that venue selection extends beyond meeting-room capacity and technology. Planners must also consider how a destination supports networking, dining, transportation and meaningful interaction among attendees.



This emphasis creates opportunities for established destinations within major metropolitan regions. Alexandria, Virginia, offers access to Washington, D.C., while providing a distinct setting centered around the historic King Street corridor and Potomac River waterfront. Old Town Alexandria includes more than 200 independent restaurants and boutiques, along with museums, waterfront attractions and connections to the broader Washington metropolitan

area.

Recent tourism data illustrates Alexandria's growing visibility as a destination. Visit Alexandria reported that spending by travelers residing more than 50 miles away reached \$1 billion for the first time during calendar year 2024. Spending increased 8% over the previous year, outpacing growth across both Northern Virginia and the Commonwealth of Virginia.



Networking also remains an important component of corporate gatherings. In its 2025 forecast, Amex GBT projected that 35% of internal meetings would include social activities or networking. Hotels located within active neighborhoods can help planners accommodate these priorities by placing meeting space, accommodations, restaurants and off-site activities within the same destination.

The Alexandrian Old Town Alexandria, Autograph Collection supports this type of destination-based event experience from its location at 480 King Street. For organizations researching corporate meeting venues near Washington, D.C., the hotel combines dedicated event facilities with access to Old Town Alexandria's restaurants, shops, historic attractions and waterfront.

The property is among the Old Town Alexandria meeting venues offering an alternative to holding every part of an event within a conventional business district. According to Marriott, The Alexandrian offers seven event rooms and 9,285 square feet of total event space, with its largest room accommodating up to 250 guests. Smaller rooms are also available for board meetings, breakout sessions and private gatherings.

By combining meeting facilities, guest accommodations and access to the surrounding King Street district, The Alexandrian allows planners to incorporate both structured programming and informal networking into a single corporate event itinerary.

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[About The Alexandrian](#)

The Alexandrian Old Town Alexandria, Autograph Collection is a boutique hotel located at 480 King Street in Alexandria, Virginia. The hotel offers 241 guest rooms, including nine suites, along with seven event rooms and 9,285 square feet of total event space. The Old Town Ballroom, the property's largest event venue, can accommodate up to 250 guests.

On-site amenities include King & Rye, a Southern restaurant and whiskey bar; a fitness center; a business center; complimentary Wi-Fi for Marriott Bonvoy members who book directly; and on-site parking. The hotel is located approximately 3.3 miles from Ronald Reagan Washington National Airport and near the King Street Metro and Alexandria Amtrak stations.

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The Alexandrian Hotel

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