



*Montgomery, MD*

## COMMUNITY UPDATE ON TOURISM





# VISIT MONTGOMERY UPDATE



Kelly Groff

President & CEO



# Visit Montgomery Update

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- Staff Updates
- Budget
- Partnership Dues Invoicing

# Resources

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Governor Hogan Updates, Roadmap to Recovery,

<https://governor.maryland.gov/recovery/>

County Executive Elrich,

<https://montgomerycountymd.gov/HHS/RightNav/Coronavirus.html>

Montgomery County Business Resource for purchasing PPE,

<https://mocoppe.com/>

Maryland Back to Business Pledge,

<https://open.maryland.gov/backtobusiness/>

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# Community Mask

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- Foster community pride
- Support hospitality industry
- Bulk order opportunities coming soon

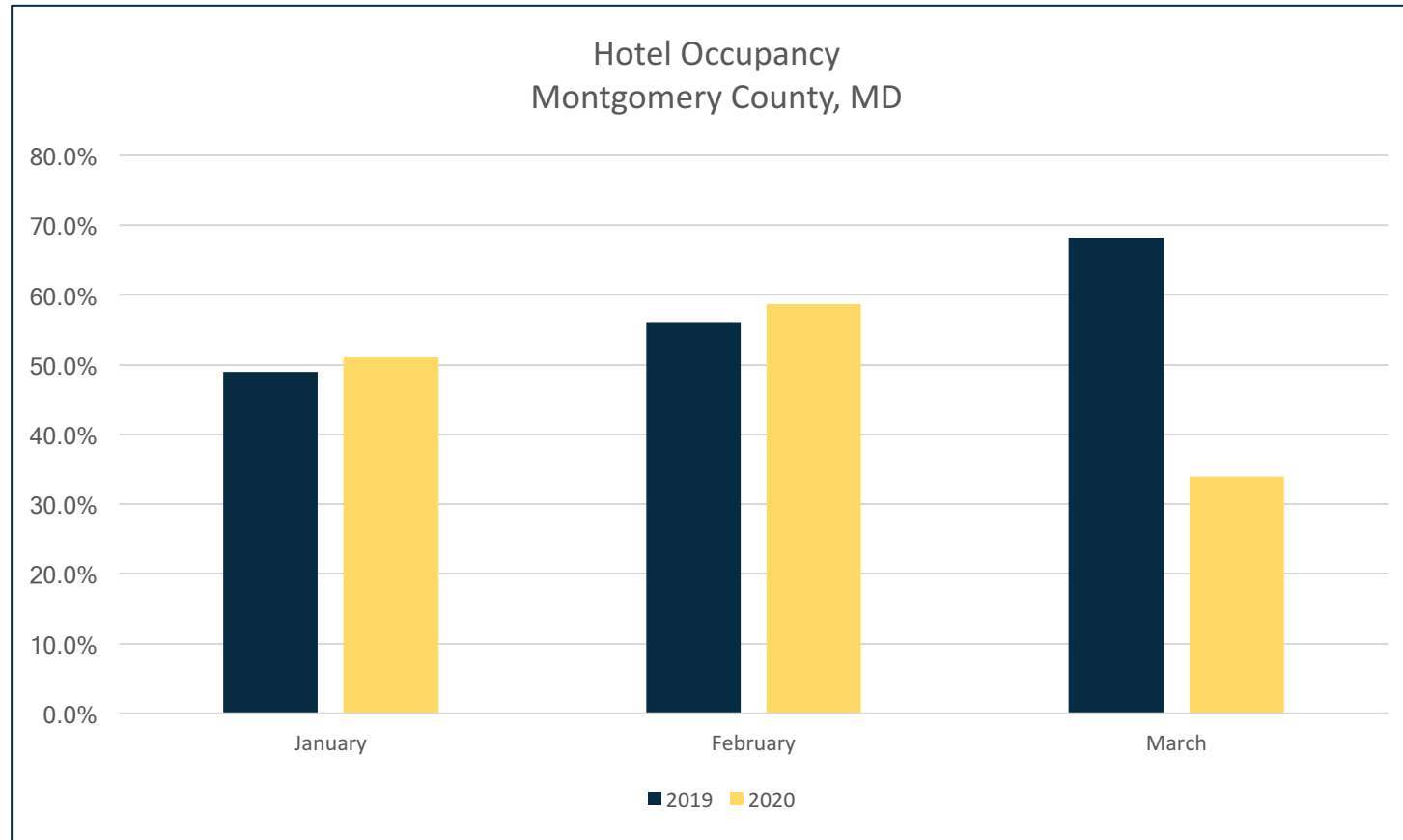


# U.S. Travel – Travel Industry Legislative Priorities

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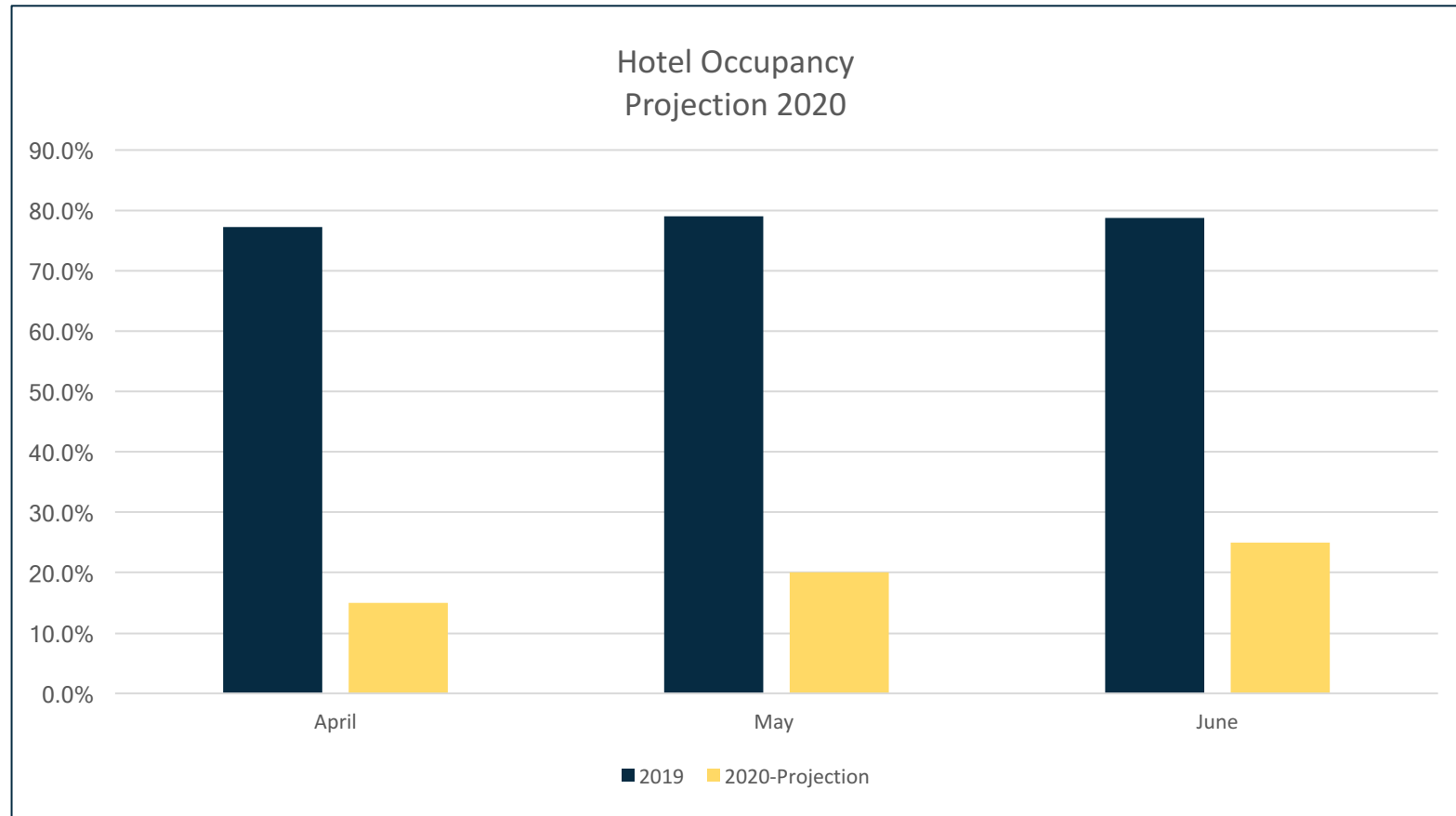
1. Extend and enhance CARES Act relief: Enable destination marketing organizations (DMOs) to receive Small Business Administration (SBA) Paycheck Protection Program (PPP) loans, increase maximum loan amounts and flexibility, extend the covered period through 2020, and build on other critical provisions in the CARES Act.
2. Incentivize a safe restart of the travel economy: Create a temporary travel tax credit, allow businesses to fully deduct food and entertainment expenses, provide tax breaks for personal protective equipment (PPE) and sterilization of facilities, and enact tax measures to help revitalize U.S. trade shows and exhibitions.
3. Support community-based economic recovery: Provide \$10 billion in Economic Development Administration grants for DMOs and small businesses to promote healthy travel practices and encourage visitation to businesses, attractions and communities where it's safe travel.
4. Protect businesses that protect public health: Enact targeted and temporary safe harbor from liability for businesses that follow proper health and safety guidelines to protect against COVID-19; and
5. Enable safe and healthy economic activity: Expand the federal role in the White House "Testing Blueprint" to strategically position COVID-19 tests to support travel and entertainment sites as well as significant funding for implementation.

# Hotel Occupancy Fiscal Year 2020 – 3rd Quarter ACTUAL

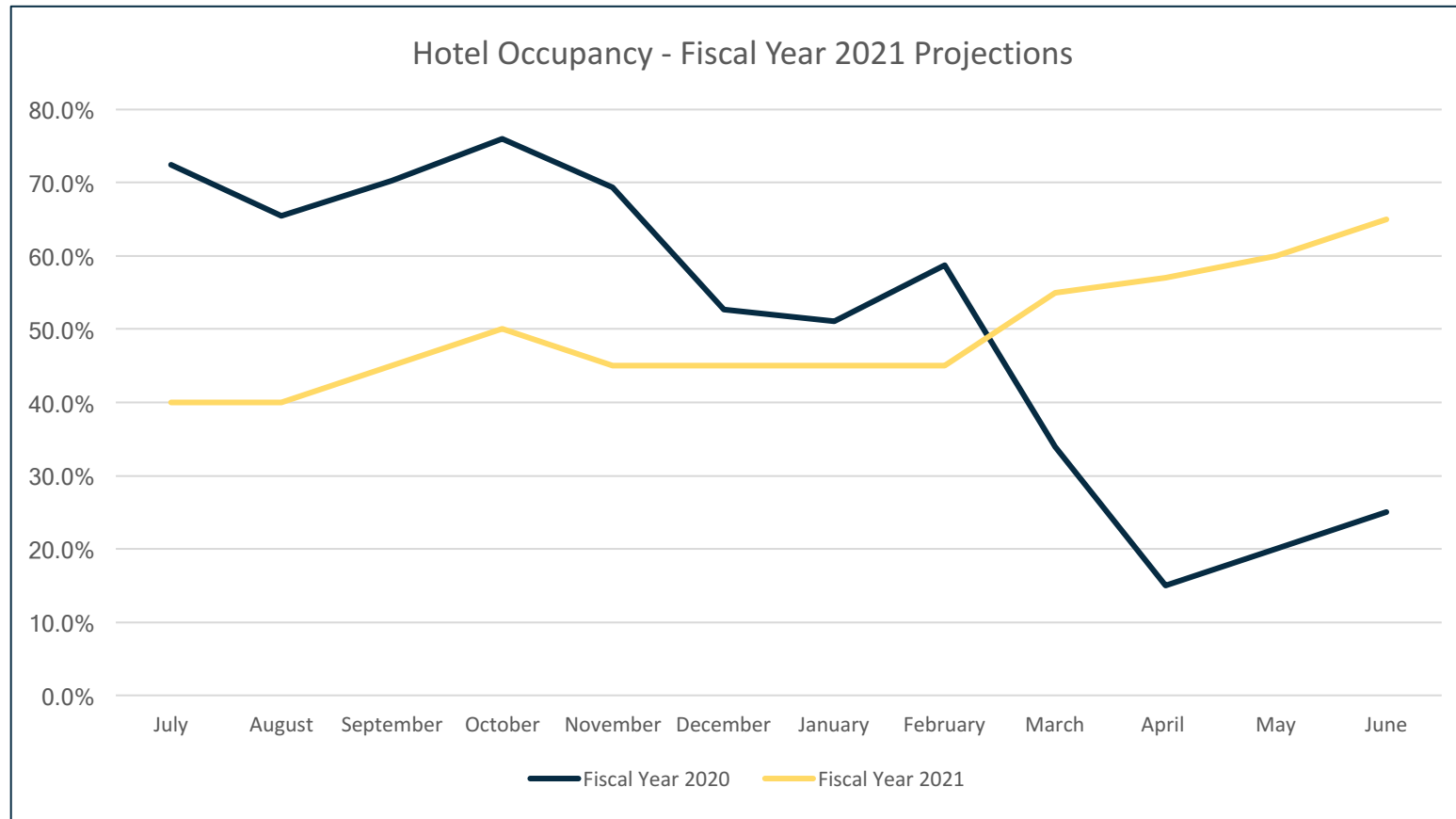




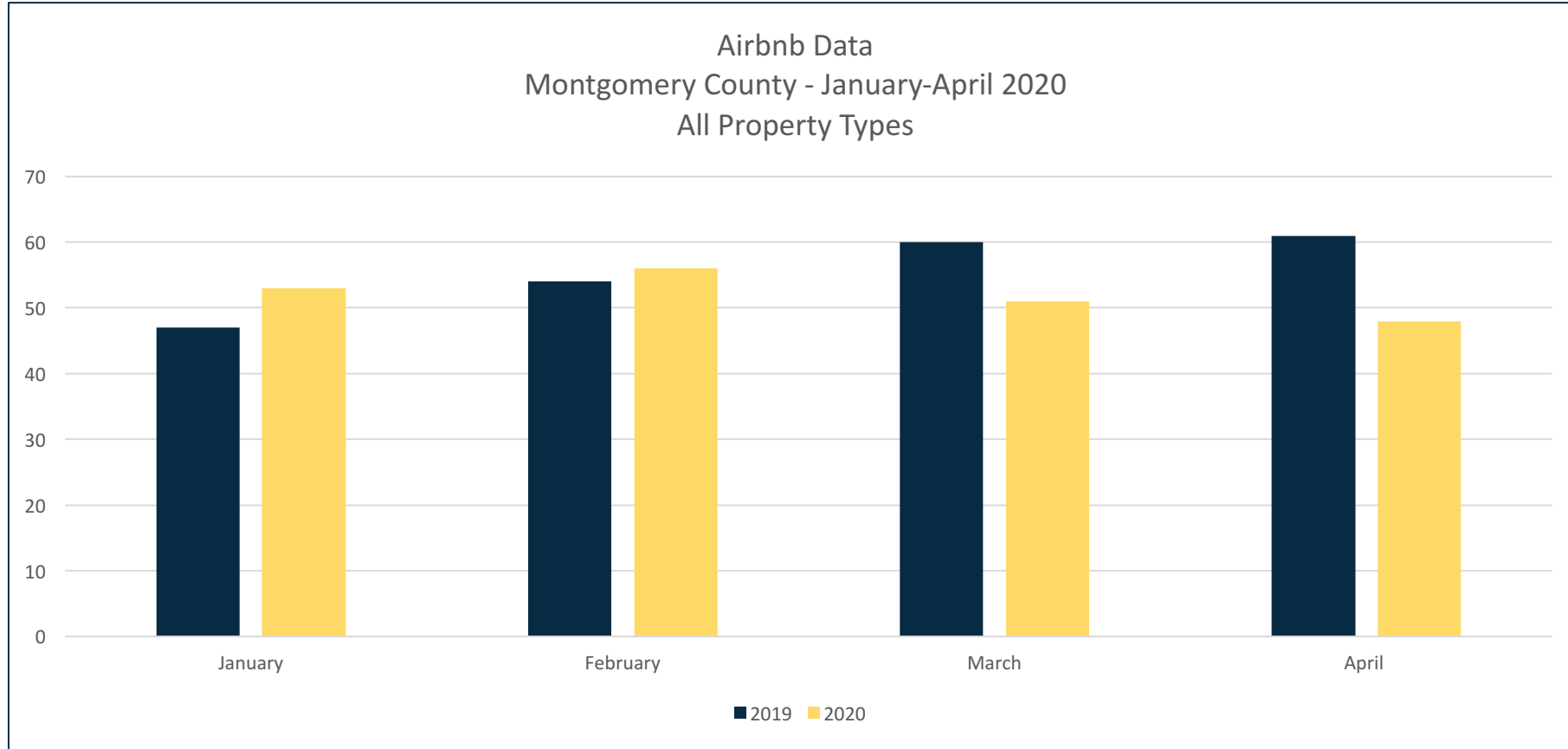
# Hotel Occupancy Fiscal Year 2020 – 4<sup>th</sup> Quarter Projection



# Hotel Tax Occupancy Projections - Fiscal Year 2021



# Airbnb Data – January-April 2020





# Maryland Recovery Plan

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Governor Hogan has a group of tourism industry representatives working on a recovery plan for our industry sector. The recommendations have been submitted to the Governor for review.

Maryland Tourism is shifting focus of their marketing to regional target marketing with a play on their slogan “Open for it” to “When you are open for travel, we are open for you.”

Maryland DMOs have requested that marketing grants be released to the DMOs July 1, 2020 to implement marketing and advertising strategies earlier in the fiscal year.


# Montgomery County COVID-19 Recovery Challenges

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- County population is largest in the State so we will be a jurisdiction with higher COVID-19 cases therefore a delayed lifting of restrictions compared to the rest of the State
  - The County will experience less compression of room nights from year-round conventions that take place in Washington, D.C for most of Fiscal Year 2021
  - Large gatherings and visitation at D.C. attractions, sports events, marathons, marches will be slow to come back to the district
  - Adaptation to the new “normal”
  - As phases of restrictions are lifted swift industry responses must be implemented
  - Potential restrictions varying among counties within Maryland and/or surrounding states creating mixed messaging
  - How to help the small businesses/restaurants/retailers with a restart with no marketing funding
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# Montgomery County COVID-19 Recovery Opportunities

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- The County's room night generation is not reliant on large conventions. The Bethesda North Marriott Hotel and Conference Center is the largest meeting space in the county.
  - 1/3 of the U.S. population is a day's drive from Rockville placing Montgomery County in a strong position for drive market travel.
  - The presence of biotechnology/pharma company's in the County and federal government agency (NIH/FDA/HHS) activity relative to COVID-19
  - COVID-19 will generate small meetings and business transient travel to pick up faster in Montgomery County than our competitors.
  - Agricultural Reserve and Farms, Wineries/Breweries open space brings regional marketing opportunities for the county.
  - Pre-COVID trends indicated that Washington, DC residents viewed Montgomery County as a day trip or staycation destination.
  - Montgomery County is well positioned to promote outdoor activities with the C&O Canal National Historical Park, over 400 state and county parks, and 93,000-acre Agricultural Reserve.
  - Over the past two years, Visit Montgomery has promoted the county as a weekend getaway destination. Many of our current advertising and messaging can be adapted quickly.
  - With 1 million residents there is an opportunity to generate significant word-of-mouth promotion, visiting friends and relatives.
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- A decorative graphic at the bottom of the slide featuring several overlapping, horizontal brushstrokes in various shades of teal and blue, creating a textured, painterly effect.





# Moco Sports

Event Name	Dates	Visit Montgomery Staff Contact
FLG Lacrosse	July 10-12, 2020	Kelly Groff/MoCo Sports
Potomac Memorial Soccer Tournament	July 17-19, 2020	Kelly Groff/MoCo Sports
Laxin Out Loud Lacrosse Tournament	July 24-26, 2020	Lee Callicutt
EDP Soccer Tournament	August 21-23, 2020	Lee Callicutt
August Cup Soccer Tournament	August 28-30, 2020	Lee Callicutt
Rush For The Cup Soccer Tournament	September 4-6, 2020	Lee Callicutt
Discovery Cup Soccer Tournament	October 9-12, 2020	Kelly Groff/MoCo Sports
Bethesda Girls Soccer Tournament - U11, U12 and U15-19	November 13-15, 2020	Kelly Groff/MoCo Sports
Bethesda Boys Soccer Tournament - U11, U12 and U15-19	November 20-22, 2020	Kelly Groff/MoCo Sports
Bethesda Boys and Girls Soccer Tournament - U13 and U 14	December 4-6, 2020	Kelly Groff/MoCo Sports

***Reminder: hotels need to check their amenities list on the FLG Contracts/moco-sports.com website. If there are adaptations, please be sure to communicate that directly to the customers prior to arrival.***

# MARKETING UPDATE



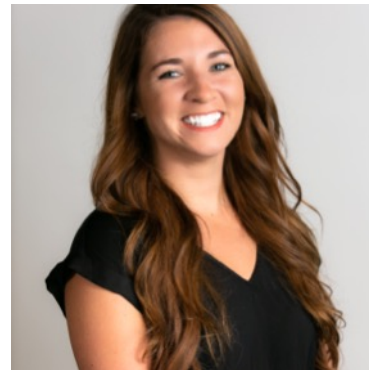
Cory Van Horn

Director of Marketing



Leticia Engel

Marketing Manager




Danielle Nations

Partnership & Events Manager

# Marketing Strategy Shifts

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- Pre-COVID marketing strategies enabled Visit Montgomery to pivot quickly.
  - Turned marketing focus toward local communities.
  - Highly-collaborated with county and stakeholders to send unified messages.
  - Core messaging emphasized informational and resource-centric content.
  - Content tone is positive, specific to the times, and aspirational when appropriate.
  - Rapid deployment and adaptability of marketing programs are key.
  - Increased promotional initiative development to meet demand.
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# Spring Advertising & Public Relations

- Meredith: Better Homes and Gardens, Eating Well, In Style, Real Simple, All Recipes
- Southwest Airlines Magazine
- Hearst: Good Housekeeping, Country Living, Women's Day
- Pittsburgh Magazine
- Southern Living
- Washington Post
- Travel Spike
- Adara

**Public Relations:** Proactively pitching to consumer and group publications story ideas for later in the year.



A Downtown Upcountry  
*Getaway*  
Next Door to Washington, DC




canopy  
BY HILTON  
PIKE & ROSE

Plan your next weekend getaway to Montgomery County, Maryland. After you check in at Canopy by Hilton in North Bethesda, enjoy shopping and entertainment at Pike & Rose. Locals love drinking a pint on a working horse farm at Waredaca Brewing Company and taking a personalized tour at True Respite Brewing Company.

BOOK A WEEKEND GETAWAY  
[VisitMontgomery.com/beer-getaway](http://VisitMontgomery.com/beer-getaway)

**YOUR WEEKEND**  
*Your Way*  
in Montgomery County,  
Maryland

**Next Door to Washington, DC**  
Your next weekend getaway begins in Montgomery County, Maryland. Explore the great outdoors along the C&O Canal Historical Park, visit wineries and breweries in the county's 93,000-acre Agricultural Reserve, soak up rich history, and indulge in some of the country's finest dining and shopping. Experience your weekend, your way - with classic Maryland flavor!

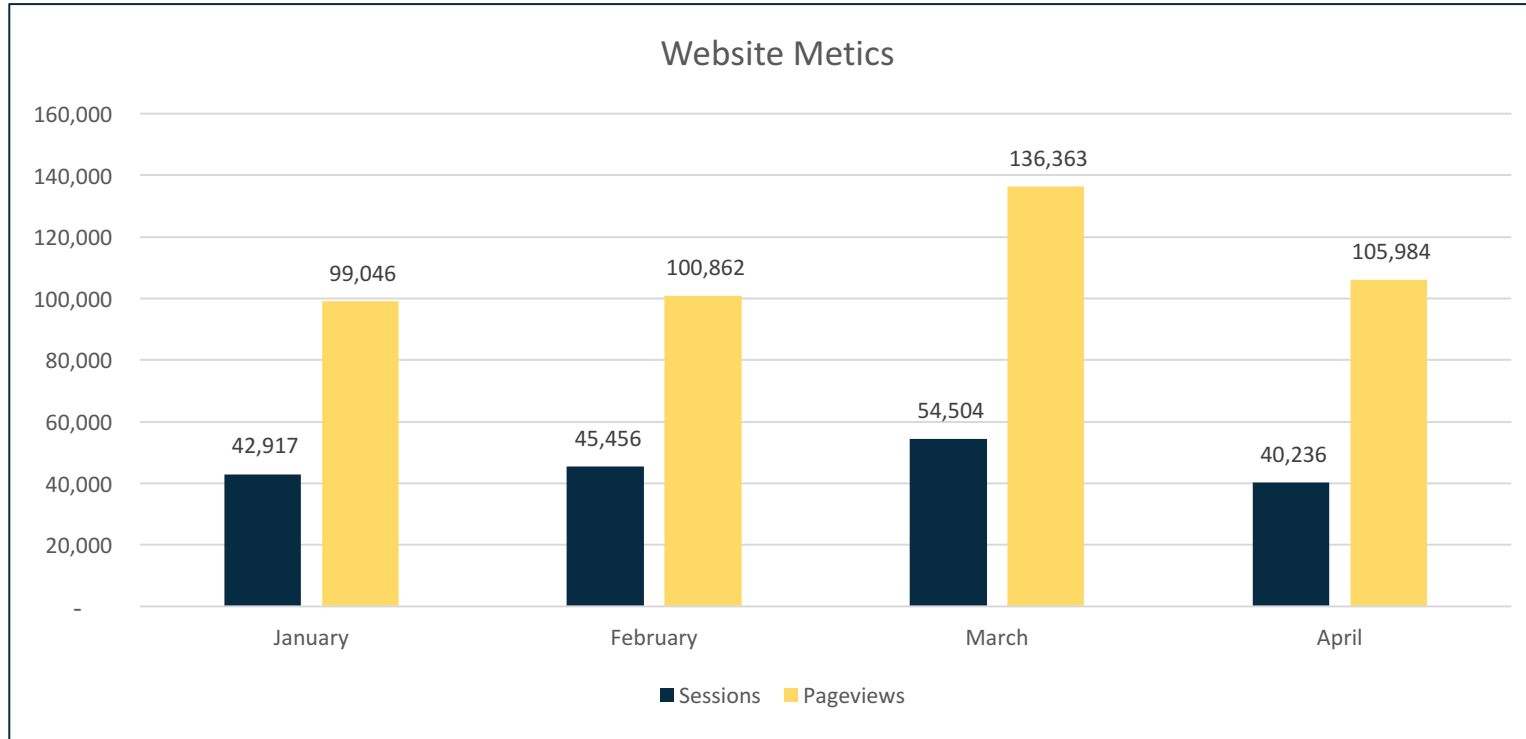


Request a Travel Guide &  
Book a Weekend Getaway  
[VisitMontgomery.com/Weekend](http://VisitMontgomery.com/Weekend)

MID  
DC  
Montgomery, MD

Maryland  
[VisitMaryland.org](http://VisitMaryland.org)

# Website Metrics



## Current Top Cities:

- Rockville: 10.70%
- Bethesda: 7.82%
- Gaithersburg: 7.64%
- Silver Spring: 7.43%
- Germantown: 5.24%
- North Bethesda: 4.16%
- Wheaton-Glenmont: 3.36%
- Olney: 3.34%
- Washington: 3.16%
- Potomac: 3.12%

**Note:** Pre-COVID cities:  
Washington, New York,  
Philadelphia, and Arlington

# Promotional Initiatives



## Launched:

- MoCo Eats
- MoCo Stay
- MoCo at Home
- MoCo Trail Guide
- Virtual Events Calendar
- Tastemakers Trail
- “See You Soon” Video

## In Development:

- What’s Open Directory
- Promo & Deals Site
- Outdoor Experiences Guide
- Agricultural Experiences Site
- C&O Canal Experiences
- Day Trip & Scenic Drives Itineraries
- Regional Getaways



**MoCo Eats has generated over 130,000 pageviews since it launched on March 21.**



# Marketing Through Phases



## Marketing Plan: Phase 1

Estimated Timeline: June – September

Message Focus: Awareness and Informational Resource

Target Market: Visiting Friends and Relatives

## Marketing Plan: Phase 2

Estimated Timeline: October - December

Message Focus: Outdoor Experiences and Scenic Drives

Target Market: Capital Region within a 1 to 2-hour Drive

## Marketing Plan: Phase 3

Estimated Timeline: 2nd Half Fiscal Year 2021 January-June

Message Focus: Weekend Getaway and Road Trip Destination

Target Market: Within a 3 to 4-hour Drive

## Social and Sports Marketing – Phases 2 and 3

The Sales and Marketing team has identified youth sports and social markets as areas that will likely see a quicker rebound during phase 2 and 3 of the recovery plan.

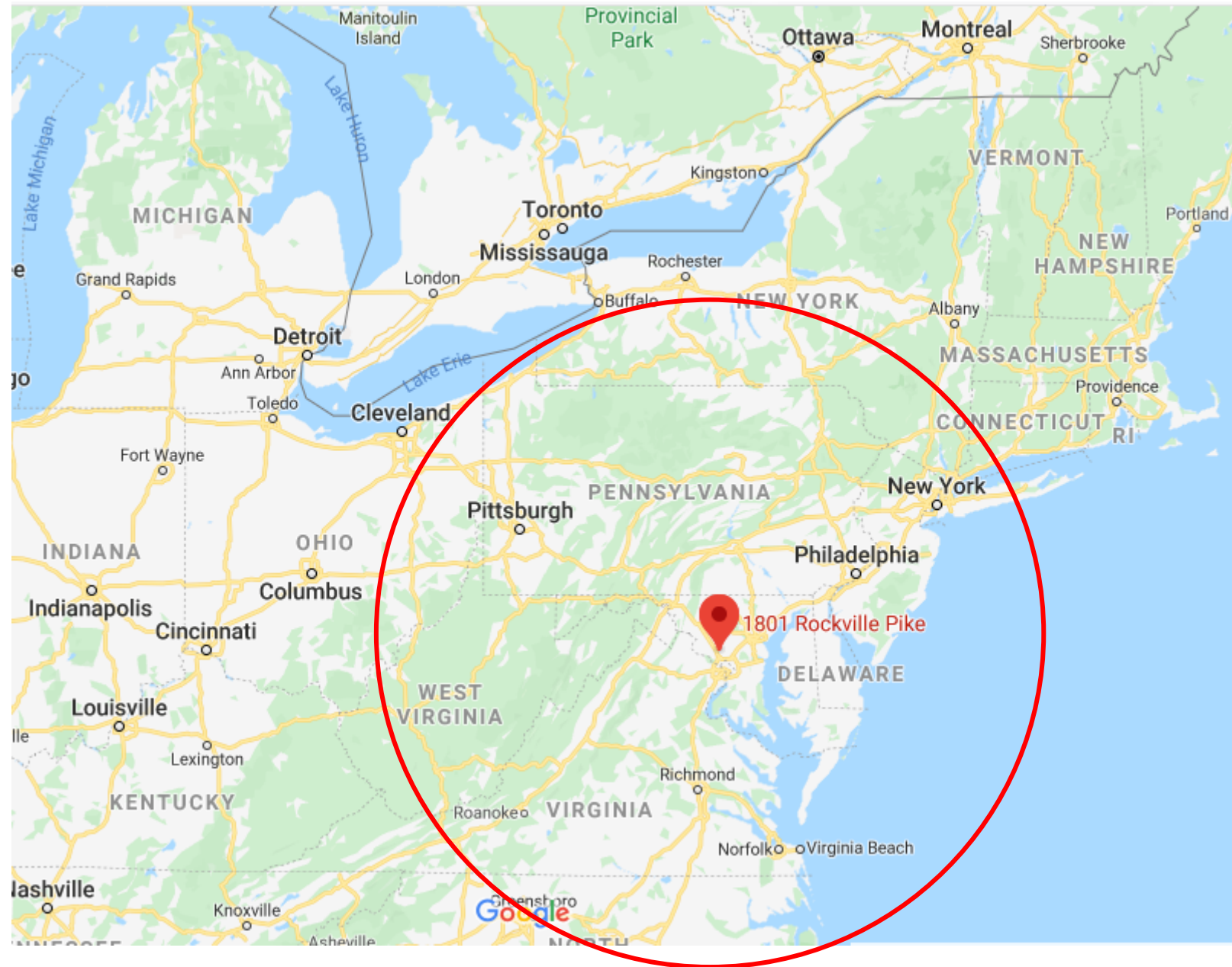


# Marketing Insights

The average distance of American travelers' next leisure trip is **686 miles** round trip according to Destination Analysts.

343 miles or less one-way:

- Richmond: 122
- Philadelphia: 145
- Pittsburgh: 225
- New York City: 230
- Cleveland: 357
- Buffalo: 367





# Marketing Insights















## Where Are You Most Receptive to Learning about Travel Destinations Right Now?

Instagram and email ranked high.

It's important to know that Instagram and email strategies are tied to a strong web presences.

Highly recommend keeping websites updated.

Content should be a mix of where we are today and aspirational.

	Millennial/GenZ	GenX	Baby Boomers
 Instagram	32.7%	12.9%	5.8%
 Facebook	25.5%	20.7%	15.2%
 Websites found via Search Engine	20.4%	33.5%	40.1%
 Online Articles/Blogs	18.6%	19.6%	20.7%
 TikTok	16.6%	2.0%	0.8%
 Ads around the Internet	16.6%	16.5%	19.0%
 Email	16.1%	25.8%	30.6%
 Twitter	15.9%	6.3%	3.3%
 Pinterest	15.4%	5.5%	4.5%
 Text Messages	13.7%	7.3%	3.2%
 Digital Influencers	8.4%	4.2%	1.0%
 Apps	7.6%	4.3%	2.7%
None of these	14.1%	29.8%	25.8%




# Build the Message

- The definition of “visitor” has changed
- Hunger for hidden gems
- Looking for day long experience
- Add surrounding activities to website
- The “getting there” is now part of the experience



# Concluding Thoughts

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- Montgomery County is well-positioned for a recovery.
  - 1 million population will generate word-of-mouth and inspire loved ones to visit.
  - A highly-accessible road trip destination with scenic routes.
  - Agricultural Reserve, C&O Canal National Historical Park, and other open spaces.
  - Thriving craft beverage industry with a range of outdoor options.
  - A variety of overnight accommodations for all tastes and interests.
  - A range of budget-friendly attractions for locals and visitors.
  - DC residents are looking for a change of scenery.
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# SALES UPDATE



## Leila Beltramo

Destination Sales Manager

Market Segment: Corporate including BioHealth, Government and Association Group Markets

## Lee Callicutt

Destination Sales Manager

Market Segment: Tour and Travel, SMERFE and Association Group Markets

# PCMA Survey Analysis: Planner Track

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Are you planning to redesign an existing face-to-face event for a digital program in the next three months?



**51%** Yes, the entire program will be online  
**28%** Yes, there will be a digital component  
**21%** Yes, the entire program will be online

# PCMA Survey Analysis: Planner Track

When the pandemic crisis passes, what scenario do you think best describes the recovery of face-to-face meetings for the business events industry in your geographic region?

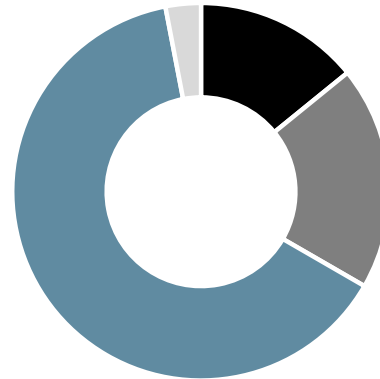


- 15%** There will be pent-up demand for all groups to meet face-to-face.
- 28%** People will be hesitant to travel to meet face-to-face.
- 51%** Smaller local and regional events will thrive before national and international groups gather.
- 6%** Other

# PCMA Survey Analysis: Supplier Track

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When the pandemic crisis passes, what scenario do you think best describes the recovery of face-to-face meetings for the business events industry in your geographic region?



- 14%** There will be pent-up demand for all
- 19%** People will be hesitant to travel to meet face-to-face.
- 63%** Smaller local and regional events will thrive before national and international groups gather.
- 3%** Other



# Tour and Travel Updates

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- Consumer confidence will dictate how and when travel will return – mid 2021
- How to keep travelers safe is top priority
- Unsure of how social distancing will work on motor coaches
- Adult market looking for regional destinations (drivable 4-6 hours)
- Tour operators will offer more day trips
- Holding group rates for smaller group numbers
- Some student travel rebooking for August and early fall

# SMERFE Updates

- Social Events – Weddings, Bar and Bat Mitzvahs, Religious Ceremonies – will come back first
- Family Reunions – summer of 2021 and 2022
- Faith Based Events – smaller and more regional
- Board Meetings will still be held based on Association/Organization by laws
- Youth Sports has historically rebounded quickly and strong



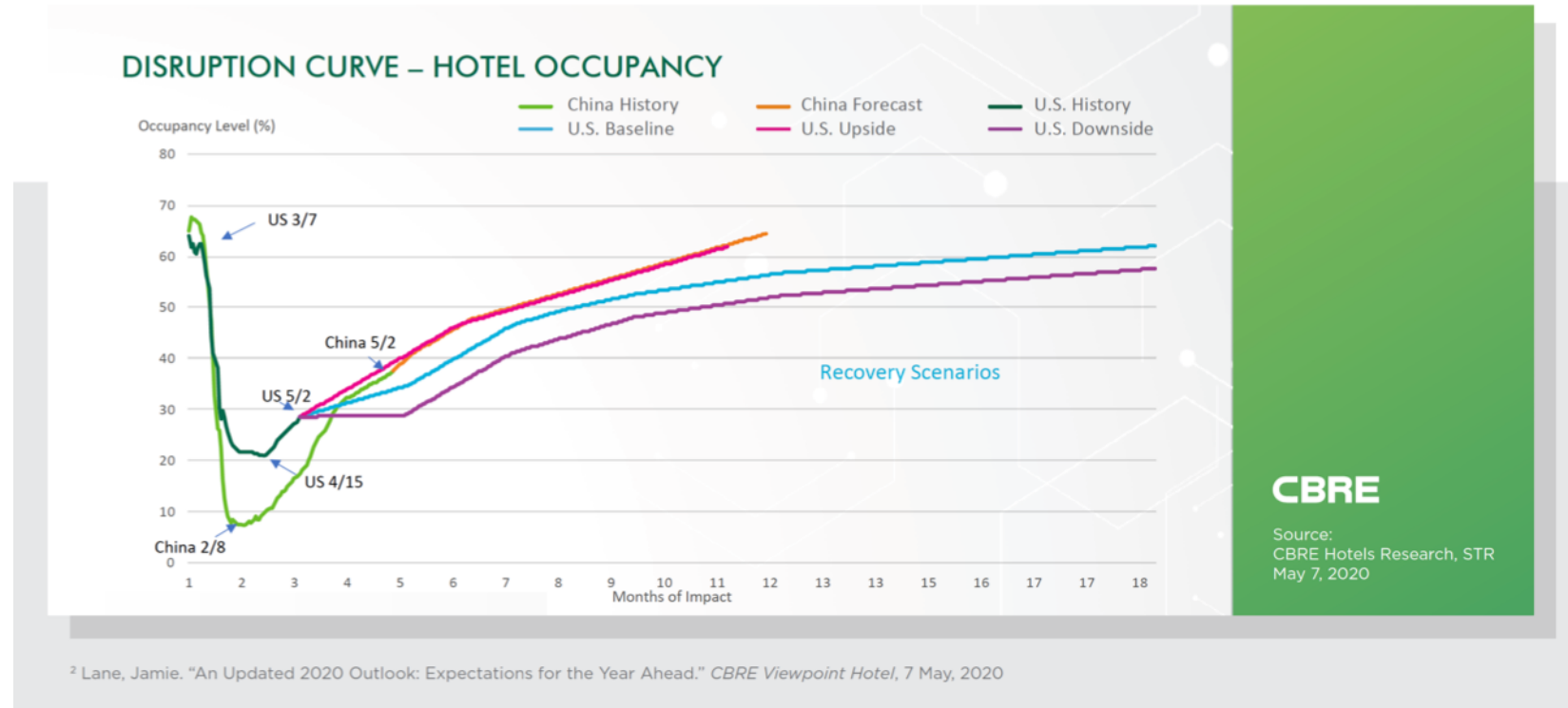
# Montgomery County Advantages

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- 18 Federal Agencies, FDA and NIH included.
- 300+ BioTech and Life Sciences companies with more than 20 in the fight against COVID-19
- Accessible – Public transportation and proximity to three (3) airports: DCA; Dulles and BWI
- Easy drive option with several feeder markets within a 5-hour drive
- Smaller meeting capacity and several outdoor opportunities

# Group and Transient: Corporate including BioHealth, Government and Association

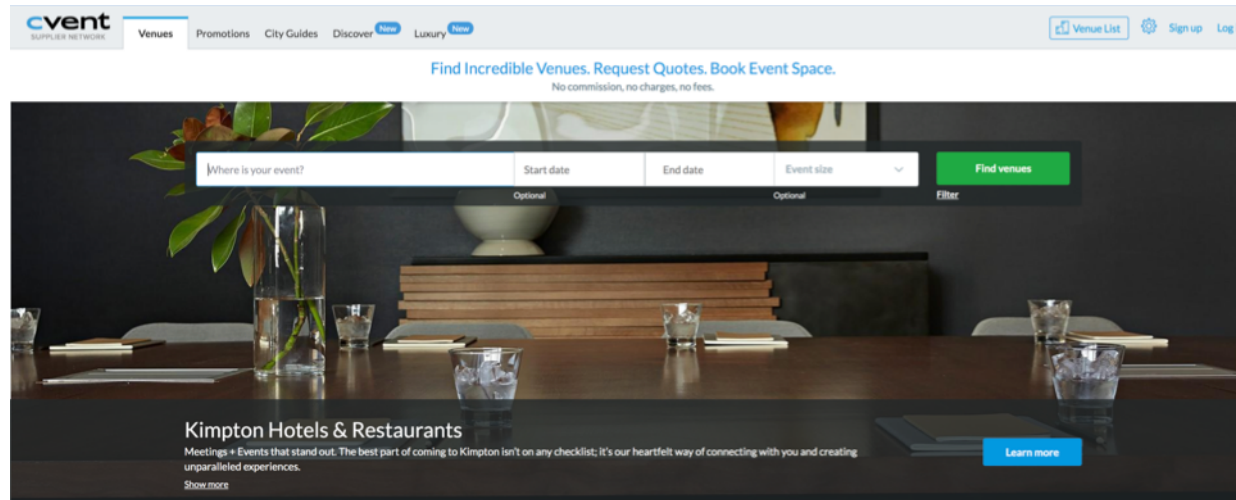
- TravelClick and Destination DC citywide pace
- STR
- Q3 Transient: Corporate, Government and Leisure
- Local and Regional
- Association
- Virtual and Hybrid smaller meetings





# Reminders

- Visit Montgomery Incentive program
- CVENT Training and updates
- Destination DC Citywide Calendar 2020 to 2022



Book Montgomery, MD  
Reward Program

Thank You for Choosing Montgomery County, Maryland

Total Room Nights	Your Reward at Booking	Event Value-Add
50-100	\$75 Gift Card	Travel Guides*
101-200	\$100 Gift Card	Travel Guides* + One Value-Add
201-300	\$150 Gift Card	Travel Guides* + Two Value-Adds
301+	\$200 Gift Card or Site Visit Benefit**	Travel Guides* + Three Value-Adds

\*One travel guide per room booked.

\*\*Terms of site visit benefit: \$400 for one site visit (\$200 gift card on completion of site visit and \$200 gift card upon receipt of signed agreement.) Visit Montgomery must pre-approve benefit in advance.

## REWARD GUIDELINES

- Visit Montgomery must be included in RFP process
- Minimum of 50 total room nights
- Gift card reward is paid out in the form of American Express gift card(s)
- Hotel agreement must be signed before June 30, 2020
- Attendee value-adds must be confirmed with your Visit Montgomery Destination Sales Manager a minimum of one month prior to the event.
- Subject to availability

## VALUE-ADDS TO CHOOSE FROM

- Airport transfer reimbursed up to \$250
- Metro cards \$10 fare value (maximum request up to 25)
- \$250 towards master bill
- Sponsored parking (up to \$250 value)
- Sponsorship, scholarship or Montgomery County, MD community partner donation (up to \$500 after review, minimum 301 room nights to qualify)

## DONATION TO A MONTGOMERY COUNTY, MD NON-PROFIT ORGANIZATION

You may opt to have your gift card donated and our team will assist you in determining the best choices for consideration.

Leila Beltramo | Destination Sales Manager  
240-641-6748 | lbeltramo@visitmontgomery.com

Lee Callicutt | Destination Sales Manager  
240-641-6752 | lcallicutt@visitmontgomery.com

[www.VisitMontgomery.com](http://www.VisitMontgomery.com)



# We are your partners!

Include us on your communications about social distancing, cleanliness, housekeeping, meeting capacity updates, and food and beverage protocols.



THANK YOU &  
SEE YOU SOON!

