

INDUSTRY UPDATE

Hotel Industry Impact
Round Table Discussion



Montgomery, MD

TODAY'S AGENDA

8/17/2020

- Visit Montgomery Organization Updates
- Visit Montgomery Lodging Monitor
- County-Wide Industry Information
- Industry Survey on COVID-19 Impact
- Status of the Maryland SoccerPlex and Sports Tournaments
- Update on Montgomery County Lifting Restrictions
- Update on Leisure Travel

WELCOME



Kelly Groff

President & CEO

VISIT MONTGOMERY UPDATE

Topics:

- Staffing
- Funding
- Branded Masks



*VISIT MONTGOMERY
LODGING MONITOR*

Hotel Occupancy – June 2020 Data

Source: Smith Travel Research (STR)

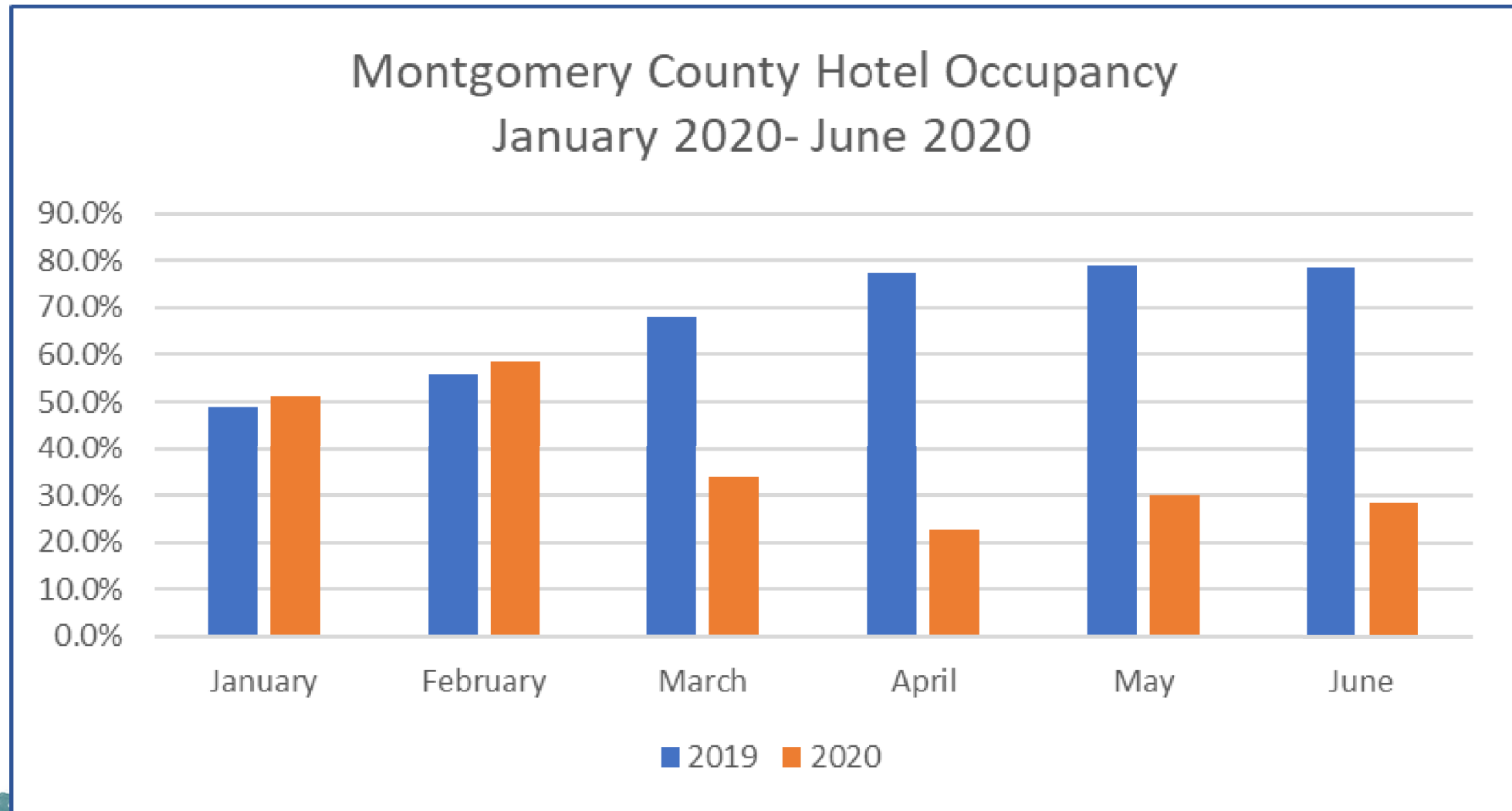


- Montgomery County's hotel census prior to COVID-19 was 9,671 rooms within 55 properties. In June, the census was 7,710 rooms.
- Approximately 6 hotels continued suspended operations in June 2020. Approximately 8 resumed operations, with a majority of their start dates occurring in mid-month.
- As a result, the hotel supply in the county had a **-20.2% decrease** compared to the hotel census prior to COVID-19.

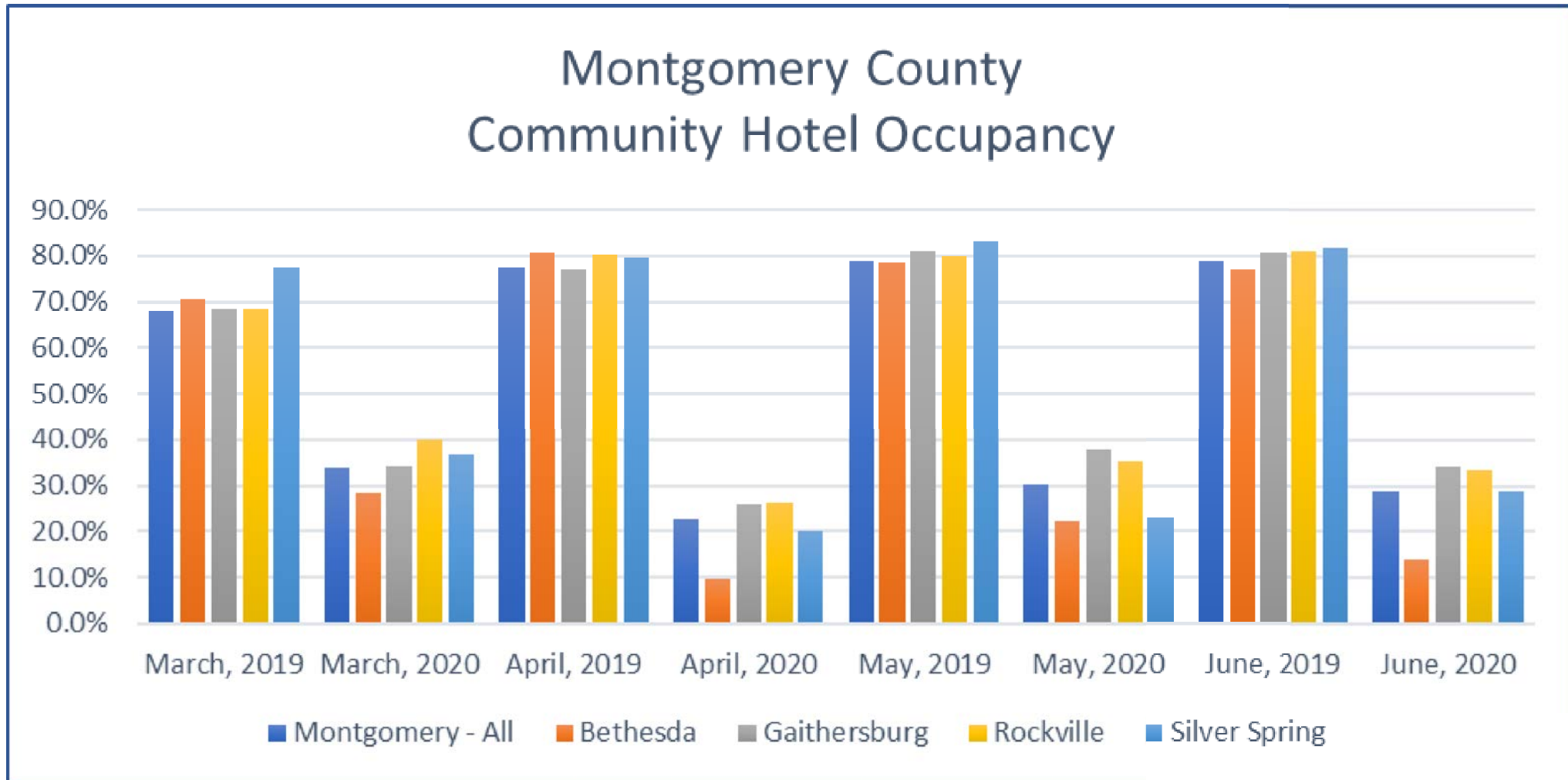
Maryland entered Phase 1 reopening on May 15. Montgomery County entered Phase 1 reopening on June 1.

Maryland entered Phase 2 on June 5. Montgomery County entered Phase 2 reopening on June 19.

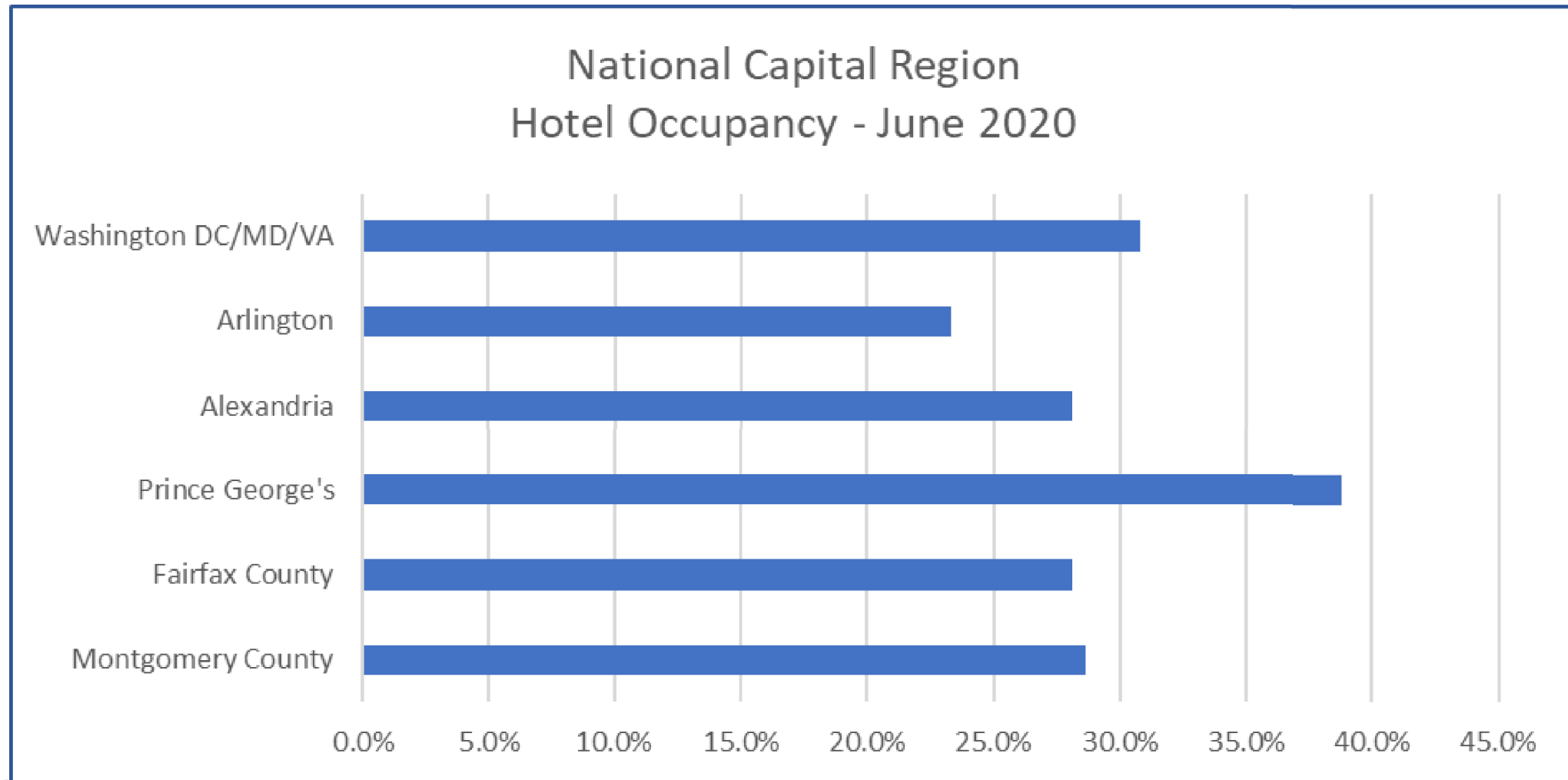
Hotel Occupancy – June 2020



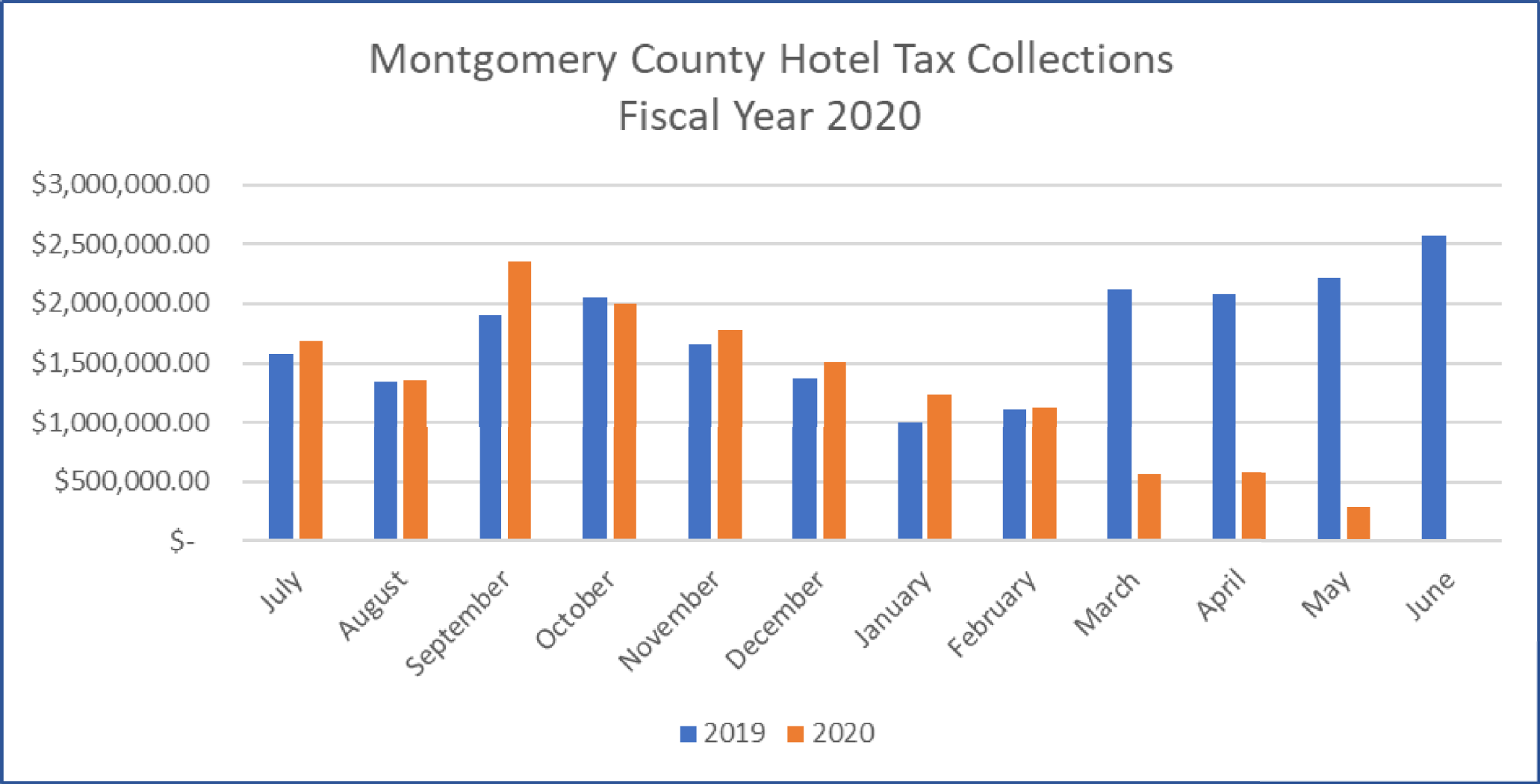
Hotel Occupancy by Community



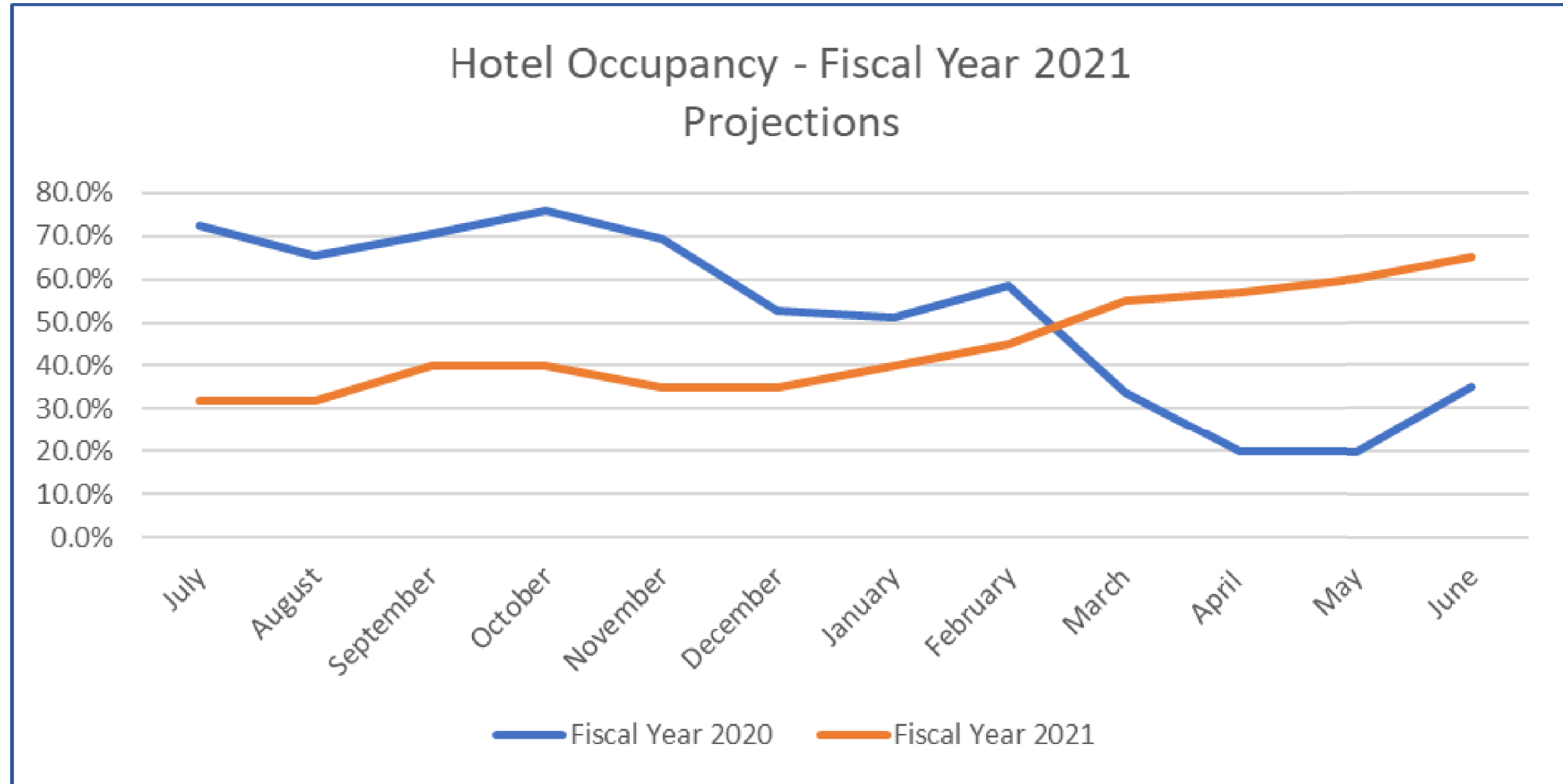
Hotel Occupancy – Capital Region Comparison



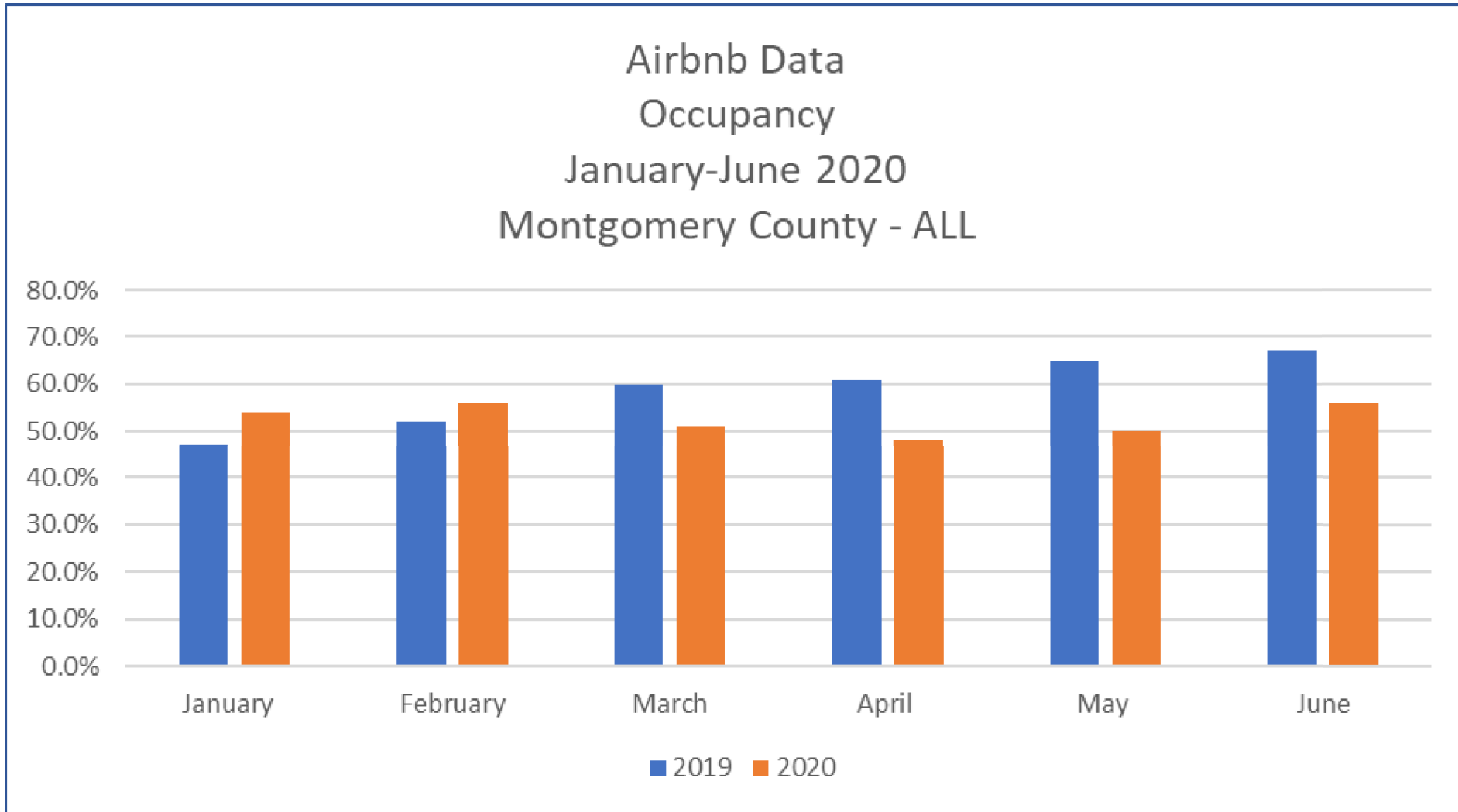
Hotel Tax Collections – Fiscal Year 2020



Hotel Occupancy Projections – Fiscal Year 2021



Airbnb Data – Second Half Fiscal Year 2020



Industry Survey on COVID-19 Impact



- The Montgomery County Executive created a Hospitality / Culture / Recreation / Entertainment (HCER) workgroup to evaluate the current impact of COVID-19 Pandemic as well as the creation of recovery strategies for the HCER sectors.
- A county-wide survey will be distributed those who fit into the HCER categories.
- The results will be analyzed to determine the overall impact of our industry, use as the basis for resource recommendations that are then communicated to Montgomery County government officials.
- HCER Workgroup Funding Request

HCER Industry Categories:

Bed & Breakfast
Brewery/Winery
Caterer
Catering/Farm or other Outdoor Venue
Conference Center
Country Club
Entertainment Venue
Event Venue
Golf Course
Hotel
Museum
Park
Performance Theatre
Sports Venue
Movie Theatre

MARYLAND SOCCERPLEX & SPORTS TOURNAMENTS

**Potomac Soccer Association
Memorial Day Tournament**
July 17-19, 2020 (*rescheduled
from Memorial Day Weekend
2020*)

CANCELLED

Mid-Atlantic Cup Soccer
June 5-7, 2020

CANCELLED

FLG Lacrosse
July 10-12, 2020

CANCELLED

Laxin Out Loud Lacrosse
June 26-28, 2020

CANCELLED

EDP Soccer
Aug 21-23

CANCELLED

August Cup
August 28-30, 2020

CANCELLED

Rush for the Cup
September 4-6, 2020

CANCELLED

Discovery Soccer
Oct 9-12, 2020

PENDING

Bethesda Girls
Nov 13-15, 2020

PENDING

Bethesda Boys
Nov 20-22, 2020

PENDING

UPDATE ON COUNTY LIFTING RESTRICTIONS

Maryland Phase II

Montgomery County Phase I.5

What will Phase II.5 or III look like?

UPDATE ON LEISURE TRAVEL



Cory Van Horn

Director of Marketing

RECENTLY LAUNCHED PROGRAMS



- MoCo Stay
- Tastemakers Trail
- MoCo Eats Restaurant Directory
- MoCo Eats Newsletter
- MoCo Eats: Picnic in the Park
- Deals & Promos
- Virtual Events Calendar
- Individual Leisure & Road Trips
Getaway Ideas
- Small Group Tour Itineraries
- Flyer Targeting Bio & Life Science
- Flyers to Promote Business Travel

In Process: Hotel packages
and experience passes to
promote fall and spring travel.

Upcoming Marketing Campaigns



Visit Montgomery

*October – December
Capital Region*

“Your Place to Discover”

Focused on staycations and road trips related to the holiday season. Drive traffic to a landing page promoting packages. Designed to align with MD Tourism campaign.

Maryland Office of Tourism

*TBD – December
Philly, DC, Baltimore,
Harrisburg*

“Home for the Holidays”

Drive overnight stays during the holidays (Be Open for Overnight vs. people staying with friends and family) and drive traffic to landing page featuring partner deals.

U.S. Travel Association

*September – January
Nationwide*

“Let’s GO There”

An industry-wide campaign to reignite a sense of wanderlust and inspire Americans to look ahead and plan their next trip.

CONSUMER TRENDS UPDATE

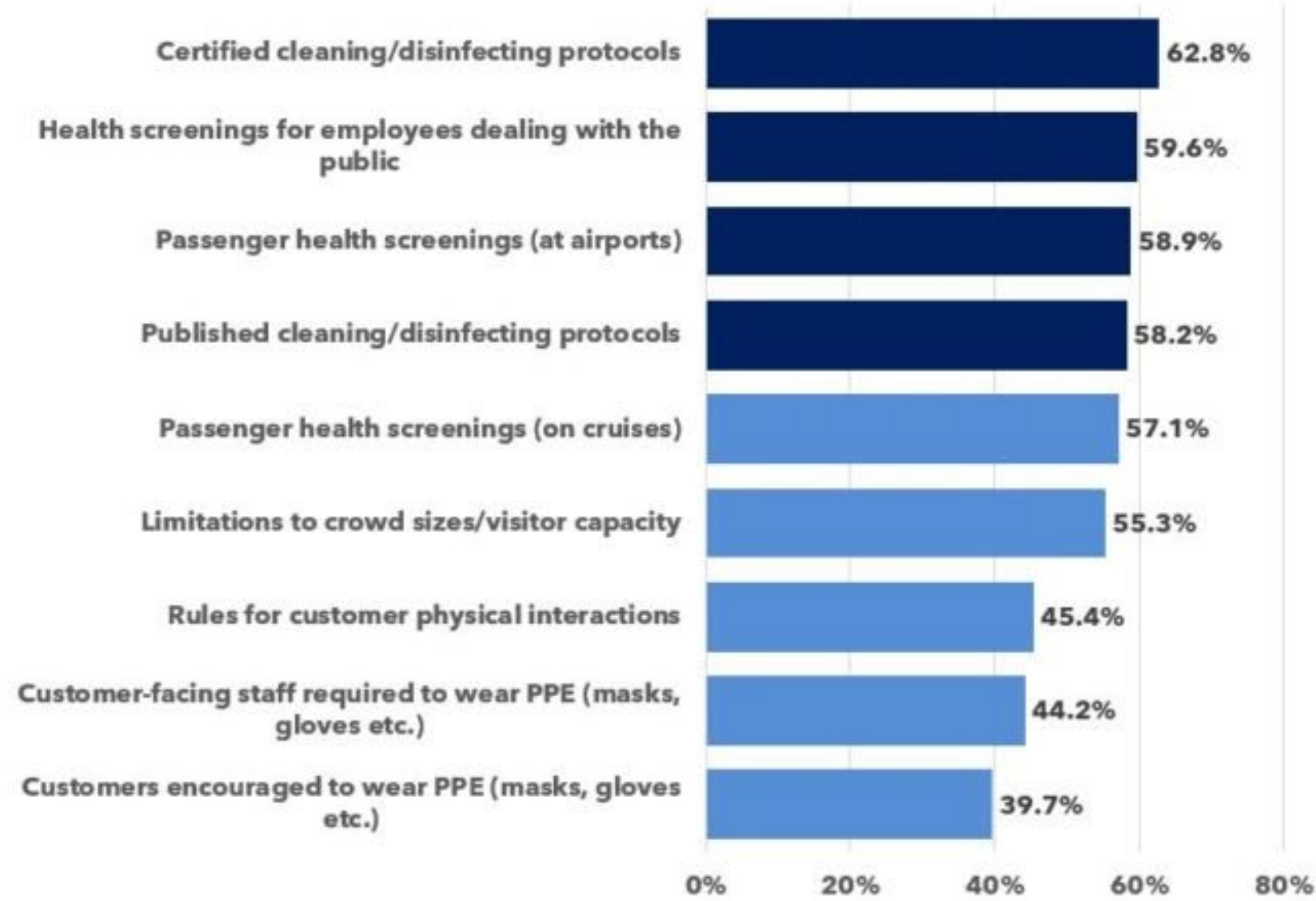
- Safety perceptions of travel activities have improved overall, nearing June levels. Thus, the percent of Americans who report being in a “ready to travel” state of mind is now higher than those who report needing more time to feel ready.
- Those with trip plans for the remainder of the year are commonly prioritizing getting away from crowds and enjoying nature, in addition to spending time with loved ones.
- As Americans look out to upcoming holidays, there is a gradually increasing expectation to travel for these occasions: Labor Day (12.6%), Thanksgiving (15.8%) and Christmas (20.0%).
- Looking even further out over 2021, three-quarters of Americans have at least tentative trip plans right now. Just 25% say they have no plans to travel through 2021.

Source: Destination Analysts, August 2020

Desired Common Business Practices

Question: Moving forward, which of these would you want to see as common business practices? (Select all that apply)

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

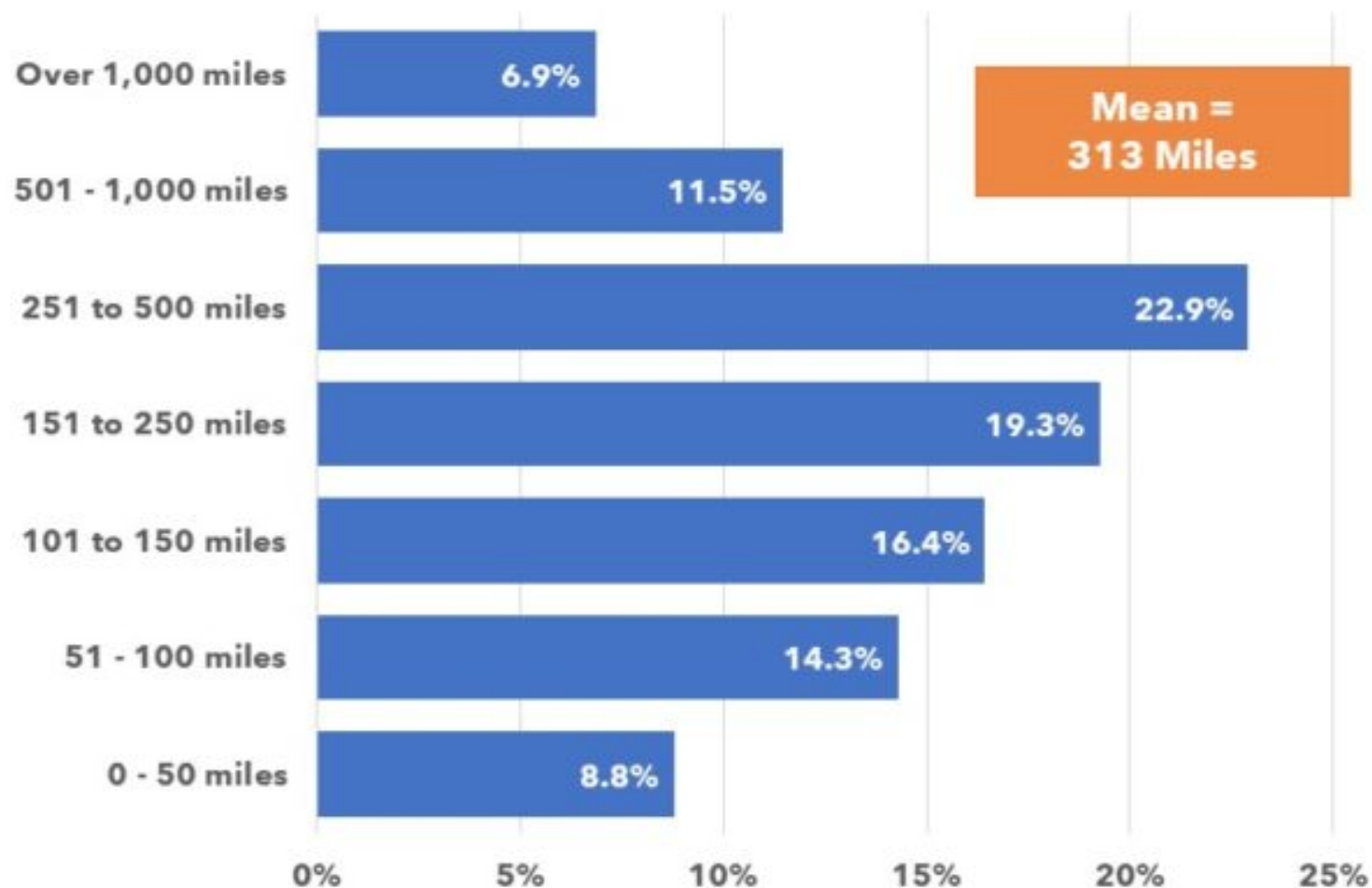


Distance from Home on Next Road Trip

Question: On your next ROAD TRIP, how far away from home will be likely you travel?

(Base: Wave 23. All respondents, 1,202 completed surveys. Data collected Aug 14-16, 2020).

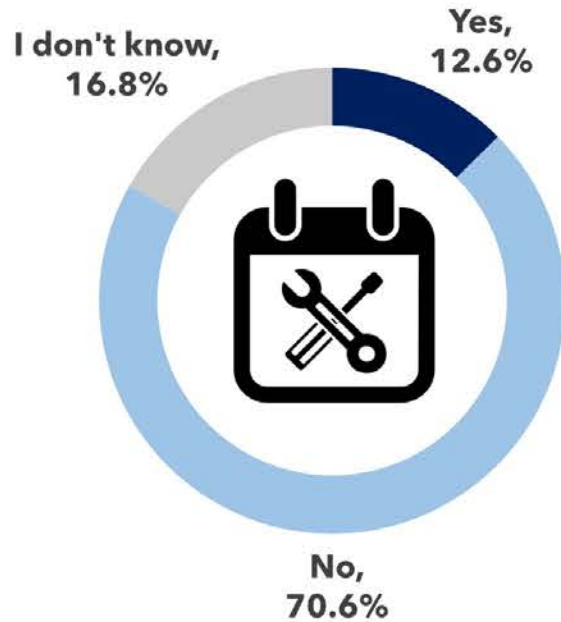
Source: Coronavirus Traveler Sentiment Index, Destination Analysts, Inc.



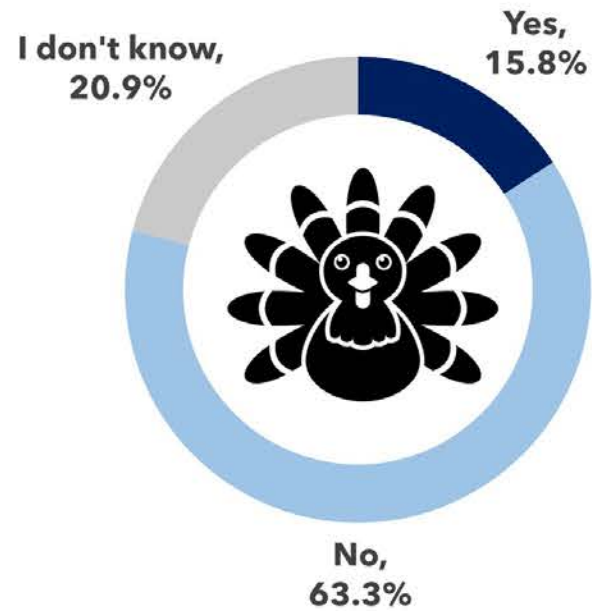
UPCOMING HOLIDAY TRAVEL EXPECTATIONS

AS OF AUGUST 16TH, 2020

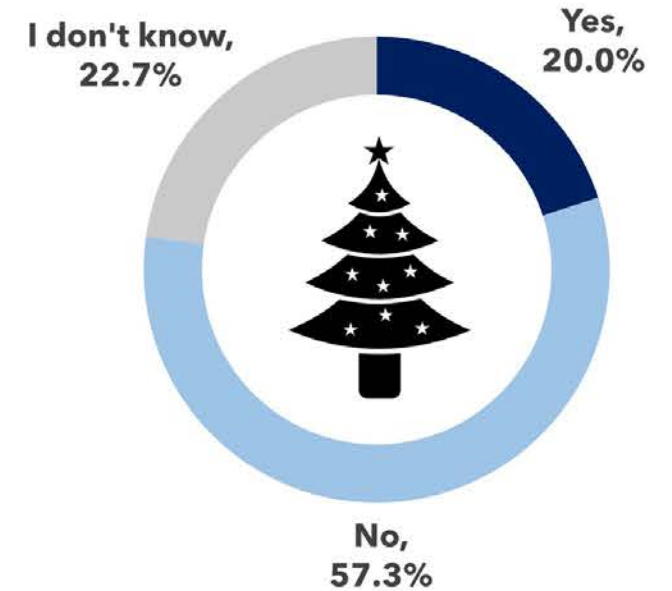
LABOR DAY



THANKSGIVING



CHRISTMAS



QUESTION: WILL YOU BE TRAVELING OVER THE [HOLIDAY] THIS YEAR?

(Base: Wave 23 data. All respondents, 1,202 completed surveys. Data collected Aug 14-16, 2020)

Q&A Roundtable Discussion

THANK YOU &
SEE YOU SOON!