

ANNUAL PARTNERSHIP MEETING

# VISION 2021



# TODAY'S AGENDA



Welcome

Sport Tournaments – Matt Libber,  
MDSoccerPlex

FY 2020 Reflection & Wrap Up

Fall & Holiday Campaigns

Pivoting Since March

- New Programs
- HREC Recovery Group
- GBAC Star Accreditation

Tastemakers Trail + Craft Pass

A Look Ahead

# HELLO!



Kelly Groff  
President & CEO



Cory Van Horn  
Director of Marketing



Leticia Engel  
Marketing Manager



Leila Beltramo  
Destination  
Sales Manager



Lee Callicutt  
Destination  
Sales Manager





# FISCAL YEAR 2020

Reflection & Wrap Up





## 2019 TOP METRICS

**9.58 Million**

Day & Overnight Visitors | +3.0% OPY

**\$1.984 Billion**

Visitor Spending | +2.4% OPY



## Adjusted Tourism Sales & Use Tax

**Fiscal Year 2019: \$78.2 Million**

**Fiscal Year 2020: \$64.9 Million**

**-17% OPY**

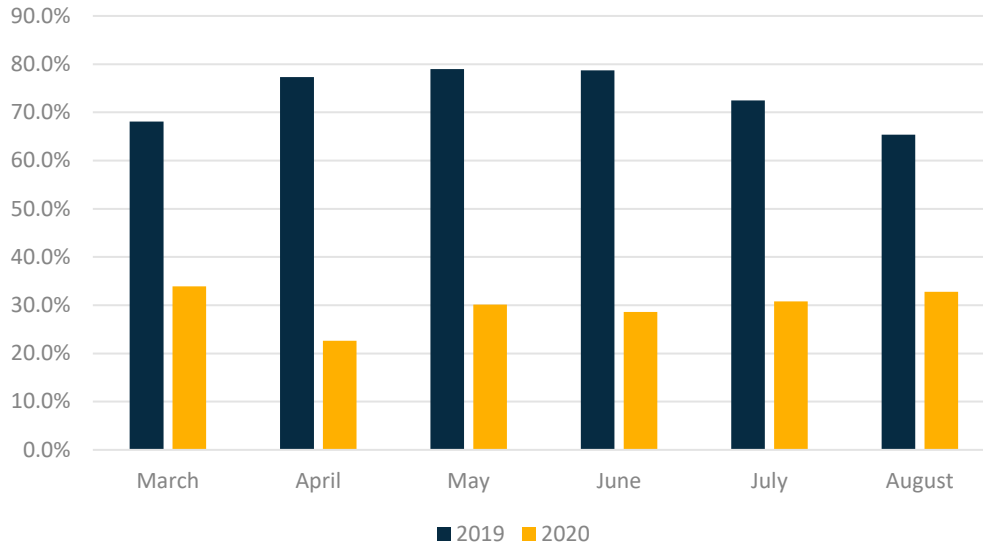
*Montgomery County remains the top  
tourism tax revenue driver for  
Maryland.*

*Source: MD Comptroller Office*

# HOTEL OCCUPANCY & AVERAGE DAILY RATE



Montgomery County  
Hotel Occupancy March-August 2020



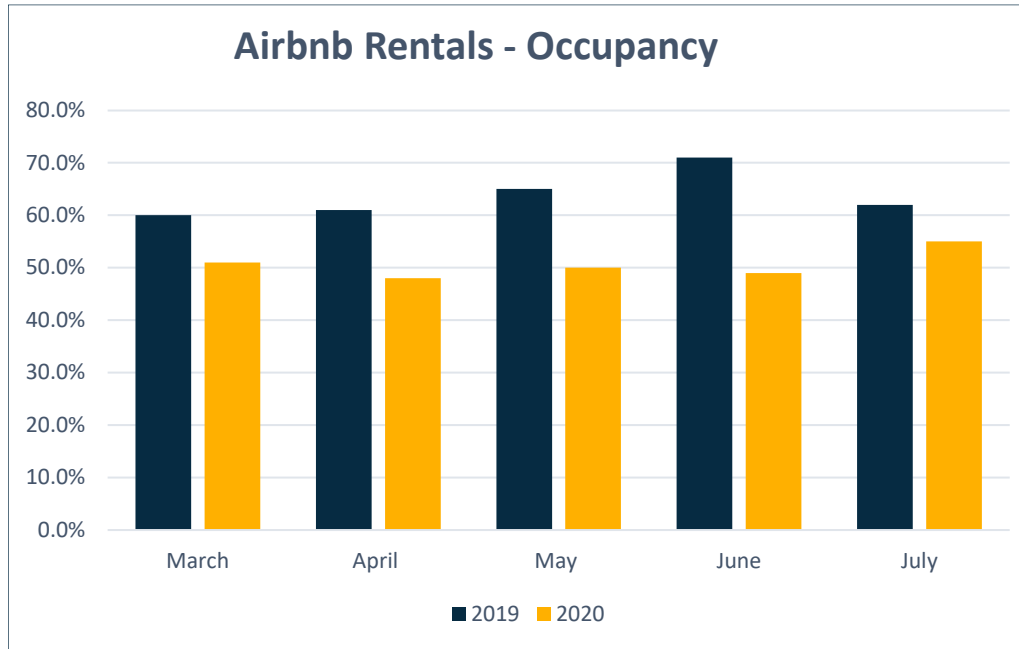
## Average Daily Rate

- March: \$123.31
- April: \$83.78
- May: \$84.94
- June: \$87.77
- July: \$91.26
- August: \$90.83

Source: Smith Travel Research



# SHORT TERM RENTALS



Airbnb rentals countywide have continued to see a steady recovery in occupancy since the COVID-19 Pandemic began in March 2020.

# MARKETING MILESTONES FISCAL YEAR 2020



## Website

420,177 Sessions **+60%**  
990,440 Pageviews **+84%**  
327,603 New Users **+67%**  
40.42% Bounce Rate **-40%**

## Events Calendar

265,072 Pageviews  
1:23 Average Session  
2,796 Active Users

## Email Marketing

68,030 Sports + Consumers  
8,486 Culinary Consumers  
17.7% Average Open Rate  
18.5% Engagement Rate

## Blogs & Content

147,939 Pageviews  
0:36 Average Session  
25.6% Bounce Rate

## Social Media

46,351 Facebook  
7,656 Instagram  
6,485 Twitter  
413 LinkedIn

## Travel Guide

20,808 Print Requests  
7,136 Digital Downloads  
12,431 Magazine Inquiries

# SALES MILESTONES FISCAL YEAR 2020



## Economic Impact of Definite Bookings

**\$4,951,371**

### Bookings

Total Bookings: **135**

Booking Room Nights: **23,507**

Leads Received: **338**

### Bookings By Market Segment

Tour & Travel: **46**

Government: **24**

Association: **23**

Corporate: **17**

Sports: **9**

Educational: **7**

Religious: **3**

Reunion: **3**

Fraternal: **1**

Medical: **1**

Social: **1**





# PIVOTING SINCE MARCH

Supporting The Hospitality + Tourism Community

# PROGRAM DEVELOPMENT



- Essential Worker Hotel Rate Subsidy Program
- Tastemakers Trail
- MoCo Eats
- Picnic in the Park
- MoCo Stay
- MoCo At Home
- #MaskUpMoCo
- Virtual Events Calendar

## MoCo Eats

- 180,000 Pageviews
- 0:50 Average Session
- 850+ Restaurants Listed

*Bi-Monthly MoCo Eats branded email newsletter launched to focus on food & drink experiences.*

# HREC RECOVERY GROUP



Recovery Work Group  
Hospitality/Culture/Recreation/Entertainment (HCER)

## Workgroup Mission:

Hospitality, Culture, Entertainment & Recreation (HCER) Mission Area is to guide hospitality businesses through COVID-19 reopening phases and beyond to become operational and begin generation of revenues to create a robust hospitality, arts, and tourism economy.





**GBAC STAR Accreditation  
Program on Cleaning,  
Disinfection, and Infectious  
Disease Prevention for  
Facilities (GBAC STAR  
Program) Available for  
Hospitality & Tourism  
Businesses in Montgomery  
County, Maryland.**

# GBAC STAR SAFETY ACCREDITATION



- Establish and maintain a cleaning, disinfection, and infectious disease prevention program to control and/or minimize risk associated with infectious agents such as SARS-CoV-2 (responsible for COVID-19 disease) for employees, customers, clients, visitors, the community, and the environment
- Provide assurance and establish confidence that proper cleaning, disinfection, and infectious disease prevention work practices are in place and implemented
- Establish a framework for communication and raising awareness of best practices as they relate to cleaning, disinfection, and infectious disease prevention.



# Sports Tournaments

Soccer + Other Youth Sports



# MARYLAND SOCCERPLEX



Bethesda Soccer Club–Tournament Update 2020

Bethesda Premier Cup Girls Tournament  
November 13-15, 2020

Bethesda Premier Cup Boys Tournament  
November 20-22, 2020



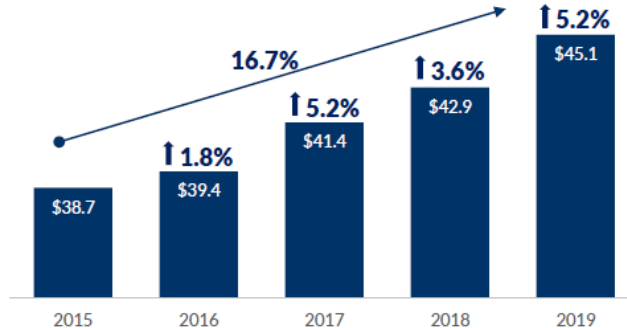
**Matt Libber | Executive Director**  
**Maryland Soccerplex**

# Sports Tourism



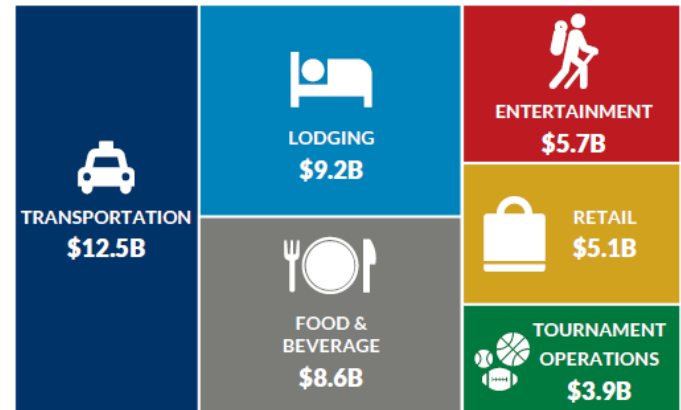
- Spending by sports travelers, event organizers, and venues increased by \$2.2 billion to \$45.1 billion in 2019.
- Sports travelers, event organizers, and venues spent \$6.4 billion more in 2019 than in 2015.
- Over the five years through 2019, sports tourism spending increased 16.7%

**Sports-related travel spending and annual growth**  
Amounts in billions of nominal dollars and year-over-year percentage growth



Source: Sports ETA, Longwoods International, US Travel Association, Tourism Economics

## \$45.1B SPORTS-RELATED TRAVEL SPENDING (2019)



Source: Tourism Economics

# OTHER YOUTH SPORTS UPDATES



EVENT NAME	DATE
Cherry Blossom	March 1921, 2021
Bethesda Soccer Club Premier CupYouth	April 2-3, 2021
Potomac Soccer Association Memorial Day Tournament	May 2831, 2021
Mid-Atlantic Cup Soccer	June 1113, 2021
IWLCA Champions CupNEW	June 1820, 2021
Laxin Out Loud Lacrosse	June 26-27, 2021
World Series of Youth Lacrosse NEW	July 13, 2021
FLG Lacrosse	July 9-11, 2021
Pinnacle Lacrosse- Pending	July 1618, 2021
EDP Soccer	August 2122, 2021
August Cup	August 28-29, 2021
Rush for the Cup	September 4-5, 2021
Beer and Wine Festival Pending	TBD
Discovery Adventist Soccer Tournament	October 8-10, 2021
Bethesda Soccer Club Premier Cup Girls	November 1214, 2021
Bethesda Soccer Club Premier Cup Boys	November 1921, 2021



# FALL + HOLIDAY CAMPAIGNS

Promoting to Residents + The Region

# UPCOMING CAMPAIGNS



Total Duration: September 2020 – January 2021

## Fall Campaign

Built on national “Let’s Go There” campaign created by U.S. Travel Association.



## Tastemakers Trail

Promote local craft beverage producers through a single tourism trail.



## Make Memories Together

Holiday campaign designed to promote hotel packages, events and programs, shopping, and holiday specific itineraries.

## Target Audiences

- Interested in Road Trips & Getaways
- Capital Region in 50 - 75-Mile Radius
- Residents for Staycations

## MD Tourism Campaigns

- Open for the Road
- Open for the Holidays
- Fish & Hunt Maryland





Let's Go There + Tastemakers TrailFall Campaign





MAKE MEMORIES  
*Together*  
MONTGOMERY COUNTY, MD



DISCOVER



MAKE MEMORIES  
*Together*



rio in Gaithersburg, MD  
Photo Credit: Adam Brockett

MONTGOMERY COUNTY, MARYLAND

Whether near or far, celebrate the magic of the holidays in a place that feels like home.

VisitMontgomery.com/Holiday




MAKE MEMORIES  
*Together*



MONTGOMERY COUNTY MARYLAND

DISCOVER



MAKE MEMORIES  
*Together*



MONTGOMERY COUNTY MARYLAND



DISCOVER

MAKE MEMORIES  
*Together*



MONTGOMERY COUNTY MARYLAND



DISCOVER

Make Memories Together-Holiday Campaign



# Tastemakers Trail + Craft Pass

Featuring 20+ craft beverage  
producers in Montgomery County.

The Craft Pass is a digital passport that  
uses location-based technology to  
allow consumers to “check in” at  
participating businesses.







# A LOOK AHEAD

Promoting to Residents + The Region



“

**Campaigns and programs will center on responsible marketing practices and will be adaptable to the changing times.**



## Resident Audiences

# 1 Million

Montgomery County Population

# 15.2 Million

Capital Region Population

# COUNTY STRENGTHS



- The county's room night generation is not reliant on large conventions or a major airport.
- 1/3 of the U.S. population is a day's drive from Rockville.
- The presence of biotechnology/pharma company's in the county and federal government agency (NIH/FDA/HHS) activity relative to COVID.
- Agricultural Reserve and farms, wineries/breweries, and 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 1 million residents there is an opportunity to generate significant word of-mouth promotion, visiting friends and relatives.





## Groups + Meetings

- Tour + Travel Itineraries
- Micro-Social Events + Weddings
- Life Sciences Market

## Other Considerations

- Business Travel Returning
- Inauguration Day
- Cherry Blossom Season

**THANK  
YOU!**