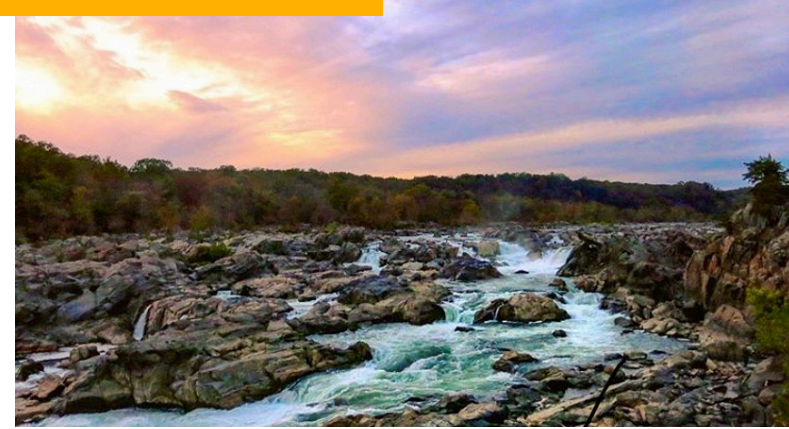




Montgomery, MD  
VISIT MONTGOMERY

## Fiscal Year 2020 Community Report on Tourism



# 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



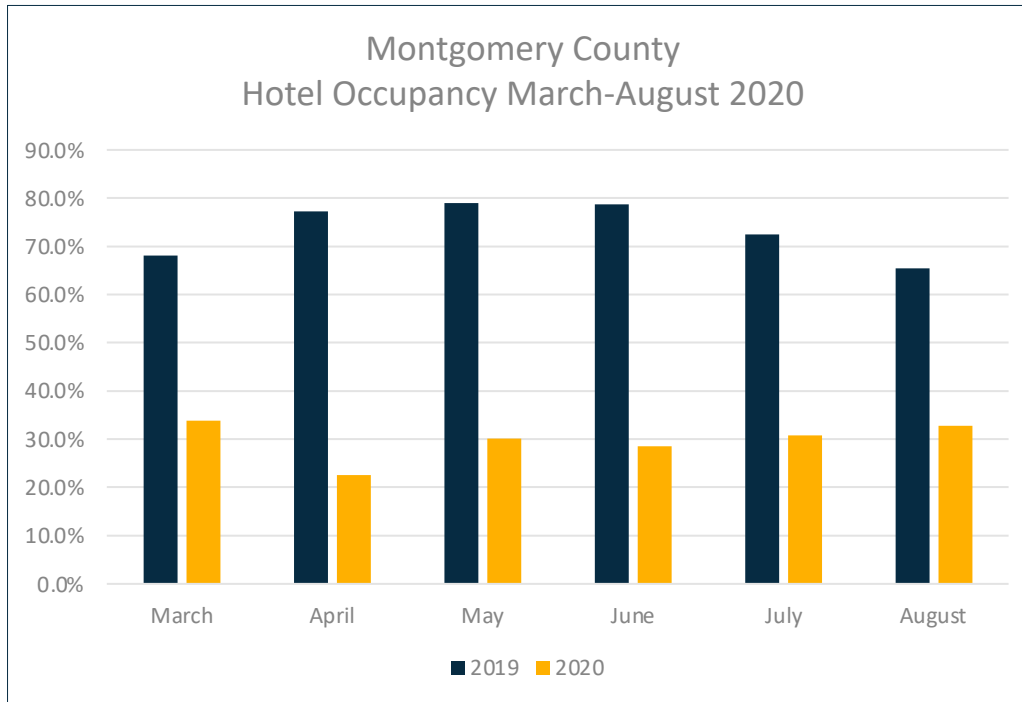
## Adjusted Tourism Sales & Use Tax

**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

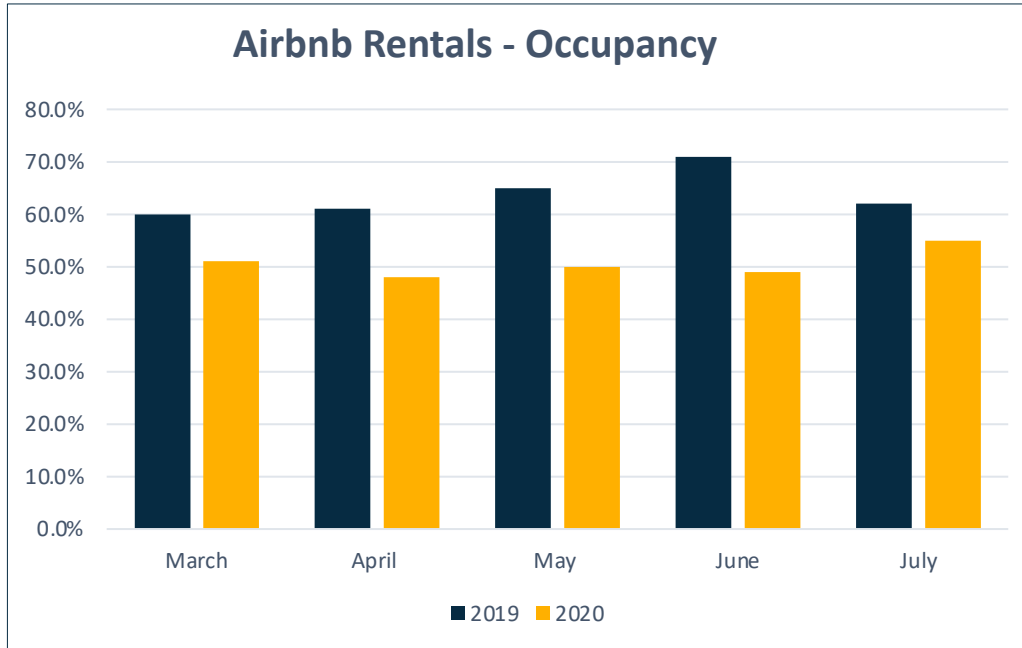


## Average Daily Rate

- 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 re-opening 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**

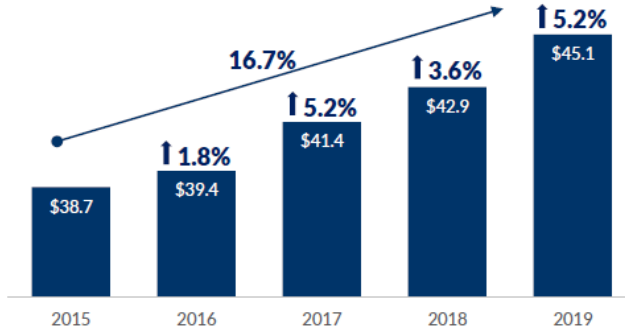


# Sports Tourism



- 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 19-21, 2021
Bethesda Soccer Club Premier Cup - Youth	April 2-3, 2021
Potomac Soccer Association Memorial Day Tournament	May 28-31, 2021
Mid-Atlantic Cup Soccer	June 11-13, 2021
IWLCA Champions Cup - <b>NEW</b>	June 18-20, 2021
Laxin Out Loud Lacrosse	June 26-27, 2021
World Series of Youth Lacrosse - <b>NEW</b>	July 1-3, 2021
FLG Lacrosse	July 9-11, 2021
Pinnacle Lacrosse - <b>Pending</b>	July 16-18, 2021
EDP Soccer	August 21-22, 2021
August Cup	August 28-29, 2021
Rush for the Cup	September 4-5, 2021
Beer and Wine Festival - <b>Pending</b>	TBD
Discovery Adventist Soccer Tournament	October 8-10, 2021
Bethesda Soccer Club Premier Cup Girls	November 12-14, 2021
Bethesda Soccer Club Premier Cup Boys	November 19-21, 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

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

MONTGOMERY COUNTY, MARYLAND



**START PLANNING**

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

MONTGOMERY COUNTY, MARYLAND




**START PLANNING**

**Tastemakers TRAIL** Good Times, Great Drinks in Montgomery County, Maryland



**START PLANNING**



**MD DC**  
Montgomery, MD  
VISIT MONTGOMERY

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There



MONTGOMERY COUNTY MARYLAND

**START PLANNING**



**MD DC**  
Montgomery, MD  
VISIT MONTGOMERY

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There



MONTGOMERY COUNTY MARYLAND

**START PLANNING**




**Tastemakers TRAIL** Good Times, Great Drinks in Montgomery County, Maryland

From savoring a pint on a farm to relaxing with a Cabernet Franc at Sugarloaf Mountain, explore 20+ craft beverage spots right outside of Washington, DC.

**TastemakersTrail.com**



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  
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MARYLAND



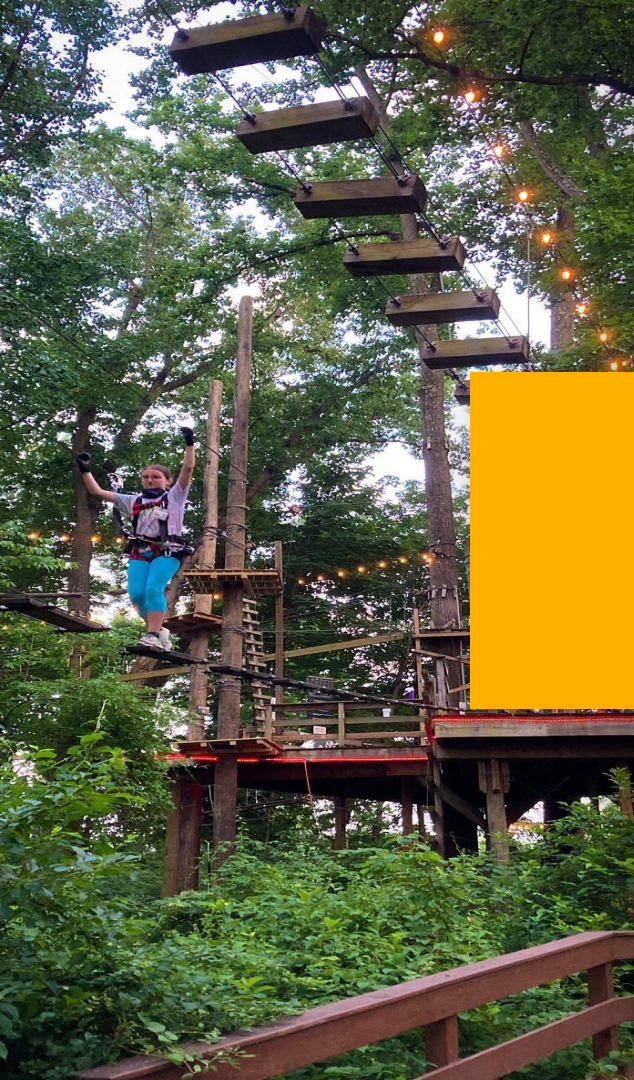
DISCOVER

# 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-19.

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

Visit Montgomery  
1801 Rockville Pike, Suite 301  
Rockville, MD 20871

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