



*Montgomery, MD*

VISIT MONTGOMERY

# PARTNERSHIP UPDATE

December 2020

# TODAY'S AGENDA



**Welcome**

**October 2020 Lodging  
Monitor**

**Inauguration Trends**

**HCER Workgroup**

**Grant Opportunities**

**GBAC STAR**

**Holiday Campaign**

**Tastemakers Trail**

**Travel Sentiment**



C&O Canal National  
Historical Park will  
celebrate its 50<sup>th</sup>  
anniversary of becoming  
a National Park in 2021.

# 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



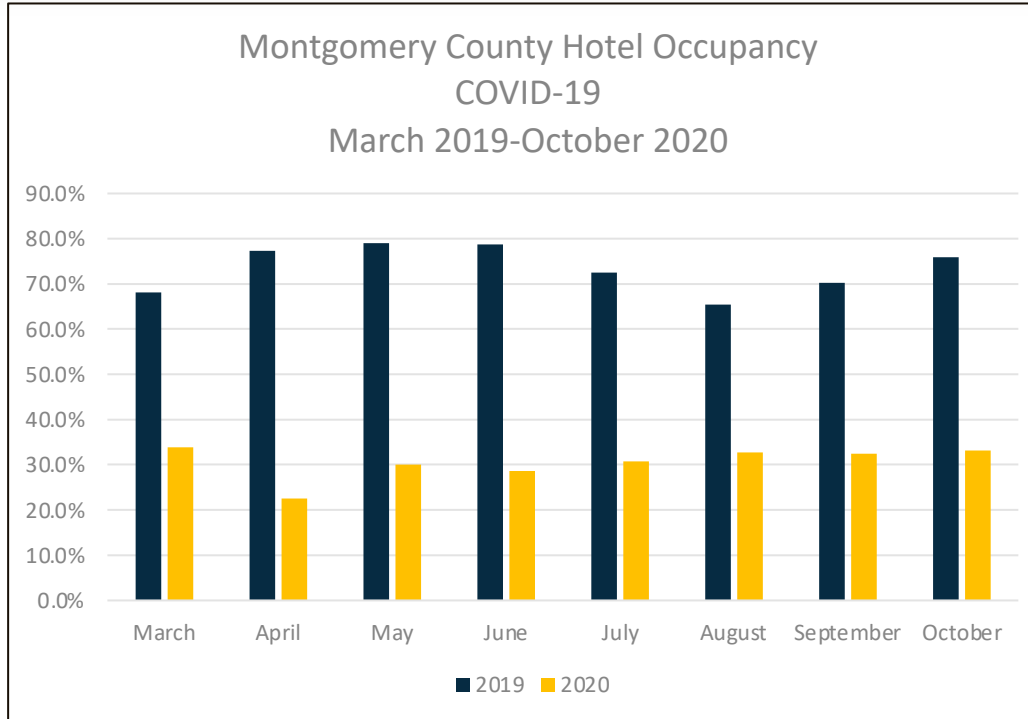
# LODGING MONITOR

October 2020

Hyatt Regency in Bethesda



# HOTEL OCCUPANCY & AVERAGE DAILY RATE

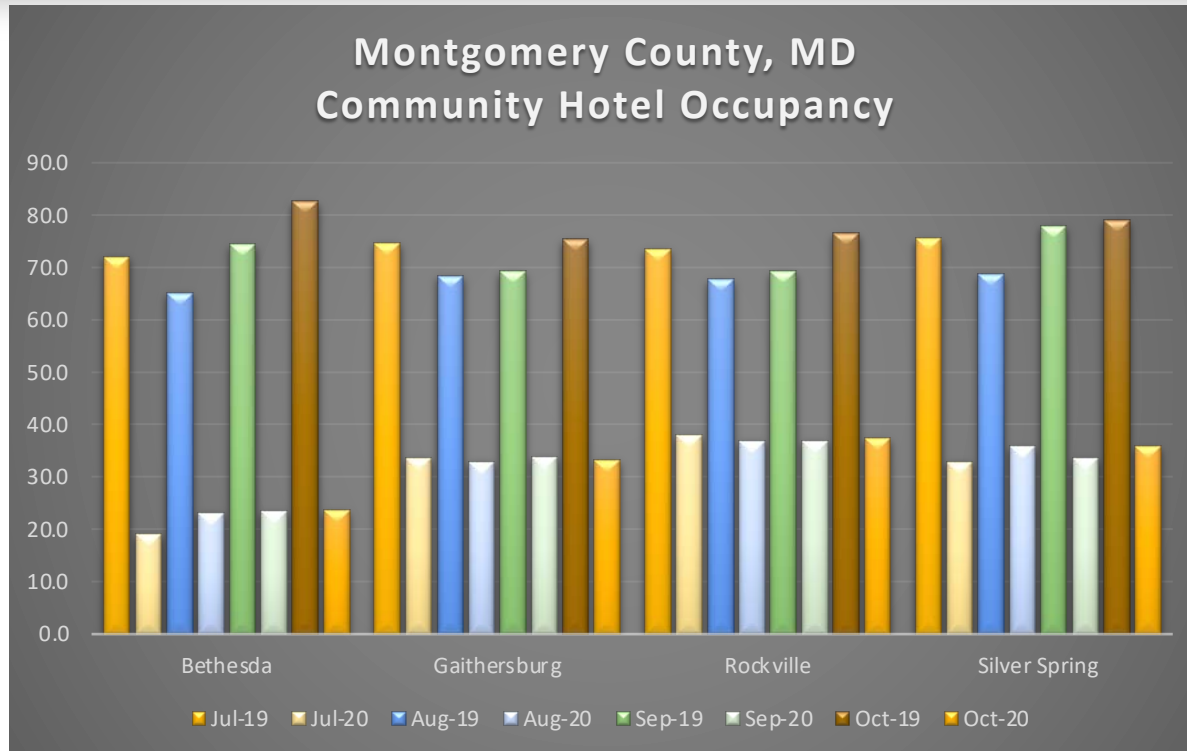


## Average Daily Rate

- March: \$123.31
- April: \$83.78
- May: \$84.94
- June: \$87.77
- July: \$91.26
- August: \$90.83
- September: \$88.23
- October: \$89.13

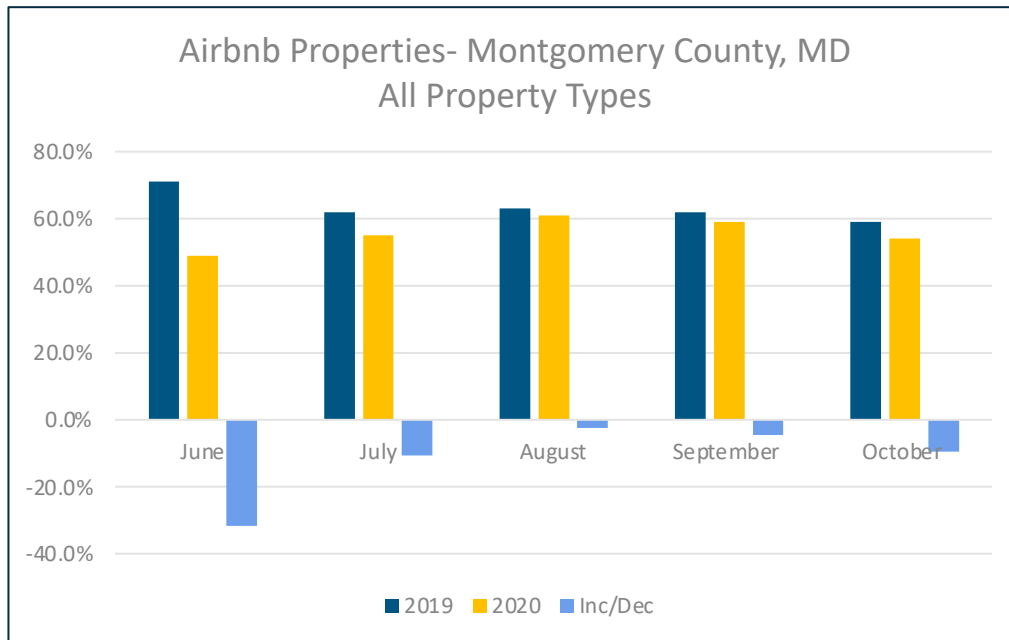
Source: Smith Travel Research

# COMMUNITY HOTEL OCCUPANCY



Source: Smith Travel Research

# SHORT TERM RENTALS



October 2020 occupancy at Airbnb rentals was 54%, this is a -9.4% decline OPY.

Average Daily Rate in October 2020 was \$116, a 20.9% increase OPY.

# INAUGURATION TRENDS



- Strong Transient Demand
- Interest in Properties Close to DC
- Group Cancellations
- Share Inauguration Promos/Packages

## **What We Have Heard So Far:**

- Inauguration Platform is Being Constructed
- Will Be Smaller & Ticketed
- There will be protests.
- 5 permits were requested as of Nov. 10.

**Inauguration Date:  
Wednesday,  
January 20, 2021**



# HCER Working 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.



# GRANT OPPORTUNITIES

Three Grant Options Available

# TOURISM ANCHOR INSTITUTION GRANTS



The grant program was created to provide financial assistance to nonprofit entities that are tourist-oriented and focus on arts, culture, agriculture and/or recreation that have been hard-hit by the COVID-19 health crisis.

The program is funded with a \$5 million special appropriation by the County Council.

Grants opened for applications on Nov. 19.

The deadline for receiving completed applications is 5 p.m. on Monday, Nov. 30.

Details on the Tourism Anchor Institution grant program and application information can be found at <https://montgomerycountymd.gov/biz-resources/covid19/>.

Grants can be used for general operating purposes. Funds cannot be used for the same expenditures for which organizations have received grants from other Federal, State or County grant programs. Grants will be awarded to eligible applicants based on the organization's annual operating budget and operating losses incurred due to the pandemic.

Questions about the Tourism Anchor Institution Grant Program can be emailed to [TourismGrant@montgomerycountymd.gov](mailto:TourismGrant@montgomerycountymd.gov).

# MCEDC RESTAURANT GRANT PROGRAM



The Montgomery County Council has established a Restaurant Relief Grant program that will be administered by the Montgomery County Economic Development Corporation (MCEDC). Grants will be awarded for up to \$10,000. Eligible entities include restaurants, food trucks, caterers, wineries and breweries that directly provide food service.

Grant funds can be used for working capital (rent, payroll, job training), purchase of equipment and services to expand outdoor dining, infrastructure improvements such as HVAC system upgrades and technology to support carryout and delivery. Purchase of PPD and disposable food containers and utensils and sanitation service also qualify.

**Applications will be accepted from November 20 through December 4, 2020.**

[Restaurant Relief Grant Application \(wufoo.com\)](http://wufoo.com)



# REOPEN MONTGOMERY GRANT PROGRAM



Reopen Montgomery Program grants will reimburse Montgomery County businesses and nonprofits for expenses incurred to comply with State and County reopening requirements. Reopening requirements are established to prevent the spread of COVID-19 and maintain public health.

The Reopen Montgomery Program will provide grants of up to \$5,000 per applicant. A total of \$14M has been appropriated for this program to help County businesses reopen. Expenses eligible for reimbursement are PPE, contactless payment systems, cleaning supplies, signage, outdoor furniture/tents/heaters, disposable food containers and utensils and upgrades to HVAC systems.

[Reopen Montgomery Grant Program Application \(montgomerycountymd.gov\)](https://montgomerycountymd.gov)



# GBAC STAR ACCREDITATION

Available to Hospitality & Tourism Businesses

# GBAC STAR ACCREDITATION OVERVIEW



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.

## Two Ways to Participate:

**#1: Full GBAC Accreditation**

**#2: GBAC Online Fundamentals Course**

**This program is funded through the CARES Act. It is free to participate, but funding is limited.**

# CURRENT GBAC STAR PARTICIPANTS



## 21 Participants for Full Accreditation

Hotel, Bed and Breakfast and Conference Centers: 15

Performance : 4

Sporting Complex: 1

Recreational Facility: 1

**Deadline to Participate:  
Wednesday, December 23**







# GBAC STAR Facility Accreditation

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



[VisitMontgomery.com/GBAC](https://VisitMontgomery.com/GBAC)



# HOLIDAY CAMPAIGN

Promoting to Residents + The Region

rio in Gaithersburg  
Credit: Adam Brockett

# 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

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.



## Let’s Go There, Together

Continuation of the U.S. Travel Association “Let’s Go There” campaign, with a holiday/winter spin.

## MD Tourism Campaigns

Open for the Holidays

Hometown Focus

Spring Travel

MAKE MEMORIES

*Together*

MONTGOMERY COUNTY, MD

DISCOVER

MD  
DC

Montgomery, MD  
VISIT MONTGOMERY

Maryland  
VisitMaryland.org

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

MD  
DC

Montgomery, MD  
VISITMONTGOMERY.COM

Maryland  
VisitMaryland.org

MAKE MEMORIES

*Together*

MONTGOMERY COUNTY MARYLAND

DISCOVER

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Make Memories Together – Holiday Campaign







Press Coverage with Fox 5 on Good Day DC



WP BrandStudio Content from Montgomery, MD



# Visiting this Maryland county will feel like stepping into a holiday card

By WP BrandStudio  
December 1 at 9:05 AM

*Montgomery County's festive shopping districts and seasonal activities offer D.C. families a quintessential wintertime experience—without the stress of long-distance travel.*

Content From



More From Montgomery MD



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

From savoring a pint on a working horse farm at Wonders Brewing Company to relaxing with glass of red wine at the base of Sugarloaf Mountain, explore 20+ craft beverage spots along the Tastemakers Trail – a short drive from Baltimore.

**START PLANNING**

TastemakersTrail.com

# B

## LOCAL FLAVOR

Restaurant reviews, food news, and latest openings and closings.

### FOOD & DRINK

## Thanksgiving Takeout Options to Enhance Your Holiday Feast

We round up more than 30 local spots offering festive dishes for contactless carryout.



NorthernVirginia

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Magazine | Newsletters

FOOD CULTURE STYLE HOME FAMILY HEALTH THINGS TO DO TRAVEL

BEST RESTAURANTS ICE SKATING RINKS BEST OF NOVA 2020 TOP DOCTORS IN THIS ISSUE

HOME / SPONSORED / 6 MICRO-ADVENTURES THAT WILL INSPIRE YOU TO VISIT MONTGOMERY COUNTY, MARYLAND



SPONSORED

## 6 Micro-Adventures That Will Inspire You To Visit Montgomery County, Maryland

The winter holiday season is a time to create socially distant memories with the people you care about the most. It's also the perfect opportunity to dream about your next road trip adventure to Montgomery County, Maryland.

By Sponsored Partnership | December 1, 2020

### TRENDING IN NOVA

These Are The Best Things To Do In NoVA In December

The 11 Best Restaurants In Fairfax County

Online Exclusive Review: Great American Restaurants' Good Eats Emporium

Holiday Recipes From Jacques Haeringer Of L'Auberge Chez François



Stav Connected



## HOW TO PARTICIPATE



Submit Your Promos  
Post to Our Events Calendar  
Email Us Your Press Releases

To maximize your promotional efforts,  
all submissions sent to Visit  
Montgomery are also forwarded to  
Visit Maryland and included in their  
statewide "Open for the Holidays"  
campaign.

[VisitMontgomery.com/Partnerships](https://www.visitmontgomery.com/partnerships)



**90,574 Sessions**

-12.04% OPY

**246,099 Page Views**

+3.39% OPY

**2.72 Pages Per Session**

+17.54 + OPY

# Top Social Media & Website Metrics



## Web Pages

Pageviews

Events Calendar **27,930**

Plan Ahead (Let's Go  
There Campaign) **30,637**

Moco Eats **19,237**

Holiday (Make Memories  
Campaign) **14,576**

Tastemakers Trail **12,001**

## Blog Articles

Pageviews

Best Places to See Fall Foliage **6,762**

15 Ways to Eat and Drink Outdoors  
**2774**

The 12 Most Instagrammable Spots  
**2690**

Everything You Need to Know About  
Visiting the C&O Canal **2570**

Best Local Shops to Support During  
Small Business Saturday **2529**

## Social Posts

Reach

The wait is over! The Comus Inn is  
now open! **33,837**

Gaithersburg Drive-thru Winter Lights  
Festival **16,684**

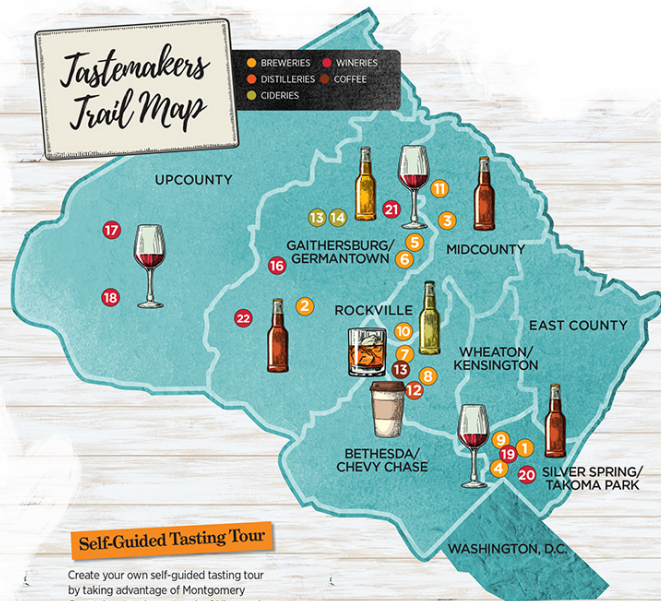
Proof That Fall is the Best Time to  
Visit Montgomery County **19,167**

Everything You Need to Know About  
Visiting the C&O Canal **8,861**

Take a Morning Hike Up Sugarloaf  
Mountain **6,125**

# Tastemakers Trail Map

- BREWERIES
- DISTILLERIES
- CIDERIES
- WINERIES
- COFFEE



## Self-Guided Tasting Tour

Create your own self-guided tasting tour by taking advantage of Montgomery County's extensive network of Uber and Lyft drivers, RMA Worldwide, GoGo Charters, Ally Charter Bus Washington D.C., and National Charter Bus Washington D.C. offer high-quality motor coach and driver services for group experiences.



This guide is designed to provide residents and visitors with recommendations of local tastemakers who specialize in producing craft beverages. This map is NOT to scale, and plot points are approximate. Visit Montgomery encourages you to drink responsibly.

## SIP AND SAVOR

Montgomery County brings a whole new meaning to "wine country." Sip and savor your way around farm-chic tasting rooms and sophisticated urban wineries. Pay a visit to the largest organic coffee roaster in Maryland or sample craft spirits at the county's first and only distillery.



## Wineries

### 16 CLEAR SKIES MEADERY

Handcrafted mead beverages using single-varietal, unfiltered honey, celebrating the honey's unrefined aromatics and characters.  
325 Main Street | Gaithersburg, MD 20878  
• clearskiesmeadery.com

### 17 SUGARLOAF MOUNTAIN VINEYARD

Located at the base of Sugarloaf Mountain, the team at Sugarloaf will guide you through every step of their award-winning wines.  
18125 Comus Road | Dickerson, MD 20842  
• smwvinery.com

### 18 ROCKLANDS FARM WINERY

Producing handcrafted wines on historic, family property within the Agricultural Reserve of Montgomery County. Enjoy wine tasting, rotating food vendors, and weekly live music. Family friendly.  
14531 Montevideo Road | Poolesville, MD 20837  
• rocklandsfarmmd.com

### 19 THE URBAN WINERY

Looking for unique nightlife plans? The Urban Winery was the first winery in the region to be in an urban environment.  
949 Bonifant Street | Silver Spring, MD 20910  
• theurbanwinery.com

### 20 GREAT SHOALS WINERY

Great Shoals Winery uses local fruits from Maryland farms to craft high-quality wines and ciders. Located in Takoma Park, the tasting room also offers coffee, food, wine cocktails, and local craft beer.  
7050 Carroll Avenue | Takoma Park, MD 20912  
• greatshoals.com

### 21 OLNEY WINERY

Sourcing high-quality grapes from California, Chile, South Africa, Germany, and Italy, Olney Winery gives you a taste of the world in every glass.  
18127 Town Center Drive | Olney, MD 20832  
• olneywinery.com

### 22 WINDRIDGE VINEYARDS

Situated in the Piedmont Plateau of Maryland, Windridge's family-owned vineyards were carefully selected based on a unique mix of geology and microclimate.  
15700 Darnestown Road | Darnestown, MD 20874  
• windridgevine



# Tastemakers TRAIL

A Guide to Local Craft Beverage Makers in Montgomery County, Maryland



Montgomery, MD  
VISITMONTGOMERY.COM

TastemakersTrail.com





# Tastemakers TRAIL

Good Times, Great Drinks in  
Montgomery County, Maryland

From savoring a pint on a working horse farm at Waredaca Brewing Company to relaxing with glass of red wine at the base of Sugarloaf Mountain, explore 20+ craft beverage spots along the Tastemakers Trail – a short drive from Baltimore.

[TastemakersTrail.com](https://TastemakersTrail.com)



Montgomery, MD  
[VISITMONTGOMERY.COM](https://VISITMONTGOMERY.COM)



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

START PLANNING

## Tastemakers TRAIL

Good Times, Great Drinks in  
Montgomery County, Maryland



Montgomery, MD  
[VISITMONTGOMERY.COM](https://VISITMONTGOMERY.COM)



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

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## Tastemakers TRAIL

Good Times, Great Drinks in  
Montgomery County, Maryland



Montgomery, MD  
[VISITMONTGOMERY.COM](https://VISITMONTGOMERY.COM)



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

START PLANNING

## Tastemakers TRAIL

Good Times, Great Drinks in  
Montgomery County, Maryland



Montgomery, MD  
[VISITMONTGOMERY.COM](https://VISITMONTGOMERY.COM)



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

START PLANNING

# Tastemakers Trail + Craft Pass

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

Featuring 20+ craft beverage producers in Montgomery County.

Soft Launch: December 2020

Major Launch: FeBREWary 2021



Check in.  
Drink Up.  
Get Rewarded.

Explore the Montgomery County Tastemakers Trail with your digital passport to score discounts and earn prizes along the way!

## HOW TO PLAY



### Sign Up for Your Personal Craft Pass

Sign up at [TastemakersTrail.com](https://TastemakersTrail.com).  
Receive a text message and save the Craft Pass to your phone.



### Check in at MoCo Breweries, Wineries and More

Visit each stop along the trail. Your phone GPS will automatically find your location to help you check in. It's that easy!





# TRAVELER SENTIMENT

From Destination Analysts

# KEY FINDINGS TO KNOW



Nearly one-in-five Americans say they plan to take a Christmas holiday trip.

Americans' openness to travel inspiration has been on a steady decline since October 18th and fully half of American travelers say they have lost their interest in traveling for the time being.

The focus of some recent news stories on pandemic behaviors in specific travel destinations is also acting as a sentiment depressant. In the past month, 35.8% of Americans report they have seen one or more COVID-19 related reports in the media about travel destinations where people were behaving in a manner that would make them feel uncomfortable visiting.

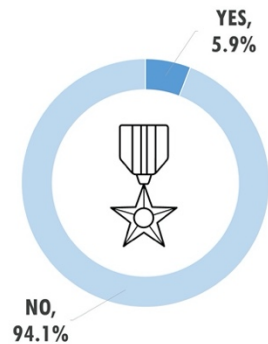
The percent of American travelers who report they have cancelled or postponed any upcoming leisure trips because of the recent increases in COVID-19 cases in the U.S. has dropped to 38.1% from 47.4% two weeks ago, and now 56.3% say recent increases in COVID-19 cases around the country have made them less likely to travel in the next three months—down from 62.8% in the same period.



# HOLIDAY TRAVEL DURING THE COVID-19 PANDEMIC:

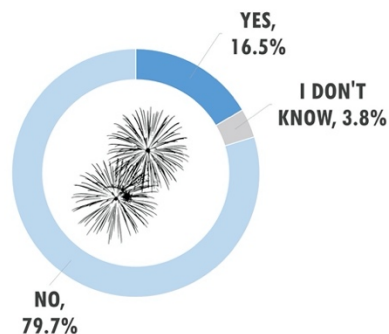
## MEMORIAL DAY | FOURTH OF JULY | LABOR DAY | THANKSGIVING

### Memorial Day Weekend



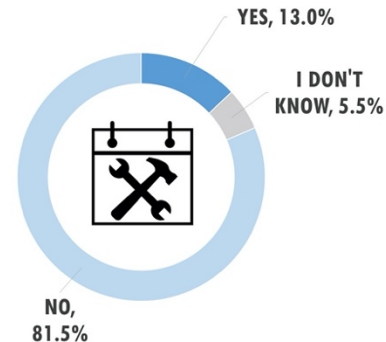
(Base: Wave 11. All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)

### Fourth of July Weekend



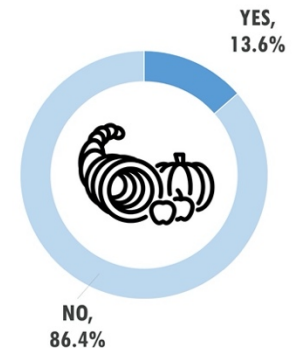
(Base: Wave 17 data. All respondents, 1,363 completed surveys. Data collected July 3-5, 2020)

### Labor Day Weekend



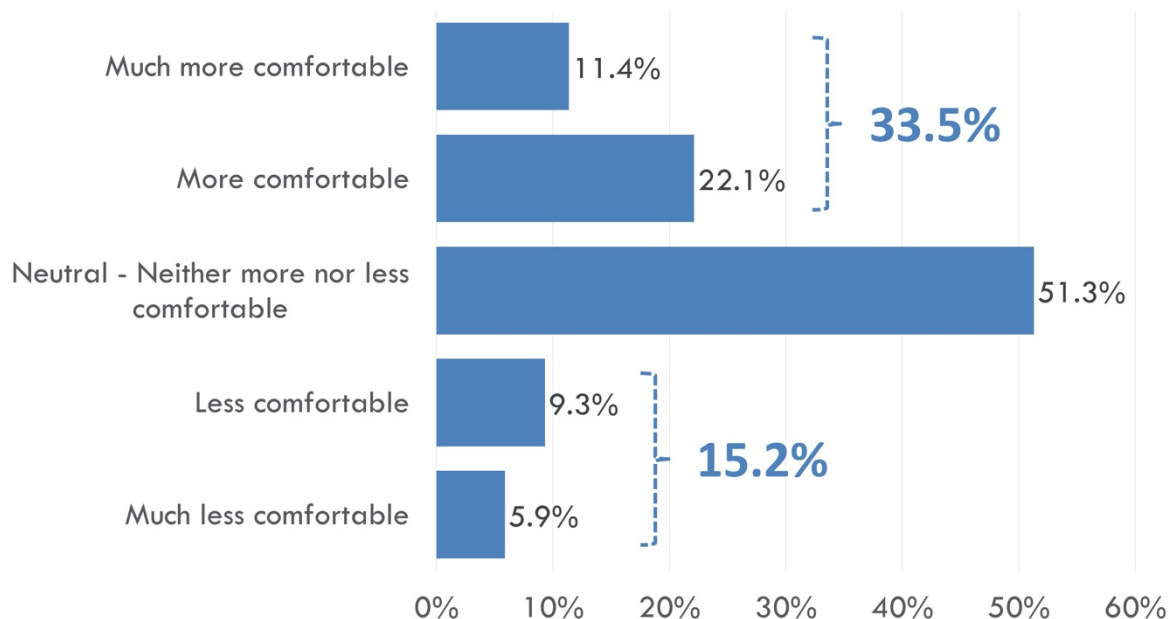
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected September 4-6, 2020)

### Thanksgiving



(Base: Wave 38 data. All respondents, 1,205 completed surveys. Data collected November 27-29, 2020)

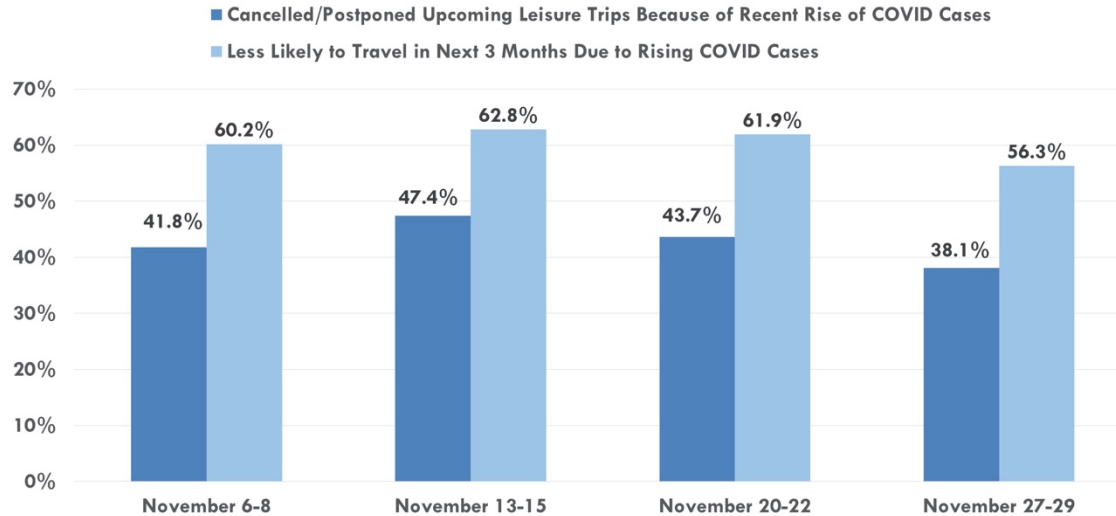
# IMPACT OF COVID-19 RESTRICTIONS ON COMFORT TRAVELING IN HOME STATE AS OF NOVEMBER 30<sup>TH</sup>



**QUESTION:** IF YOUR HOME STATE PUT IN PLACE SUCH RESTRICTIONS WOULD YOU BE MORE OR LESS COMFORTABLE TRAVELING INSIDE THE STATE? I WOULD FEEL \_\_\_\_\_ TRAVELING INSIDE <HOME STATE>

(Base: Wave 38 data. All respondents, 1,199 completed surveys. Data collected November 27-29, 2020)

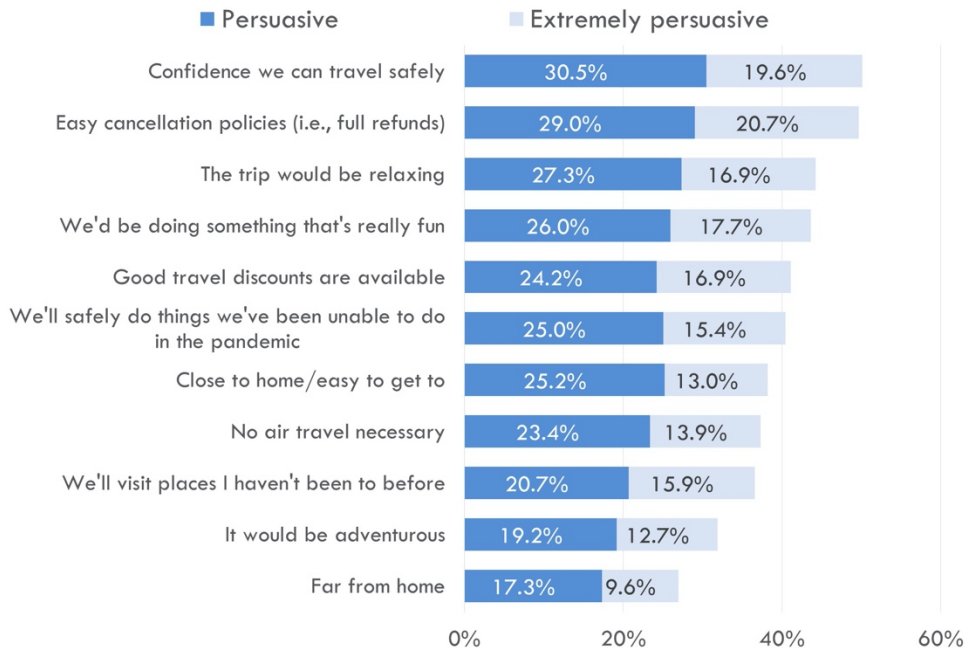
# THE IMPACT OF THE RECENT COVID-19 SURGE ON TRAVEL PLANS AS OF NOVEMBER 30<sup>TH</sup>



**QUESTIONS: 1. HAVE YOU CANCELLED OR POSTPONED ANY UPCOMING LEISURE TRIPS BECAUSE OF THE RECENT INCREASES IN COVID-19 CASES SEEN AROUND THE UNITED STATES? 2. HAVE RECENT INCREASES IN COVID-19 CASES AROUND THE COUNTRY MADE YOU LESS LIKELY TO TRAVEL IN THE NEXT THREE (3) MONTHS?**

(Base: Wave 35-38 data. All respondents, 1,205, 1,206, 1,205 and 1,205 completed surveys.)

## PERSUASIVE ATTRIBUTES TO MOTIVATE TRAVEL AS OF NOVEMBER 30<sup>TH</sup>



**QUESTION: IMAGINE THAT A FRIEND OR FAMILY MEMBER COMES TO YOU WITH AN IDEA TO TRAVEL TOGETHER IN THE NEXT SIX (6) MONTHS. WHAT POSSIBLE ATTRIBUTES OF YOUR FRIEND'S TRAVEL IDEA WOULD BE MOST PERSUASIVE TO GET YOU TO GO?**

(Base: Wave 38 data. All respondents, 1,205 completed surveys. Data collected November 27-29, 2020)



**THANK  
YOU!**