



Montgomery, MD
VISIT MONTGOMERY

COMMUNITY REPORT ON TOURISM

Annual Meeting

Fiscal Year 2021 Team



Kelly Groff
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Sales Manager



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ABOUT VISIT MONTGOMERY

VISIT MONTGOMERY MISSION

The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering economic growth and quality of place through tourism.

ORGANIZATION STRUCTURE

Visit Montgomery is a 501 (c) 6 non-profit organization with the oversight by a volunteer board of directors.

ORGANIZATION FUNDING

Sources

- 7% hotel occupancy tax allocation from Montgomery County
- 3.5% of the hotel occupancy tax collections from the City of Rockville (current occupancy rate is 2%)
- 4.0% of the hotel occupancy tax collections from the City of Gaithersburg (current occupancy rate is 2%)

Visit Montgomery's annual operating budget is composed of several other revenue sources including partnership dues, marketing grant from the Maryland Office of Tourism, cooperative advertising and trade show partnerships, events and housing service rebates.

Fiscal Year 2022 Board of Directors



Chair

Eric Rasch

Silver Spring Civic Building at Veteran's Plaza

Co-Chair

Bonnie Caravaglia

Bethesda Marriott

Treasurer

Jill McCarthy

Federal Realty

Secretary

John Hines

Adventure Park at Sandy Spring

Board of Directors

Ray Barry

AFI Silver Theatre & Cultural Center

Lynn Bowersox
Metro

David Child

Bethesda North Marriott Hotel & Conference Center

Joe Frandoni

Arts & Humanities Council of Montgomery County

Charles Kaufmann

Vamoose Bus

John Lancaster

Choice Hotels International

Matt Libber

Maryland SoccerPlex

Valentina Nahon

Glenstone

Cindy Rivarde

Rockville Economic Development, Inc.

Sarah Rogers

Heritage Montgomery

Jordan Savitz

Offit Kurman Attorneys at Law

PAST CHAIR COUNCIL

Carol McLean

Cvent

Vira Safai

Comfort Inn Shady Grove

Sara Torrence

Sara Torrence & Associates

EX-OFFICIO

Brian Levine

Montgomery County Chamber of Commerce



2020 COVID-19 Pandemic

Grants Administered & Financial Support



Hotel Hospital Subsidy Program

A partnership with local hotels to provide a \$25 room rate subsidy towards accommodations for traveling medical professionals during the height of the pandemic.

Allocation
\$200,000

Tourism Stabilization Grant Program

Based on recommendations from the County's Hospitality, Culture, Recreation and Entertainment (HCRE) Recovery Stabilization Program the Montgomery County Executive and Montgomery County Council approved the County's Tourism Anchor Institution Grant Program

Allocation
\$5,000,000

Grants Administered & Financial Support



Hotel Relief Grant Program

Governor Larry Hogan provided through the Maryland Department of Commerce a Hotel Relief Grant Program. The program was launched to provide financial assistance to hotels and other lodging entities for general operating expenses, rent, payroll, job training, taxes, debt service and other similar costs.

Allocation
\$6,000,000

GBAC Star Grant Program

A grant program for hospitality businesses to participate in the Global BioRisk Advisory Council (GBAC) STAR Program

GBAC is a cleaning, disinfection and infectious disease prevention best practices accreditation program. Administered by Visit Montgomery.

Allocation
\$50,000

GBAC STAR Program



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.

33 Participants Opted in for Full Accreditation

- Hotel, Bed and Breakfast and Conference Centers: 21
- Performance & Arts: 10
- Sporting Complex: 1
- Recreational Facility: 1

10 Now Fully Accredited/Under Review:

- Hyatt Regency Bethesda
- The Bethesdan
- Comfort Inn Shady Grove-Gaithersburg-Rockville
- Strathmore Hall Foundation (3 Facilities)
- The Fillmore Silver Spring
- Hilton Garden Inn Bethesda
- Glen Echo Park
- Silver Spring Civic Center





FISCAL YEAR 2021

Reflection & Wrap Up



Visitation Metrics

2019 Prior to COVID-19 Pandemic

9.58 Million

Day & Overnight Visitors
+3.0% OPY

\$1.98 Billion

Visitor Spending
+2.4% OPY

2020 During the COVID-19 Pandemic

4.87 Million

Day & Overnight Visitors
-49.1% OPY

\$1.1 Billion

Visitor Spending
-44.3% OPY

Source: Tourism Economics



Adjusted Tourism Sales & Use Tax

Fiscal Year 2019: \$78.2 Million

Fiscal Year 2020: \$64.9 Million

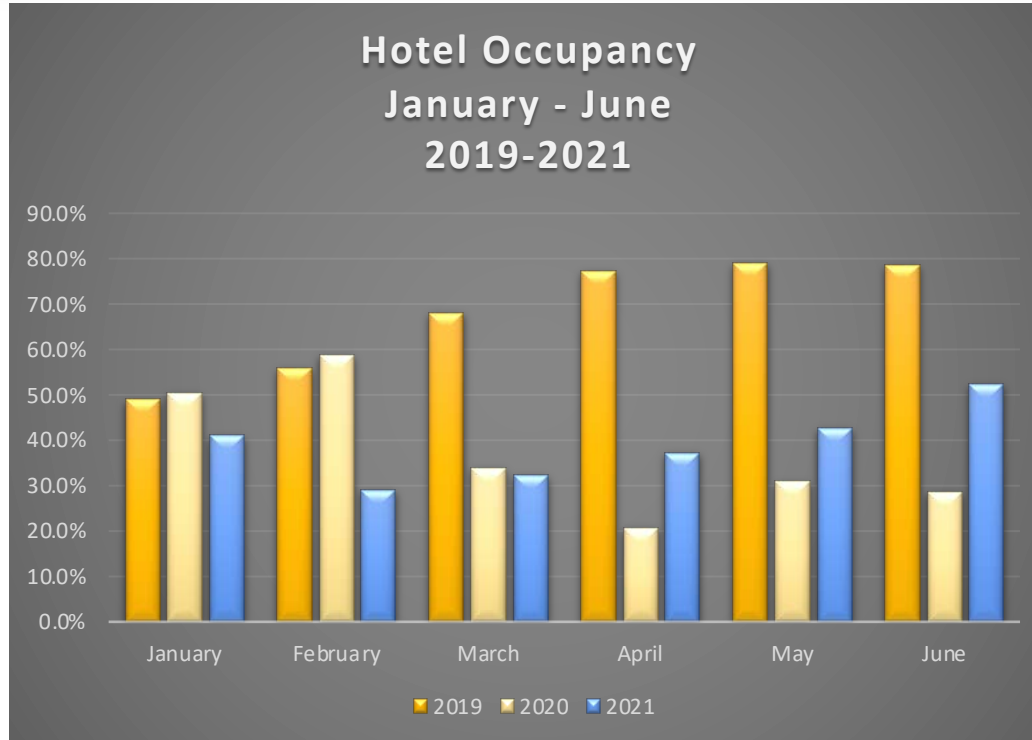
Fiscal Year 2021: \$40.2 Million

FY 2019 vs FY 2021: -48.6%

FY 2020 vs FY 2021: -38.1%

Source: MD Comptroller Office

HOTEL OCCUPANCY

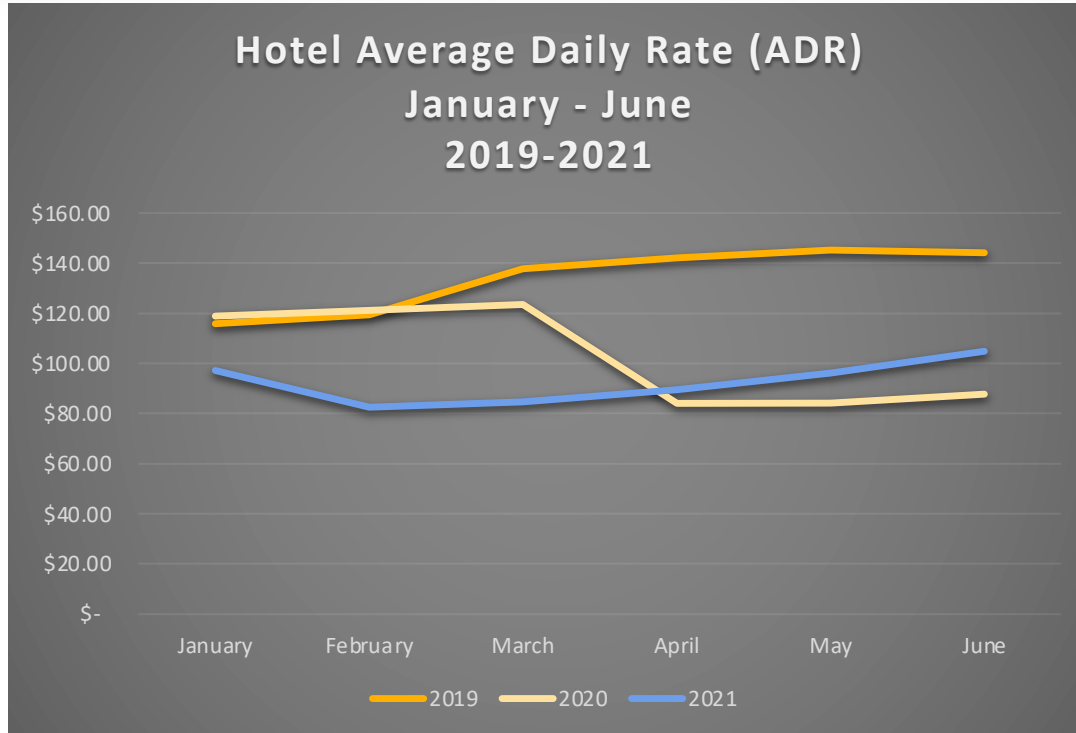


2021 OCCUPANCY BY MONTH

- January: 41.0%
- February: 29.0%
- March: 32.3%
- April: 37.2%
- May: 42.6%
- June: 52.5%

Source: Smith Travel Research

AVERAGE DAILY RATE



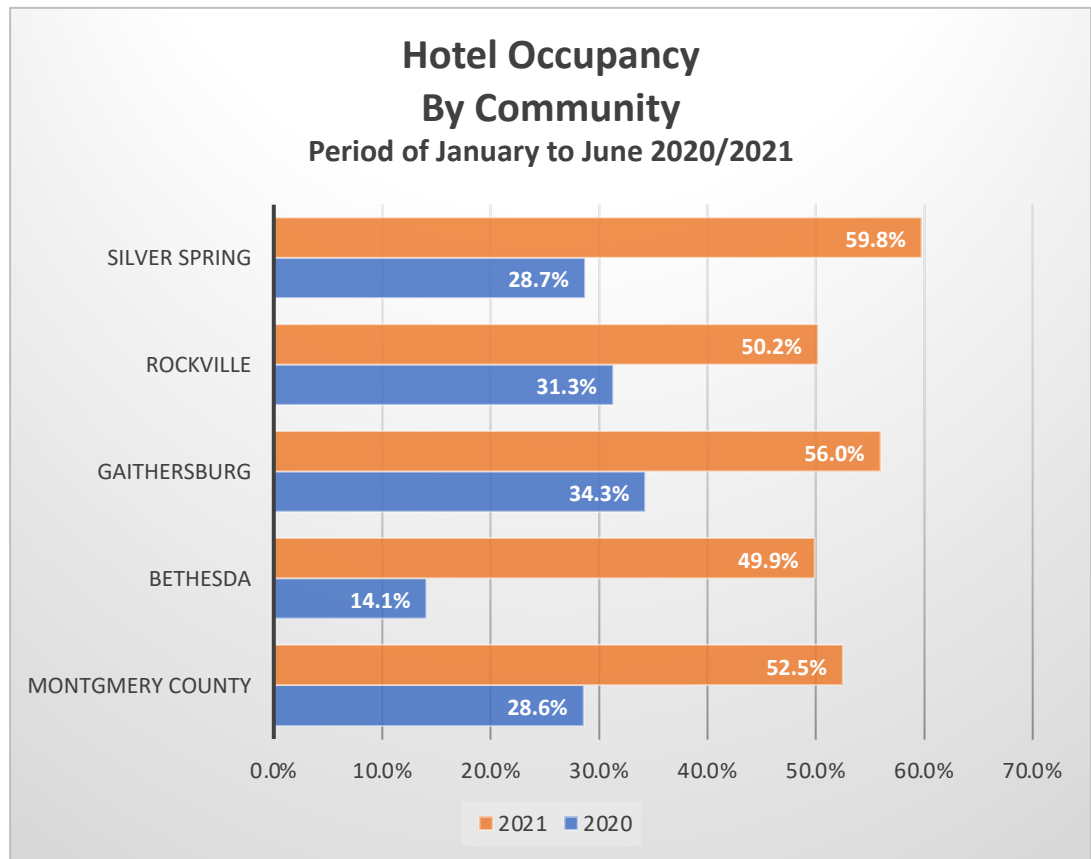
2021 AVERAGE DAILY RATE BY MONTH

- January: \$97.19
- February: \$82.55
- March: \$84.77
- April: \$89.77
- May: \$96.09
- June: \$104.88

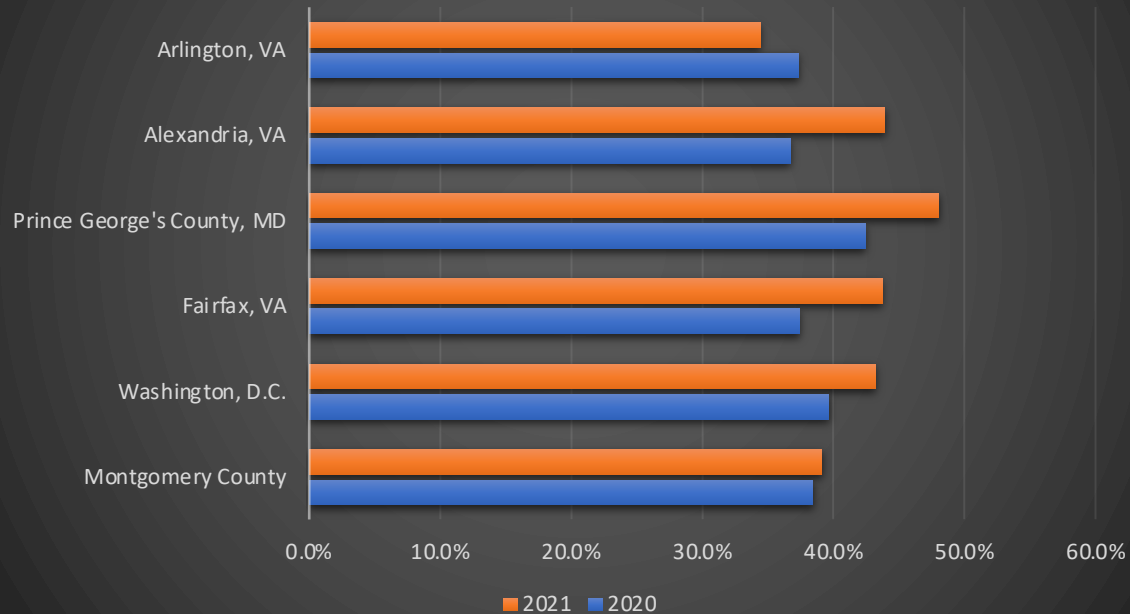
Source: Smith Travel Research

Summary

The hotels located in Bethesda were initially the hardest hit with hotel occupancy as low as 9.8% in April 2020. Bethesda hotel occupancy jumped from 14.1% to 49.9% for the period of January to June 2020 to 2021, the highest increase of any jurisdiction in the county.



Capital Region Hotel Occupancy Period of January- June

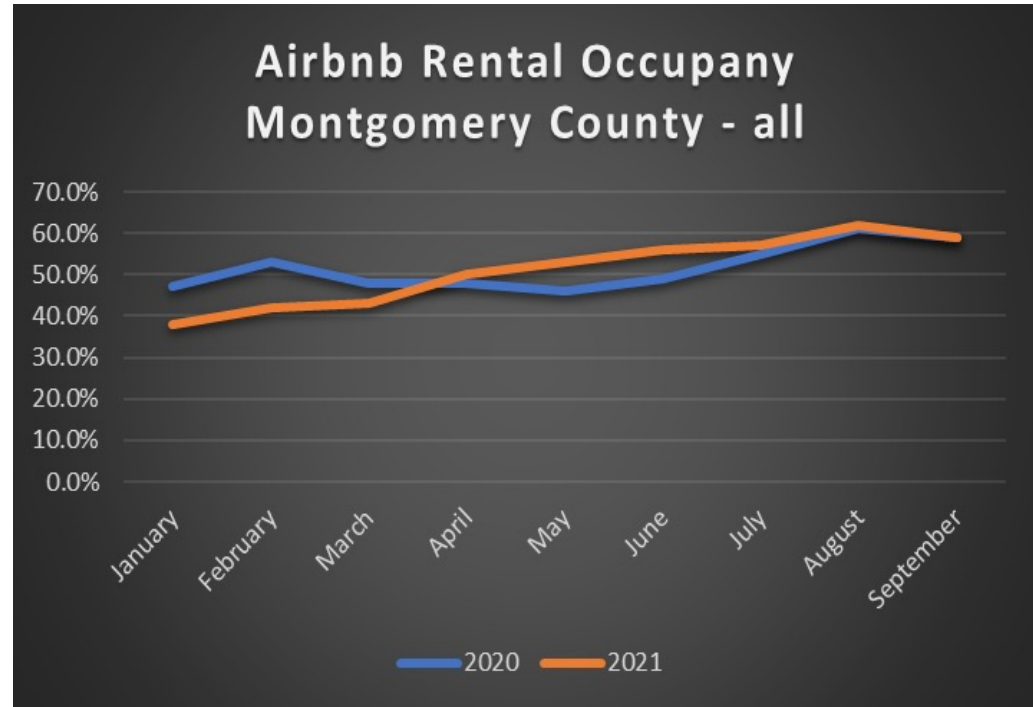


Note: Gaylord Hotel at National Harbor remained closed until July 2021

Summary

Countywide occupancy from Airbnb rentals began to see increases year-over-year in April 2021.

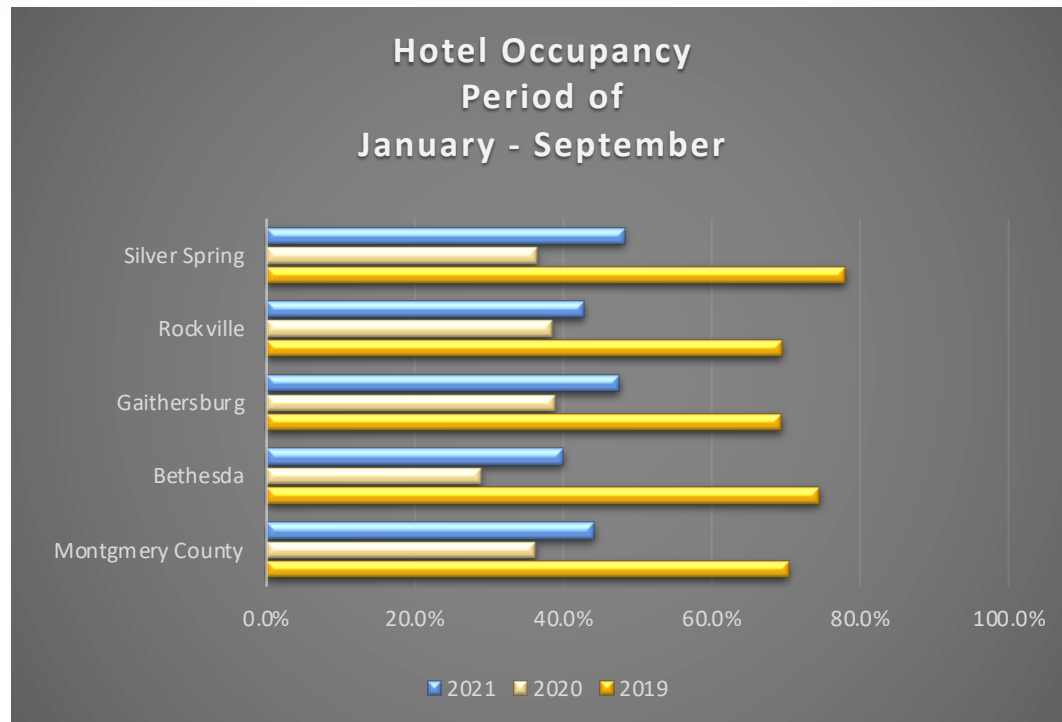
Airbnb collects 7% occupancy tax on behalf of hosts and is paid to the county.





Recovery Progress

Hotel Occupancy – Montgomery County



Hotel Occupancy - Regional



Hotel Tax Collections – January–August 2021



MONTH	Total Hotel Taxes Collected	2021 Hotel Taxes Allocated to CVB	2019 CVB Allocation	INC/DEC from 2019
January, 2021	\$ 419,353.00	\$ 33,081.00	\$ 69,677.00	-53%
February, 2021	\$ 505,591.88	\$ 35,391.43	\$ 77,948.00	-54%
March, 2021	\$ 515,988.04	\$ 36,119.16	\$ 148,267.00	-75%
April, 2021	\$ 525,478.32	\$ 36,783.48	\$ 145,934.00	-75%
May, 2021	\$ 607,108.79	\$ 42,497.61	\$ 155,372.00	-72%
June, 2021	\$ 1,113,843.90	\$ 77,969.07	\$ 179,942.00	-57%
July, 2021	\$ 1,061,940.58	\$ 74,335.84	\$ 117,605.00	-37%
August, 2021	\$ 879,560.67	\$ 61,569.25	\$ 94,563.00	-34%

A photograph of a Topgolf driving range at dusk. In the foreground, a white Topgolf launch station is visible, featuring a control panel with various colored buttons and the Topgolf logo. The launch station is positioned on a green artificial turf mat. In the background, a large, open-air driving range is visible, enclosed by a tall, clear safety net. The range is illuminated by overhead lights, and the sky is a deep blue. The overall scene is a well-lit, modern golf facility.

MARKETING MILESTONES

Fiscal Year 2021



WEBSITE PERFORMANCE – FISCAL YEAR 2021

1.16M+ Page Views

+17.90% OPY

2.9 Pages Per Session

+23.86% OPY

1:09 Average Duration

+9.65% OPY

TARGET MARKETS

Capital Region

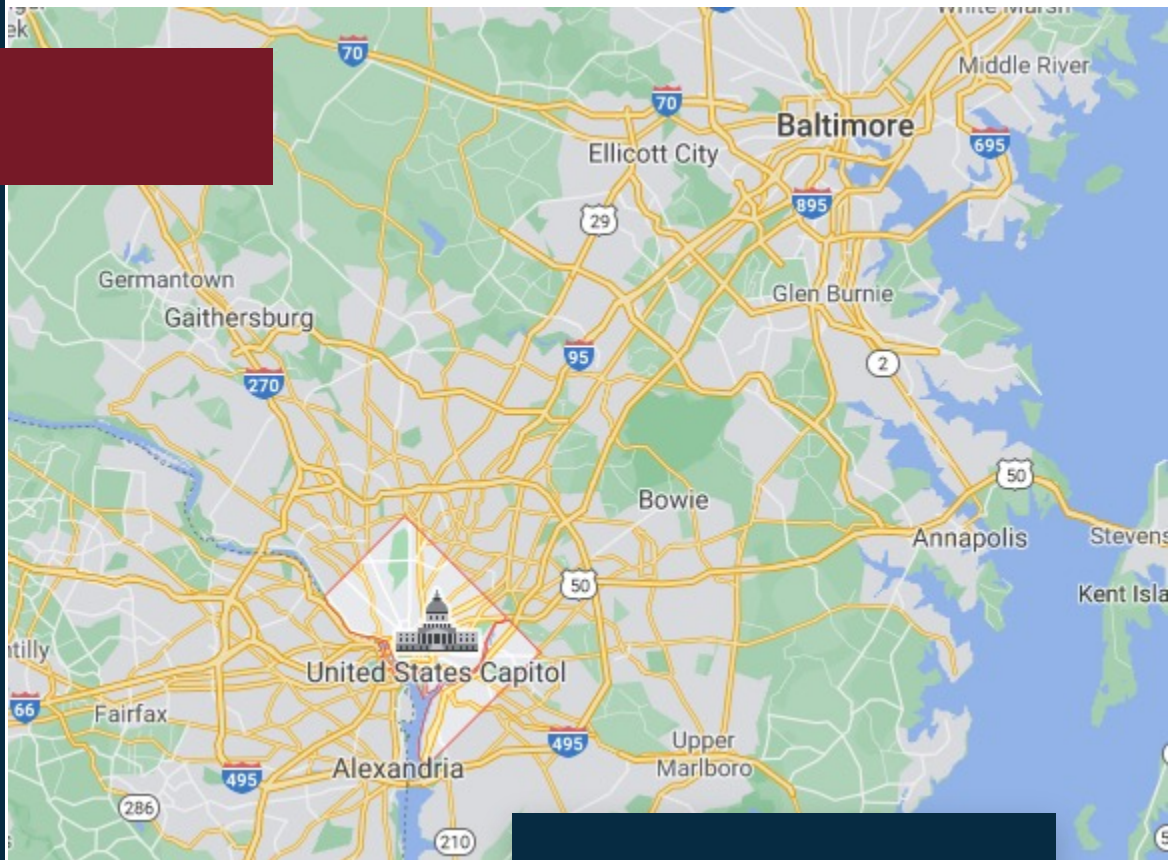
- Montgomery County: 1,051,000
- Washington, DC: 692,683
- Baltimore City & County: 1,436,402
- Northern Virginia: 2,500,000

Road Trip Markets

- Focus on 3-4 hour driving radius
- Philadelphia and New York markets demonstrating highest signs of rebound.

Groups & Meetings

- Select promotion in meetings, tour and travel and weddings segments.



All advertising to fly markets was paused in Fiscal Year 2021 to focus on domestic road trip travel.

ADVERTISING OUTLETS



Philadelphia
MAGAZINE



facebook

Google

Country
Living

The Washington Post

preservation
PEOPLE SAYING PLACES
The Magazine of the National Trust for Historic Preservation

REAL SIMPLE

H Hotels.com™



travelspike

Bethesda
MAGAZINE

ADARA

Instagram



InStyle

Parents
HEALTHY KIDS. HAPPY FAMILIES

Baltimore
MAGAZINE

WASHINGTON
CITYPAPER

NorthernVirginia
MAGAZINE

Smart meetings

cvent

GOOD
HOUSEKEEPING

Woman'sDay
LIVE WELL EVERY DAY

GROUP TOUR
MAGAZINE

Better Homes
& Gardens®

Southern Living



TRANSPROMOTION

allrecipes.com®

Recreation
NEWS

37+

Print, digital, editorial
and broadcast
advertising channels

EXPEDIA CAMPAIGN



Performance Summary For Visit Montgomery, MD



\$29.9K

Attr. Ad Spend



1.4M

Impressions



1.6K

Clicks



0.11%

CTR



9.5K

Room Nights



\$931.7K

Gross Bkg \$



31.2

ROAS

POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Hotels.com US	\$15,787	671,310	702	0.10%	\$617,123	\$209	\$617K	39.1
Expedia US	\$14,078	777,467	869	0.11%	\$313,901	\$482	\$314K	22.3
Grand Total	\$29,865	1,448,777	1,571	0.11%	\$931,024	\$691	\$932K	31.2

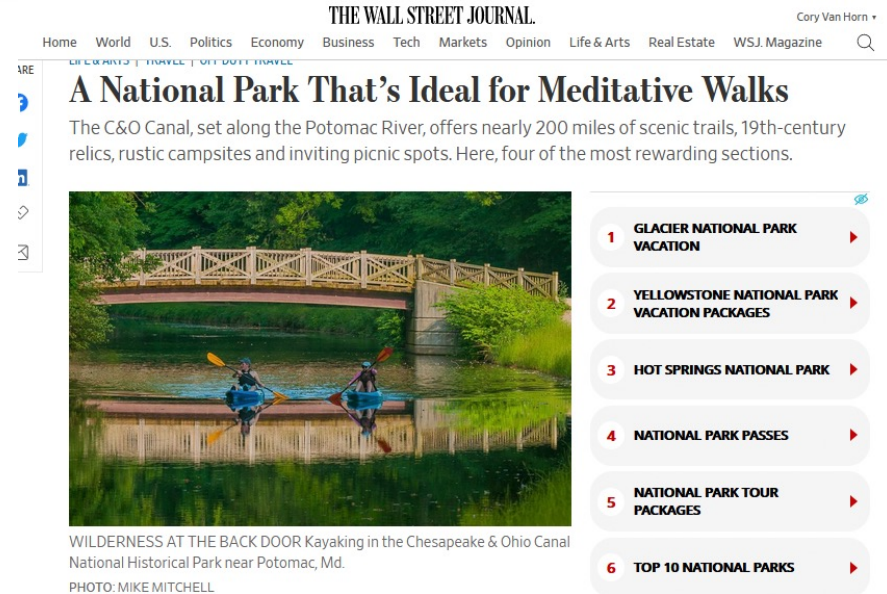
PUBLIC RELATIONS: JULY 2020 – JUNE 2021



\$1,813,251+

Advertising Equivalency Value
of Press Coverage

- AAA World Magazine
- Smart Meetings
- Wall Street Journal
- USA Today
- Matador Network
- Convention South Magazine
- Money.com
- Washingtonian
- Fox 5 DC
- Lonely Planet
- Thrillist
- MSN Travel
- National Geographic Traveller UK



C&O Canal Regional Marketing Committee



- Partnership between Montgomery, Frederick, Washington, Allegany, MD Tourism, The Canal Trust and National Park Service.
- Developing a C&O Canal Experience Brand.
- Leveraging combined budgets for group advertising buys including AAA World and Washington Post.
- Implemented robust public relations strategy including a virtual media fams.
- Instagram and homepage takeovers for National Park Week in April.

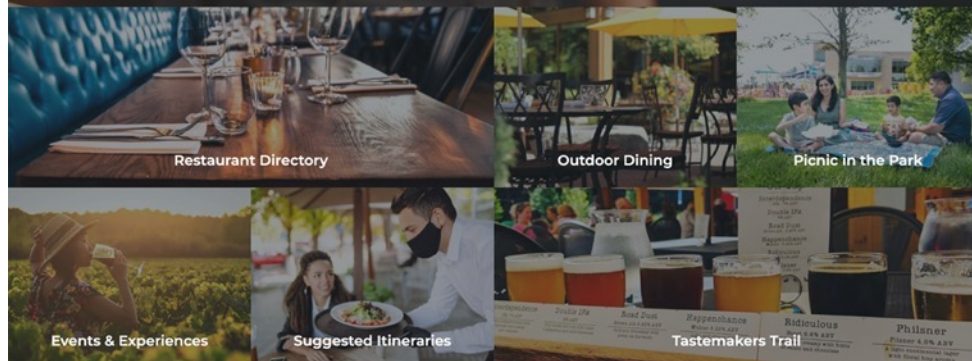


Ranked 8th in USA Today's
Best National Parks List in 2021

8th Most Visited National Park in
the United States

Attracted 4.9 Million Visitors
in 2020

43.7% of Park Visits Explore
Montgomery County
Communities



www.MoCoEats.com

The MoCo Eats Food Lover's Guide is one stop shop for discovering dining options throughout Montgomery County.

Sections include a robust restaurant directory, outdoor dining options, foodie events and more.

**MOCO
EATS
WEEK**

APRIL 23-MAY 3



Not Your *Typical*
Restaurant Week



Tastemakers TRAIL

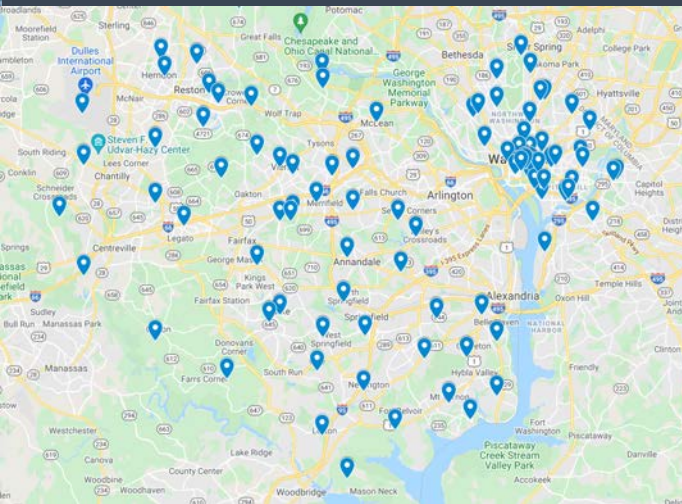
Good Times, Great Drinks in
Montgomery County, Maryland

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



Check in.
Drink Up.
Get Rewarded.



Tastemakers Trail Map

- BREWRIES
- WINERIES
- DISTILLERIES
- COFFEE
- CIDRIES



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 MontgomeryEncouragesYouToDrinkResponsibly.com

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 Cornus Road | Dickerson, MD 20842
• smvwinery.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
• windridge.wine



Tastemakers TRAIL

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



Montgomery, MD
VISITMONTGOMERY.COM

TastemakersTrail.com





FY 2022 MARKETING

Moving Forward

SUMMARY OF TOP MARKETING INITIATIVES FOR FISCAL YEAR 2022

- Complete a Visit Montgomery brand refresh including updated brand notion, logo, colors and tagline.
- Launch a dedicated Explore Rockville destination website in partnership with Rockville Economic Development, Inc. (REDI) and City of Rockville.
- Upgrade VisitMontgomery.com with a new layout/design, directory software, partnership integrations, new event calendar layout, and interactive landing pages.
- Develop a cohesive campaign for the groups, meetings and social markets. Enhance lead generation opportunities for partners.
- Create a new destination promotional video and supporting commercials to use at events, post on social media and incorporate into advertising.
- Grow industry and consumer engagement with MoCo Eats and Tastemakers Trail tourism products.
- Launch Discover MoCo Directory and App

ADVERTISING STRATEGY



- Complete advertising placements in accordance with new Fiscal Year 22 MHAA Marketing Grant.
- Create and launch new destination marketing campaigns that are universal to leisure, groups and meeting markets with the focus of message consistency and streamlining development.
- Continue to position Montgomery County as a weekend leisure destination to Washington, DC, Baltimore and Northern Virginia.
- Expand weekend getaway advertising strategies in three city markets: Philadelphia, New York and Boston.
- Shift digital advertising strategy to have a higher focus on data collection and direct ROI.

Estimated Advertising Spend By Category

60%

Destination Campaigns

30%

Hotel Bookings
& Groups Markets

10%

Tourism Products

Sample Ads



Tastemakers

TRAIL

Good Times, Great Drinks in
Montgomery County, Maryland

Thinking about taking a fun weekend getaway? Planning just got easier with the Tastemakers Trail! From sipping a glass of rosé with views of Sugarloaf Mountain to savoring a pint at a farm brewery, plan the perfect weekend getaway with friends and family. Sip, savor and explore all that Montgomery County has to offer next door to Washington, DC.

TASTEMAKERSTRAIL.COM



Woodlawn Manor Cultural Park
Sandy Spring, MD

Take a History & Heritage Road Trip to Montgomery County, Maryland

Plan your next weekend road trip to Montgomery County, Maryland. Explore abundant historic and heritage sites including Josiah Henson Museum & Park, Button Farm Living History Center, and Woodlawn Manor Cultural Park. Experience your weekend, your way - with classic Maryland flavor!

www.VisitMontgomery.com



Button Farm Living
History Center
Germanstown, MD



Josiah Henson Museum & Park
North Bethesda, MD



Celebrate Arts & Culture in Montgomery County, Maryland

Visit Montgomery, MD

Open >



rio's Baltimore | Gaithersburg, MD
Photo by Adam Branstetter

MONTGOMERY COUNTY, MARYLAND

Book a weekend getaway a short drive from Baltimore. Enjoy Gaithersburg's Winter Lights Festival or Garden of Lights at Brookside Gardens. Dine and shop at rio's lakefront, and savor a local beer along the Tastemakers Trail.



VisitMontgomery.com/Holiday

PUBLIC RELATIONS



- Host 2-3 press blitzes and host dinners with local media in Visit Montgomery's key city markets: Washington, DC; Philadelphia; and New York City.
- Host one media FAM trip to promote Montgomery County's Heritage Areas and African American historic sites.
- Host one social media influencer craft beverage tour to promote the Tastemakers Trail.
- Continue to foster and grow a DMO alliance between MD Tourism, Montgomery, Frederick, Washington and Allegany Counties to promote the C&O Canal Experiences.
- Assist REDI and the City of Rockville with the launch of the new Rock East District along East Gude Drive.

Primary Goal

**Achieve \$1 Million in
Advertising
Equivalency Value of
Press Coverage**

DISCOVER MOCO INITIATIVE



Visit Montgomery will build a centralized “**Discover MoCo**” small business directory that will be housed on VisitMontgomery.com.

This directory includes an online submission form that will allow a business to submit their contact information, images, a business description, and website links.

A dedicated business directory page will be generated for each submission and will include categories for easy searchability. Businesses with e-commerce capabilities will be highlighted and direct links to their e-commerce pages will be added to their directory pages.

Additionally, the **Discover MoCo** site will have the ability to publish deals, specials, or coupon codes to help drive more business to their e-commerce site.



SALES MILESTONES

Fiscal Year 2021

SALES BOOKING TRENDS – COVID-19 IMPACT



Destination Sales Division			
Fiscal Year 2021			
YEAR	# Leads Distributed	Room Nights	Economic Impact
Fiscal Year 2019	380	103,885	\$ 17,246,968
Fiscal Year 2020	338	94,936	\$ 19,850,408
Fiscal Year 2021	147	72,257	\$ 15,843,105
YEAR	Booking Production	Room Nights	Economic Impact
Fiscal Year 2019	138	23,613	\$ 4,804,352
Fiscal Year 2020	135	23,507	\$ 4,951,371
Fiscal Year 2021	48	35,987	\$ 8,241,885

EVENT BOOKING TRENDS

COVID-19 IMPACT MONTGOMERY COUNTY HOTELS



Multi City RFP Info	Jul-2019 - Jun-2020	Jul-2020 - Jun-2021	% Change YOY
Unique RFPs	981	290	-70.4%
Unique Room Nights	217,958	106,687	-51.1%
Unique RFP Value	\$92,520,713	\$42,149,377	-54.4%
Awarded RFPs	287	90	-68.6%
Awarded Room Nights	23,911	6,128	-74.4%
Awarded Value	\$7,205,850	\$1,466,486	-79.6%
Turned Down Rate	36.7%	24.0%	-34.7%
Bid Rate	54.1%	58.2%	7.5%
Response Rate	94.0%	88.4%	-5.9%
Response Rate in Time	81.8%	80.2%	-2.0%
Average Response Time	17 Hours 51 Minutes	16 Hours 42 Minutes	-6.4%
% Turned Down when Planner Flexible	26.2%	27.4%	4.2%
Unique Planner Orgs	299	113	-62.2%
New Planner Orgs	120	48	-60.0%

CVENT BOOKING TRENDS

VISIT MONTGOMERY ENGAGEMENT



CVB Copied	Jul-2019 - Oct-2019	Jul-2020 - Oct-2020	Jul-2021 - Oct-2021	% Change 2021 vs 2019	% Change 2021 vs 2020
CVB RFPs	47	8	56	19.1%	600.0%
CVB Room Nights	9,569	8,845	25,102	162.3%	183.8%
CVB RFP Value	\$4,233,971	\$3,142,525	\$10,236,663	141.8%	225.7%
Awarded RFPs when CVB was copied	17	2	4	-76.5%	100.0%
Awarded Room Nights when CVB was copied	1,373	1,624	3,686	168.5%	127.0%
Awarded RFP Value when CVB was copied	\$406,521	\$421,756	\$901,035	121.6%	113.6%
CVB Response Rate	100.0%	100.0%	100.0%	0.0%	0.0%
CVB Average Response Time business hours	3 Hours 22 Minutes	0 Hours 19 Minutes	1 Hours 5 Minutes	67.8%	-242.1%

SALES SHEETS

Tour Experiences & Meetings



MONTGOMERY COUNTY, MARYLAND'S
AFRICAN AMERICAN HERITAGE
GROUP TOUR ITINERARY

Celebrate African American History & Heritage

Stories of the Underground Railroad are rich and noted deep into Montgomery County, Maryland. By being so close to the free North, freedom was easier to obtain because of the distance but it was still a dangerous journey. The multitude of historic sites and experiences located across the county make it a choice destination for history buffs or visitors looking to understand the trials, tribulations, and heroism of the freedom seekers.

TWO DAY SUGGESTED ITINERARY

- Spend the morning at the **Sandy Spring Slave Museum**, an art gallery highlighting the heritage of African American families from Montgomery County.
- Take a hike along the **Underground Railroad Experience Trail**, tour **Woodlawn Manor Cultural Park** and have a boxed lunch picnic in the manor gardens.
- Catch the current community history exhibit at **Sandy Spring Museum**.
- Return to your hotel and enjoy dinner on your own.

Day 2

- Head to **Joshua Henson Museum & Park** for stories about the life and challenges of Reverend Josiah Henson and his journey to freedom.
- Spend a few hours shopping at **Clarkburg Premium Outlets** and take a lunch break at the food court.
- Explore what life would be like on a 19th-century date plantation at **Button Farm and Living History Center**.
- End the day relaxing with a glass of Chardonnay at **Supaihof Mountain Vineyard**.



MONTGOMERY COUNTY, MARYLAND'S
C&O CANAL EXPERIENCE GROUP TOUR ITINERARY

Celebrating 50 Years as a National Park!

Who's ready for an adventure? As the C&O Canal National Historical Park celebrates its 50th year as a National Park in 2020. This 1-night and 3-day group itinerary was inspired by this incredible natural attraction and Montgomery County's many offerings in the area.

THREE DAY SUGGESTED ITINERARY

- Day 1**
 - Tour the **C&O Canal National Historic Site**, home of the first Red Cross headquarters.
 - Spend the afternoon at **Glen Echo Park**. Ride a carousel, tour the historic art glass exhibition, and take an art class with a local artist in residence.
 - Enjoy a boxed charcuterie lunch and tour of **Luxembourg 10**, part of the C&O Canal Quarters Program.
 - Spend the day at **Great Falls Teen Visitors Center, Billy Goat trail and the Great Falls Overlook**.
 - Take an interpretive tour with a **C&O Canal National Park** Ranger.
 - Return to your hotel and enjoy dinner on your own.



Where to Stay

Montgomery County offers a wide selection of accommodations to fit the needs and preferences of any trip. Options include downtown locations with historic views for the romantic, easily accessible to the area's major highways, and within a short drive to local business and rural attractions.



Top Reasons to Venture Beyond Washington, DC for Your Religious or Faith-Based Event

If you're thinking about planning your next meeting or event in the Washington, DC area, here are the top reasons to venture beyond Washington, DC and consider Montgomery County, Maryland.

1. Close You Know and Love

The county consists of several unique locations including Chevy Chase, Silver Spring, Gaithersburg, Germantown, Rockville and Bethesda, which was just named one of the Top 20 Best Places to live in the U.S. by Money Magazine.

2. Proximity to Baltimore, Annapolis, and Washington, DC

Montgomery County is located on the northern border of Washington, DC and on the border of Virginia. Baltimore is northeast, and Annapolis is directly east of the county. Commuters with quick and close access to Washington, DC include Bethesda, Chevy Chase and Gaithersburg.

3. Flights that Fit Your Needs

Perfectly situated in the center of three major airports—Ronald Reagan Washington National Airport (DCA), Washington Dulles International Airport (IAD), and Baltimore/Washington Thurgood Marshall International Airport (BWI)—your attendees will have no problem finding a flight that fits their needs.

4. Minutes by Metro

With a bus of the Washington, DC Metro Rail line running through Montgomery County, your attendees are just minutes from area businesses, shopping, and dining located throughout the county. The Metro Red Line is also your attendees' direct link to The National Mall, monuments, Smithsonian Museums, and other DC activities.

TOP FIVE "MUST SEE" PLACES IN MONTGOMERY COUNTY

- Washington DC Museum Temple Visitors Center
- Clarendon Museum
- Rio Lakefront
- The Music Center & Market at Silver Spring
- Arlow State House & Cultural Center

TOP FIVE EXCURSIONS TO WASHINGTON, DC

- History of the Bible
- National Cathedral
- Shrine of the Immaculate Conception
- National Museum of African American History & Culture
- National Mall & Monuments

TOP FIVE PLACES TO EXPLORE BEFORE & AFTER YOUR CONFERENCE

- Santa Cruz State Park
- Topgolf Germantown
- Lucky Strike Bowling at Westfield Montgomery Field
- Clarkburg Premium Outlets



MEET IN Montgomery County MARYLAND

Montgomery, MD GROUPS & MEETINGS

Home to Key Federal Agency Headquarters

Montgomery County, Maryland is home to 18 major federal agency headquarters, numerous satellite offices of federal agencies, major educational institutions and support organizations. These include some of the largest public land-based research facilities in the world. FDA, an agency responsible for protecting the public health through numerous safety measures, and NIST, which works on smart power grids, electronic health records, measurements and more.

By the Numbers

- More than \$0 Hotel & Meeting Facilities
- Over \$70,000 sq. ft. of Meeting Space
- Nearly 10,000 Gated Events
- Over 1,000 Unique Culinary Experiences



One-Stop-Shop for Meeting Assistance

Our Destination Sales Team assists with venue selection, room blocks, and making the connection with local hospitality and tourism partners to foster the economic impact in our community. As county experts, we are also a resource for Public activities, F&B, connections to local government, speakers and Community Service Agencies, and business and educational organizations. We'll have the meeting professional to meet objectives and business outcomes.

Contact:

Leila Beltramo, CGMP
Destination Sales Manager
240-641-6748
Beltramo@visitmontgomery.com



MONTGOMERY COUNTY, MARYLAND'S TASTEMAKERS TRAIL GROUP TOUR SAMPLE ITINERARY

THREE DAY SUGGESTED ITINERARY

Day 1

- Begin with a hearty breakfast at **Silver Diner** at Rio Lakefront.
- Explore at your leisure around **Rio Lakefront**.
- Continue your journey in **The Food Republic** and **Artisan** for unique, local gifts.
- Visit **Art of Fire** for a glass blowing demonstration by local artisans.
- Head to **Silver Diner** for a brewery tour and tasting.
- Enjoy a second brewery tour at **Brookville Beer Farm**.
- Conclude with a farm-to-table dinner at **The Manor at Silo Falls**.

Day 2

- Begin with a coffee tour at **Mazurgo Organics**.
- Enjoy an art tour inside **The Mansion at Stratmore**.
- Spend the afternoon at **Brookville Gardens**.
- Walk to **Franky Pizzeria** for lunch.
- Enjoy a casual walk to **Silver Birch Brewing, Astro Lab Brewing and Gentiana Brewing Company**.
- Dine at your leisure in **Overmont Silver Spring**.

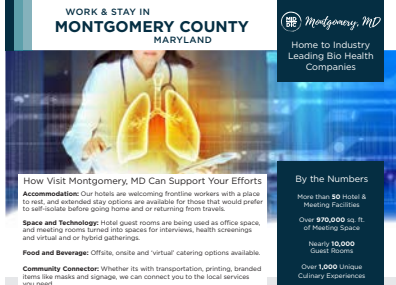
Day 3

- Spend the morning touring **Black Hill Regional Park** and **Little Seneca Lake** aboard a pontoon boat.
- Head over to **Clarkburg Premium Outlets** for the latest bargains.
- Venture to **Butler's Orchard** for locally made goods at the farm market.
- Conclude with an evening of fun at **Topgolf** in Germantown.



Where to Stay

Montgomery County, Maryland offers a wide selection of accommodations to fit the needs and preferences of any trip. Options include downtown locations with historic views for the romantic, easily accessible to the area's major highways, and within a short drive to local business and rural attractions.



WORK & STAY IN MONTGOMERY COUNTY MARYLAND

Montgomery, MD Home to Industry Leading Bio Health Companies

How Visit Montgomery, MD Can Support Your Offers

Accommodations: Our hotels are welcoming frontline workers with a place to rest, and extended stay options are available for those that would prefer to self-isolate before going home and/or returning from travels.

Space and Technology: Meeting space rooms are being used as office space, and meeting rooms turned into spaces for interviews, health screenings and other or hybrid gatherings.

Food and Beverage: Officials, critics and virtual catering options available. With masks and signage, we can connect you to the local services you need.

By the Numbers

- More than \$0 Hotel & Meeting Facilities
- Over \$70,000 sq. ft. of Meeting Space
- Nearly 10,000 Gated Events
- Over 1,000 Unique Culinary Experiences



Montgomery County, Maryland

Chevy Chase | Bethesda | Rockville
Silver Spring | Gaithersburg | Germantown

One-Stop-Shop for Hospitality Assistance

The Visit Montgomery destination sales team can offer one-stop-shop hospitality assistance for employees living locally or traveling from afar. As destination experts, we will match your needs with a local collaborating partner and provide the support and collaboration to help you meet your business outcome. Let us do the work so you can stay focused on your day-to-day responsibilities.

Visit McCallStay.com to learn more about accommodation options in Montgomery County, MD.

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Show Name	Market Segment	Date	Location
Student Youth Travel Association (SYTA) Annual Conference	Group Tour	August 16-19, 2021	VIRTUAL
SGMP National Education Conference (NEC)	Government	September 22-23, 2021	VIRTUAL
Connect Faith	SMERF	October 26-28, 2021	Round Rock, Texas
Accent Travel Network	Group Tour	November 8-10, 2021	Myrtle Beach, South Carolina
National Tour Association (NTA) Annual Conference	Group Tour	November 14-18, 2021	Cleveland, Ohio
PCMA Convening Leaders Conference	Association	January 9-12, 2022	Las Vegas, Nevada
Religious Conference Management Association (RCMA)	SMERF	February 1-3, 2022	Sacramento, California
TTRA Marketing Outlook Forum	Association	February 7-9, 2022	Bethesda, Maryland
DC Travel and Adventure Show	Consumer	February 26-27, 2022	Washington, DC
Christian Meetings and Conference Association (CMCA)	SMERF	March 1-3, 2022	Destin, Florida
Global Meetings Industry Day	Corporate/Association /Government	April 7, 2022	TBD
MPI ReConEx	Corporate/Association	April 26, 2022	College Park, Maryland
Travel Alliance Partners (TAP)	Group Tour	May 23-25, 2022	Branson, Missouri
CBI Pharma Forum	Corporate	TBD	TBD
Reston Herndon Meeting Professionals	Corporate/Association /Government	May, 2022	TBD
Conference Direct Industry Insight (NEW)	Corporate/Association	TBD	TBD
Philly Travel & Adventure Show	Consumer	TBD	Philadelphia, Pennsylvania

Trade Association Affiliations & Accreditations



Accreditations

Lee: Certified Student Travel Professional through SYTA (Student Youth Travel Association)

Leila: GBAC Fundamentals Online Course.

Leila & Lee:

University of South Florida Muma College of Business: Diversity, Equity and Inclusion in the Workplace certificate program

University of South Florida Muma College of Business: Post Crisis Hospitality Management

Award Highlight

**MPI Potomac 2019-2020
Supplier of the Year Award!**

Trade Association Affiliations

American Society of Association Executives (ASAE)
American Bus Association (ABA)
Christian Management Conference Assoc (CMCA)
Destinations International (DI)
Maryland Destination Marketing Organizations (DMO)
Maryland Tourism Coalition (MTC)
Maryland Hotel Lodging Association (MHLA)
Meeting Professionals International (MPI) - Potomac Chapter
Meeting Professionals International (MPI) - Philadelphia Chapter
Mid Atlantic Tourism Public Relations Alliance (MATPRA)
National Tour Association (NTA)
Professional Conference Management Assoc. (PCMA)
Religious Conference Management Association (RCMA)
Society of Government Meeting Professionals (SGMP)
Student Youth Travel Association (SYTA)
U.S. Travel



FY 2022 SALES

Moving Forward

CONSUMER ENGAGEMENT & PROGRAMS



Establish new clients and maintain existing:

- Host webinars/virtual events/site visits/client office presentations (virtual) or in person.
- Host two (2) client appreciation events with one event inviting regional clients and the other a non-local client event in a feeder market

Sponsorships and Co-Op Opportunities Available



BOOKINGS & LEADS



Book Montgomery, MD: FY 2022 program is designed to provide incentives to meeting professionals booking group, meeting/event business through the Visit Montgomery Destination Sales Team

Categories of incentives for issuing American Express Gift Cards include:

- 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-Add
- 301 +\$200 Gift Card or Site Visit Benefit + Travel Guides + Three Value-Add

Reward guidelines include: Visit Montgomery must be part of the RFP process; minimum of 10 guest rooms must be booked peak night; booking must have a minimum of 50 total room nights; meeting rewards paid upon signed agreement, and contracts must be signed before June 30, 2022.

Attendee Value Add-Ons based on client needs and subject to amount. Examples: airport transfer, visitor guides (print/digital), metro passes, credit towards parking, welcome reception and/or happy hour, and scholarship or community partner donation.

Keep it in the County (KIC) Campaign

- Develop KIC (Keep it in the County) Campaign to encourage referrals and keeping the business in the County. Visit Montgomery team initiative to discuss further.



Sports Tournaments

Soccer + Other Youth Sports

MARYLAND SOCCERPLEX



2022 Schedule

Potomac Presidents Day Cup	Outdoor Soccer Tournament	Feb 19-21
Bethesda Premier Cup (Small Sided)	Soccer Tournament	April 15-16
Potomac Memorial Day Tournament	Soccer Tournament	May 27-30
IWLCA Champions Cup	Lacrosse	June 17-19
Top of the Bay Laxi Out Loud	Lacrosse	June 24-26
WSYL (Or Alternate Name)	Lacrosse	July 1-4
FLG in 3D	Lacrosse	July 8-10
Pinnacle Lacrosse Championships	Lacrosse	July 15-17
Ultimate Events Futures	Lacrosse	July 25-27
EDP Fall Kickoff	Soccer Tournament	Aug 20-21
August Cup	Soccer Tournament	Aug 27-28
Rush for the Cup	Soccer Tournament	Sept 3-4
Discovery Cup	Soccer Tournament	Oct 8-9
Bethesda Premier Cup Girls	Soccer Tournament	Nov 11-13
Bethesda Premier Cup Boys	Soccer Tournament	Nov 18-20



Matt Libber | Executive Director
Maryland Soccerplex

PROFESSIONAL GOLF EVENTS 2022



Wells Fargo Championship

TPC Potomac at Avenel Farm

May 2-8, 2022

KPMG Women's PGA Championship

Congressional Country Club

June 21-26, 2022

Visit Montgomery

Holiday Happy Hour

December 9th from 4:30 – 6:30 PM
at Pinstripes