



MID
D|C

VISIT MONTGOMERY INDUSTRY UPDATE

RIDING INTO SPRING + SUMMER TRAVEL

THURSDAY, FEBRUARY 3, 2022 | 9 AM -10 AM

TODAY'S AGENDA



- **Welcome**
- **Lodging Monitor**
- **Cherry Blossom Festival**
- **Marketing Campaigns**
- **Spring & Summer Initiatives**
- **Groups & Meetings Update**
- **Sports Tournaments**



WELCOME

Yodit Kirubel

Community Engagement &
Partnership Manager



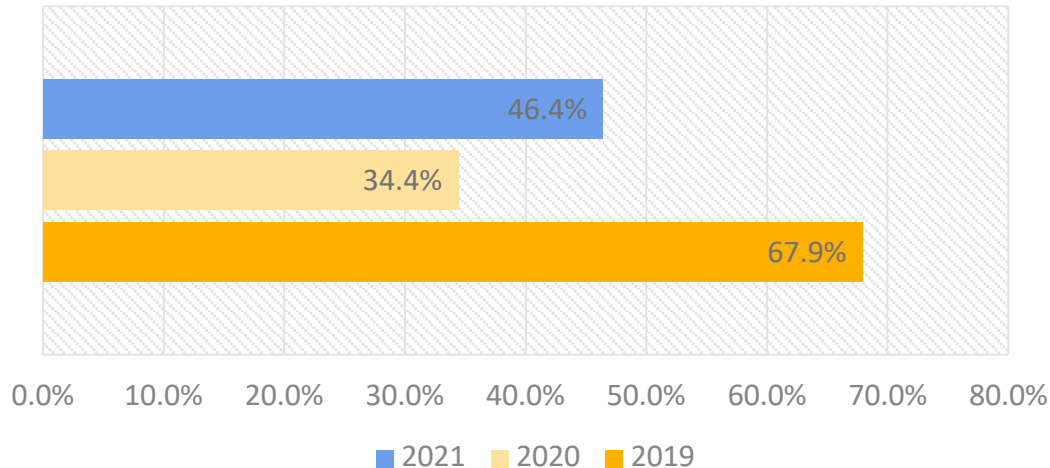
LODGING MONITOR

Hotel & Airbnb

HOTEL OCCUPANCY & AVERAGE DAILY RATE



Hotel Occupancy Montgomery County



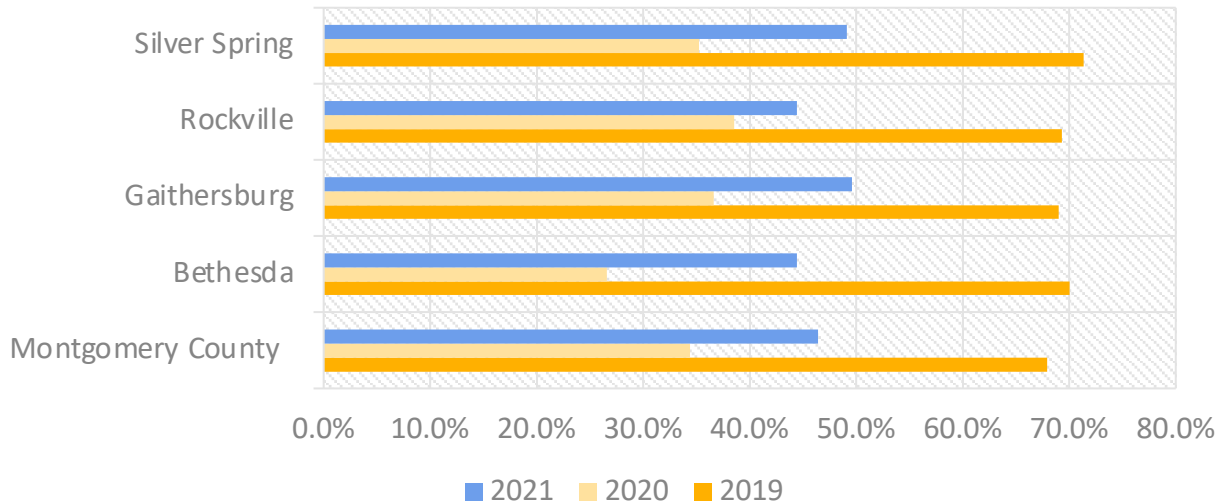
According to Smith Travel Research (STR) and Tourism Economics, U.S. hotel demand and average daily rate (ADR) they anticipate to being near a full recovery in 2022.

Source: Smith Travel Research

COMMUNITY HOTEL OCCUPANCY



Montgomery County Hotel Occupancy By Community



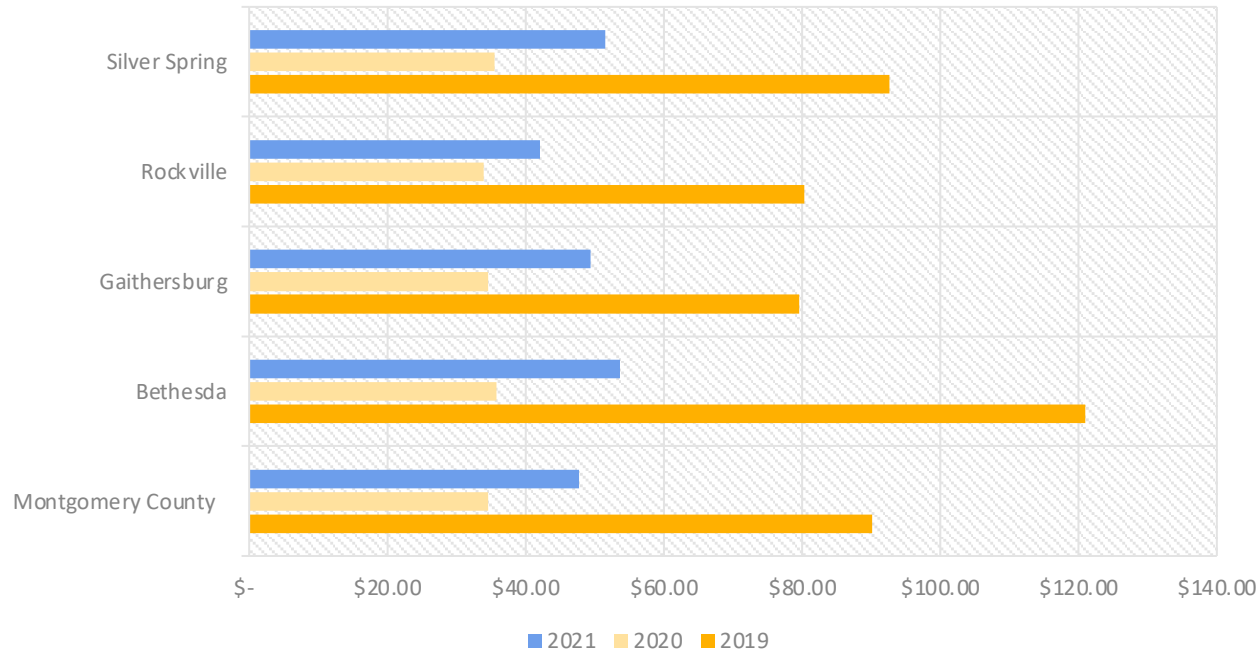
Average 2021 Hotel Occupancy

- Montgomery (All): 46.4%
- Bethesda: 44.4%
- Gaithersburg: 49.6%
- Rockville: 44.4%
- Silver Spring: 49.1%

REVENUE PER AVAILABLE ROOM (REVPAR) MONTGOMERY COUNTY



Revenue Per Available Room (RevPAR)



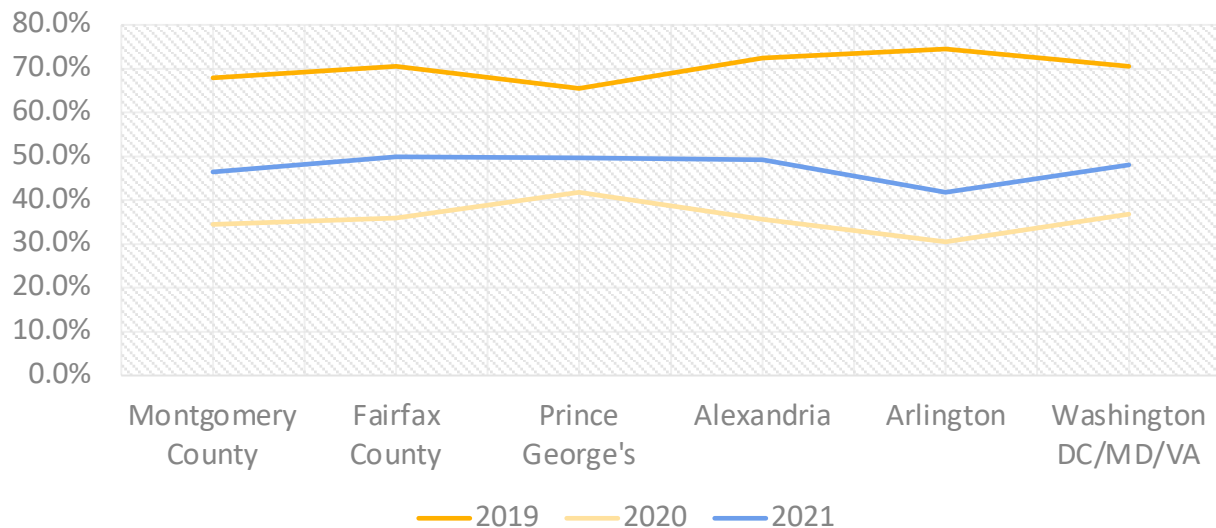
RevPAR Trends

- 2019: \$90.06
- 2020: \$34.57
- 2021: \$47.66

CAPITAL REGION HOTEL OCCUPANCY



Capital Region Hotel Occupancy



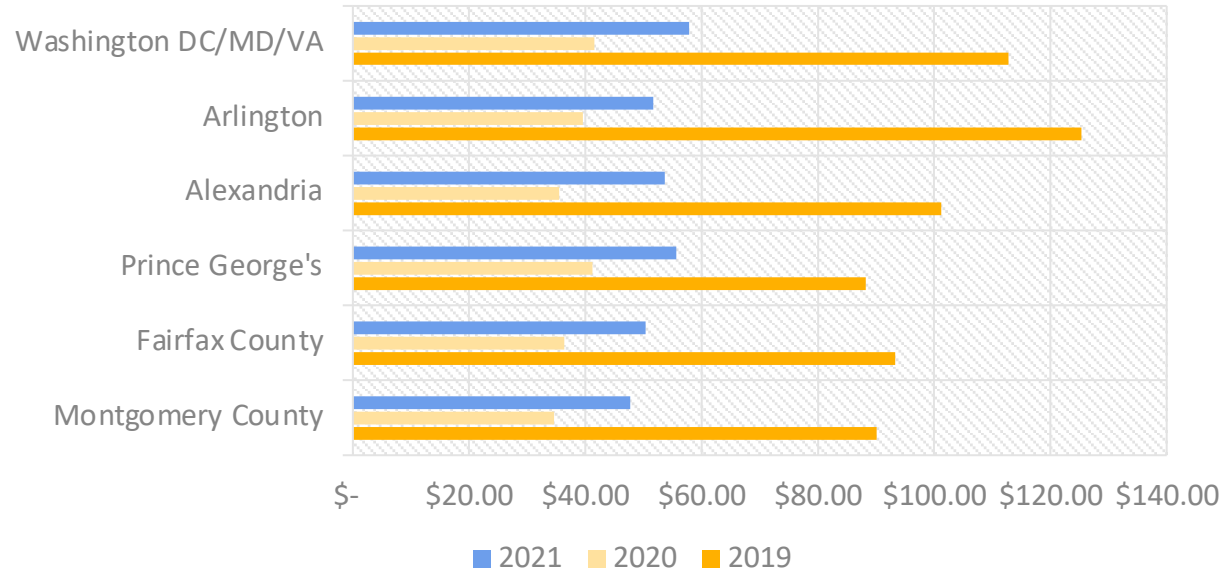
2021 National Capital Hotel Occupancy

- Montgomery (All): 46.4%
- Washington, DC: 48.1%
- Arlington: 41.8%
- Alexandria: 49.2%
- Prince George's: 49.6%
- Fairfax: 49.9%

REVENUE PER AVAILABLE ROOM (REVPAR) CAPITAL REGION



RevPAR - Capital Region Hotel Industry



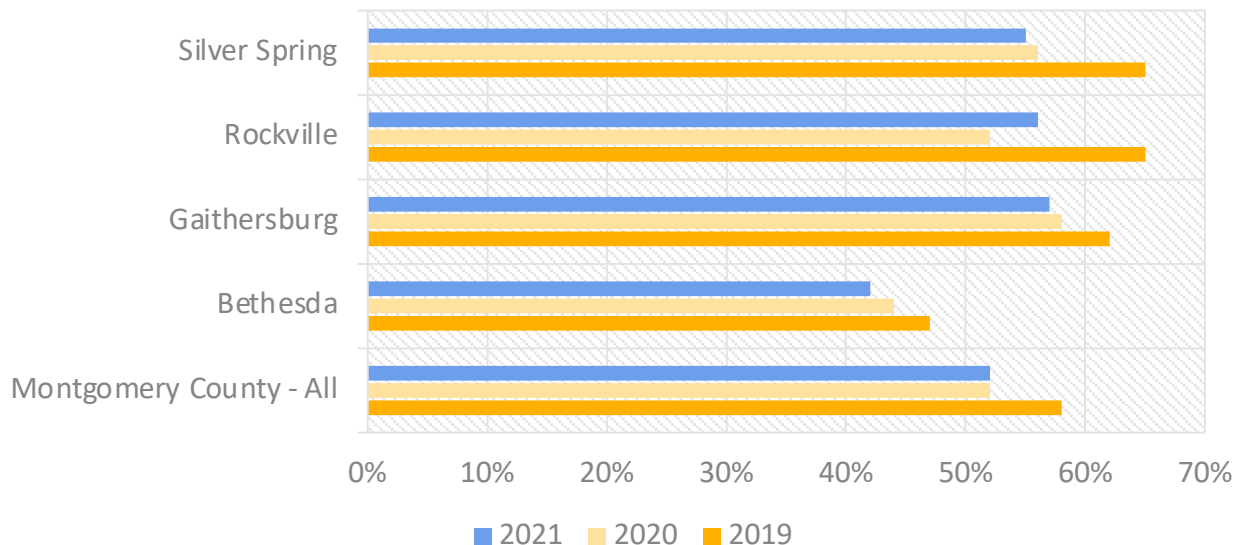
2021 National Capital Hotel RevPAR

- Montgomery (All): \$47.66
- Washington, DC: \$57.86
- Arlington: \$51.69
- Alexandria: \$53.59
- Prince George's: \$55.65
- Fairfax: \$50.28

SHORT TERM RENTALS



Airbnb Occupancy



2021 Airbnb Occupancy by Community

- Montgomery (All): 52%
- Silver Spring: 55%
- Bethesda: 42%
- Rockville: 56%
- Gaithersburg: 57%

Source: Airdna

NATIONAL CHERRY BLOSSOM FESTIVAL



WELCOME

TaKeyia Dickens

National Cherry Blossom
Festival Community
Partnerships Manager



Business Engagement Opportunities

2022 National Cherry Blossom Festival

March 20 - April 17, 2022

2022 NATIONAL CHERRY BLOSSOM FESTIVAL

KEY OBJECTIVES

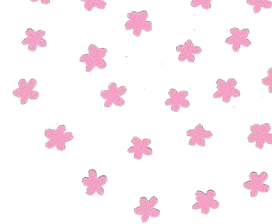
The 2022 Festival will:

- Bring back our traditional events, injecting new and innovative elements, ensuring the experience is “fresh and exciting” for attendees
- Provide audiences options on how to engage; differing levels of engagement to match their comfort level of participation
- Build on the momentum of community programming, inviting increased engagement
- Continue to keep safety of staff, attendees, sponsors, and other Festival stakeholders as a priority, by adhering to city and CDC guidelines and implementing policies that align with the spaces where we hold programming.

2022 KEY EVENTS

March 20 - April 17

- **OPENING CEREMONY:** March 20, 2022
- **BLOSSOM KITE FESTIVAL:** March 26, 2022
- **PARADE:** April 9, 2022
- **PETALPALOOZA:** April 16, 2022
- **PINK TIE PARTY:** TBD March or April 2022



2022 BUSINESS ENGAGEMENT OPPORTUNITIES

Returning:

- City in Bloom
- Cherry Picks
- Petal Porches
- Hotel Programs

New:

- Cherry Night

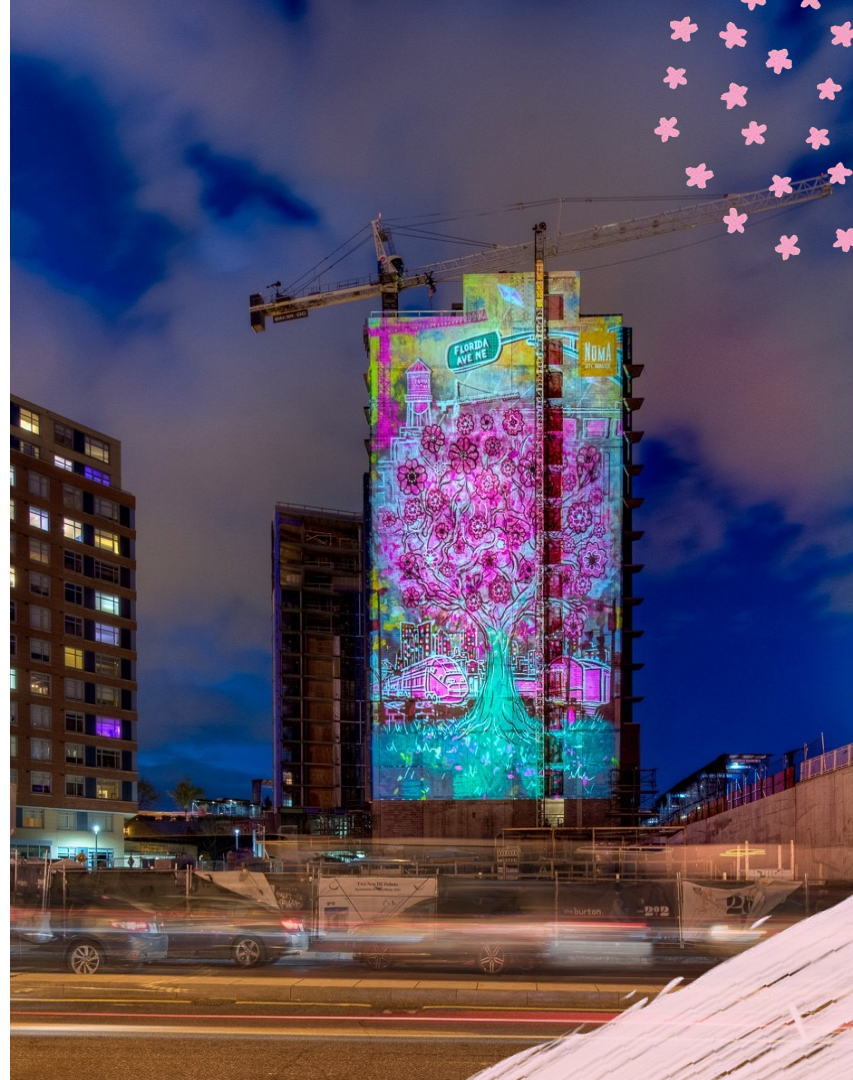
CITY IN BLOOM



CITY IN BLOOM

City in Bloom campaign is an opportunity for businesses, organizations, and individuals to join the National Cherry Blossom Festival and welcome spring across the region, bringing the spirit of the Tidal Basin into neighborhoods of the Washington, DC metropolitan area.

Special lighting, custom installations, and decals visually unify the region – making it known that DC “owns” spring.



CITY IN BLOOM

PROGRAM DETAILS

- **COST FOR PARTICIPATION**

- Businesses are responsible for creating a springtime experience (i.e. purchasing materials, such as NCBF decals if needed and labor to install etc.)

- **THE RETURN OF INVESTMENT**

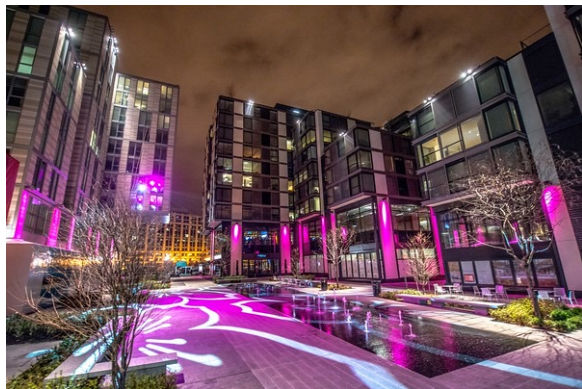
- Promotion through the National Cherry Blossom Festival's marketing materials:
 - Social Media
 - E-blasts
 - Website
 - Listing in City in Bloom article of Official Guide distributed by the Washington Post*

** eligible only to participants that provide hi-res image or rendering by Guide deadline - February 16th*



CITY IN BLOOM

COMMUNITY INVOLVEMENT



LIGHTING

Pink lighting display throughout the Festival.
Light up DC to show we own Spring in DC.

Benefits:

- Featured on NCBF website
- Inclusion in City in Bloom dedicated email
- Inclusion in multiple NCBF social media posts
- Inclusion in NCBF press release



DECALING

Low tack adhesive decal used on storefronts, walls, vehicles, laptops, windows and more

Benefits:

- Featured on NCBF website
- Inclusion in City in Bloom dedicated email
- NCBF social media post promoting the program



CUSTOM

Personalized cherry blossom inspired design (i.e. interactive art installation)

Benefits:

- Featured on NCBF website
- Inclusion in City in Bloom dedicated email
- Inclusion in multiple NCBF social media posts
- Inclusion in NCBF press release
- Inclusion in Washington Post Official Guide*

CHERRY PICKS



CHERRY PICKS

The National Cherry Blossom Festival, in conjunction with RAMW, proudly showcases the District and surrounding regions vibrant and diverse restaurant scene to residents and visitors during the Festival.

Restaurants are encouraged to create springtime, seasonal item(s) for their menu; cocktails (mocktails), appetizers, entrees, and desserts, fixe prix.

Please note: the use of cherries as an ingredient is not necessary



CHERRY PICKS

PROGRAM DETAILS

- **COST FOR PARTICIPATION**

- Three \$50 gift certificates for fundraising, promotional or publicity purposes for the National Cherry Blossom Festival

- **THE RETURN OF INVESTMENT**

- Promotion through the National Cherry Blossom Festival's and RAMW's marketing materials:
 - Media Pitches
 - Social Media
 - E-blasts
 - Website
 - Listing in Cherry Picks article of Official Guide distributed by the Washington Post*

** eligible only to restaurants that complete all responsibilities by Guide deadline - February 16th*



CHERRY PICKS

OPPORTUNITIES

Highlight a new springtime menu item or a tried and true cocktail, dish or dessert. Your options are limitless!

March 20-26 - Delightful Drinks

Highlighting all festive libations, cocktails and mocktails

March 27-April 2 - Cherry Night *Cherry Night will be on Thursday, March 31, 2021

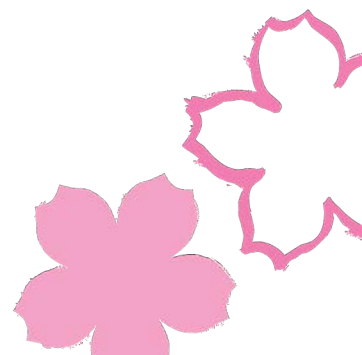
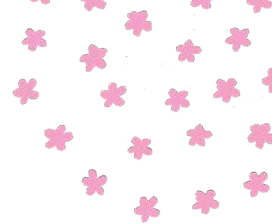
Highlighting venues participating in Cherry Night. Spotlight the bands/DJs favorite festive food/cocktail/mocktail.

April 3-9 - Fresh Foodie Week

Highlighting all seasonal non-dessert food items (appetizer or main course)

April 10-17 - Decadent Dessert Week

Highlighting festive desserts



ADDITIONAL OPPORTUNITIES

HOTEL PROGRAM

The National Cherry Blossom Festival provides area hotels with the opportunity to gain affiliation and exposure with the Festival to promote travel to the Nation's Capital during springtime. After the New Year, the Festival's VISITORS and WHERE TO STAY website pages become the top two highly trafficked pages on the Festival's website as visitors begin to prepare for spring travel! The four-week Festival will encourage leisure travelers locally, nationally, and internationally to stay and enjoy what Washington, DC has to offer while staying at local DC hotels.

Deadline to register is February 22nd 2022.

For more information contact Shelby Trout via email st trout@ncbfdc.org



QUESTIONS?

Contact TaKeyia Dickens at tdickens@ncbfcd.org or 202-638-8372

nationalcherryblossomfestival.org





MARKETING UPDATE

2021 Campaign Recap

MARKETING FOOTPRINT

Visit Montgomery reaches visitors through a mix of digital and print media to amplify the brand message



VisitMontgomery.com
1,000,000+ Page Views



Events.VisitMontgomery.com
3,800+ Users Actively Posting
160,000+ Page Views



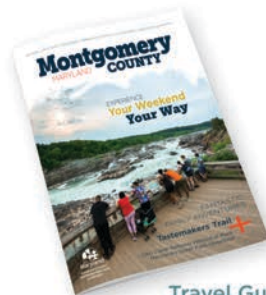
eNewsletters
60,000+ Email Addresses
29% Open Rate



Social Media
68,000+ Followers



MoCo Sports
200,000+ People Visit
Montgomery County for
Tournaments Annually



Travel Guide
40,000 Prints Distributed
1000+ Digital Downloads



Advertising &
Editorial Features
In over 50 Media &
Publication Channels



1M+ Page Views

+112% OPY

3.9 Pages Per Session

+44% OPY

1:13 Session Duration

+21% OPY



EXPEDIA ADVERTISING PILOT PROGRAM

Campaign Duration:

Phase 1: May 2021 – July 2021.

Phase 2: Nov. 2021 – Dec. 2021

\$43,200

Advertising Investment

RESULTS

1,969,300

Impressions

14,300

Room Nights

\$1,532,600

Gross Booking Sales



HOLIDAY CAMPAIGN

25,476

Page Views on Holiday Hub

.34%

Bounce Rate

25

Number of Events Promoted

97.1
WASH-FM

iHeart
RADIO

WASHINGTON
CITY PAPER

wtop

Google

Expedia®

Hotels.com™

facebook

Baltimore
MAGAZINE

Recreation
NEWS



SHOP LOCAL RADIO CAMPAIGN

Daypart

Ad Visits

By Daypart



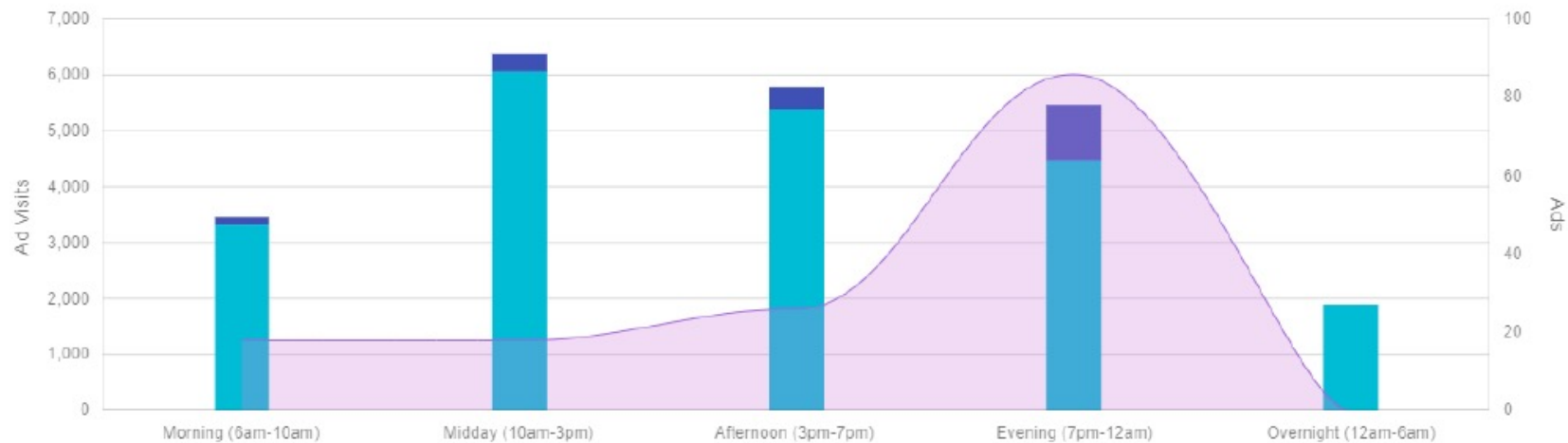
Non-Ad Visits



Ad Visits




Ads






DISCOVER MOCO

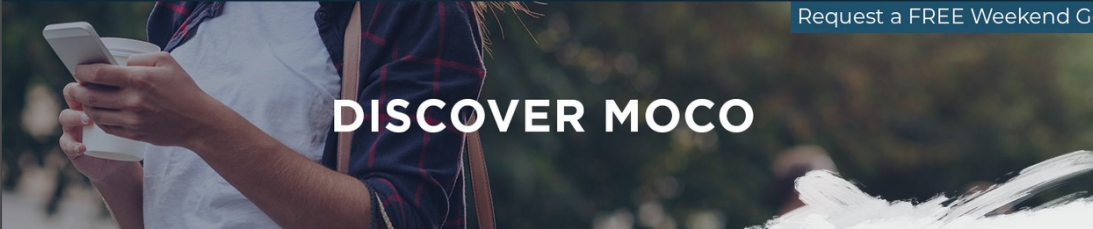
Montgomery, MD

Home | About | Meetings | Groups | Sports | Partnerships | Login | COVID-19 | English ▾

Discover MoCo | Stay | Taste | Explore | Events | Inspiration | Blog | Regions | Resources | Promos



[Request a FREE Weekend Getaway](#)




DISCOVER MOCO

Local Business Directory

Looking for places to discover, eat, drink, shop and things to do in Montgomery County, Maryland? Discover MoCo is your one-stop-shop directory to help you plan your next day trip or weekend getaway.

[Submit Listing](#)



WEEKEND CAMPAIGN STRATEGY



Why Focus on Weekends?

- There is an increased willingness to take short trips close to home. Booking windows have shortened to 0-6 days.
- The term “weekend” immediately evokes the feelings of relaxation and casualness.

Montgomery County Specific Attributes

- MoCo has what people are craving: Outdoors, Breweries, Arts & Culture, Cuisine, History and Diversity
- Average length of stay for MoCo travelers is 2 nights/3 days.
- A majority of MoCo attractions are open Thursday – Sunday.
- Traffic is extremely light on weekends, shortening travel times between attractions.



MESSAGING PILLARS



BRANDING

Keep Montgomery County “top-of-mind” during the planning process.

READY

Montgomery County is open and ready to welcome visitors again.

AWARENESS

Educate target markets of destination attractions and assets.

INSPIRATION

Nudge potential travelers toward booking a trip through highly-engaging content.

CONVERSION

Make the booking process super easy across all transactional channels.



Calleva Farm: Dirty Dinners



Top Leisure Travel Trends for 2022

- Back to Nature, Again
- Last Minute Bookings
- Workcations
- Trip Stacking
- Luxury All Inclusive & Packages



Olney Theatre Center



AMP by Stratimora



The Music Center at Strathmore

Hang Out In Montgomery County, Maryland

Are you ready for the best weekend ever? We are ready for you! Hang out with the people you care about next door to Washington, DC. Explore outdoors, family fun, history, arts and culture. Sip, savor and cheers. Your weekend, elevated.

Plan Your Stay at
VisitMontgomery.com/Weekend



Montgomery, MD
VISIT MONTGOMERY



Maryland
MONTGOMERY
COUNTY



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VisitMontgomery.com/Weekend



Montgomery, MD
VISIT MONTGOMERY



Maryland
MONTGOMERY
COUNTY

TARGET MARKETS

Capital Region

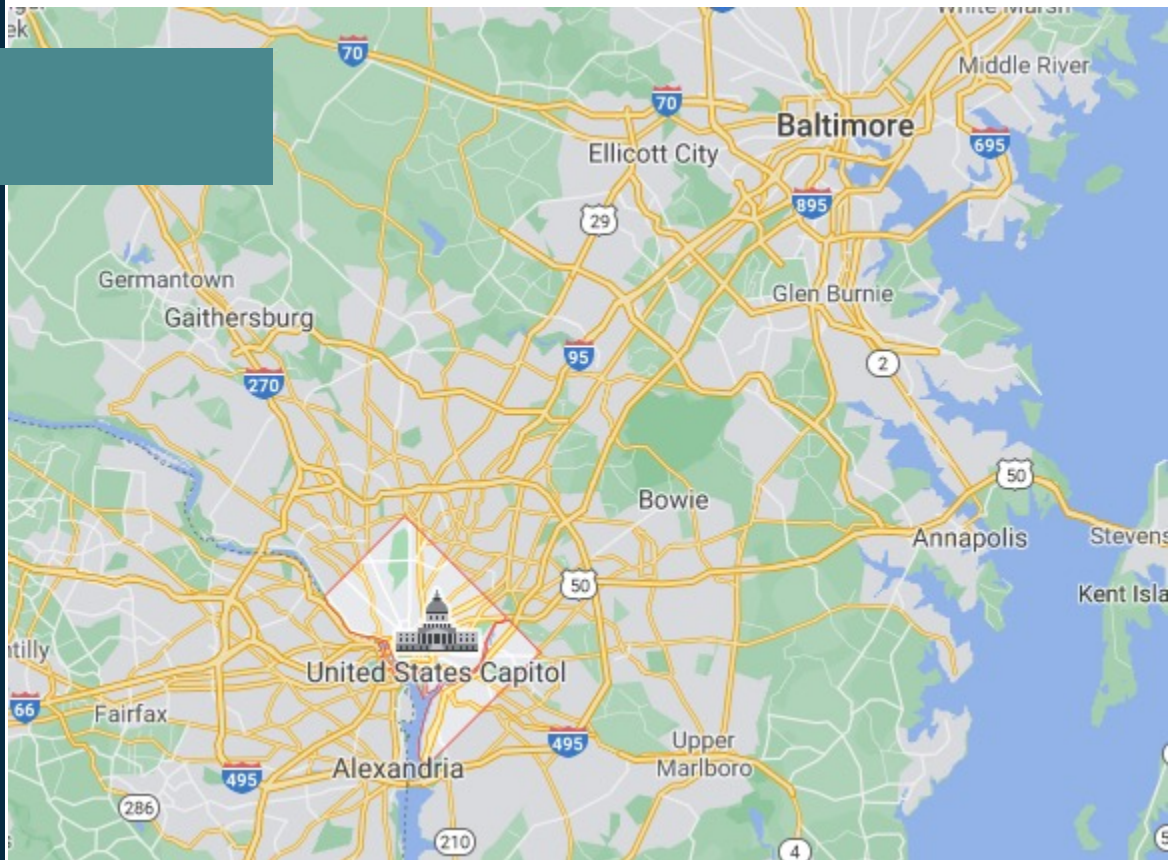
- Montgomery County: 1,051,000
- Washington, DC: 692,683
- Baltimore City & County: 1,436,402
- Northern Virginia: 2,500,000

TOTAL OPPORTUNITY

5,680,085

Road Trip Markets

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



ADVERTISING OUTLETS



facebook

cvent

Better Homes
& Gardens

Country
Living

Philadelphia
MAGAZINE

The Washington Post

travelspike

Google

Woman's Day
LIVE WELL EVERY DAY

H Hotels.com

iHeart
RADIO



GOOD
HOUSEKEEPING

InStyle

ADARA

Instagram

PEOPLE SAVING PLACES
preservation
The magazine of the National Trust for Historic Preservation

Parents
HEALTHY KIDS. HAPPY FAMILIES

Baltimore
MAGAZINE

WASHINGTON
CITYPAPER

Smart meetings

Southern Living

Recreation
NEWS

EPSILON



GROUP TOUR
MAGAZINE

TP
TRANSPROMOTION

YouTube



CAMPAIGN ROLL OUT

- **Duration: March 2022 – August 2022**
- **Weekend Getaway Landing Page**
- **Campaign Toolkit for Partners**
- **Proactive Press Pitches to Local Media**
- **Current 2-minute video to continue. 15 sec & 30 sec campaign videos under development.**
- **Visit Montgomery Sponsored Hotel Packages Will Be Available in February 2022.**
- **Develop promotional swag including “Best Weekend Ever” stickers.**
- **Summer Journalist FAM Trip (TBA)**

Campaign Blitzes

- **Cherry Blossom Festival**
- **Mother’s Day**
- **Memorial Day**
- **Fourth of July**
- **National Park Week**

Spring & Summer Initiatives



MARCH



APRIL



JUNE

MUSEUM MONTH &
HERITAGE DAYS

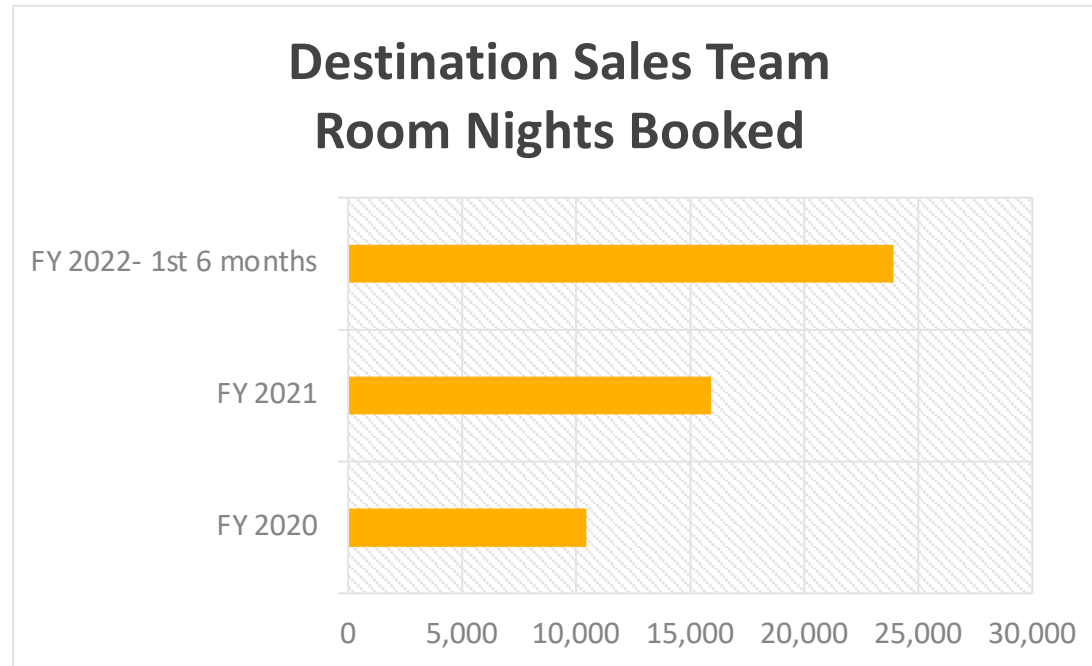




GROUPS & MEETINGS UPDATE

A Look Ahead

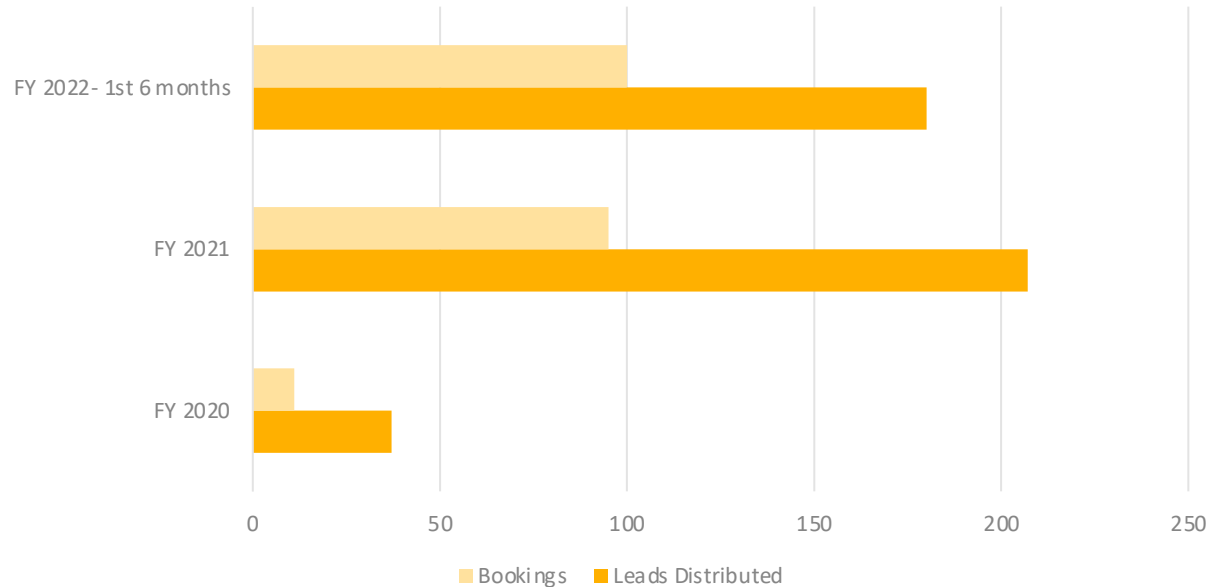
Destination Sales Team Room Nights Booked



Destination Sales Team Activity



Destination Sales Team Activity



Sales Activities: Lee Callicutt



- February 1-4, 2022: Lee will be attending RCMA (Religious Conference Management Association) Emerge Conference in Sacramento, CA and meeting with faith-based meeting planners
- February 27-March 1, 2022: Lee will be doing a Sales Mission to meet with representatives of Book My Group in Sarasota, FL for the student/adult tour market.
- March 1-4, 2022: Lee will be attending CMCA (Christian Management Conference Association) Spring Showcase in Destin, FL and meeting with faith-based meeting planners.
- March 21-23, 2022: Lee and Cory will be attending PBA – Pennsylvania Bus Association Marketplace in Williamsport, PA and meeting with adult tour operators and group leaders

Sales Activities: Leila Beltramo



- Reminder: April 7 is Global Meetings Industry Day: Leila will be joining MPI programming
- April 26 – MPI Potomac ReConEx Annual Educational Conference being held at The Hotel at The University of Maryland. Leila will be in attendance and there are co-op opportunities ranging from \$300 to \$1500.
- May 19th – Reston Herndon Meeting Planners Breakfast co-op opportunity (up to two Partners) \$750. Location to be confirmed.
- First week of June – Society of Government Meeting Professionals (SGMP) educational event sponsorship in the county, co-op opportunities ranging from \$150 to \$500.

Reach out to Leila directly to participate in co-op program for these events.

New Group Tour Itineraries



Religious Tour Inspiration



THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS Washington DC Temple Open House 2022

Opening to the public for the first time since 1974, this is a unique opportunity, available for 5 weeks only!

The Washington DC Temple, located in Kensington, Maryland, has been closed off to the public since it's first dedication and open house in 1974. Whenever the The Church of Jesus Christ of Latter-Day Saints opens a new temple, it gives tours to the public before the building is consecrated. The temple saw 758,328 visitors during its first open house. After three years of renovations, the temple will reopen for tours once again, before rededication in June 2022.

Open House Dates from April 28 - June 4

- Docent led tours
- Tours last approximately 40 minutes
- Timed tickets
- Complimentary motor coach parking

Contact Lee for
Group Tour
Ticket Information



TOP FIVE "MUST SEE" PLACES IN MONTGOMERY COUNTY

- Brookside Gardens
- Glenstone Museum
- Rio Lakefront
- The Music Center & Mansion at Strathmore
- Josiah Henson Museum & Park

TOP FIVE EXCURSIONS TO WASHINGTON, DC

- Museum of the Bible
- National Cathedral
- Basilica of the Shrine of the Immaculate Conception
- National Museum of African American History & Culture
- Franciscan Monastery of the Holy Land

Lee Callicutt

Destination Sales Manager

Visit Montgomery, MD
lcallicutt@visitmontgomery.com
240-641-6752



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



Celebrate African American History & Heritage

Stories of the Underground Railroad are rich and rooted 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

Day 1

- 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 **Josiah 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 **Clarksburg Premium Outlets** and take a lunch break at the food court.
- Explore what life would be like on a 19th-century slave plantation at **Button Farm and Living History Center**.
- End the day relaxing with a glass of Chardonnay at **Sugarloaf Mountain Vineyard**.



A red and white soccer ball is positioned on a green grassy field. In the background, there is a bright sun flare on the left side, and a dark, out-of-focus tree trunk is visible on the right. A teal-colored rectangular box is overlaid on the right side of the image, containing the text.

SPORTS UPDATE

A Look Ahead

2022 YOUTH SPORTS TOURNAMENTS



Event Name	Dates	2022 Expected Room nights	2021 Actual Room Nights
Potomac Presidents Day Cup	Feb 19-21, 2011	Less than 100	Unknown
Bethesda Soccer Youth	April 15-16, 2022	Less than 200	65
Potomac Memorial Soccer Tournament	May 27-30, 2022	4000	4375* (2019)
IWLCA (Intercollegiate Women's Lacrosse)	June 17-19, 2022	2500	2765
Laxin Out Loud Lacrosse Tournament	June 24-26, 2022	1000	617
World Series of Youth Lacrosse (or Alternate name)	July 1-4, 2022	3600	3615
FLG in 3D Lacrosse	July 8-10, 2022	1800	1640
Pinnacle Lacrosse	July 15-17, 2022	1500	1339
Ultimate Event Futures	July 25-27, 2022	Unknown	Unknown
EDP Fall Kick Off Soccer	August 20-21, 2022	100	48
August Cup Soccer Tournament	August 27-28, 2022	150	89
Rush For The Cup Soccer Tournament	September 3-4, 2022	100	26
Discovery Cup Soccer Tournament	October 8-9, 2022	1000	675
Bethesda Girls Soccer Tournament -	November 12-14, 2021	2700	2445
Bethesda Boys Soccer Tournament	November 19-21, 2021	3500	3141



Professional Golf Events



Wells Fargo Championship

TPC Potomac at Avenel
Farm

May 2-8, 2022

<https://wellsfargochampionship.com/>

KPMG Women's PGA Championship

Congressional Country Club

June 21-26, 2022

<https://www.kpmgwomenspgachampionship.com/>

FIFA World Cup 2026

Baltimore and Washington, DC being
considered as US host destination



Kelly Groff
President & CEO



Cory Van Horn
Director of Marketing



Leticia Engel
Marketing Manager



Yodit Kirubel
Community Engagement &
Partnership Manager

THANK YOU!



Leila Beltramo
Destination Sales Manager



Lee Callicutt
Destination Sales Manager