

# Visit Montgomery's Community Report on Tourism

Fiscal Year 2022

July 2021 – June 2022



MD  
DC

Montgomery, MD

VISIT MONTGOMERY

# Letter From President & CEO

We are honored to serve as the destination marketing organization for Montgomery County, MD for over 35 years, representing the many businesses that are part of our travel and hospitality industry.

After several tumultuous years of the pandemic, we are excited for the future. We've seen across the board increases in traveler spending, hotel tax collections, hotel occupancy and state sales and use taxes over the last six months.

Our community of people and places is what makes us a great destination for visitors. The combination of bustling downtowns and urban centers combined with the rural outdoor offerings is a perfect blend of experiences for visitors. We are a destination where people can come and connect and experience new cultures.

This Community Report on Tourism for Fiscal Year 2022 provides the results of the Visit Montgomery advertising, marketing and sales initiatives over the last year. We have expanded our mission beyond destination marketing into destination management to help us grow our experiences and better tell our story about our destination.

We are excited to continue our work with our stakeholders and partners to ensure a continued post-pandemic recovery and strong future for us all!

Best,



Kelly Groff  
President & CEO



# Fiscal Year 2022 Team



**Kelly Groff**  
President & CEO



**Cory Van Horn**  
Chief Strategy Officer



**Leticia Engel**  
Marketing Manager



**Lee Callicutt**  
Destination Sales Manager



**Yodit Kirubel**  
Community Engagement &  
Partnership Manager

# Fiscal Year 2023 Team



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President & CEO



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Community Engagement &  
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**Open Position**  
Communications Manager



**Lee Callicutt**  
Destination Sales Manager



**Open Position**  
Destinations Sales Manager

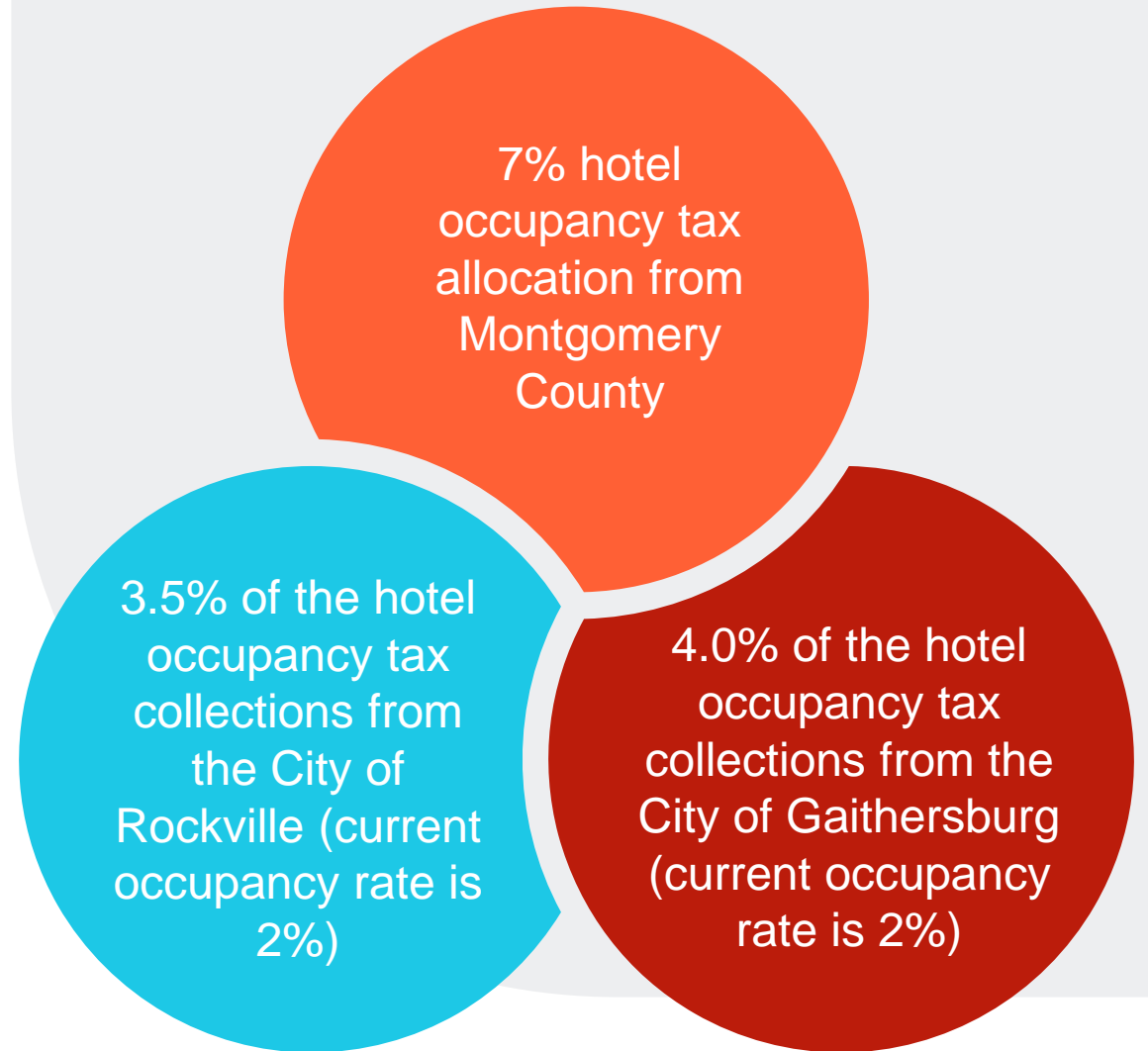
# Mission & Funding Mechanisms

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.

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

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.

## Funding Sources



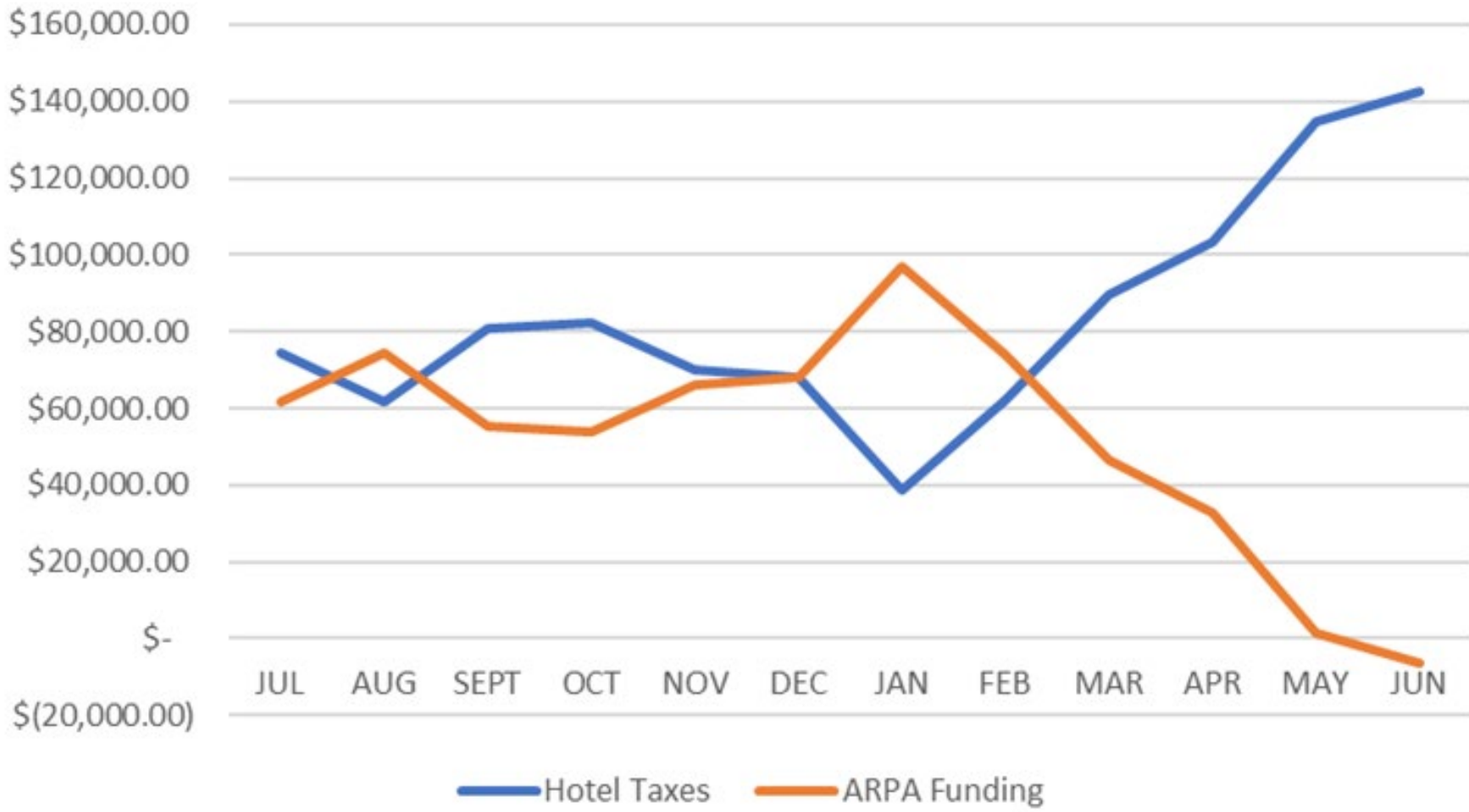
# Montgomery County at a glance

According to *WalletHub*, Montgomery County is one of most diverse communities in the country with Germantown, Gaithersburg, Silver Spring and Rockville all ranking in that site's "Top 10 Most Diverse Communities in the U.S." Both Rockville and Gaithersburg have achieved perfect scores in Municipality Equality Index (MEI), according to the Human Rights Campaign (HRC). In 2022, Rockville was ranked 20th in *Money Magazine's* "50 Best Places to Live in the U.S. in 2022", citing diversity as a key contributor to the ranking. Montgomery County ranks high where Black residents are prospering in the "Black Progress Index," a study that examines the social factors that influence Black well-being by the Brookings Institution.

- **1 Million Population**
- **507 Square Miles**
- **93,000-Acre Agricultural Reserve**
- **54 Hotels**
- **8,920 Hotel Rooms**
- **3 International Airports Nearby**
- **13 Metro Stations**
- **3 National Parks**
- **400+ Regional Parks**

# FISCAL YEAR 2022

## Montgomery County Hotel Taxes and ARPA Funding



# 2021 Tourism Economics Data

**\$1,463.2 Billion**

2021 Visitor Spending

**9% Share  
of State**

**6,851,600**

2021 Day & Overnight Visitors

**13.9% Share  
of State**

**\$10,094,973**

Sales Tax Collected – Hotels Only

**7.3% Share  
of State**



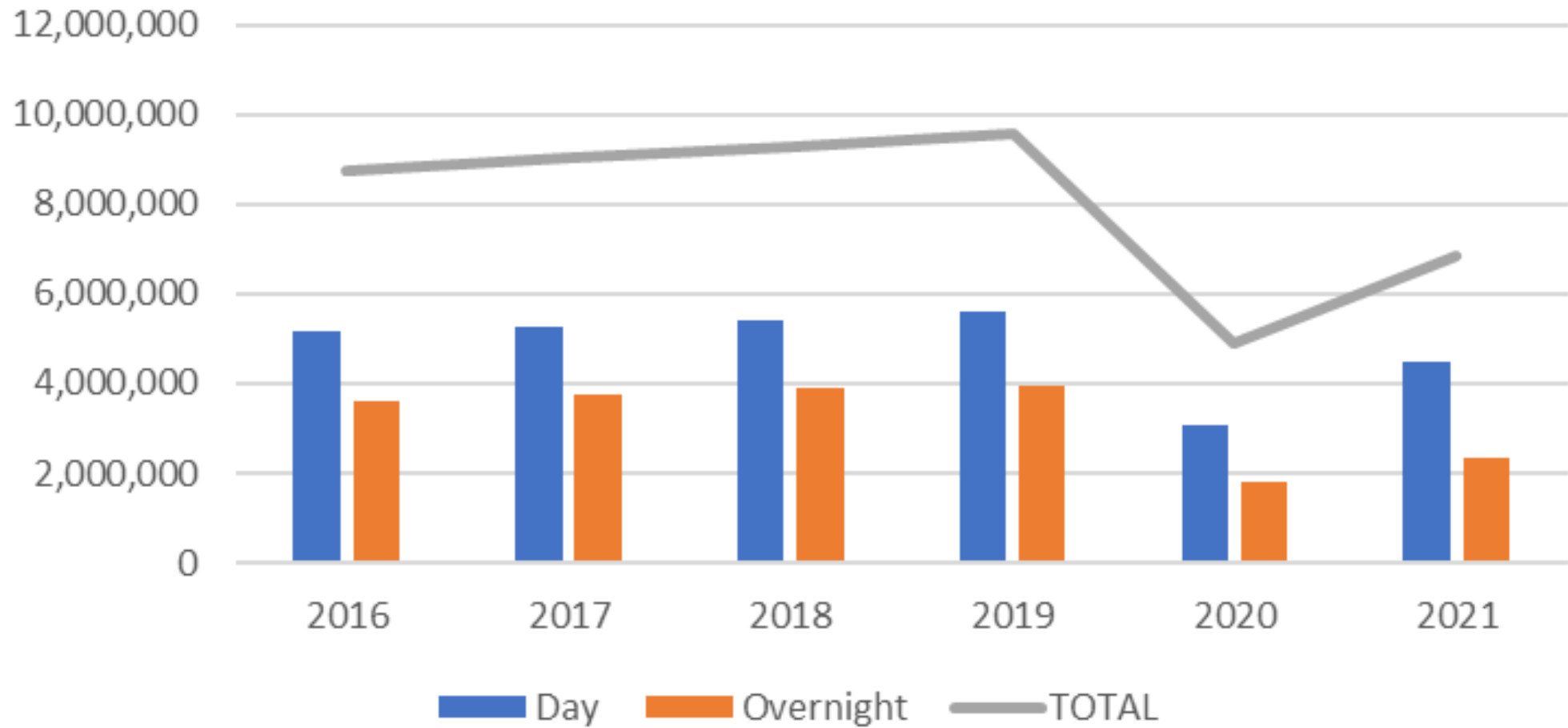


*Montgomery, MD*  
VISIT MONTGOMERY

# Fiscal Year 2022

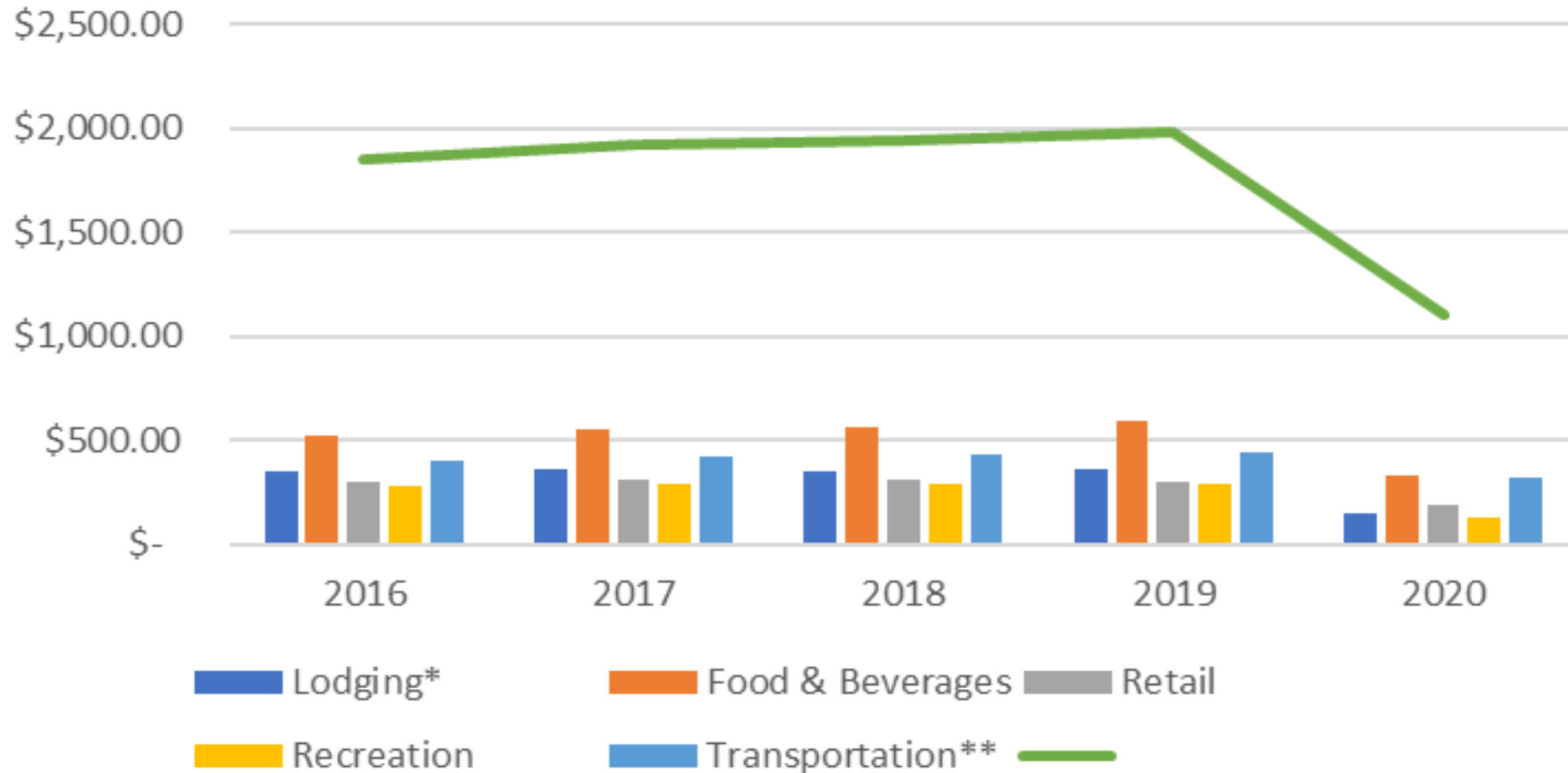
Reflection & Wrap Up

# Montgomery County, MD Visitation



Source: Tourism Economics

## Montgomery County, MD Visitor Spending



# FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism

**\$86,024,298**

Total Generated in by Montgomery County

**9.9%**

Increase Compared to FY 2019 (Pre-Pandemic)

**#1**

Tourism Sales & Use Tax Generator in Maryland

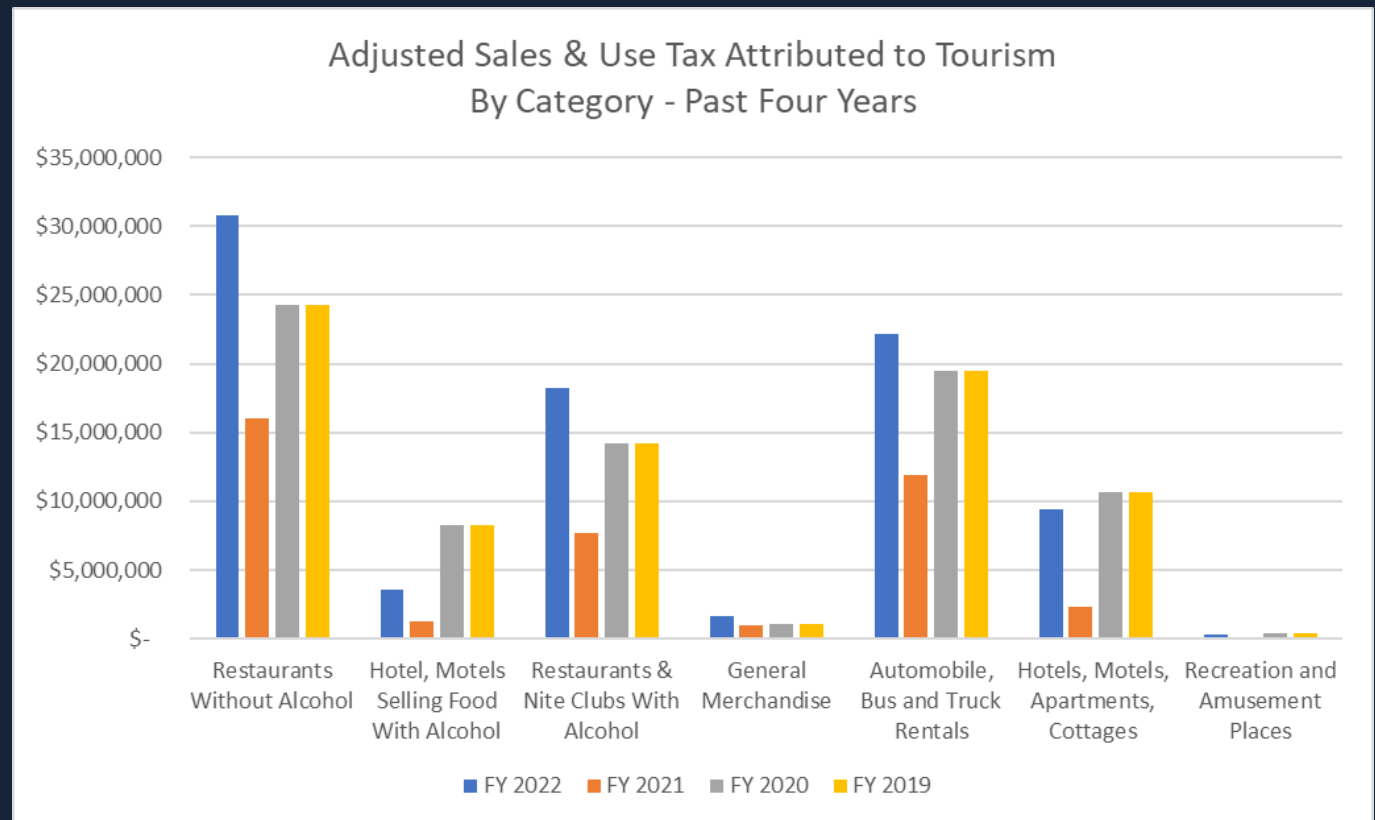
County	FY 2022(4)	FY 2019(\$)	FY2022 vs FY2019 % Change
Allegany	\$6,528,260	\$5,118,797	27.5%
Garrett	\$7,113,052	\$4,081,872	74.3%
Washington	\$9,876,899	\$7,341,539	34.5%
<b>WESTERN REGION</b>	<b>\$23,518,211</b>	<b>\$16,542,208</b>	<b>42.2%</b>
Frederick	\$18,545,371	\$14,111,096	31.4%
<b>Montgomery</b>	<b>\$86,024,298</b>	<b>\$78,240,274</b>	<b>9.9%</b>
Prince George's	\$74,962,342	\$74,160,698	1.1%
<b>CAPITAL REGION</b>	<b>\$179,532,011</b>	<b>\$166,512,067</b>	<b>7.8%</b>
Anne Arundel	\$85,178,075	\$72,863,603	16.9%
Baltimore City	\$49,396,732	\$53,168,769	-7.1%
Baltimore County	\$62,755,382	\$49,560,458	26.6%
Carroll	\$8,641,137	\$6,590,657	31.1%
Harford	\$17,161,415	\$12,710,303	35.0%
Howard	\$25,199,640	\$20,168,952	24.9%
<b>CENTRAL REGION</b>	<b>\$248,332,381</b>	<b>\$215,062,743</b>	<b>15.5%</b>
Calvert	\$5,660,573	\$4,589,542	23.3%
Charles	\$10,061,872	\$7,117,670	41.4%
St. Mary's	\$6,772,619	\$5,715,547	18.5%
<b>SOUTHERN REGION</b>	<b>\$22,496,065</b>	<b>\$17,422,759</b>	<b>29.1%</b>
Caroline	\$1,662,240	\$1,553,733	7.0%
Cecil	\$6,708,428	\$4,816,657	39.3%
Dorchester	\$4,065,565	\$3,107,481	30.8%
Kent	\$1,473,788	\$1,068,820	37.9%
Queen Anne's	\$5,009,557	\$3,470,037	44.4%
Somerset	\$404,945	\$451,559	-10.3%
Talbot	\$5,971,285	\$4,028,401	48.2%
Wicomico	\$8,399,982	\$6,793,595	23.6%
Worcester	\$47,417,936	\$29,174,932	62.5%
<b>EASTERN SHORE</b>	<b>\$81,113,725</b>	<b>\$54,465,214</b>	<b>48.9%</b>

# FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism Recovery Indicators

Adjusted Sales & Use Taxes by Category Attributable to Tourism	Factor	FY 2022	FY 2019	FY 22 vs FY 19
Restaurants Without Alcohol	33%	\$ 30,774,483	\$ 24,245,960	36.9%
Hotel, Motels Selling Food With Alcohol	100%	\$ 3,575,102	\$ 8,222,269	-56.5%
Restaurants & Nite Clubs With Alcohol	33%	\$ 18,243,829	\$ 14,162,935	28.8%
General Merchandise	5%	\$ 1,608,019	\$ 1,094,374	46.9%
Automobile, Bus and Truck Rentals	90%	\$ 22,172,052	\$ 19,449,147	14.0%
Hotels, Motels, Apartments, Cottages	100%	\$ 9,373,764	\$ 10,694,704	-12.4%
Recreation and Amusement Places	50%	\$ 277,049	\$ 370,844	-25.3%

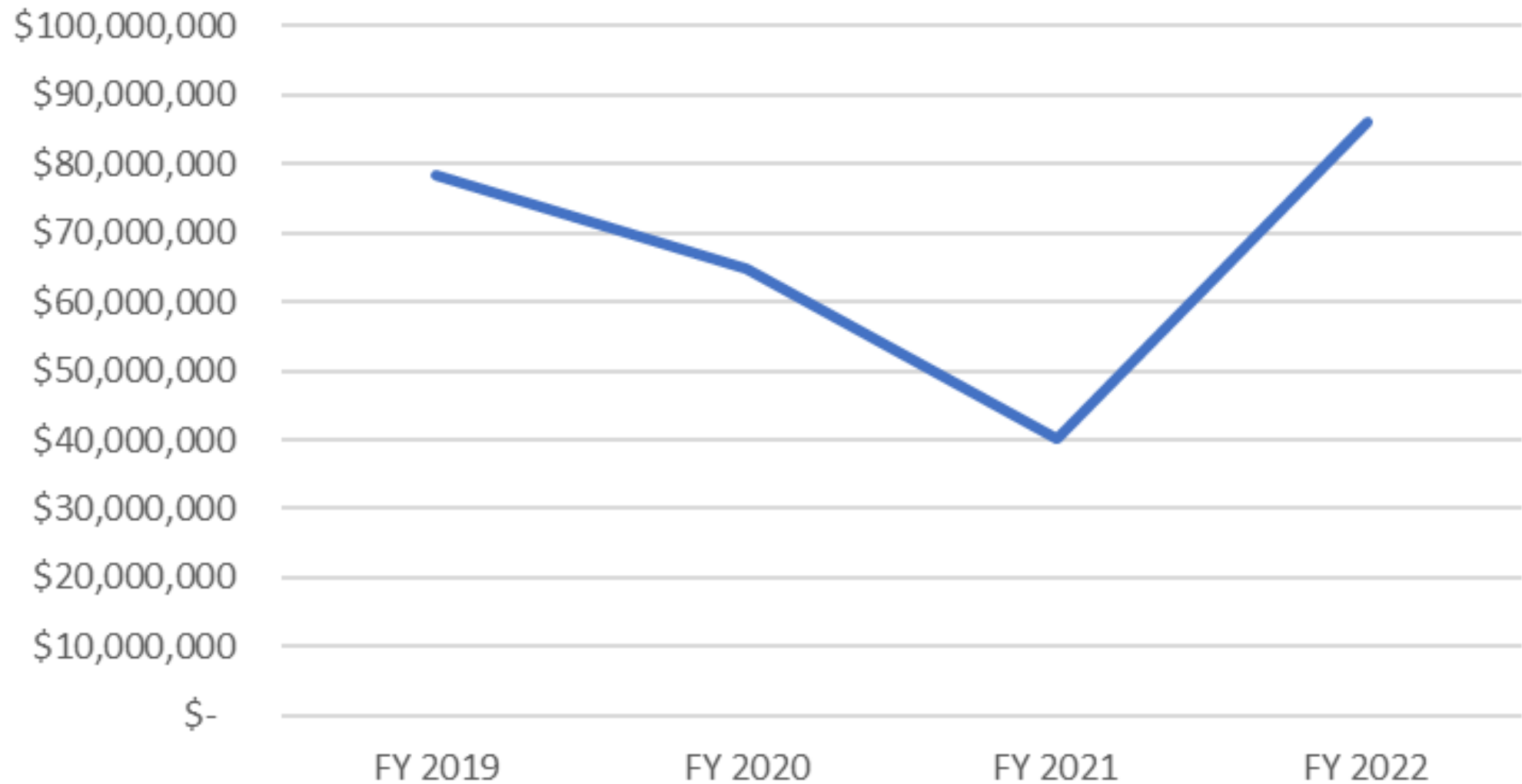
## Tourism Categories Compared to Pre-Pandemic Levels

- Restaurants w/o Alcohol: +36.9%
- Lodging Selling Food w/ Alcohol: -56%
- Restaurants w/ Alcohol: +28.8%
- General Merchandise: +46.9%
- Car, Bus & Truck Rentals: -12.4%
- Lodging: -12.4%
- Recreation & Amusement Places: -25.3%



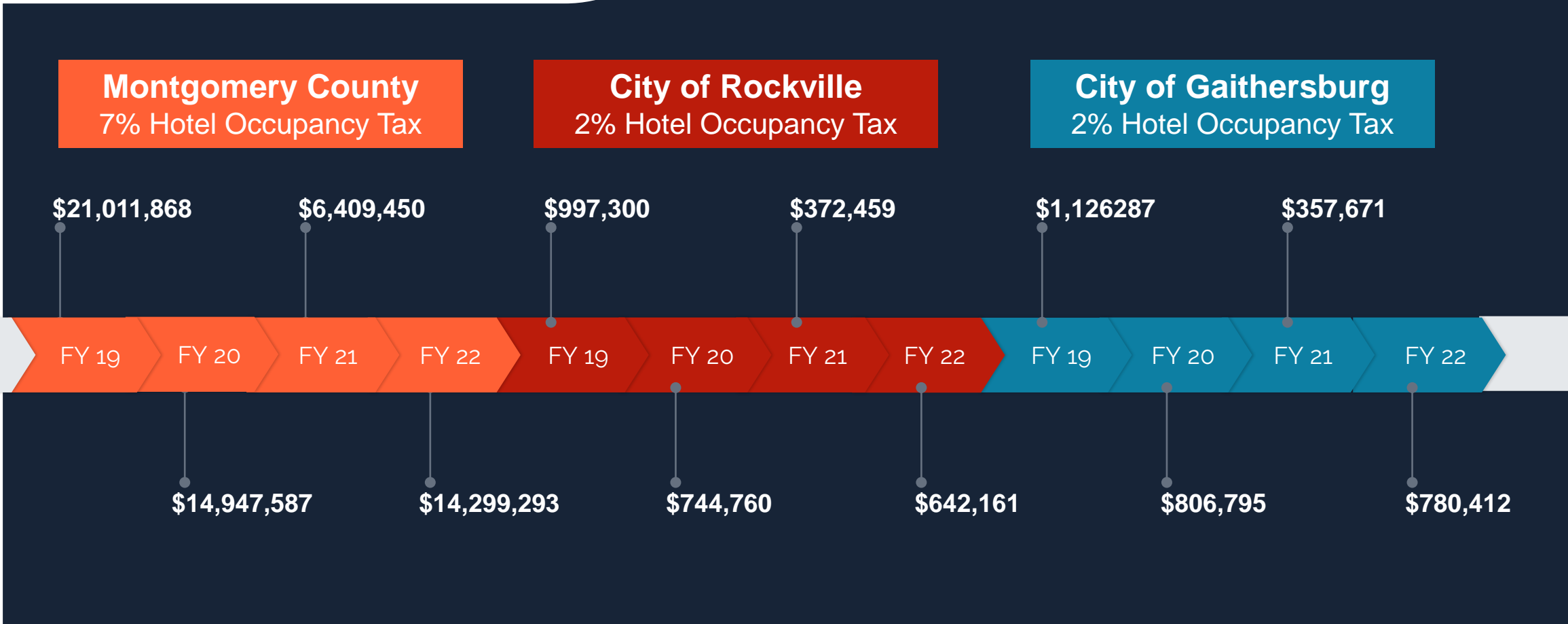
Adjusted Sales & Use Taxes applies a percentage assumption of the total collection in each of those categories for tourism related expenditures. The applied percentage is indicated under the "factor" column.

## Adjusted Sales & Use Tax Four Year Trend

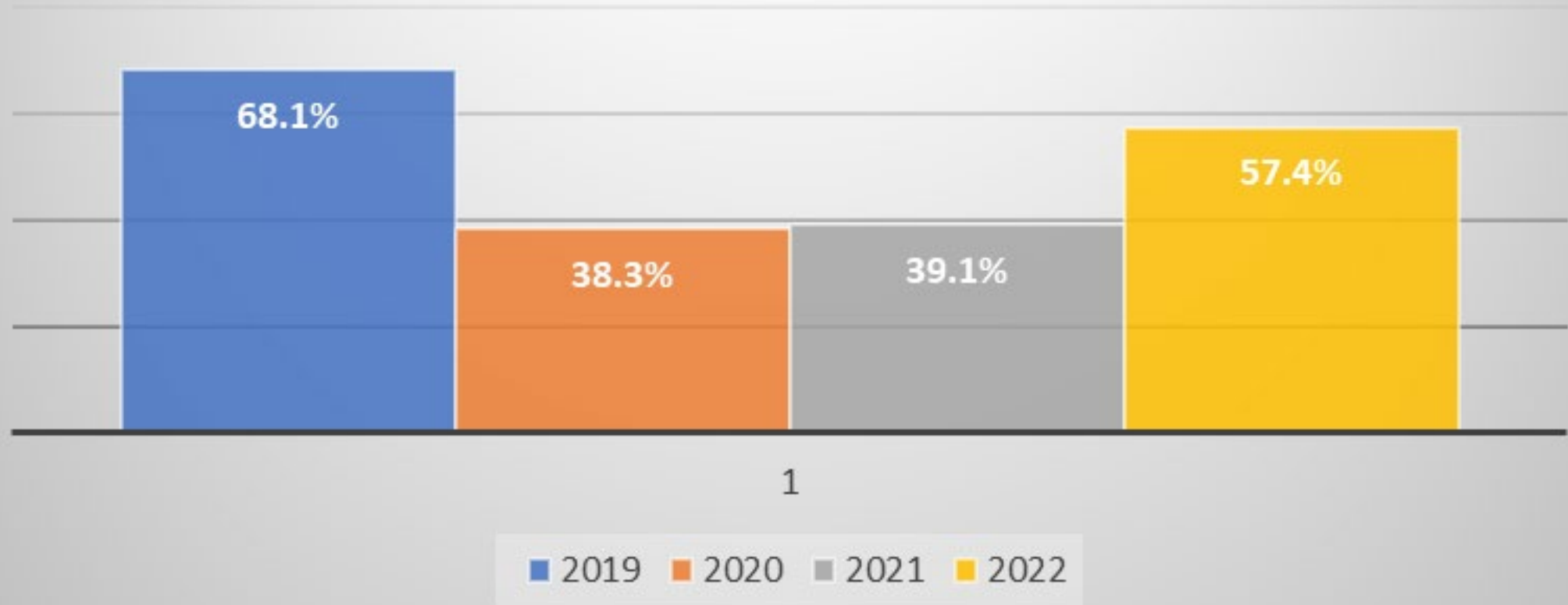


# Hotel Tax Collections

## Montgomery County, Rockville and Gaithersburg

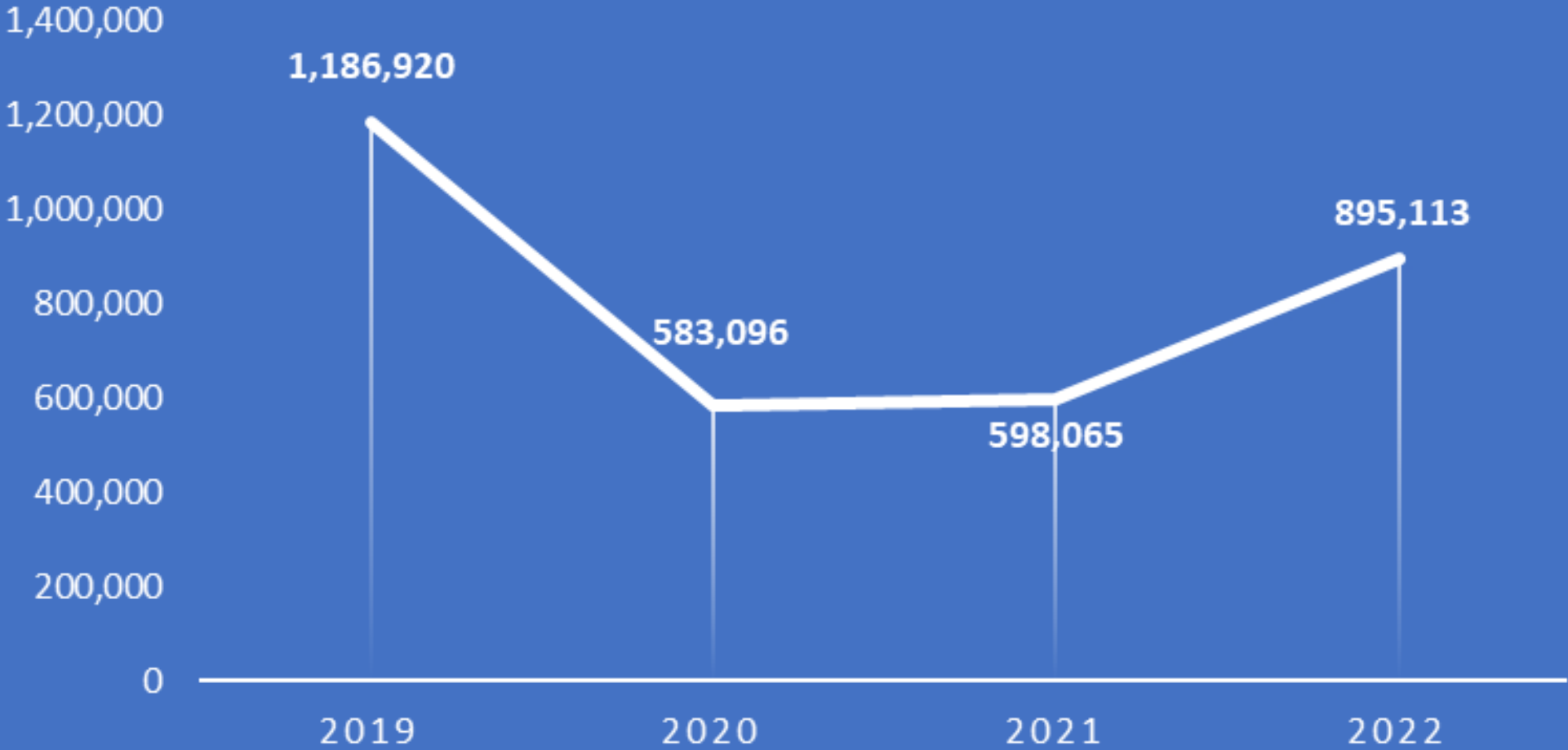


# Hotel Occupancy - January to June Montgomery County



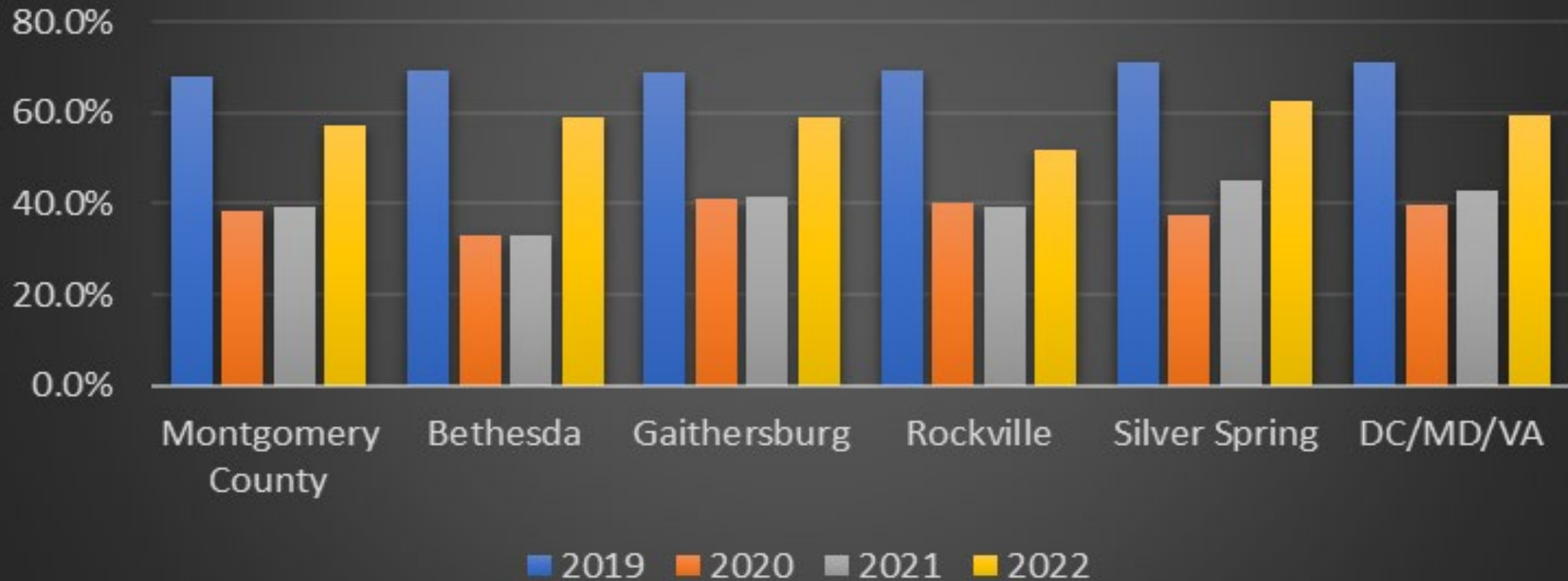


# HOTEL ROOM DEMAND JANUARY - JUNE



Source: Smith Travel Research

# Hotel Occupancy Period of January-June





Montgomery, MD  
VISIT MONTGOMERY

# Marketing Division

Reflection & Wrap Up

# Website Milestones – Fiscal Year 2022



## Website

478,214 Sessions	+19.57%
1,921,714 Pageviews	+64.57%
4.02 Pages/Session	+37.64%
1:13 Avg Session	+6.63%
380,860 New Users	+19.26%
13.83% Bounce Rate	-45.03%

## FY 2019 Comparison (Pre-Pandemic)

FY19 July 2018 – June 2019  
FY 22 July 2021- June 2022

Pageviews + <b>257.22%</b> (1,921,714 vs 537,962)
Pages per Session + <b>96.15%</b> (4.02 vs 2.05)
Bounce Rate – <b>79.62%</b> ( 13.82% vs 67.82%)
Sessions + <b>82%</b> (478,241 vs 262,601)
Users + <b>92.34%</b> (382,258 vs 198,741)

## Discover MoCo

65,580 Pageviews	+100%
0:20 Avg Session	+100%
0.20% Bounce Rate	+100%

## Weekend Landing

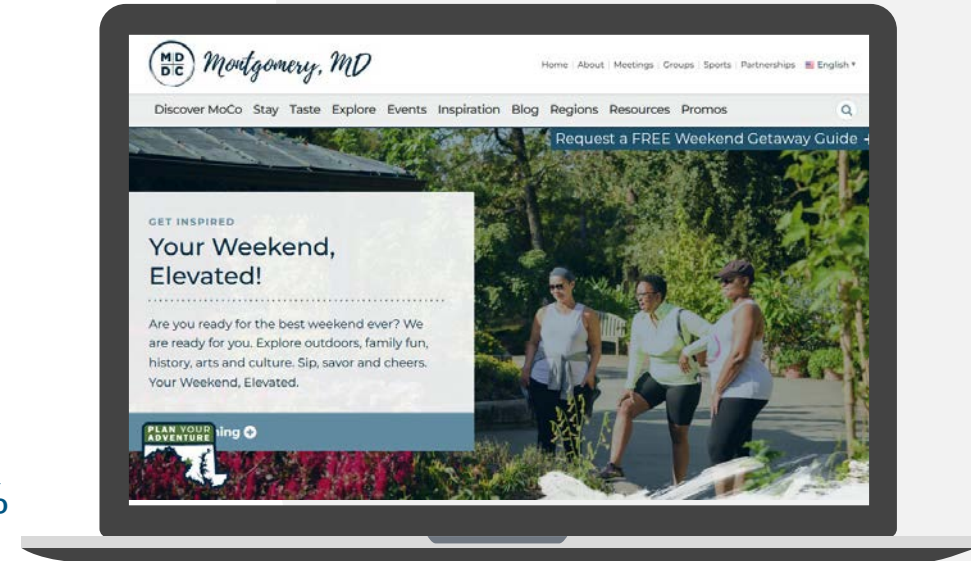
95,896 Pageviews	+202.49%
0:15 Avg Session	-47.55%
9.80% Bounce Rate	-56.78%

## Blogs & Content

429,231 Pageviews	+56.22%
0:19 Avg Session	-47.07%
2.14% Bounce Rate	-89.84%

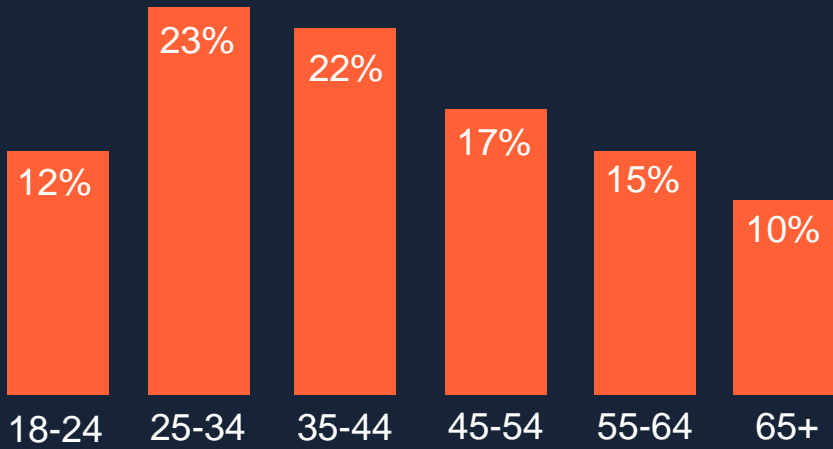
## Events Calendar

270,599 Pageviews	+120.09%
1:10 Avg Session	-3.76%
Bounce Rate	-19.29%

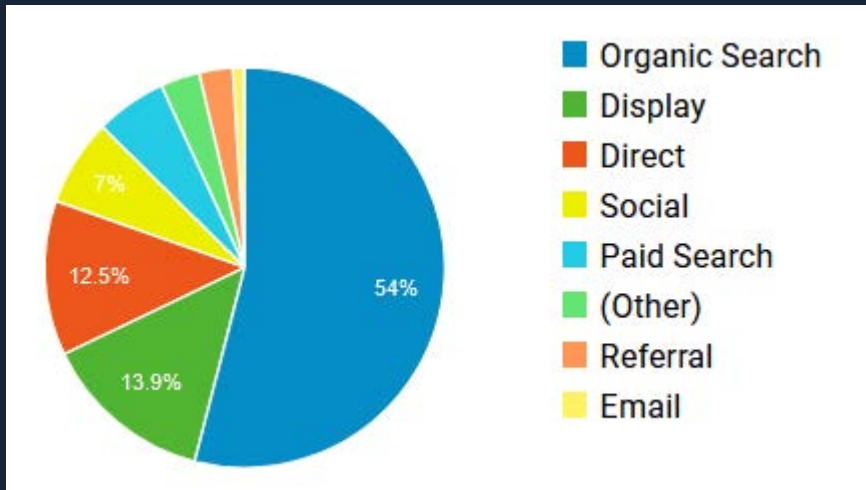


# Website Audience – Fiscal Year 2022

## Age



## Channel Sources



## Out of Market Audience

1. Washington, DC
2. Baltimore
3. New York City
4. Philadelphia
5. Ashburn
6. Boston
7. Frederick
8. Arlington
9. Atlanta
10. Chicago

## In County Audience

- Gaithersburg
- Rockville
- Germantown
- Silver Spring
- Bethesda
- Wheaton-Glenmont
- Olney
- Aspen Hill
- Potomac
- Colesville

## Top Interests

- Food & Dining
- Shopping
- Sports & Fitness
- Travel & Travel Buffs
- Arts & Entertainment



## Popular Pages

- MoCo Eats
- Arts & Culture
- Road Trip
- Events Calendar
- Home Page
- Travel Guide
- Weekend
- Tastemakers

## Gender



Female: 56.1%  
Male: 43.9%

## Device Usage



Mobile  
73%



Desktop  
25%



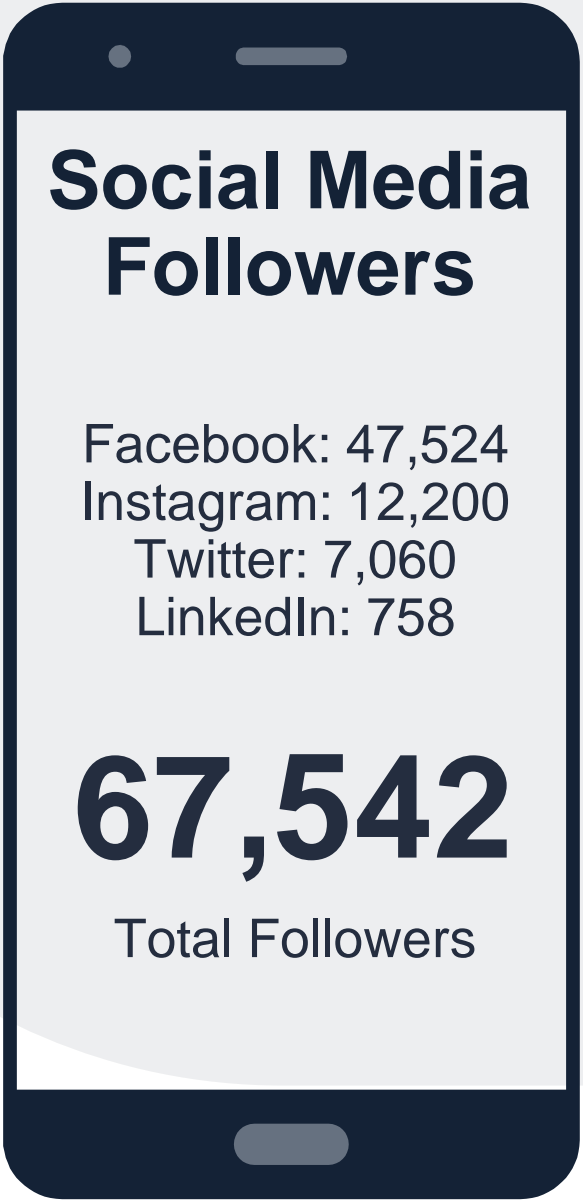
Tablet  
3%

# Social Media & Email Marketing – Fiscal Year 2022

76,823 Total Email Newsletter Subscribers

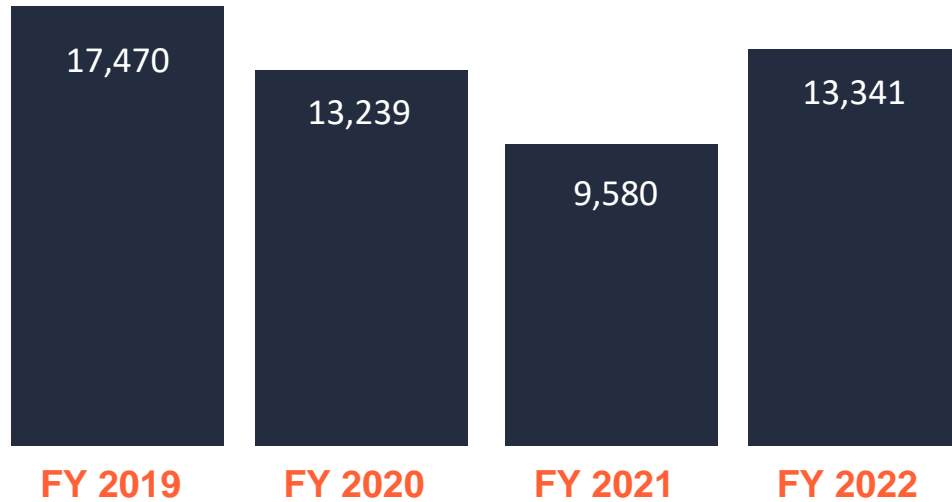
**Consumer Metrics**  
459,138 Emails Sent  
10.7% Open Rate  
.7% Click Through Rate

**Industry Metrics**  
20,171 Emails Sent  
32.7% Open Rate  
9.38% Click Through Rate

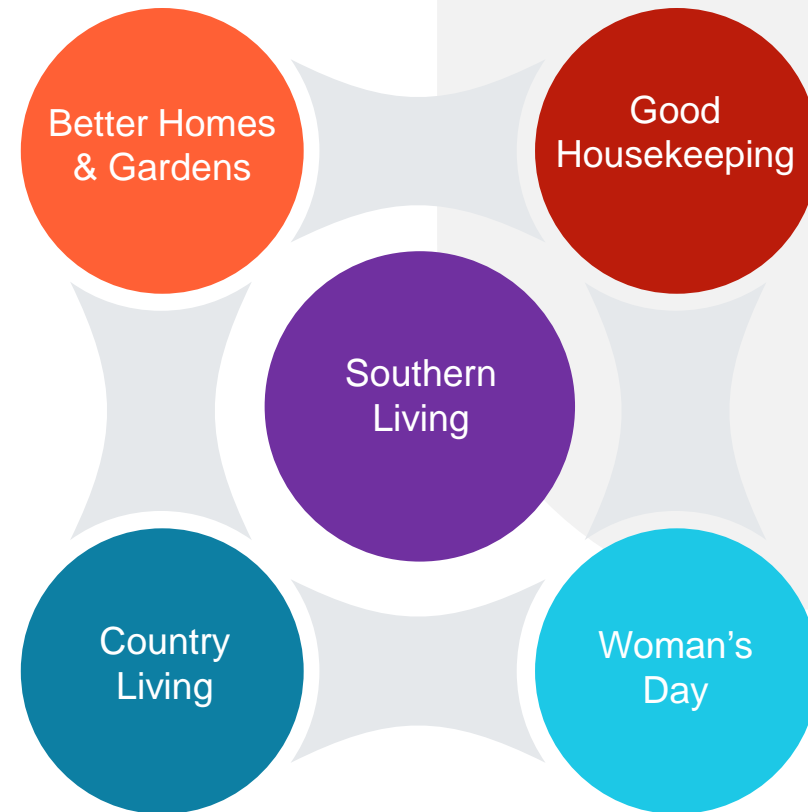




### Advertising Inquiries by Fiscal Year Travel Guide Requests



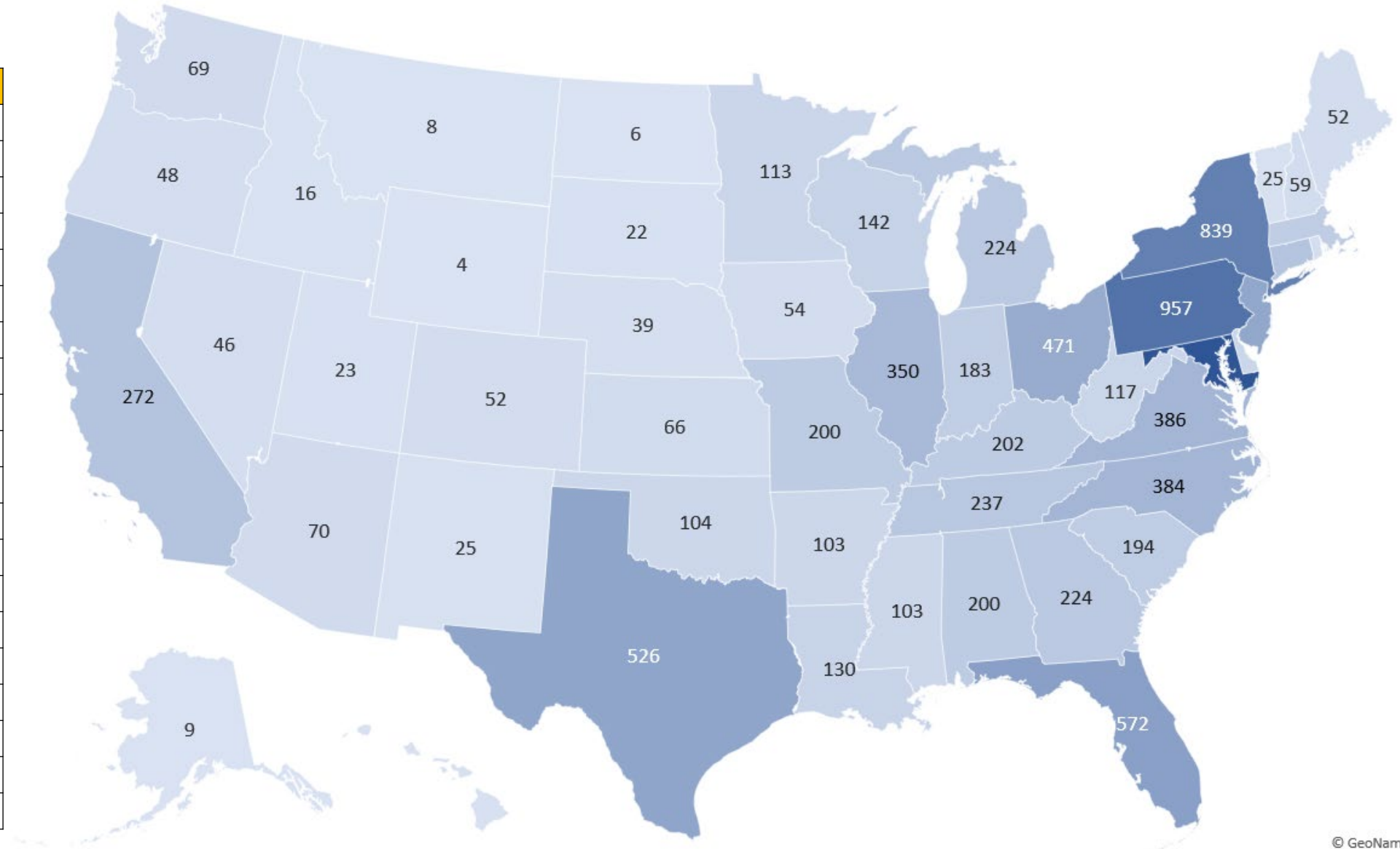
### Top Five Producing Print Advertising Channels for Travel Guide Requests



# Travel Guide Distribution by State

## Top 20 States

State	Inquiries
Maryland	1213
Pennsylvania	957
New York	839
Florida	572
Texas	526
New Jersey	510
Ohio	471
Virginia	386
North Carolina	384
Illinois	350
California	272
Connecticut	264
Tennessee	237
Georgia	224
Michigan	224
Kentucky	202
Alabama	200
Missouri	200
South Carolina	194
Massachusetts	191





# Weekend Campaign Strategy

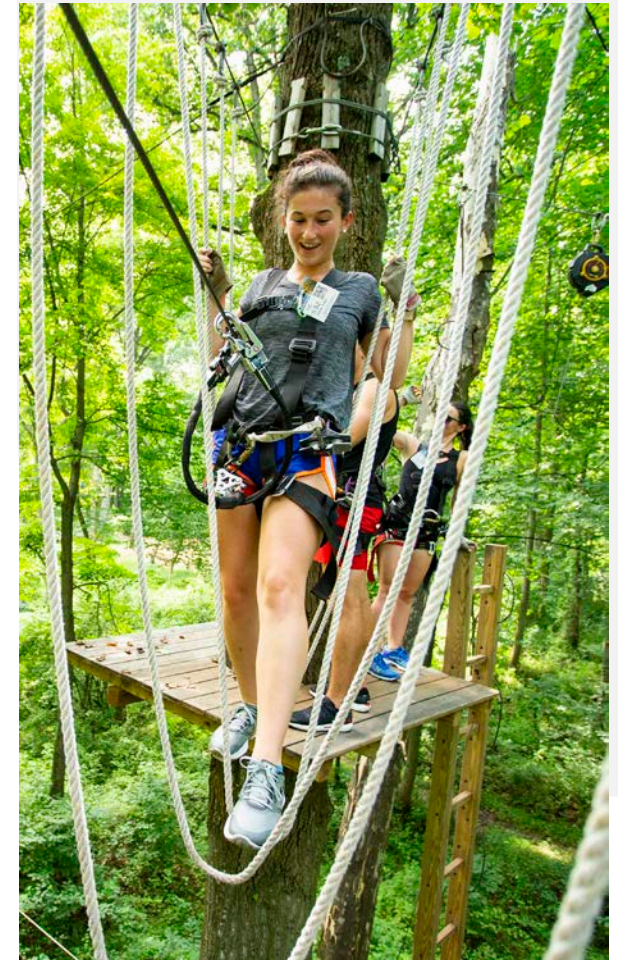


## Why Focus on Weekends?

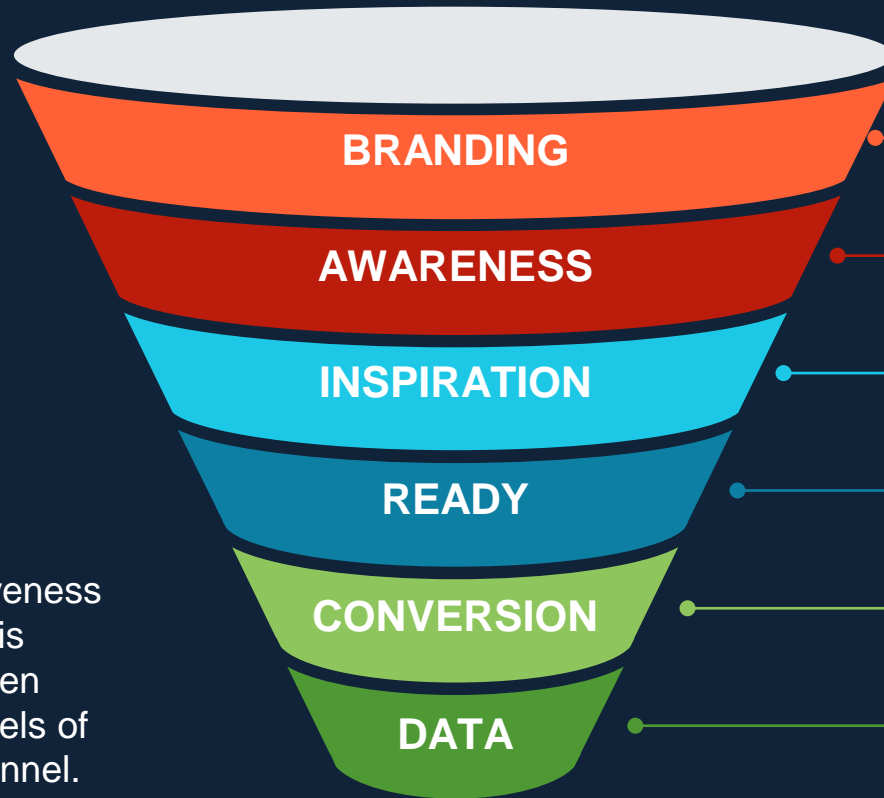
- There is an increased willingness to take short trips close to home. Booking windows have shortened to 0-6 days.
- The term “weekend” immediately evokes the feelings of relaxation and casualness.

## 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.



# Advertising Messaging Funnel



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

Educate target markets of attractions, experiences and assets.

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

Montgomery County is open and ready to welcome visitors again.

Make the booking process super easy across all transactional channels.

Generate data to learn from outcomes, improve campaigns and direct return on investment.

Diversity, inclusiveness and accessibility is continuously woven throughout all levels of the messaging funnel.

# Target Markets

## Capital Region

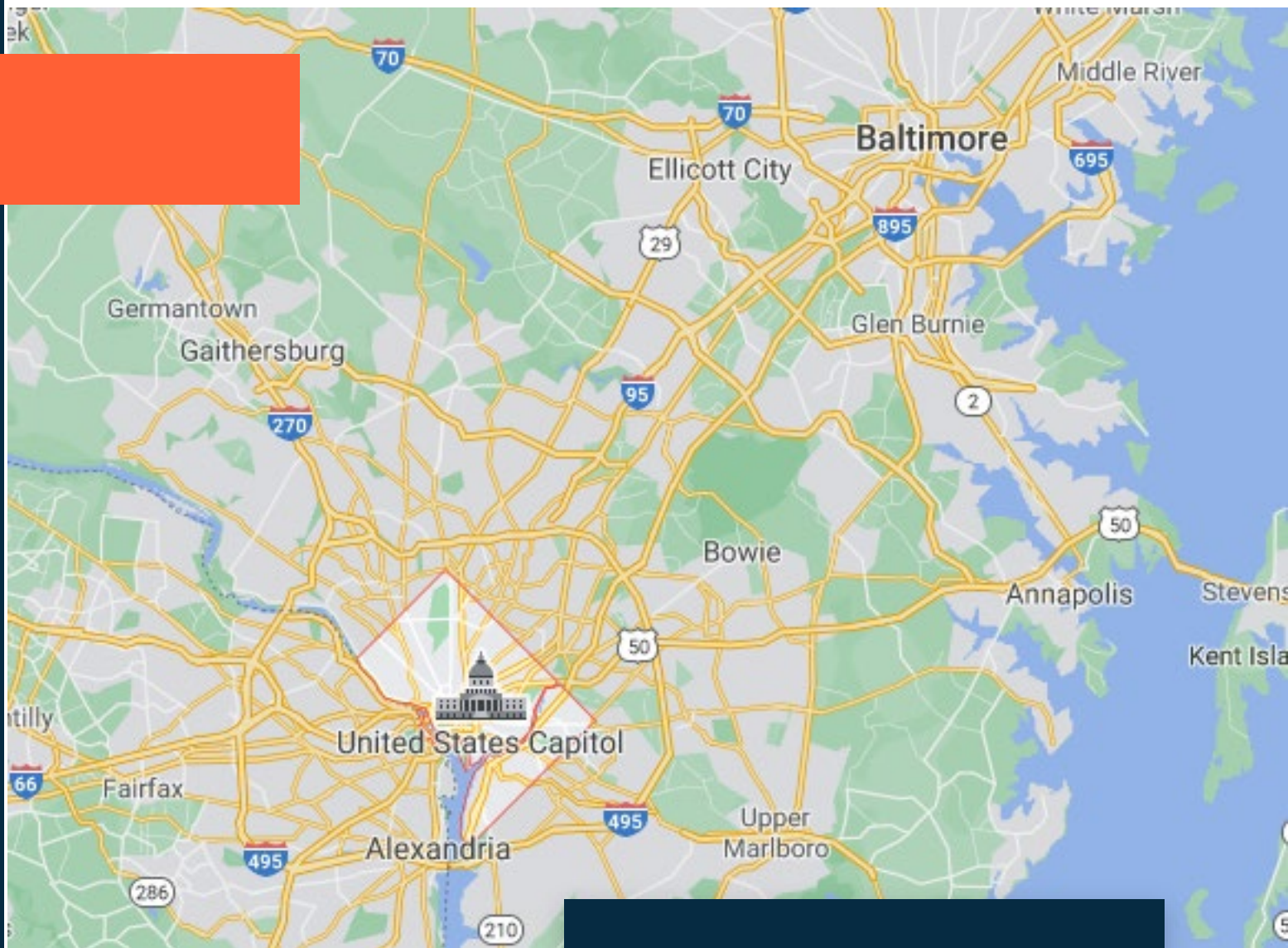
- Montgomery County: 1,051,000
- Washington, DC: 692,683
- Baltimore City & County: 1,436,402
- Northern Virginia: 2,500,000

## 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 Channels & Media Partnerships



# Expedia Advertising Pilot Program

Visit Montgomery partnered with Expedia Media Group to pilot an advertising program that focused on driving weekend overnight leisure travel to Montgomery County during the summer and winter months in 2021. The primary platforms where advertising would appear was Expedia.com and Hotels.com. There was no additional investment required by the hotels to participate.

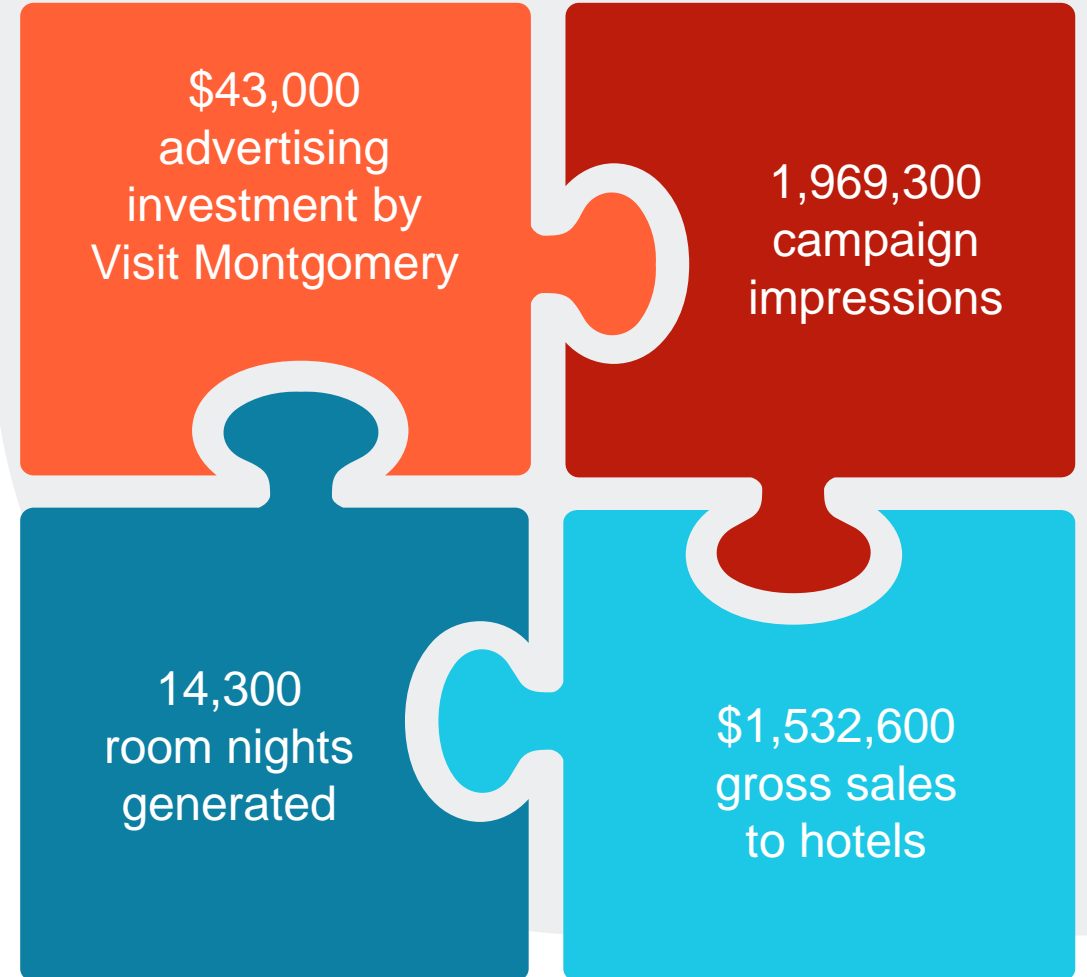
The campaign duration occurred in two phases to maximize market share opportunities.

- Phase 1: May 2021 – July 2021.
- Phase 2: November 2021 – December 2021

## Objectives:

- Support all Montgomery County hotels in their recovery efforts in 2021 with digital advertising that would directly convert to overnight bookings and generate additional revenue.
- Capture a higher percentage of market share from people interested in traveling to the Washington, D.C. region and planning their trip through Expedia.com and/or Hotels.com.
- Build awareness of Montgomery County as a place to stay and explore when visiting the Washington, D.C. area.

## Results



# Public Relations: July 2021 – June 2022



# \$1,387,700+

## Advertising Equivalency Value of Press Coverage

- Fox 5 DC
- Baltimore Sun
- Convention South
- NBC 4
- WJLA ABC 7
- Fodors
- Thrillist
- US News & World Report
- WASH FM
- DC 101
- MarketWatch

Additionally, Visit Montgomery partnered with Washington Post, Northern Virginia Magazine and Baltimore Magazine on paid editorial opportunities.



# Product Development & New Initiatives



## MoCo Eats & Culinary Cultural Initiative

Program launched in 2020 as a restaurant directory and has since expanded into a dedicated brand, including an annual MoCo Eats Week.



## Tastemakers Trail

Dedicated to promoting Montgomery County's thriving craft beverage makers and venues. Program features 20+ breweries, wineries, distillery, cidery, meadery and coffee roasters.



## Museum Month

Launched the first pilot of a month-long promotional initiative dedicated to driving awareness of Montgomery County's extensive network of museums and galleries.



## Adventure Planner App

Available on Apple and Google Play stores, the new app is designed to provide an itinerary planning and discovery tool for residents and visitors.

# Strategic Collaborations

Visit Montgomery fostered and developed strategic collaborations that help support and expand Visit Montgomery’s mission to promote Montgomery County as destination with a wide-range of experiences available for residents and visitors to enjoy.

### Notable Projects & Programs:

- **Explore Rockville:** Launched a dedicated website for promoting things to do in Rockville, in partnership with Rockville Economic Development, Inc. (REDI).
- **Museum Month & Heritage Days:** Collaborated with Heritage Montgomery to create Museum Month and expand awareness of Heritage Days.
- **MoCo Farm Tour:** Partnered with Montgomery County Office of Agriculture to include Farm Tour businesses on the Visit MoCo Adventure Planner App.
- **Germantown Microsite:** Worked closely with UpCounty Regional Services Center and local stakeholders to develop a Germantown focused website on the Visit Montgomery network.





# Awards & Accolades

For the past two years, Visit Montgomery lead a collaborative marketing committee in partnership with Allegany, Washington, and Frederick counties to create a distinctive tourism brand and promotional program that encourages residents and visitors to explore the 184.5-mile C&O Canal National Historical Park, surrounding communities, attractions and small businesses.

This marketing partnership resulted in new tourism experiences such as the C&O Canal Libations Trail, more than 30 media articles, several hosted media visits including a virtual group media event, and an increase in visitation moving the C&O Canal National Historical Park to the 8th most visited national park in the USA during 2020 (up from #12).

During the 40<sup>th</sup> Annual Maryland Tourism & Travel Summit (MTTS), Visit Montgomery received two tourism achievement awards in the categories of Leveraging Partnerships from the Maryland Office of Tourism and Collaborative Partnership from the Maryland Tourism Coalition.

## Award Descriptions:

- **Maryland Tourism & Tourism Summit Awards:** Collaborative Partnership  
*Presented by: Maryland Tourism Coalition*
- **Destination Maryland Tourism Awards:** Leveraging Partnerships  
*Presented by: Maryland Office of Tourism, Maryland Department of Commerce*





Montgomery, MD  
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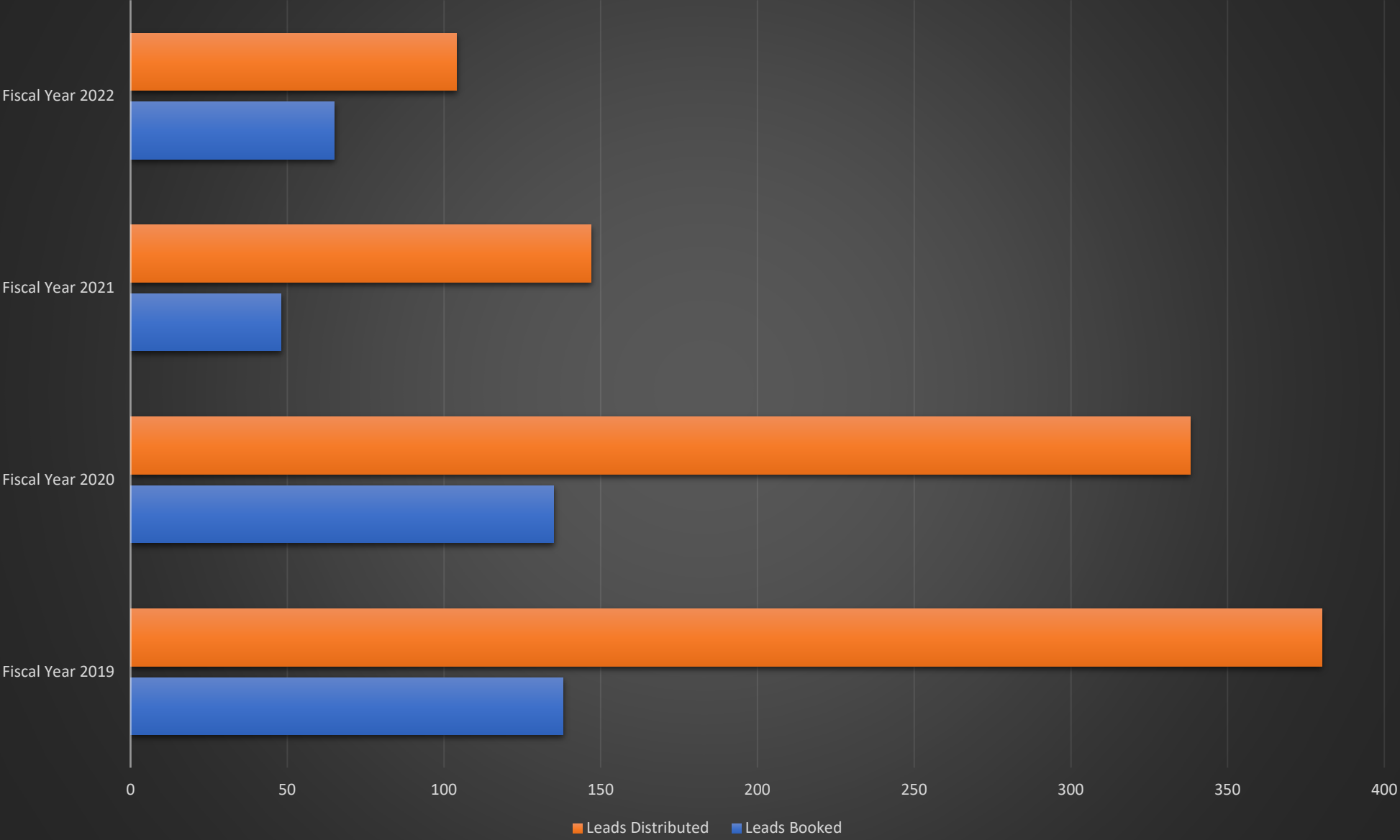
# Sales Division

Reflection & Wrap Up

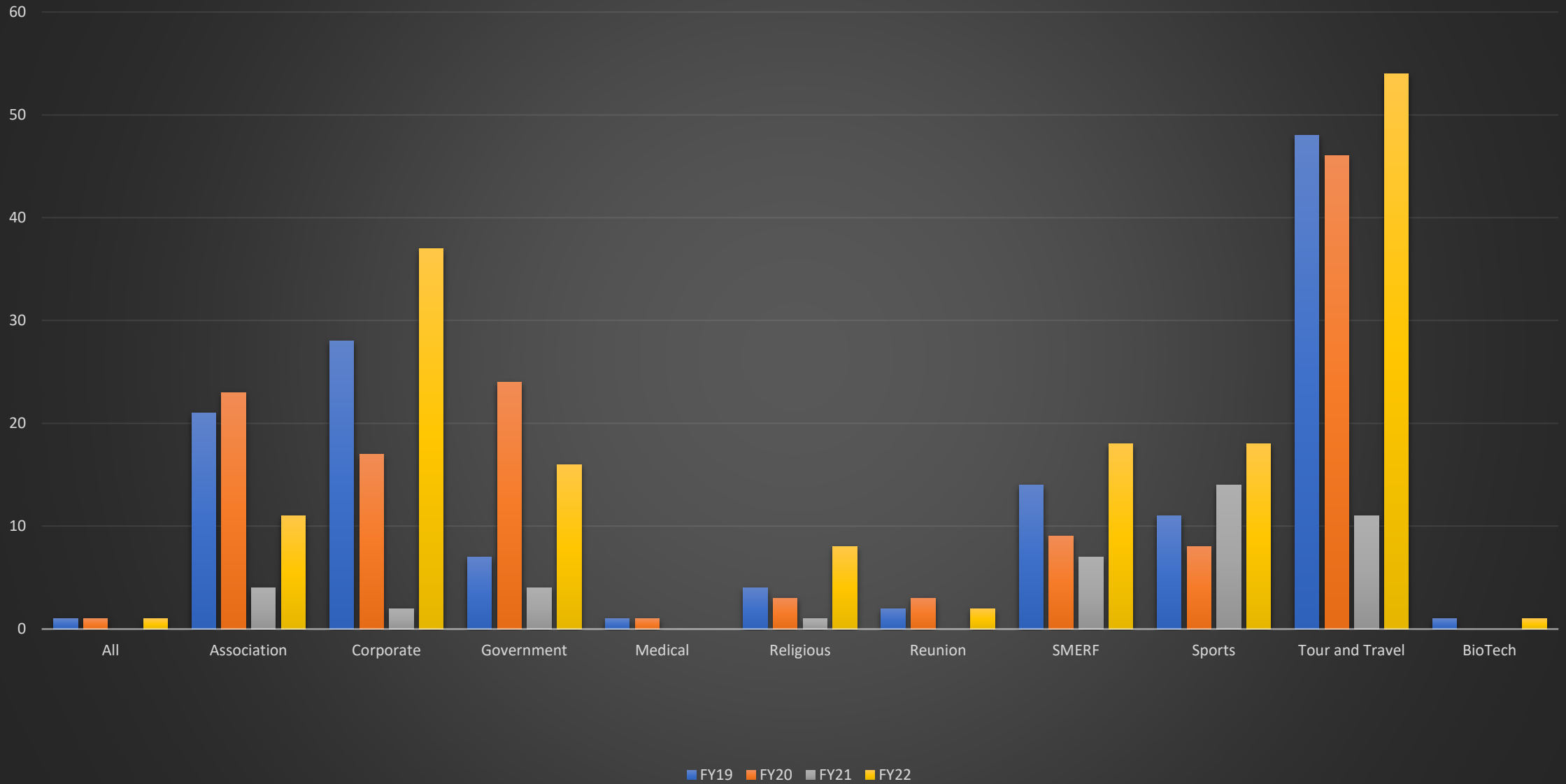
# Sales Leads & Booking Production

Lead Production Detail	2019	2020	2021	2022
<b>Leads</b>	351	326	122	352
<b>Room Nights</b>	97,820	91,971	62,580	106,869
<b>Economic Impact</b>	\$ 14,006,141	\$ 19,304,828	\$ 13,900,197	\$ 22,631,677
Booking Production Detail	2019	2020	2021	2022
<b>Bookings</b>	120	129	34	166
<b>Room Nights</b>	20,881	20,174	28,049	35,615
<b>Economic Impact</b>	\$ 4,216,353	\$ 4,296,934	\$ 6,398,428	\$ 7,294,948

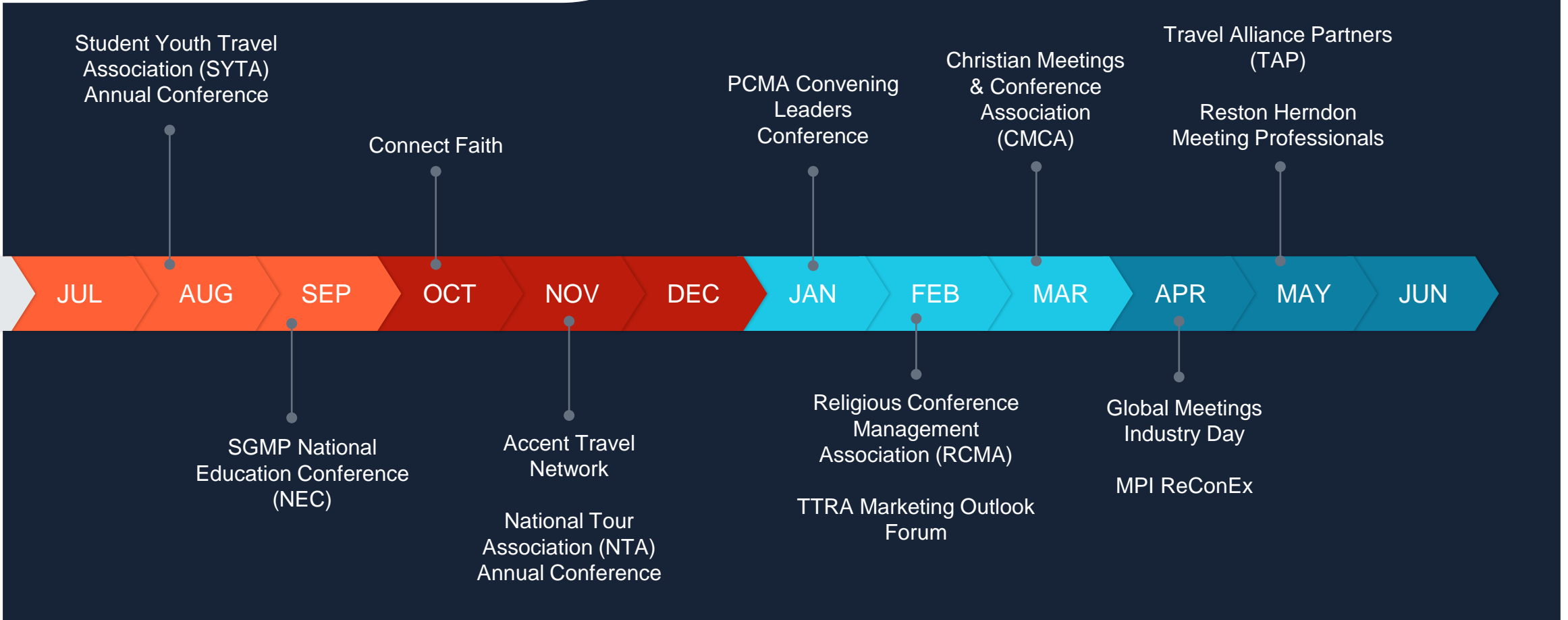
# Destination Sales Activity



# Sales - Bookings by Market Segment



# Trade Shows Fiscal Year 2022



# CVENT Booking Trends

## Visit Montgomery Engagement

CVENT	July-June	July-June	July-June	July-June	% Change
Destination Statistics	2019	2020	2021	2022	YOY
DMO RFPs	156	150	70	184	163%
DMO Room Nights	56,733	50,390	43,622	64,362	47%
DMO RFP Value	\$ 28,926,036	\$ 23,281,609	\$ 15,685,740	\$ 25,142,287	60%
Awarded RFPs when DMO copied	41	33	6	70	112%
Awarded Room Nights when DMO copied	6,538	3,396	2,202	8,183	-31%

# CVENT Booking Trends

## Montgomery County Hotels

CVENT	July-June	July-June	July-June	July-June	% Change
Territory Statistics	2019	2020	2021	2022	YOY
Unique RFPs	1,283	981	290	670	135%
Unique Room Nights	282,444	217,958	106,687	195,683	87%
Unique RFP Value	\$ 111,525,876	\$ 92,520,713	\$ 42,149,377	\$ 777,746,706	87%
Awarded RFPs	362	287	90	168	87%
Awarded Room Nights	26,779	23,911	6,128	21,537	252%
Awarded Value	\$ 8,458,449	\$ 7,205,850	\$ 1,466,486	\$ 6,089,810	328%
Turn Down Rate	36%	37%	24%	32%	16%
%Turned Down when Planner Flexible	40%	26%	27%	32%	16%



# Wells Fargo Championship - TPC Potomac at Avenel Farm May 2-8, 2022



# KPMG Women's PGA Championship - Congressional Country Club June 21-26, 2022



# Sales Sheets Tour Experiences & Meetings



## 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 **Jesiah 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**.



## 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 2021, this 3-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 **Clara Barton National Historic Site**, home of the first Red Cross Headquarters.
  - Spend the afternoon at **Glen Echo Park**. Ride a carousel, tour the historic art deco architecture, and take an art class with a local artist in residence.
  - Enjoy a boxed charcuterie lunch and tour of **Lockhouse 10**, part of the C&O Canal Quarters Program.
  - Spend the day at **Great Falls Tavern Visitors Center, Billy Goat Trail and the Great Falls Overlook**.
  - Take interpretative tour with a **C&O Canal National Park Ranger**.
  - Return to your hotel and enjoy dinner on your own.
- Day 2**
- Spend the morning at **Glenstone Museum** and lunch at the café.
  - Head to **Strathmore** for a docent led tour of the Music Center and galleries in the Mansion.
  - Enjoy a brewery tour and tasting at **Elder Pine Brewery & Blending**.
  - Dinner and explore the grounds at **Silo Falls**.
- Day 3**
- Venture to **The Family Room** for local shopping.
  - Participate in a pick-your-own farm experience at **Butler's Orchard**.
  - Complete your trip with bargains at **Clarksburg Premium Outlets**.
  - Enjoy lunch on your own.



**Where to Stay**

Montgomery County offers a wide selection of accommodations to fit the needs and preferences of any size group. Options include downtown locations with Metro access to the nation's capital, easy connections to the area's major highways, and within a short drive to local historic 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 Capital Region, here are five reasons to venture beyond Washington, DC and consider Montgomery County, Maryland.

### 1. Cities You Know and Love

The county consists of several popular 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. Communities with quick and close access to Washington, DC include Bethesda, Chevy Chase, Silver Spring, and Rockville.

### 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 bulk of the Washington, DC Metro Red Line running through Montgomery County, your attendees are just minutes from area attractions, 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 Mormon Temple Visitors Center
- Glenstone Museum
- Rio Lakefront
- The Music Center & Mansion at Strathmore
- AFI Silver Theatre & Cultural Center

### TOP FIVE EXCURSIONS TO WASHINGTON, DC

- Museum 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

- Seneca Creek State Park
- Topgolf Germantown
- Brookside Gardens
- Lucky Strike Bowling at Westfield Montgomery Mall
- Clarksburg Premium Outlets

MEET IN  
**Montgomery County**  
MARYLAND

GROUPS+MEETINGS

By the Numbers

- More than **50** Hotel & Meeting Facilities
- Over **970,000** sq. ft. of Meeting Space
- Nearly **10,000** Guest Rooms
- Over **1,000** Unique Culinary Experiences

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: NIH, the largest public funder of biomedical research 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.

Montgomery County, Maryland  
Chevy Chase | Bethesda | Rockville  
Silver Spring | Gaithersburg | Germantown

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 offsite activities, FAM's, connection to local thought leaders, speakers and Community Service Agencies. Providing free support and collaboration with the meeting professional to meet objectives and business outcomes.

Contact:  
Leila Beltramo, CGMP  
Destination Sales Manager  
240-641-6769  
lbeltramo@visitmontgomery.com

VisitMontgomery.com/Meetings

Leading Bio Health Companies

By the Numbers

- More than **50** Hotel & Meeting Facilities
- Over **970,000** sq. ft. of Meeting Space

Accommodation: 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 travel.

Space and Technology: Hotel guest rooms are being used as office space.

Montgomery County, Maryland's  
**TASTEMAKERS TRAIL GROUP TOUR SAMPLE ITINERARY**

The Tastemakers Trail is a guide featuring breweries, wineries, a distillery, coffee roaster and more throughout Montgomery County, Maryland. With over 20 distinctive craft beverage places to visit, your tour guests are sure to have a memorable experience next door to Washington, DC. Learn more at [www.tastemakerstrail.com](http://www.tastemakerstrail.com).

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 to **The Family Room** for unique, local gifts.
- Visit **Art of Fire** for a glass blowing demonstration by local artisans.
- Head to **Elder Pine Brewing** for a brewery tour and tasting.
- Enjoy a second brewery tour at **Brookville Bear Farm**.
- Conclude with a farm-to-table dinner at **The Manor at Silo Falls**.

**Day 2**

- Begin with a coffee tour at **Mayorga Organics**.
- Enjoy an art tour inside **The Mansion at Strathmore**.
- Visit **Kennington Antique Row** for shopping.
- Walk to **Frankly Pizza** for lunch.
- Spend the afternoon at **Brookside Gardens**.
- Enjoy a casual walk to **Silver Branch Brewing, Astro Lab Brewing and Denizens Brewing Company**.
- Dine at your leisure in **Downtown Silver Spring**.

**Day 3**

- Spend the morning touring **Black Hill Regional Park** and **Little Seneca Lake** aboard a pontoon boat.
- Head over to **Clarksburg 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 size group. Options include downtown locations with Metro access to the nation's capital, easy connections to the area's major highways, and within a short drive to local historic and rural attractions.

# Trade Association Affiliations & Accreditations



- 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 Association

## Accreditations

- Certified Student Travel Professional through SYTA (Student Youth Travel Association)
- 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



*Montgomery, MD*  
VISIT MONTGOMERY

# Sports Tournaments

Soccer & Other Youth Sports

# Youth Sports



EVENT NAME	SPORT	DATE	Room Night Pick Up
World Series of Lacrosse	Lacrosse	July 1-3, 2021	1,281
FLG in 3D	Lacrosse	July 9-11, 2021	916
Pinnacle Lacrosse Championships	Lacrosse	July 17-19, 2021	1,339
Discovery Cup	Soccer	October 8-11, 2021	675
Bethesda Soccer Club Girls Tournament	Soccer	November 12-14, 2021	2,445
Bethesda Soccer Club Boys Tournament	Soccer	November 19-21, 2021	3,141
MLS Next Qualifiers	Soccer	May 12-17, 2022	3,114
Potomac Soccer Association Memorial Tournament	Soccer	May 27-30, 2022	3,165
IWLCA Champions Cup	Lacrosse	June 17-19, 2022	3,645
Top of the Bay Laxin Out Loud	Lacrosse	June 24-26, 2022	392
Big Time Hoops DMV Challenge	Basketball	June 25-26, 2022	312
			20,425



Montgomery, MD  
VISIT MONTGOMERY

# Where We've Been

A Year in Review





Director of Sales Meeting Sept 2021

## Connect Faith Show



C&O Canal Scenic Byways video shoot with Maryland Office of Tourism



Josiah Henson Museum  
Opening

Awards Banquet Maryland Tourism &  
Travel Summit



61 Vineyard Opening





Rock East District  
Launch Event



Visit Montgomery  
Holiday Party



AC by Marriott Downtown  
Bethesda Hard Hat Tour



Responsible Hospitality  
Institute Conference



Butler's Orchard Visit with Fox 5 DC

City of Gaithersburg Tourism Presentation



Landmade Brewing Tour with Roach from DC 101



Marketing Outlook Forum Board of Directors Meeting at Pinstripes



Visit Montgomery/Alcohol Beverage Services Collaboration Meeting

Visit Montgomery Board of Directors Annual Retreat Bethesda Marriott





Washington, DC Hispanic Chamber of Commerce Panel Discussion



Hotel Director of Sales Meeting with Visit Montgomery Destination Sales Managers



Bethesda North Marriott Hotel Celebration of National Cherry Blossom Festival



Washington DC Temple Rededication



Pride Month Flag Raising 2022



WUSA9 TV Interview During Museum Month



Partnership Event at True Food Kitchen



National Tourism Week Celebration



City Nations Place Conference



Bike to Work Day in Silver Spring



MoCo Eats Week Grand Prize Winner





*Montgomery, MD*  
VISIT MONTGOMERY

# Thank You

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