

Visit Montgomery's

COMMUNITY REPORT ON TOURISM UPDATE



Montgomery, MD

VISIT MONTGOMERY

Mid-Fiscal Year 2023: July 2022 – December 2022

LETTER FROM THE PRESIDENT & CEO



As we enter our 40th year of serving as the destination marketing and management organization for Montgomery County, MD, we are excited about the state of the travel and hospitality industry, especially coming off a difficult few years.

Over the last six months, key sectors of Montgomery County's tourism industry have surpassed or are moving back toward pre-pandemic levels. There have been steady increases in spending, hotel occupancy rates, hotel tax collections, and state sales and use tax—metrics that could not have been achieved without the collaboration of our business partners.

Hospitality and tourism run deep in Montgomery County, thanks to the key factors that drive leisure and business travel here—our diversity, inclusiveness, accessibility, proximity to Washington, DC, and the unique mix of attractions, hotels, and one-of-a-kind experiences that are found here. We are very proud of the successful recovery efforts we have worked on with our hospitality partners, and we remain optimistic about Montgomery County retaining its reputation as Maryland's hospitality hub.

This Mid-Year Community Report on Tourism provides the results of Visit Montgomery's advertising, marketing, and sales initiatives over the first half of Fiscal Year 2023.

We are very appreciative of our partners and stakeholders for working with us to get Montgomery County's tourism industry back on track!

Best,

A handwritten signature in black ink, consisting of a stylized 'K' and 'G' intertwined.

Kelly R. Groff, CDME
President & CEO

FISCAL YEAR 2023 VISIT MONTGOMERY TEAM



Leticia Engel
Marketing Manager



Elissa Blattman
Communications Manager



Yodit Kirubel
Community Engagement &
Partnership Manager



Kelly Groff
President & CEO



Cory Van Horn
Chief Strategy Officer



Lee Callicutt
Destination Sales Manager



Trek Bookter
Destination Sales Manager

WHERE MONTGOMERY COUNTY IS LOCATED

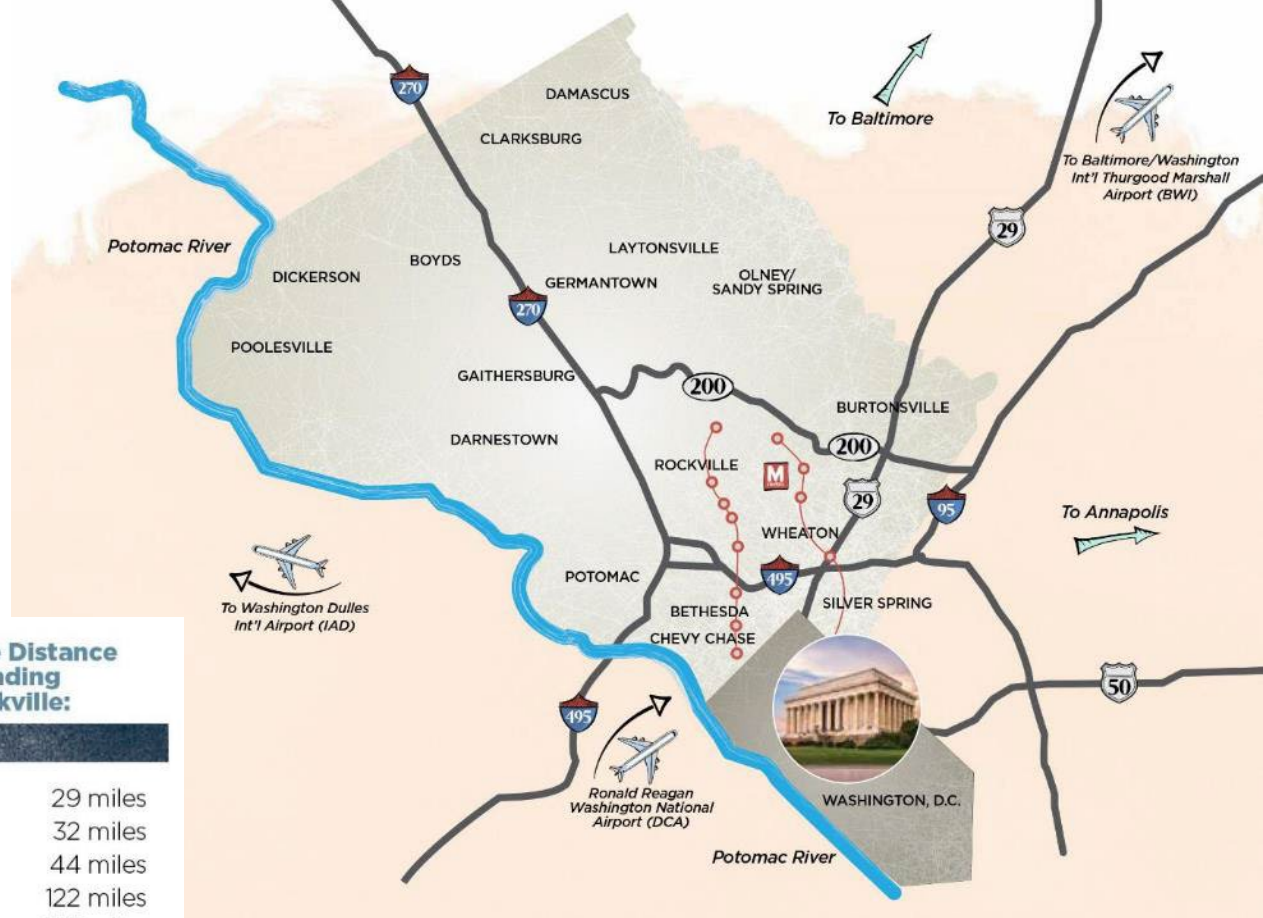
The most recognized communities among visitors include Bethesda, Chevy Chase, Rockville, Potomac, Silver Spring and Gaithersburg

Approximate Distance to the National Mall in Washington, DC from:

Bethesda	8 miles
Silver Spring	8 miles
Potomac	14 miles
Rockville	18 miles
Gaithersburg	22 miles
Germantown	31 miles
Clarksburg	36 miles

Approximate Distance from Surrounding Cities to Rockville:

Frederick	29 miles
Baltimore	32 miles
Annapolis	44 miles
Richmond	122 miles
Philadelphia	145 miles
Pittsburgh	225 miles
New York City	230 miles





WHAT MAKES MONTGOMERY COUNTY SPECIAL

DIVERSITY, INCLUSIVENESS & ACCESSIBILITY IS WOVEN INTO THE FABRIC OF OUR COMMUNITIES

- 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."
- 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.

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



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

7% of the hotel total tax collections 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 ROLE IN MONTGOMERY COUNTY'S ECONOMIC DEVELOPMENT STRATEGIES

Visit Montgomery's role is to serve as the county's designated Destination Marketing Organization (DMO) with a focus on promoting, marketing and selling Montgomery County as a tourism destination and the goal of driving overnight leisure, group and meetings travel. Promoting and marketing tourism is essential to a thriving local economy.

Additionally, Visit Montgomery has expanded its scope to include a destination management program with a focus on boosting community engagement through tourism, supporting small business initiatives, cultivating a robust social economy, and developing a long-term tourism infrastructure strategy.



MONTGOMERY COUNTY'S TOURISM ECONOMY

\$1.46 Billion
Visitor Spending
in 2021

6,851,600
Day & Overnight
Visitors in 2021

\$14,299,293
County Lodging
Taxes Collected in
Fiscal Year 2022

\$86,024,298
Maryland Tourism
Attributed Sales &
Use Taxes
Collected in 2021

Sources: Tourism Economics,
Montgomery County
Department of Finance, and
MD Comptroller Office

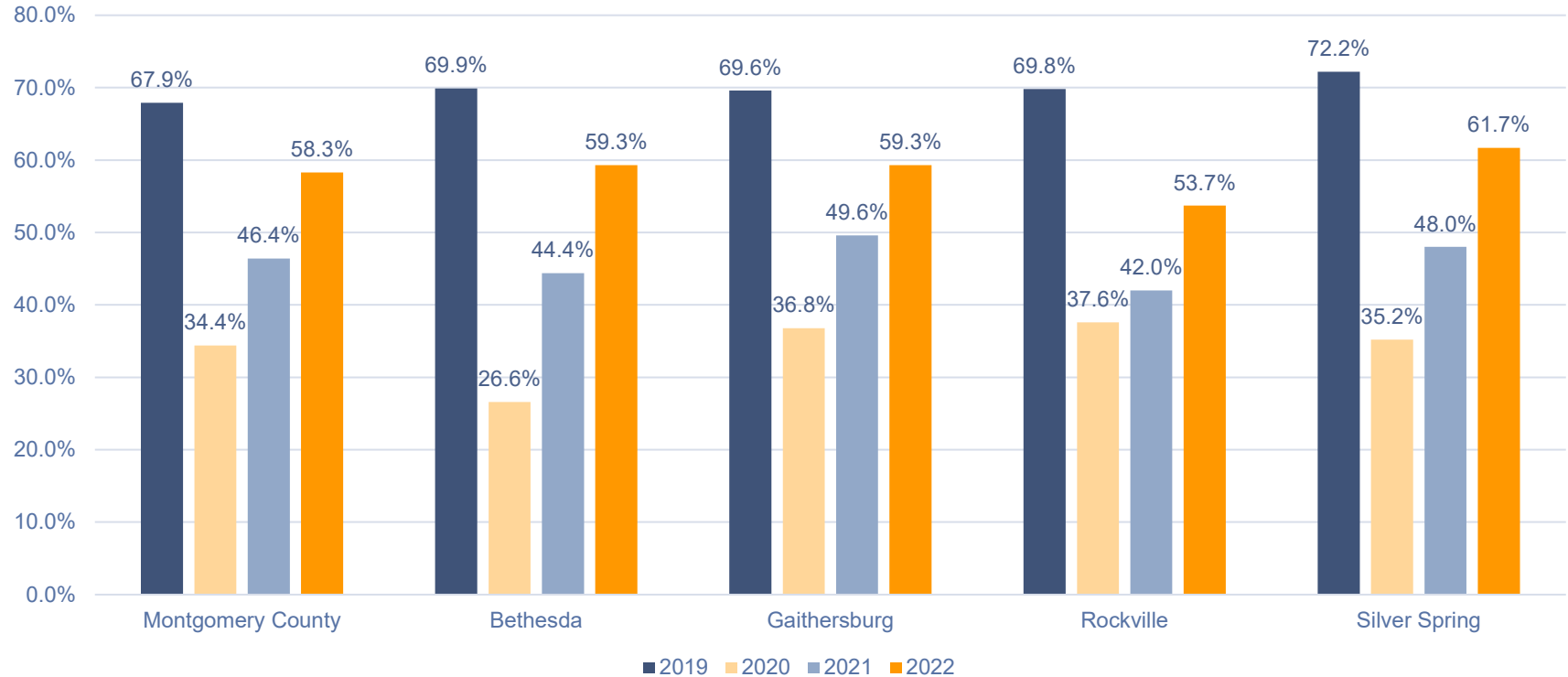
Montgomery County is the most visited county and top tourism sales and use tax generator in Maryland.

LODGING REPORT

FY 2023 Mid-Year Update



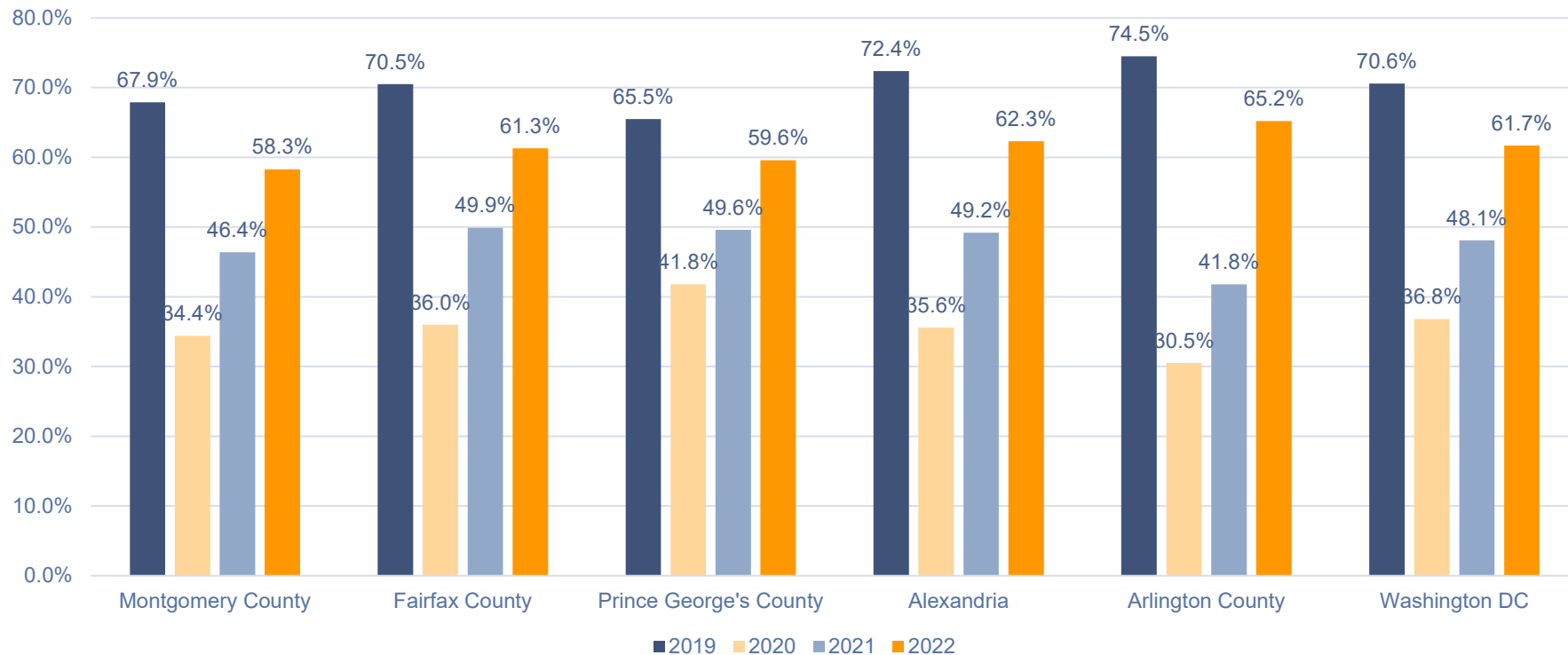
Hotel Occupancy By Community 2019 - 2022 Comparison



Source: Smith Travel Research (STR)

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Capital Region Hotel Occupancy 2019 – 2022 Comparison



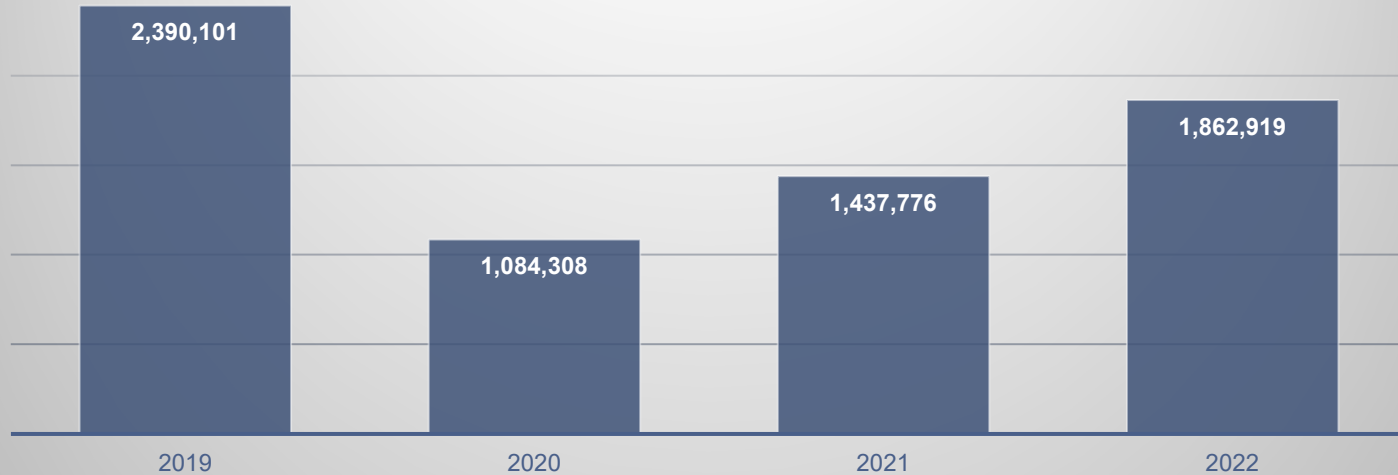
Source: Smith Travel Research (STR)

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Average Daily Rate Year End 2022



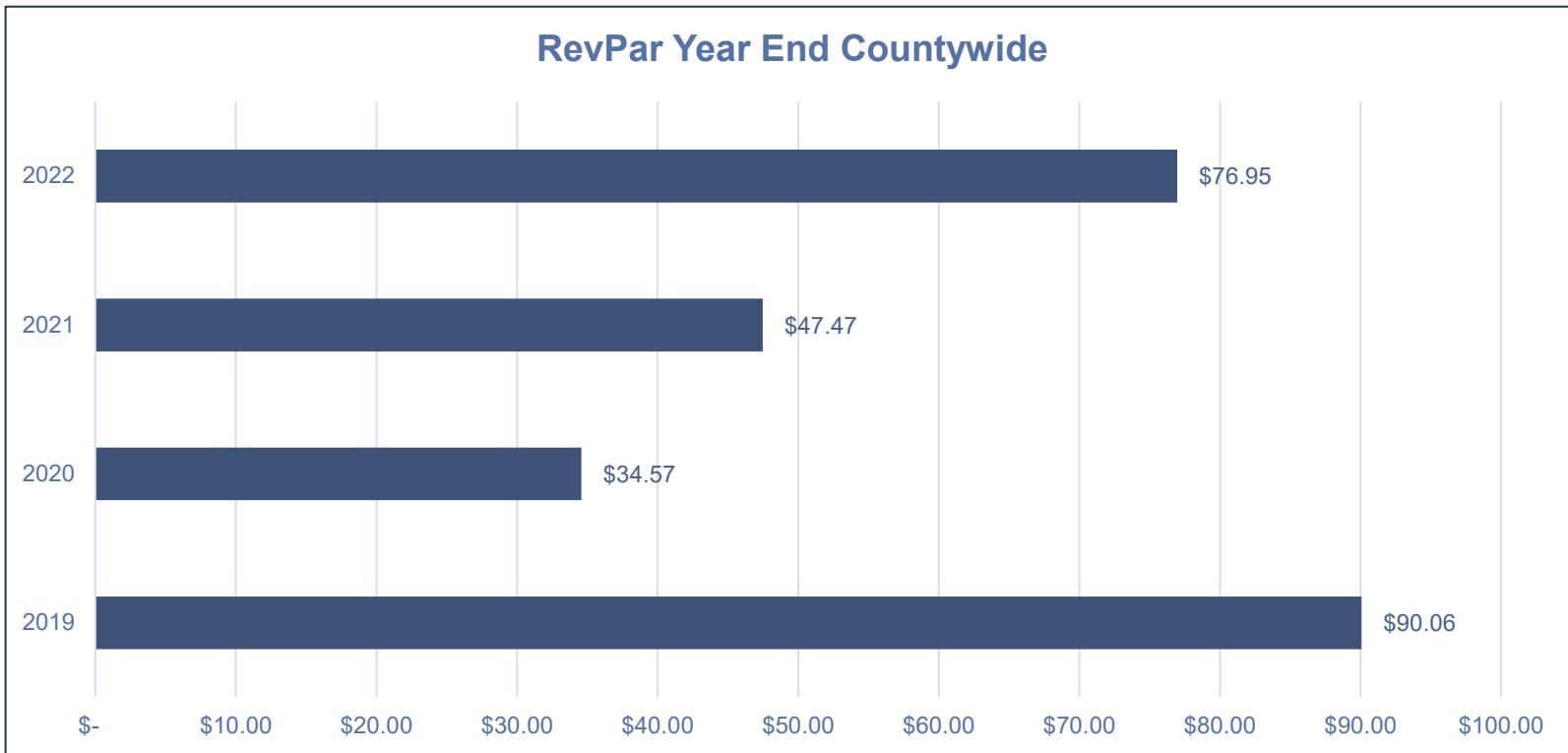
Montgomery County Hotel Room Demand



Source: Smith Travel Research (STR)

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RevPar Year End Countywide



RevPar Definition:
Revenue Per Available Room

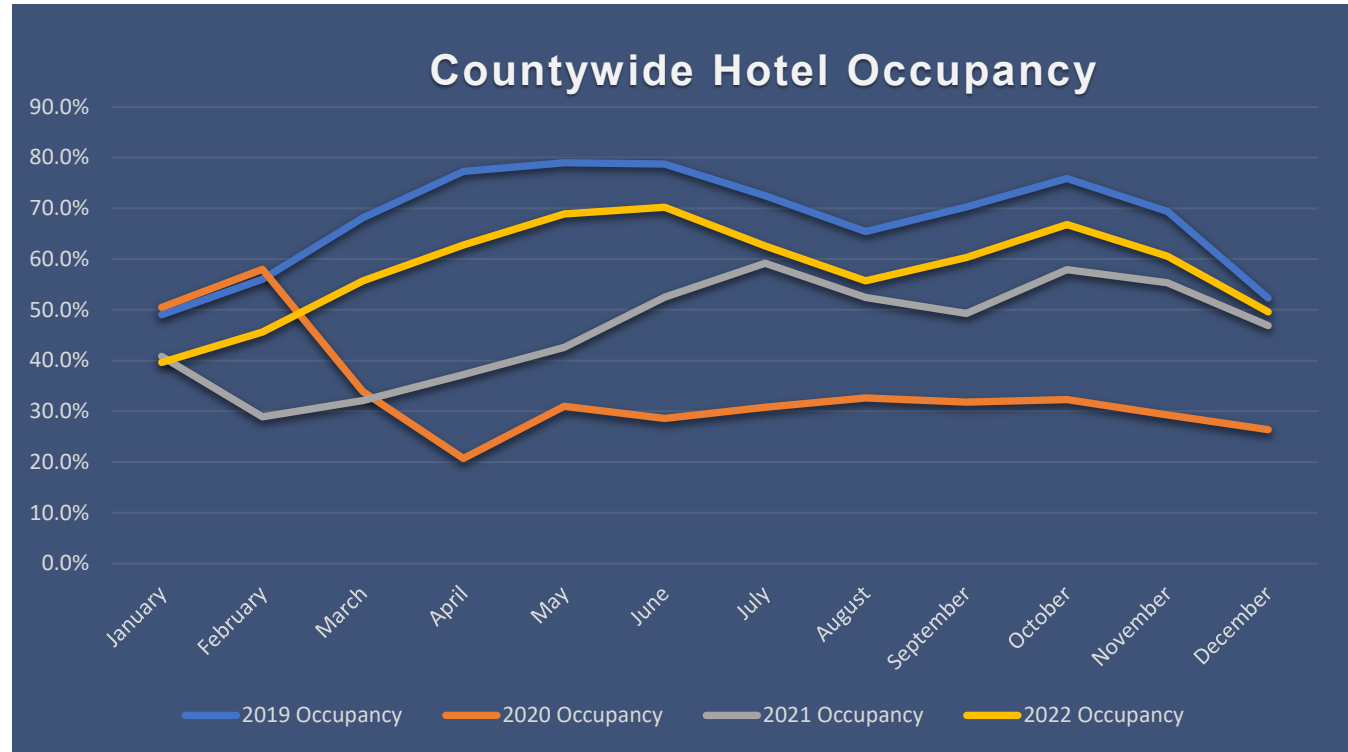
Source: Smith Travel Research (STR)

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This chart indicates the pre-pandemic, pandemic, and post-pandemic hotel occupancy.

While occupancy in 2022 showed signs of recovery, the county has not fully returned to pre-pandemic levels.

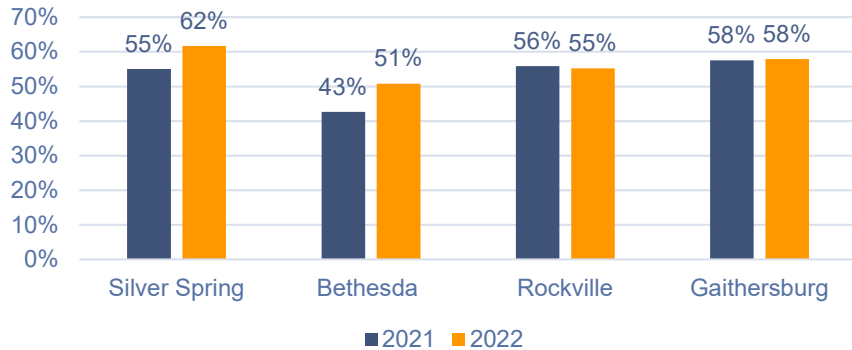
The government, business transient and meetings markets are the slowest to recover.



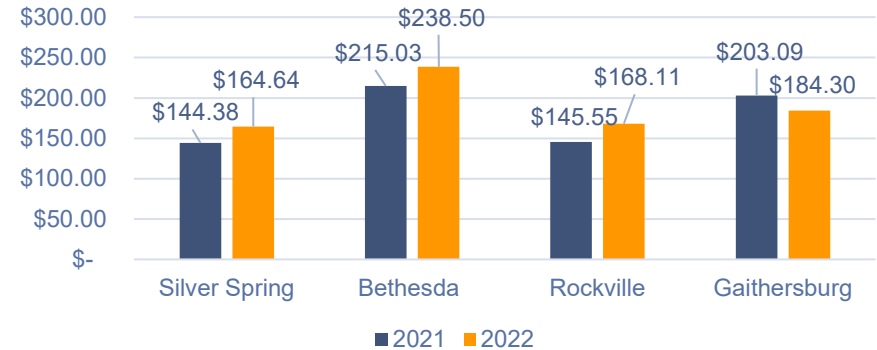
AIRBNB OCCUPANCY BY COMMUNITY

	AVAILABLE LISTINGS			BOOKED LISTINGS			OCCUPANCY RATE			AVERAGE DAILY RATE			RevPAR		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Silver Spring	521	600	15.2%	416	458	10.1%	55%	62%	12.1%	144	165	14.0%	80	102	27.8%
Bethesda	399	473	18.5%	323	368	13.9%	43%	51%	19.2%	215	239	10.9%	92	121	32.2%
Rockville	141	230	63.1%	119	194	63.0%	56%	55%	-1.2%	146	168	15.5%	81	93	14.2%
Gaithersburg	138	185	34.1%	103	134	30.1%	58%	58%	0.6%	203	184	-9.2%	117	107	-8.7%

Airbnb Occupancy Rate
2021 vs 2022



Airbnb Average Daily Rate
2021 vs 2022

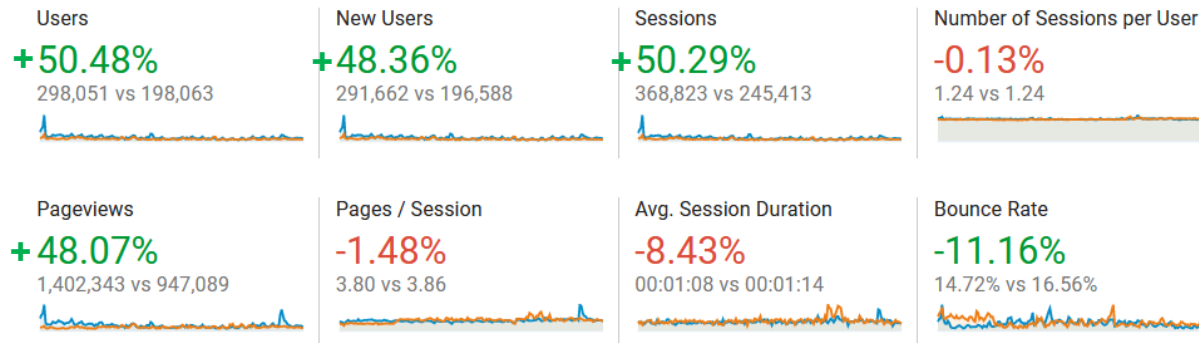


MARKETING DIVISION

FY 2023 Mid-Year Update



WEBSITE MILESTONES: JULY – DECEMBER 2022



FY 19 July 2019 – December 2019
FY 23 July 2022- December 2022

Pageviews + **229.90%** (1,402,343 vs 425,079)
 Pages per Session + **74.03%** (3.80 vs 2.18)
 Bounce Rate – **71.49%** (14.72% vs 51.61%)
 Sessions + **89.56%** (368,823 vs 194,564)
 Users + **90.93%** (298,051 vs 156,259)

TOP LANDING PAGES

Blogs & Content

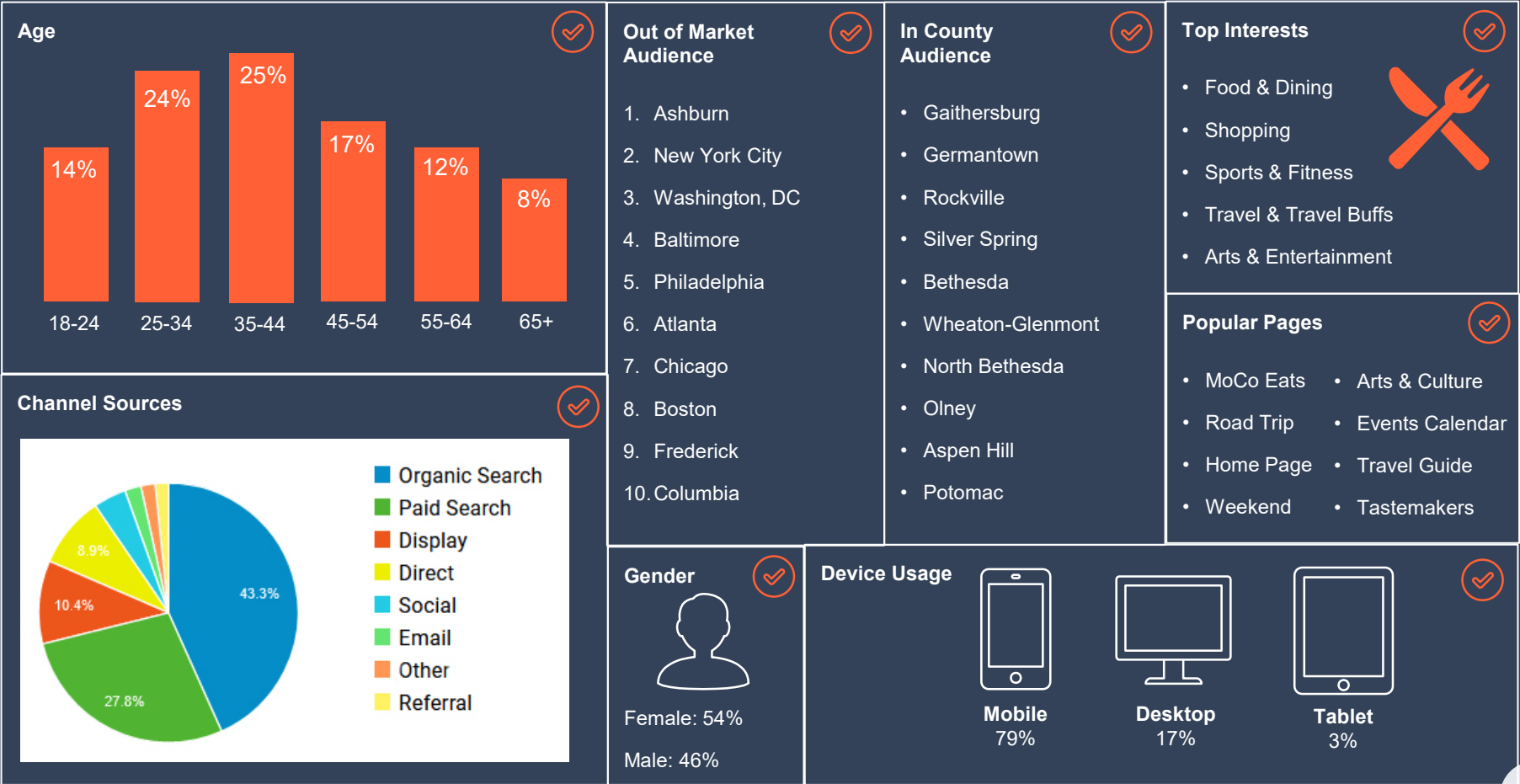
302,381 Pageviews **+46.21%**
 0:18 Avg Session **-3.21%**
 .46% Bounce Rate **+129.99%**

Weekend Getaways

123,052 Pageviews **+75.4%**
 0:15 Avg Session **+3.87%**
 .86% Bounce Rate **-56.83%**

Events Calendar

301,400 Pageviews **+140.89%**
 1:02 Avg Session **-13.93%**
 44.70% Bounce Rate **-6.2%**





SOCIAL MEDIA FOLLOWING

- Facebook: 47,537
- Instagram: 12,656
- Twitter: 6,986
- LinkedIn: 790

**Total Followers:
67,969**

@VisitMoCoEats Instagram and Facebook pages were launched in January 2023 dedicated to promoting Montgomery County's diverse restaurants and craft beverage producers.

EMAIL MARKETING

Consumer Metrics

- 245,726 Emails Sent
- 19% Open Rate
- 1.1% Click Rate

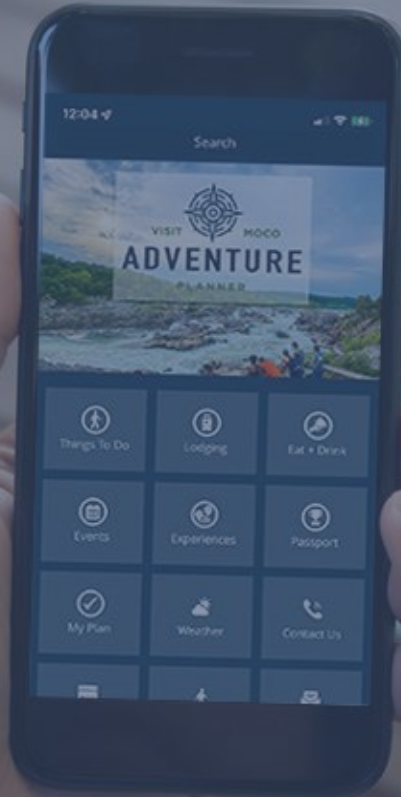
Industry Metrics

- 10,571 Emails Sent
- 33% Open Rate
- 10% Click Rate

**Total Subscribers:
75,284**

VISIT MOCO ADVENTURE PLANNER APP

Discover attractions, parks, museums and historic sites. Find your next favorite restaurant, winery, brewery or coffee roaster. Check in and save with digital passports. View upcoming festivals and events. Create your own custom itinerary by adding sites to your account and plan the easiest route. Explore Montgomery County, Maryland.



PERFORMANCE METRICS SINCE LAUNCH

March – December 2022

- Total Users: 22,022
- Total Sessions: 23,783
- Avg. Session Duration: 2:08
- Pageviews: 112,519
- App Downloads: 3,234

The App is available for download on Apple and Google Play stores by searching “Visit MoCo”.



HOLIDAY CAMPAIGN PERFORMANCE

Advertising Reach
6.9 Million Impressions

Small Businesses Featured During the Duration of the Campaign: **26**

Top Holiday Pages by Category	Number of Pageviews Per Category
Holiday Hub Micro Home Page	103,852
Holiday Themed Blog Posts	83,316
Holiday Lights Displays	29,262
Holiday Markets	8,594

Advertising Channels

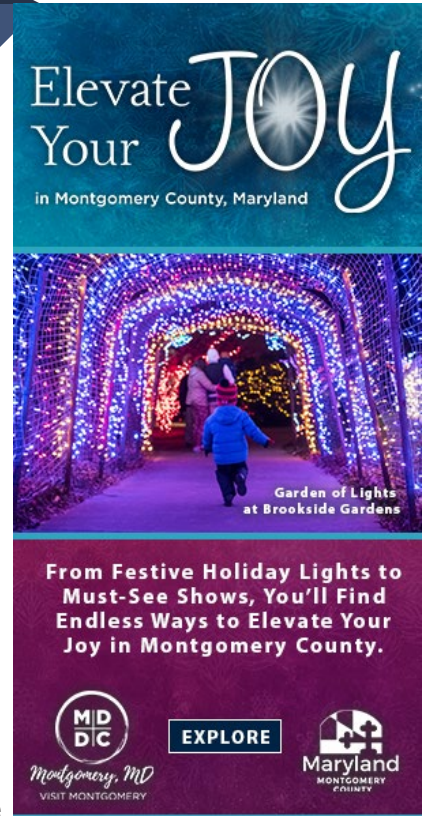
- iHeart Media: WashFM
- WUSA9 Good Day Washington
- Hotels.com/Expedia
- Baltimore Magazine
- Google
- Facebook

Holiday Hub Featured

- Events & Activities
- Holiday Light Experiences
- Holiday Articles
- MoCo Eats
- Tastemakers Trail
- Deals & Discounts
- Hotel Listings

Adventure Planner App Featured

- Holiday Makeover
- Seasonal Itineraries
- Shop MoCo Gifting Guide
- Holiday Events





EXPEDIA HOTEL PROMOTION

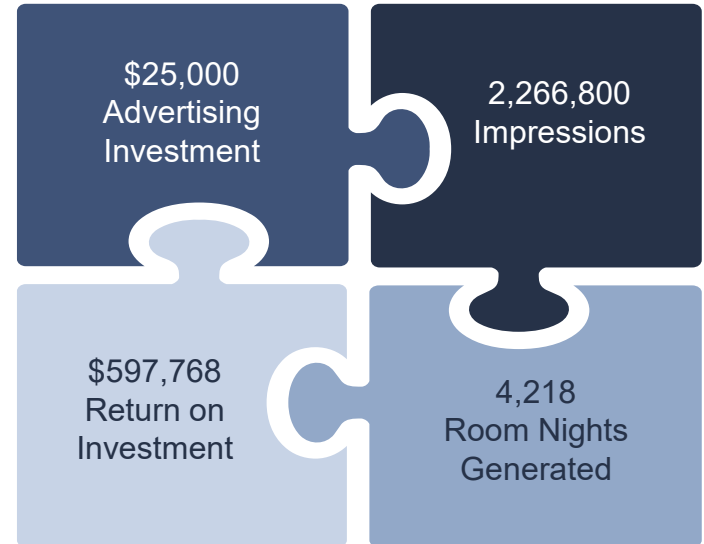
Visit Montgomery partnered with Expedia Media Group to launch a hotel promotion with a focus on driving weekend overnight leisure travel to Montgomery County from July – December 2022. The primary platforms where advertising would appear was Expedia.com and Hotels.com. There was no additional investment required by the hotels to participate.

The promotion included a co-op partnership with four counties (Montgomery, Frederick, Washington and Allegany) on Expedia.com, and a Montgomery County dedicated holiday campaign on Hotels.com.

Objectives:

- Support all Montgomery County hotels in driving overnight weekend leisure travel 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.

CAMPAIGN RESULTS





EPSILON WEEKEND GETAWAY PROMOTION

Visit Montgomery partnered with Epsilon to launch a digital and video promotional campaign designed to position Montgomery County as a weekend getaway destination.

Objective: Drive awareness and tourism to Montgomery, MD through highly targeted cross device display and pre roll video while measuring the Net Economic Impact of the digital media through credit card transaction matching technology.

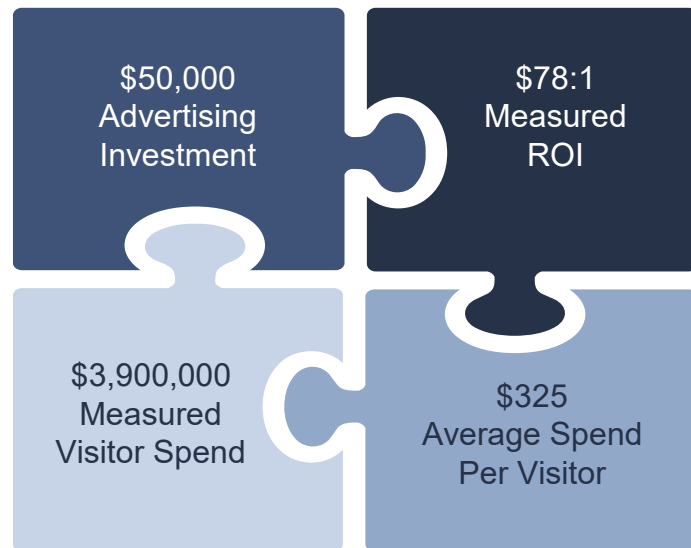
Strategy/Targeting

- Strategy #1 : Utilize our Core Transact audience to measure ROAS in Montgomery.
- Strategy #2 : Direct messaging to highly qualified residents of Maryland, New York State, Pennsylvania, Delaware, Virginia, West Virginia, Washington, DC

Key Takeaways

- Visitors from New York had the highest visitor spend outside the DMV
- About 8% of visitor spend was in the Hotel & Lodging category
- The Retail category had the highest visitor spend
- The Dining & Nightlife category had the highest volume of transactions

CAMPAIGN RESULTS



SALES DIVISION

FY 2023 Mid-Year Update





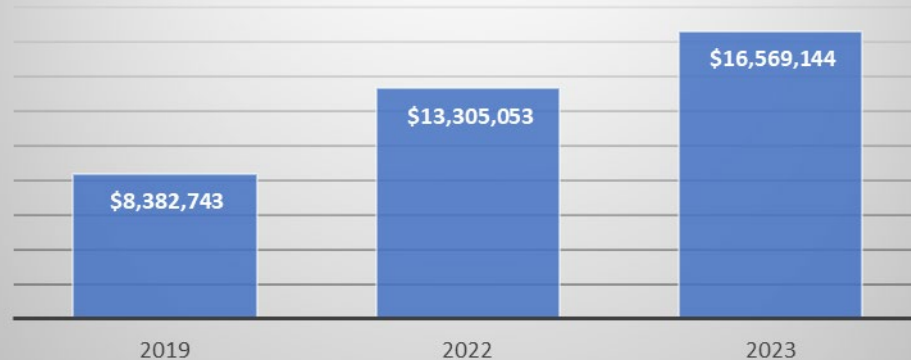
SALES PRODUCTION OVERVIEW

LEAD PRODUCTION DETAIL	2019	2020	2021	2022	2023 (through 12/31/22)
LEADS	351	326	122	352	246
ROOM NIGHTS	97,820	91,971	62,580	106,869	72,138
ECONOMIC IMPACT	\$14,006,141	\$19,304,828	\$13,900,197	\$22,631,677	\$16,569,144
BOOKING PRODUCTION DETAIL	2019	2020	2021	2022	2023 (through 12/31/22)
LEADS	120	129	34	166	101
ROOM NIGHTS	20,881	20,174	28,049	35,615	9,950
ECONOMIC IMPACT	\$4,216,353	\$4,296,934	\$6,398,428	\$7,294,948	\$1,765,218



LEAD PRODUCTION

Lead Production Economic Impact Mid Fiscal Year Comparison



MID FISCAL YEAR 2023 TOP 5 MARKET SEGMENTS

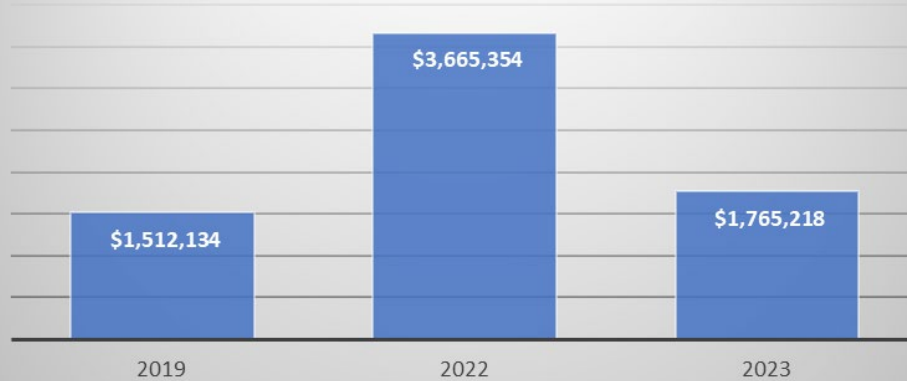
Tour & Travel – 96
Bio-Tech – 39
Association – 34
Educational – 23
Corporate - 15

Lead Production Detail	2019	2022	2023
Leads	206	180	246
Room Nights	52,496	62,276	72,138
Economic Impact	\$ 8,382,743	\$ 13,305,053	\$ 16,569,144



BOOKING PRODUCTION

Booking Production Economic Impact Mid Fiscal Year Comparison



MID FISCAL YEAR 2023 TOP 5 MARKET SEGMENTS

Tour & Travel – 50
Bio-Tech – 22
Association – 7
Educational – 6
Sports/Competition - 6

Booking Production Detail	2019	2022	2023
Bookings	72	84	101
Room Nights	12,583	18,715	9,950
Economic Impact	\$ 1,512,134	\$ 3,665,354	\$ 1,765,218

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YOUTH SPORTS

FY 2023 Mid-Year Update





MARYLAND SOCCERPLEX ECONOMIC IMPACT



Event Categories	Total Estimated Direct Economic Impact
Basketball	\$1,793,174.32
Indoor Soccer	\$10,530.15
Lacrosse	\$8,505,981.76
Outdoor Soccer Events	\$17,991,835.65
Volleyball	\$1,483,282.16
Non-Sports Events	\$35,000.00
Soccer League Play	\$7,204,008.00
Bobcats	\$260,539.80
Camps	\$0.00
Clinics	\$17,200.00
Drop In	\$47,000.00
TOTAL	\$37,348,551.84

2023 TOURNAMENT SCHEDULE

Event Name	Dates	2023 Actual/Expected Room nights	2022 Actual Room Nights
Potomac Presidents Day Cup	Feb 18-20, 2023	Less than 50	less than 50
NSF President's Day Cup - Indoor	Feb 20, 202	N/A	N/A
National Collegiate Rugby	April 28-30, 2023	4,000	N/A
USA Volleyball ID Event	May 5-7, 2023	100 (new event)	N/A
MLS (Major League Soccer) Next Qualifiers	May 11-16, 2023	3,500	3114
Potomac Memorial Soccer Tournament	May 26-29, 2023	3,500	3,165
Mid-Atlantic Cup	June 10-12, 2023	300	276
IWLCA (Intercollegiate Women's Lacrosse)	June 16-18, 2023	4,000	3,645
Laxin Out Loud Lacrosse Tournament	June 24-26, 2023	450	392
Naptown Challenge	June 26-27, 2023	1,200	N/A (new event)
Crossover Hoops (Basketball)	July 8-9, 2023	200	46
Pinnacle Lacrosse	July 15-16, 2023	1,500	1,339
August Cup Soccer Tournament	August 26-27, 2023	100	45
Rush For The Cup Soccer Tournament	Sept. 2-3, 2023	100	0
Discovery Cup Soccer Tournament	October 7-9, 2023	1,200	1,137
Big East Womens Championship	November 1-6, 2023	250	307
Big East Mens Championship	November 8-12, 2023	250	254
Bethesda Girls Soccer Tournament -	November 10-12, 2023	3,700	3670
Bethesda Boys Soccer Tournament	November 17-19, 2023	5,500	5448
EDP Winter Showcase	Dec. 16-17, 2023	50	27



Montgomery, MD
VISIT MONTGOMERY

THANK YOU

VisitMontgomery.com
Social: @VisitMoCo