

ON THE HORIZON



A Bright Bold Future for Montgomery County Tourism

April 19, 2023

9:00 am - 10:30 am

Virtual via Zoom

AGENDA

- Lodging Monitor Update – Kelly Groff
- Sales Production Report – Lee Callicutt
- Organization Rebrand and Messaging Strategy – Cory Van Horn
- Discover MoCo Month – Yodit Kirubel
- Questions and Comments

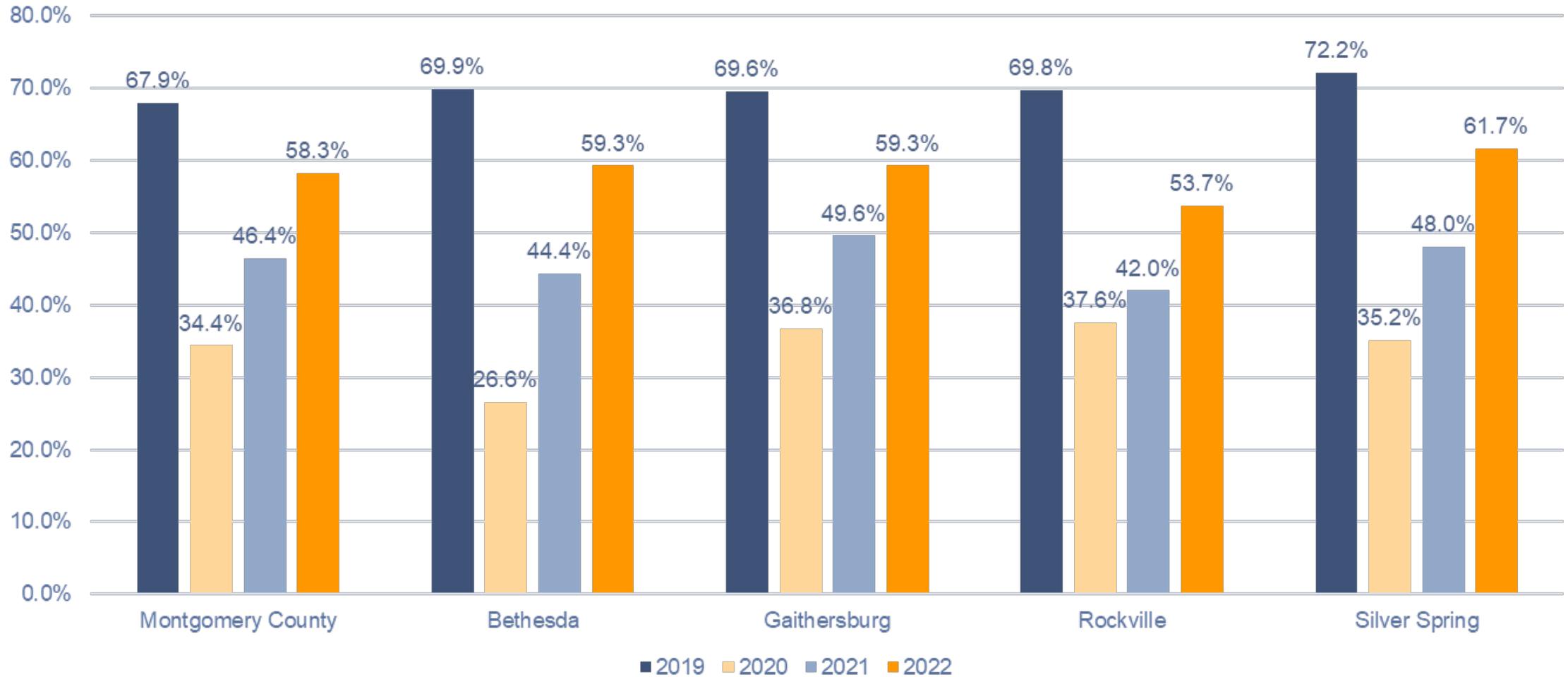
2022 Lodging Report Highlights



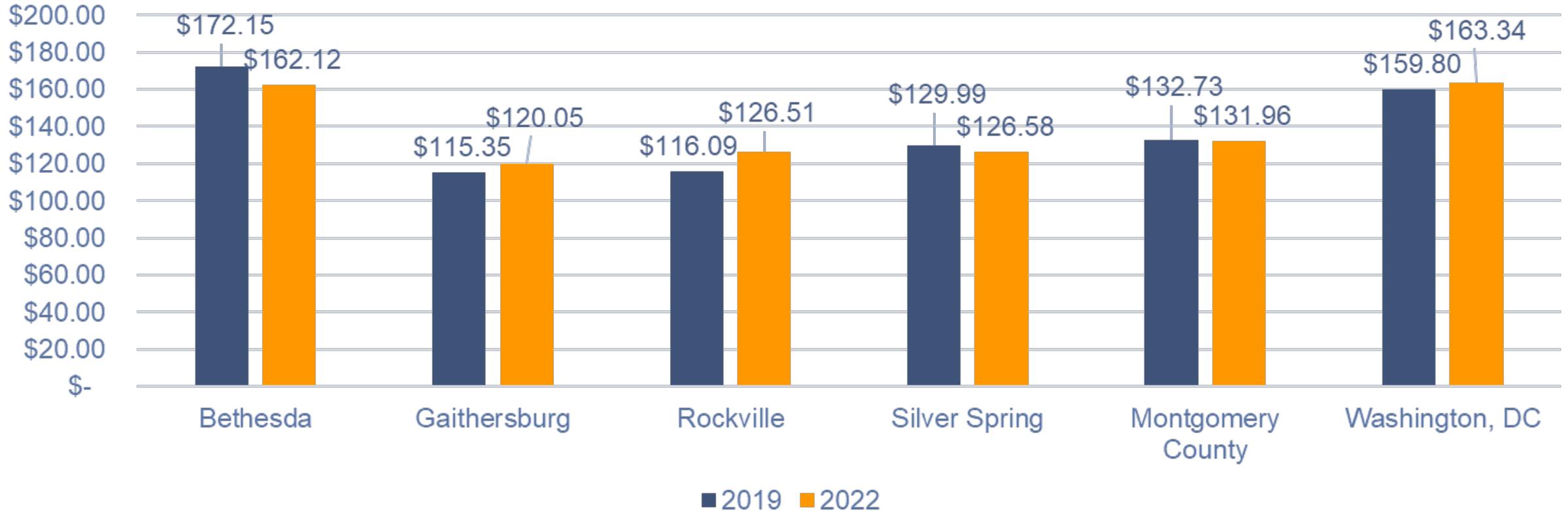
Montgomery, MD
VISIT MONTGOMERY

FY 2022 – 2023 Comparison

Hotel Occupancy By Community 2019 - 2022 Comparison



Average Daily Rate Year End 2022



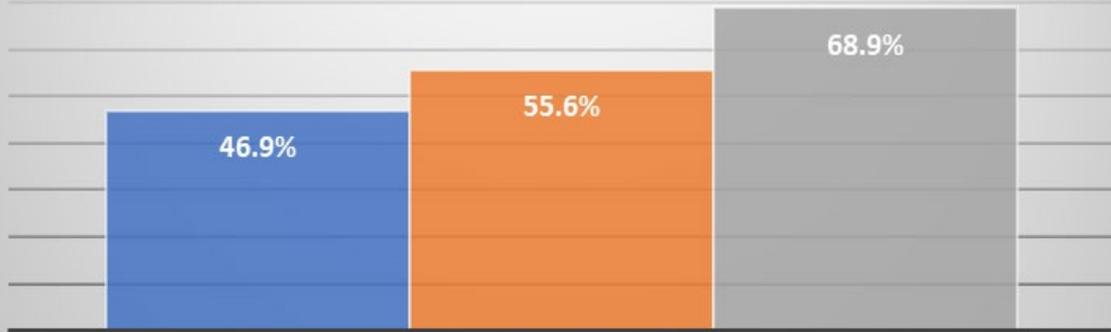
2023 Lodging Report First Quarter Highlights



Montgomery, MD
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FY 2022 – 2023 Comparison

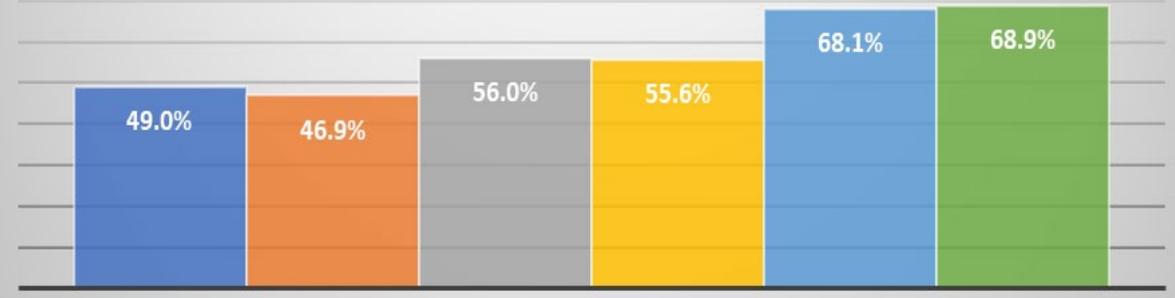
Hotel Occupancy January - March 2023



MONTGOMERY COUNTY

■ Jan-23 ■ Feb-23 ■ Mar-23

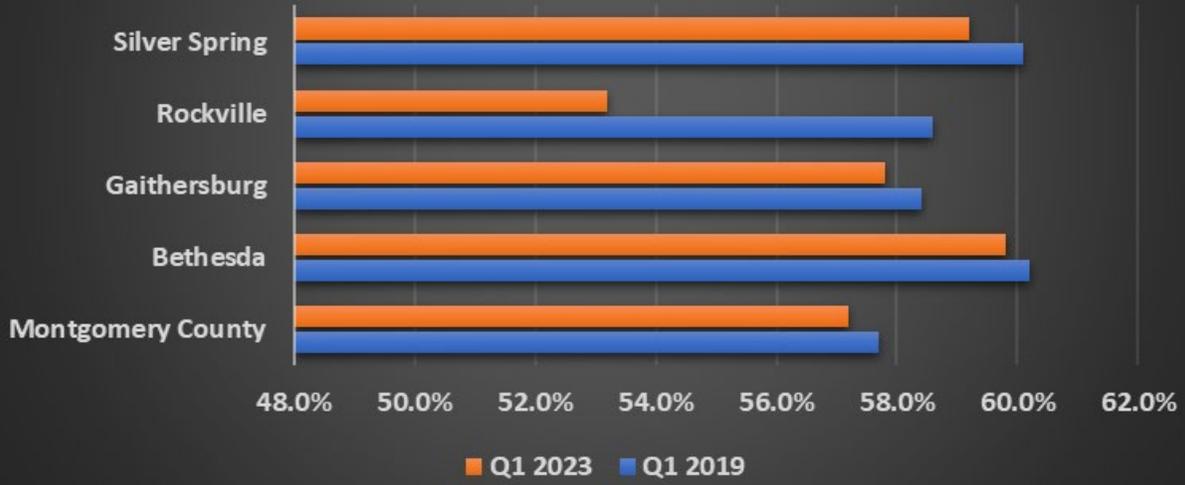
Montgomery County Hotel Occupancy January-March 2019 vs. 2023



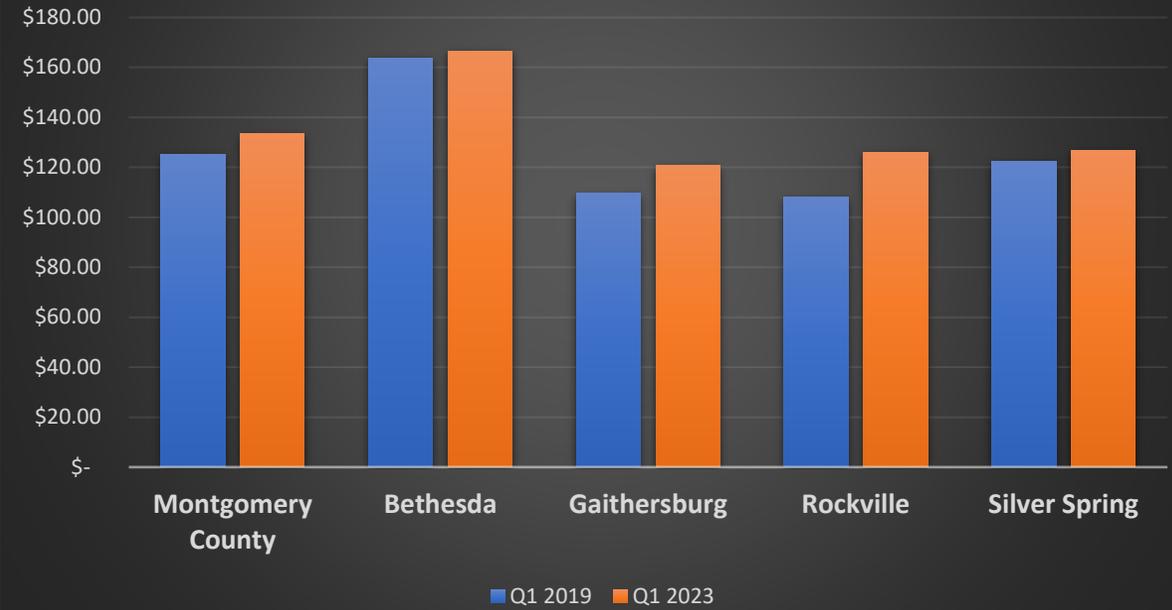
MONTGOMERY COUNTY

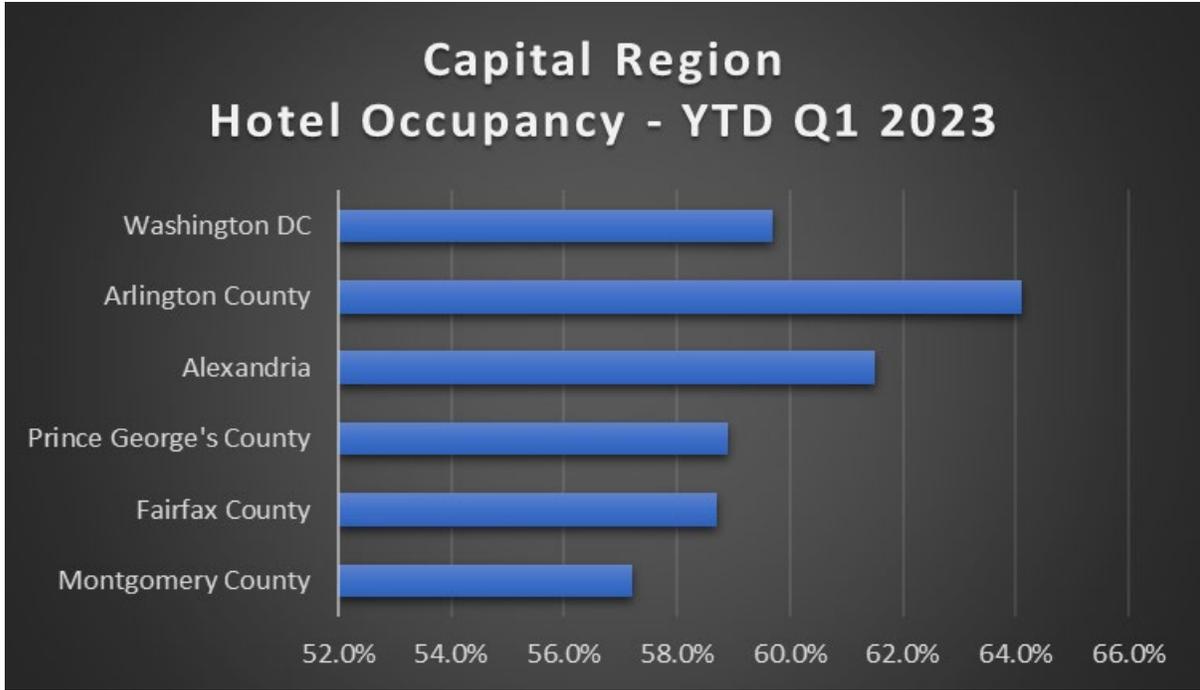
■ Jan-19 ■ Jan-23 ■ Feb-19 ■ Feb-23 ■ Mar-19 ■ Mar-23

Hotel Occupancy by Community Q1 - January to March Comparing 2019 to 2023



Hotel ADR by Community Q1 - January to March Comparing 2019 to 2023





Airbnb Performance

March 2023 vs March 2022

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
21,161	27,966	32.2%	11,252	14,596	29.7%	1,409,011	2,240,563	59.0%

Last Twelve Months March 2023 vs Last Twelve Months March 2022

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
235,860	309,567	31.3%	126,846	172,994	36.4%	16,729,753	26,455,364	58.1%

Fiscal Year 2023 – 3RD Quarter

Sales Production Report



Montgomery, MD

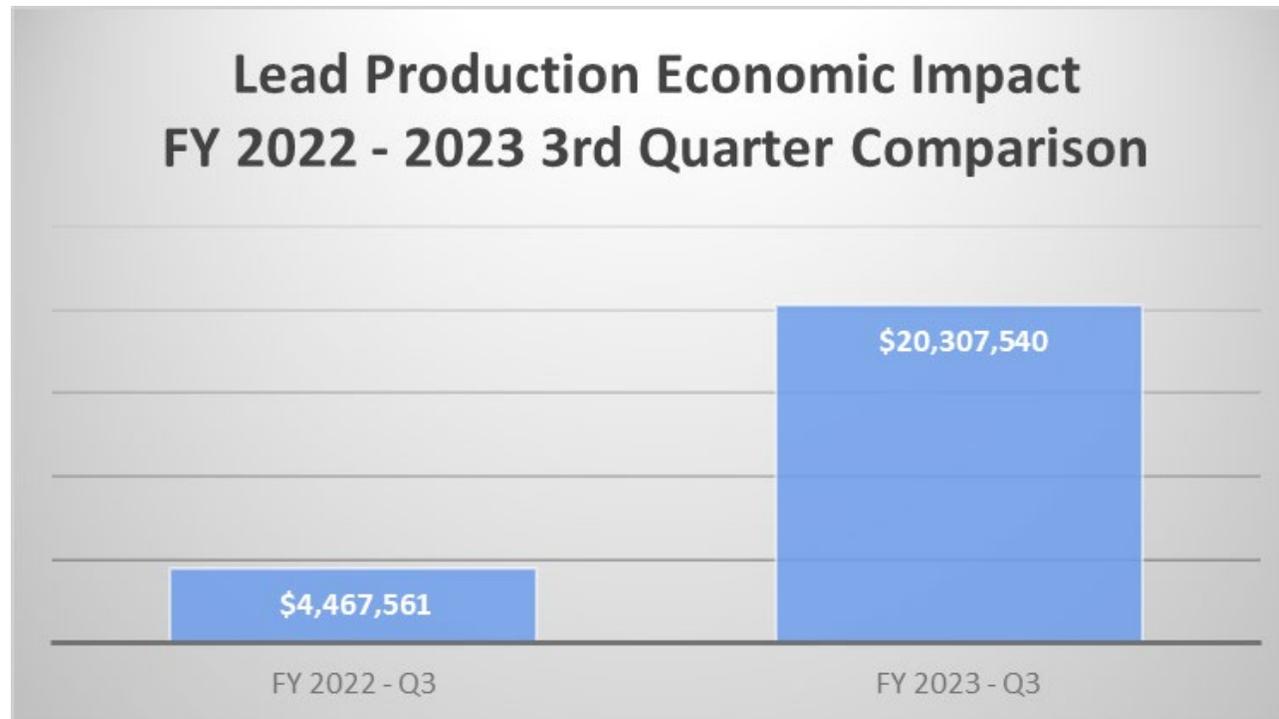
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FY 2022 – 2023 Comparison

Lead Production Report

Fiscal Year 2023 3rd Quarter

Lead Production Detail	FY 2022 - Q3	FY 2023 - Q3
Leads	75	191
Room Nights	20,946	97,322
Economic Impact	\$ 4,467,561	\$ 20,307,540



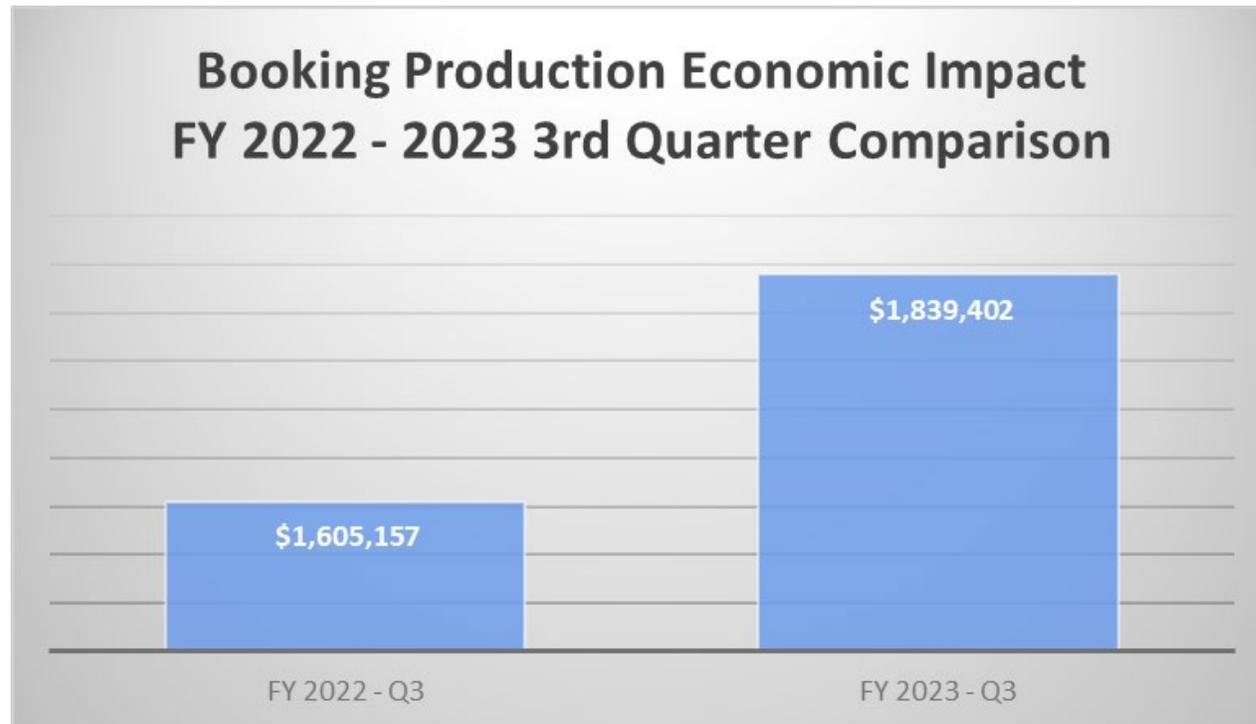
Q3 TOP MARKET SEGMENTS

Tour and Travel – 57
Corporate – 29
Association - 23

Booking Production Report

Fiscal Year 2023 3rd Quarter

Booking Production Detail	FY 2022 - Q3	FY 2023 - Q3
Bookings	22	31
Room Nights	6,900	8,694
Economic Impact	\$ 1,605,157	\$ 1,839,402



Q3 TOP MARKET SEGMENTS

Tour and Travel – 12
BioTech – 4
Sports – 4

Youth Sporting Tournaments & SoccerPlex Schedule



Event Name	Dates	2023 Actual/Expected Room nights
Potomac Presidents Day Cup	Feb 18-20, 2023	Less than 50
NSF President's Day Cup - Indoor	Feb 20, 2023	N/A
National Collegiate Rugby	April 28-30, 2023	4,000
USA Volleyball ID Event	May 5-7, 2023	600 (new event)
MLS (Major League Soccer) Next Qualifiers	May 11-16, 2023	3,500
Potomac Memorial Soccer Tournament	May 26-29, 2023	3,500
Mid-Atlantic Cup	June 10-12, 2023	300
IWLCA (Intercollegiate Women's Lacrosse)	June 16-18, 2023	4,000
Laxin Out Loud Lacrosse Tournament	June 24-26, 2023	450
Naptown Challenge	June 26-27, 2023	1,200
Crossover Hoops (Basketball)	July 8-9, 2023	200
Pinnacle Lacrosse	July 15-16, 2023	1,500
August Cup Soccer Tournament	August 26-27, 2023	100
Rush For The Cup Soccer Tournament	Sept. 2-3, 2023	100
Discovery Cup Soccer Tournament	October 7-9, 2023	1,200
Big East Womens Championship	November 1-6, 2023	250
Big East Mens Championship	November 8-12, 2023	250
Bethesda Girls Soccer Tournament -	November 10-12, 2023	3,700
Bethesda Boys Soccer Tournament	November 17-19, 2023	5,500
EDP Winter Showcase	Dec. 16-17, 2023	50

Fiscal Year 2023
Visit Montgomery's

Organizational Rebrand & Messaging Strategy



Montgomery, MD
VISIT MONTGOMERY

Methodology | Messaging | Creative Direction

Methodology

- Analyze Visit Montgomery's existing website metrics, current advertising performance, email marketing, and social media engagement to identify destination differentiators and opportunities.
- Cross-reference heritage areas, arts and humanities, C&O Canal Rockport Analytics, Maryland Office of Tourism Engaged Traveler Survey, and other studies to identify messaging that would resonate with target audiences.
- Implement a multi-phased launch plan to grow brand recognition and evolve based on performance.

Consistent Thread

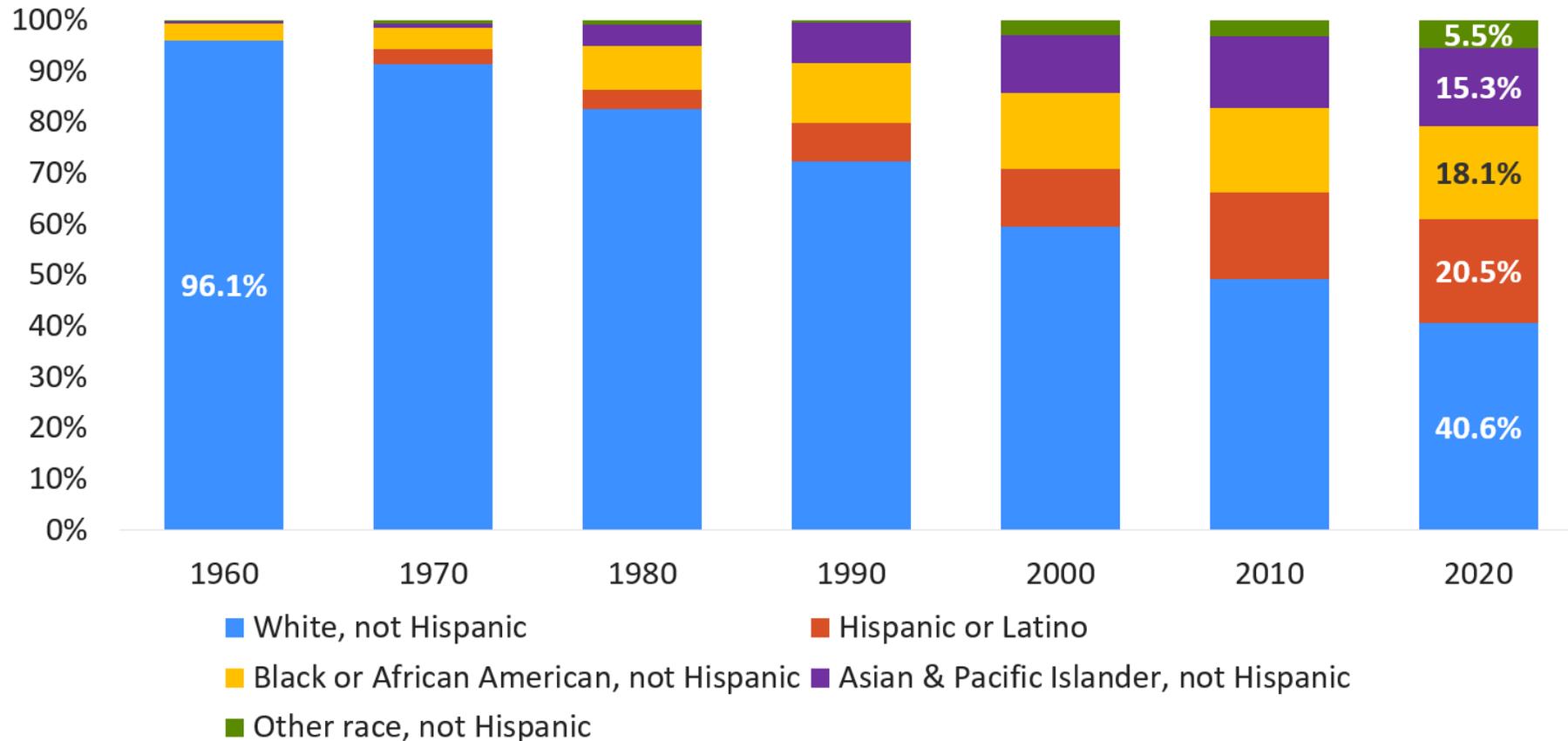
Montgomery County's key destination differentiator is its **diversity**.



Research Highlights

Montgomery Planning County Demographic Trends Report

Population by race/ethnicity (1960-2020)



Source: 1990-2020 Decennial Census, U.S. Census Bureau

Consistent Thread

Montgomery
County's
experiences
are **cultural**.

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

Source: World Tourism Organization (UNWTO)

Cultural tourism accounts for an estimated 40% of all tourism worldwide.

Source: UNESCO

TASTEMAKERS TRAIL

EXTENSIVE VARIETY OF CUISINES

**400+ LOCAL,
REGIONAL, & STATE
PARKS**

THERE IS SO MUCH TO DO!

NATIONAL PARKS

**MAJOR WATERWAYS
& SCENIC BYWAYS**

MAKERS & ARTISANS

**MAJOR WALKABLE
URBAN AREAS**

**WORLD-CLASS
PERFORMANCE
VENUES**

**AGRICULTURAL
RESERVE &
AGRITOURISM**

HISTORY & HERITAGE

**ARTS & ENTERTAINMENT
DISTRICTS**

MUSEUMS

**UNIQUE MEETING & EVENT
SPACES**

THE BIG REVEAL



VISIT
Montgomery, MD
MONTGOMERY
MARYLAND'S CULTURAL MONTGOMERY

PRINT AD

BEST WEEKEND EVER

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 the outdoors, family fun, history, arts and culture. Sip, savor and cheer. Your weekend, elevated.

Maryland MONTGOMERY COUNTY VISIT MONTGOMERY MARYLAND'S CULTURAL CAPITAL

Plan Your Stay at visitmontgomery.com/weekend

SOCIAL MEDIA POST

visit_montgomery

VISIT MONTGOMERY
MARYLAND'S CULTURAL CAPITAL

View Insights Promote

4 12 1

visit_montgomery Bethesda Row is located at the intersection of Bethesda Avenue and Arlington Road in Bethesda, Maryland.

#bethesda #maryland #downtown

NEWSLETTER

Plant-Based Restaurant Set To Open In Bethesda This Summer

A plant-based restaurant chain with locations in Toronto and Miami is coming to Bethesda Row this summer.

BETHESDA, MD — PLANTA, a plant-based restaurant chain with locations in Toronto and Miami, is coming to Bethesda Row this summer.

The restaurant will take over the space formerly occupied by Cafe Deluxe at 4910 Elm St. An official opening date has not yet been announced.

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MARYLAND'S CULTURAL CAPITAL

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Chief Strategy Officer (CSO)

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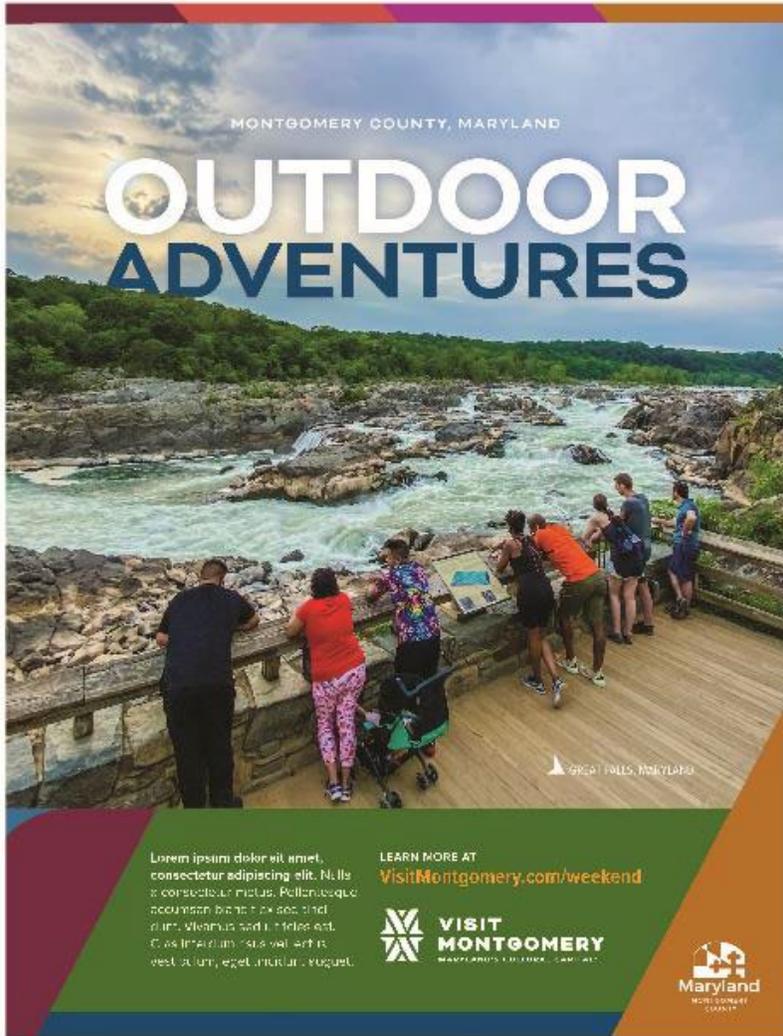
BUSINESS CARD

MARYLAND'S CULTURAL CAPITAL

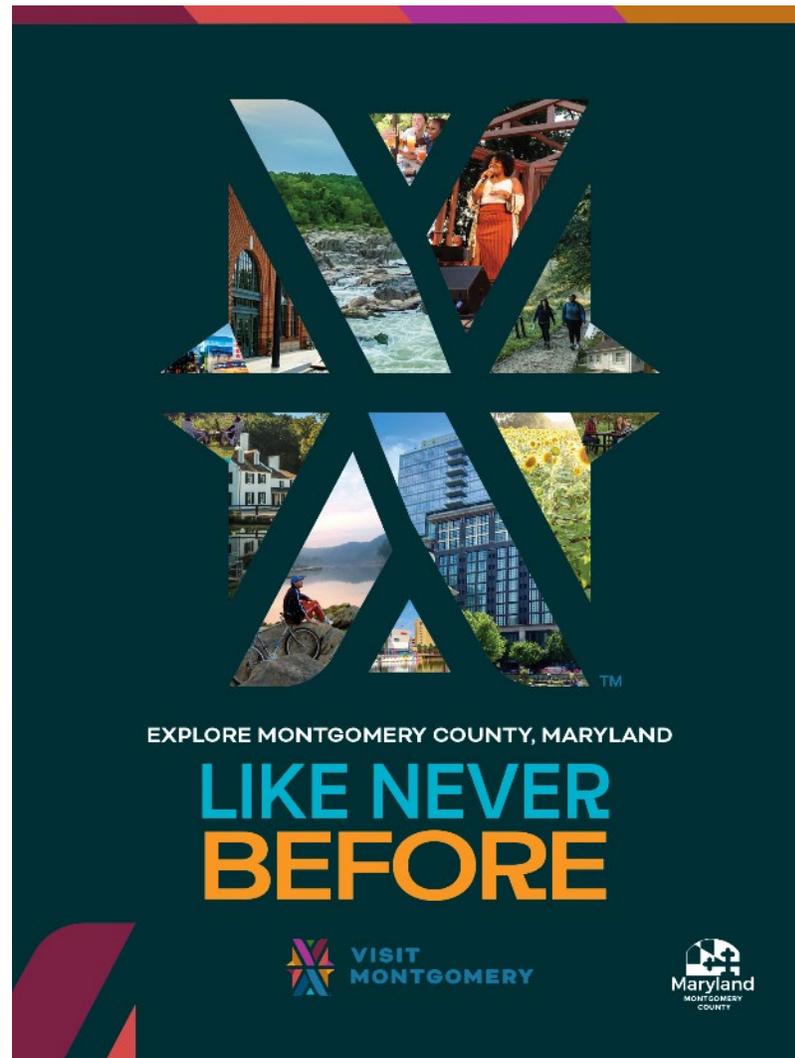
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MARYLAND'S CULTURAL CAPITAL

Maryland MONTGOMERY COUNTY

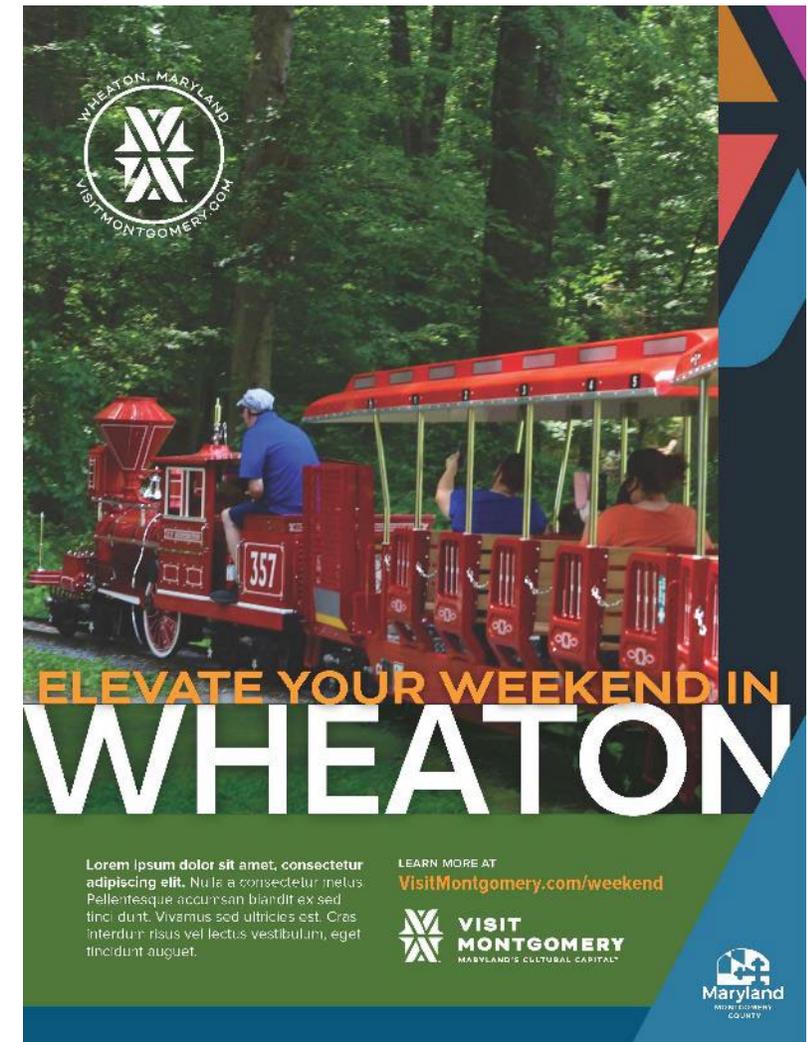
DIGITAL AD



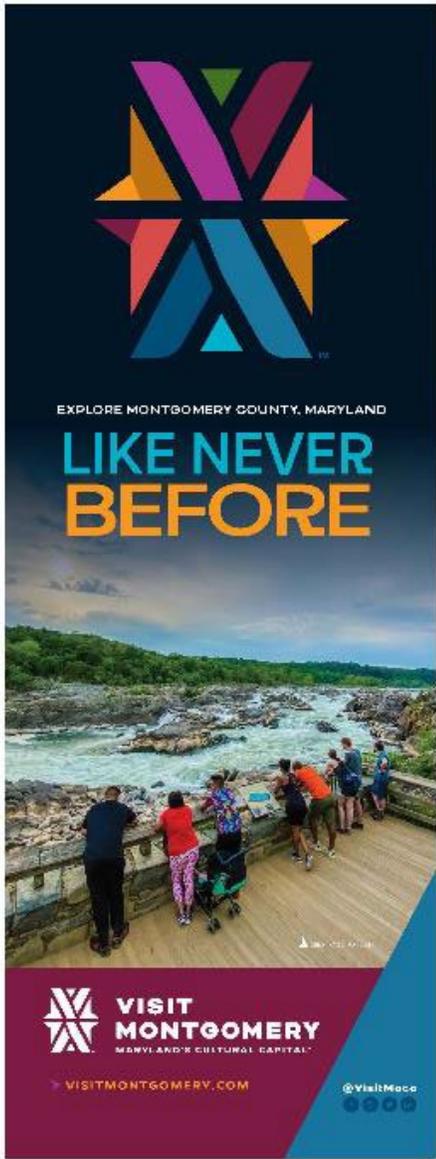
Themed Concept Advertising or Flyers



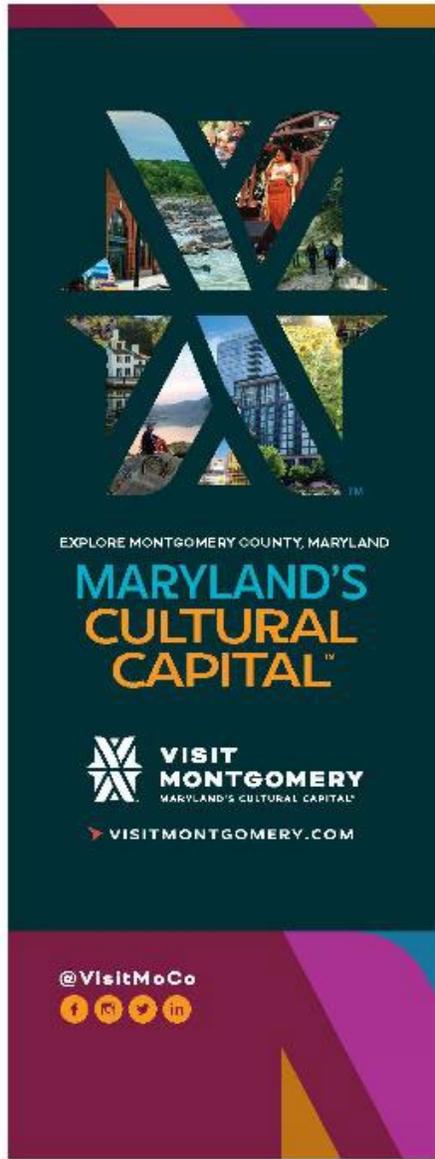
Windows Concept Advertising or Flyers



Location or Community Specific Concepts



Pop Up Banner Concepts



Notepad



Pocket Folder



Tradeshow Tablecloth



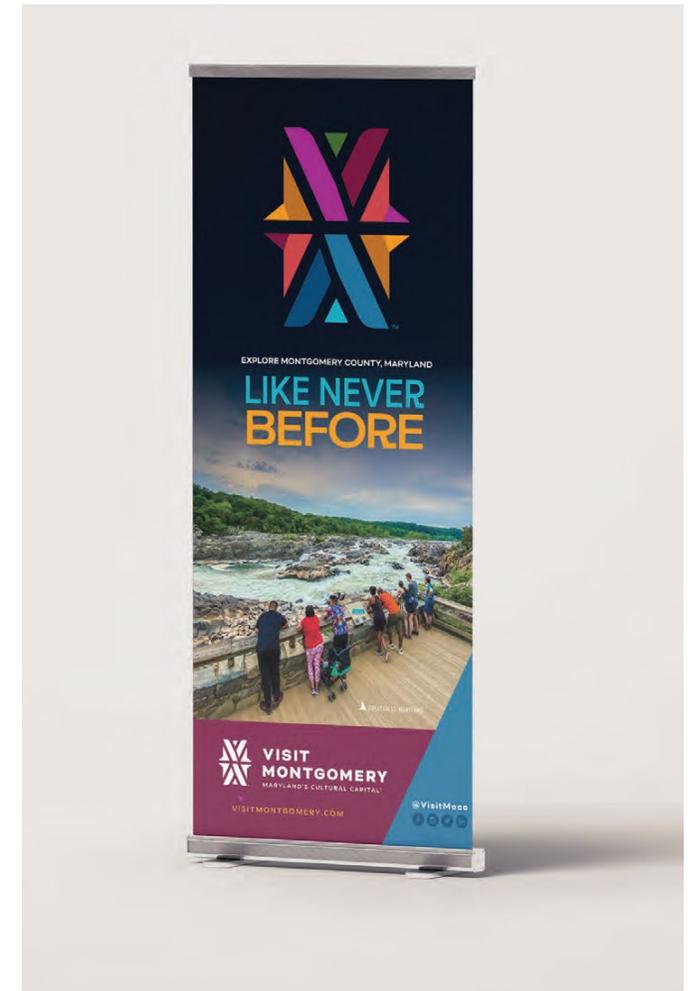
Rollout Plans

Soft Rollout of New Brand Begins With You Today!

- Board Reveal: Friday, April 13
- Partnership & Stakeholder Announcement: Wednesday, April 19
- Logo Switchover Begins: Thursday, April 20.
- Logo Switchover Completes: Thursday, May 4
- Branding in Markets: New Placements Deploying in May

Feedback Sessions:

- Over 25 individual sneak peeks including stakeholders, regional centers, County Executive staff, Economic Development Committee Council Members and staff.
- 3 Maryland Office of Tourism sneak peeks including Tourism Development, Public Relations and Director.
- Conducted social media “pop up polls” to test diversity and cultural messaging.
- Adapting messaging as branding is deployed in markets.



Four Weeks Celebrating Montgomery County's Entrepreneurial Spirit

May is Discover MoCo Month



Montgomery, MD

VISIT MONTGOMERY

Participation | Sponsorships | Events | More

Discover MoCo Month – May 2023

Celebrating Montgomery County's
Entrepreneurial Spirit in Four Amazing Weeks

Shop MoCo Week

April 30 - May 6

National Small Business Week

MoCo Hotel Week

May 7 - 13

National Travel & Tourism Week

MoCo Eats Week

May 14 - 20

Third Annual MoCo Eats Week

MoCo's Kick Off to Summer Week

May 21 - 31

Memorial Day Weekend

May is Discover MoCo Month

Four Amazing Weeks Celebrating
Montgomery County's Entrepreneurial Spirit

With Discover MoCo Month just around the corner, May is a perfect time to explore Montgomery County like never before! Each week local businesses and hotels will offer special deals, discounts, and experiences to create the perfect weekend getaway - a short drive from Baltimore.

CHECK-IN TO WIN
using the Visit MoCo
Adventure Planner app
for a chance to win up
to **\$2,000** in giveaways!



DiscoverMoCoMD.com

[LEARN MORE](#)

Shop MoCo Week
April 30 - May 6

MoCo Hotel Week
May 7 - May 13

MoCo Eats Week
May 14 - May 20

MoCo's Kick Off to
Summer Week
May 21 - May 31



Promotional Reach

During Discover MoCo Month, Visit Montgomery will allocate funds toward targeted advertising campaigns across digital, print, and broadcast channels, including VisitMontgomery.com and other advertising partners. Take advantage of Visit Montgomery's extensive advertising efforts by participating in Discover MoCo Month!

Visibility

VisitMontgomery.com

1.5 million pageviews annually

Digital passport

57,000 pageviews

Digital, print, and broadcast
advertising reach

2 million impressions

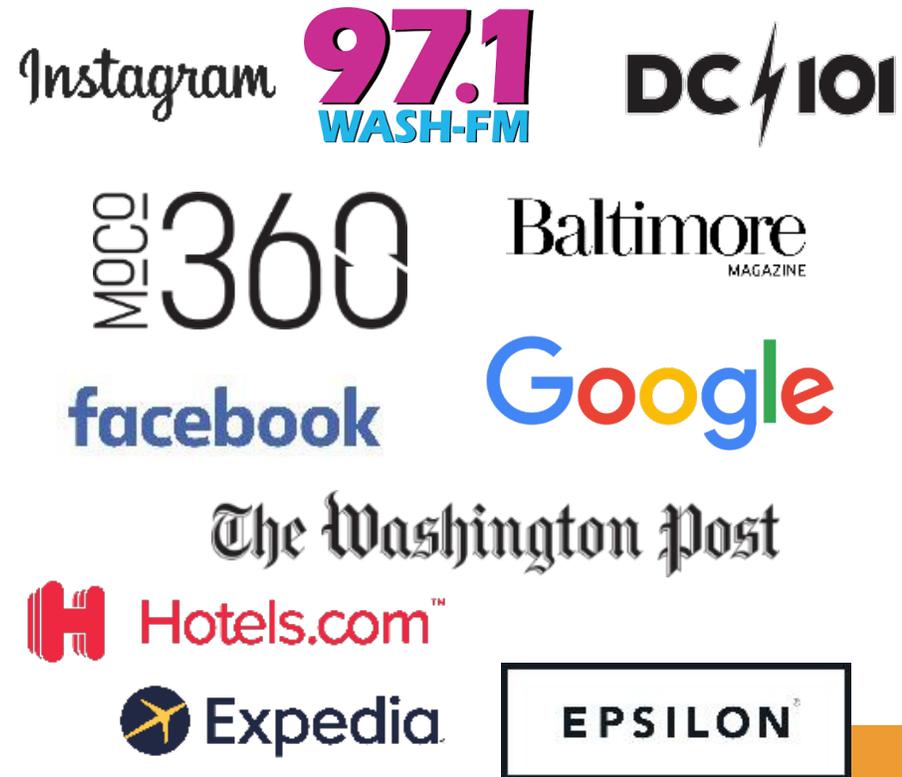
Social media reach

**1.1 million impressions, 68K
followers**

Consumer newsletter reach

40,000 subscribers

Advertising Channels



Discover MoCo Month Participation



How to Participate

- Submit a deal, discount, or event to be offered during one or more of the four themed weeks.
- Use Visit Montgomery's Marketing Toolkit to promote your business' participation in Discover MoCo Month

Register by April 24 at
[VisitMontgomery.com/participate](https://www.visitmontgomery.com/participate)

Participants will be featured on...

- [Visit Montgomery Website](#)
- [Discover MoCo Directory](#)
- [Visit Montgomery Adventure Planner App](#)
- [Themed Week Microsites](#)

Planned Events



**Discover MoCo Month
Partnership Happy Hour**
Thursday, May 4, 2023 at 4:30 pm
True Respite Brewing Company

Heroes of Hospitality Award Nominations – Due by April 28

Montgomery County Council Proclamation – May 16



Thank You!