

# 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

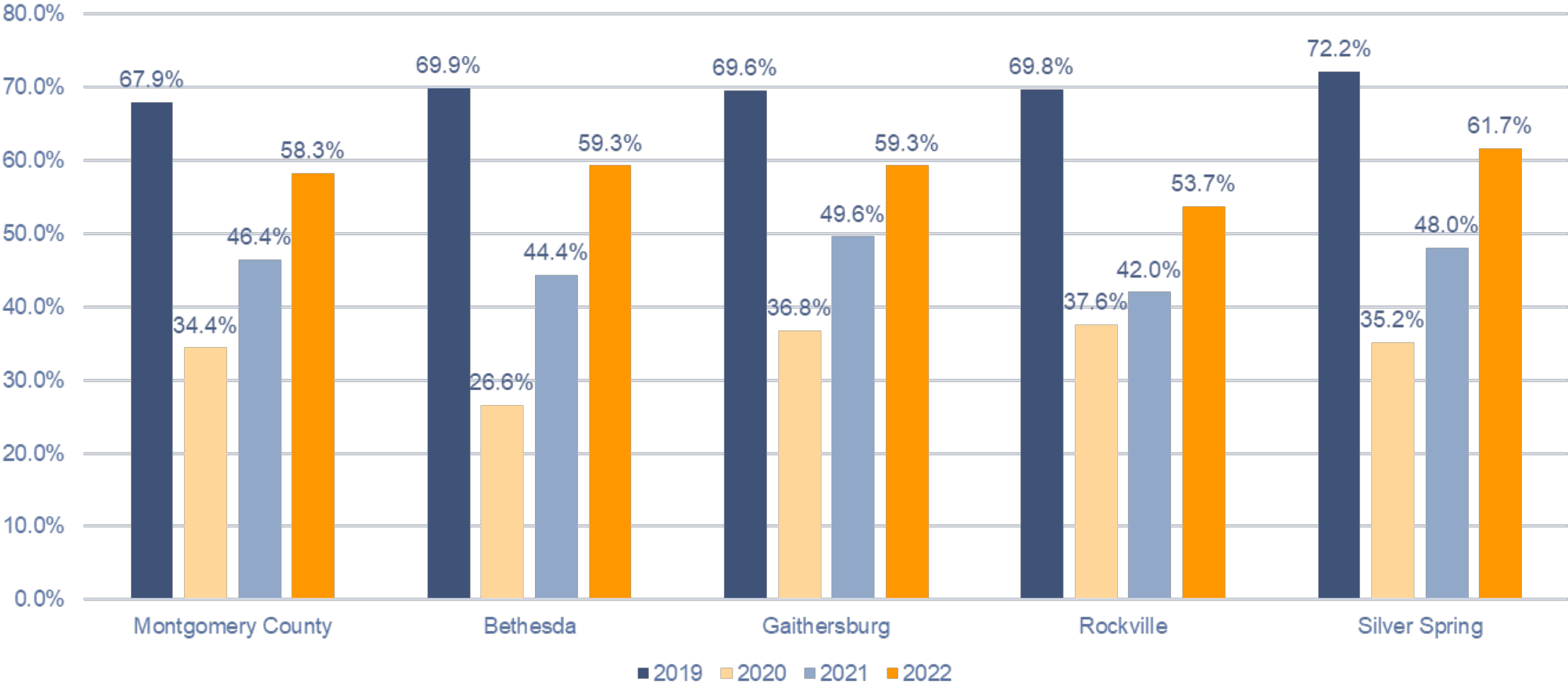
# 2022 Lodging Report Highlights



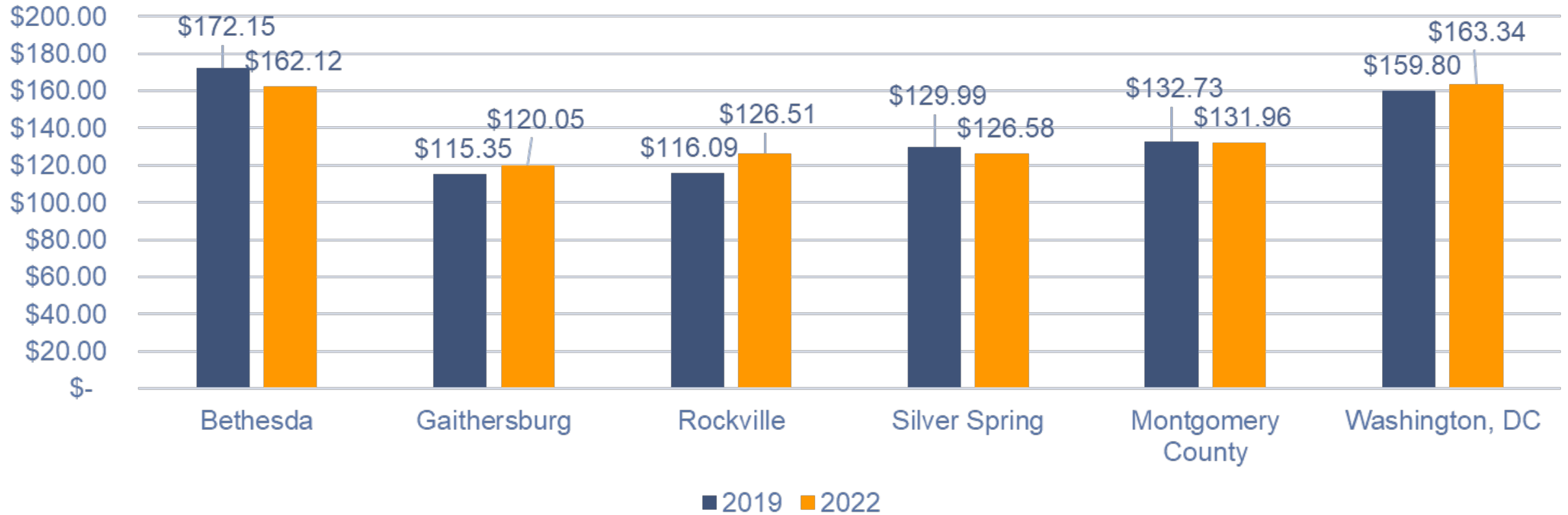
*Montgomery, MD*  
VISIT MONTGOMERY

FY 2022 – 2023 Comparison

# Hotel Occupancy By Community 2019 - 2022 Comparison



## Average Daily Rate Year End 2022



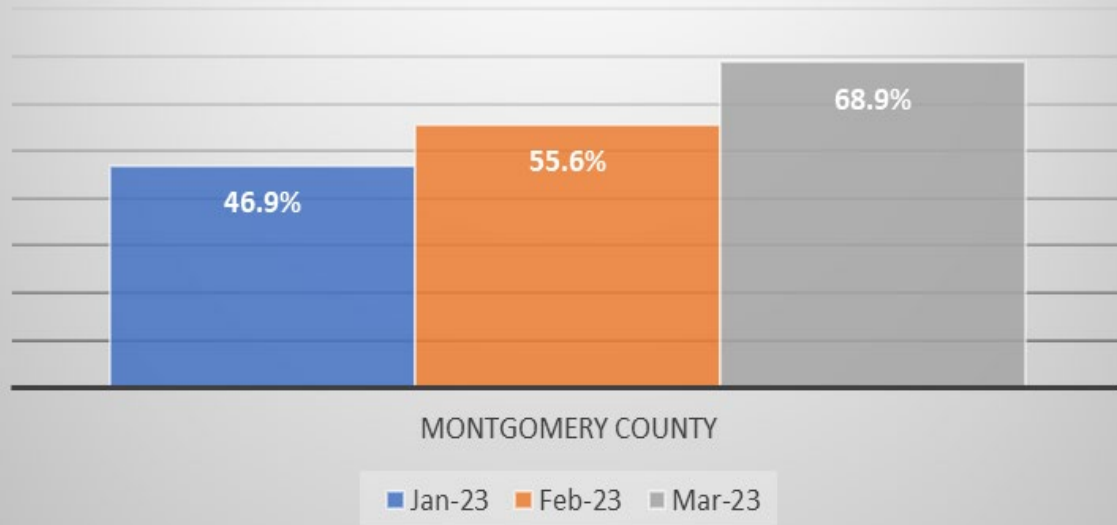
# 2023 Lodging Report First Quarter Highlights



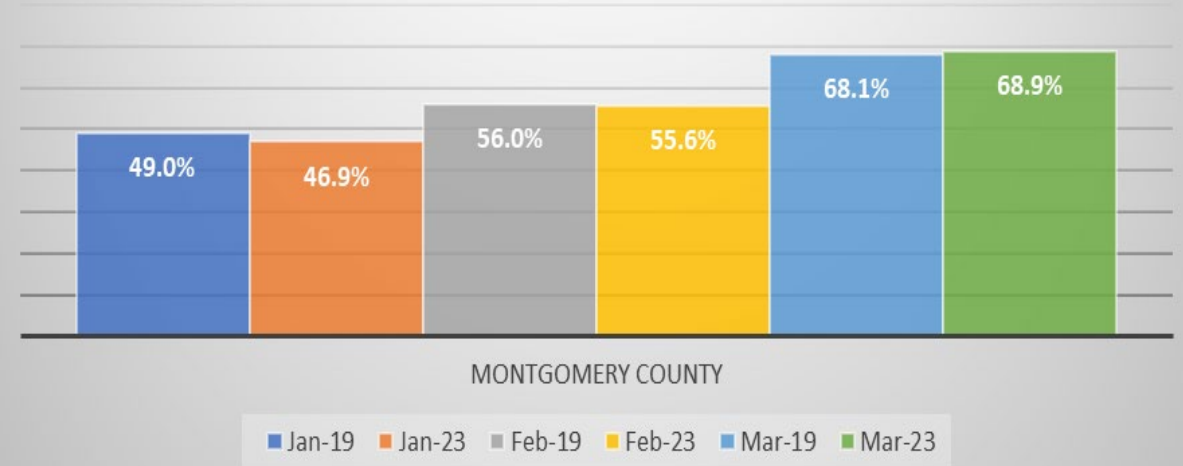
*Montgomery, MD*  
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FY 2022 – 2023 Comparison

## Hotel Occupancy January - March 2023

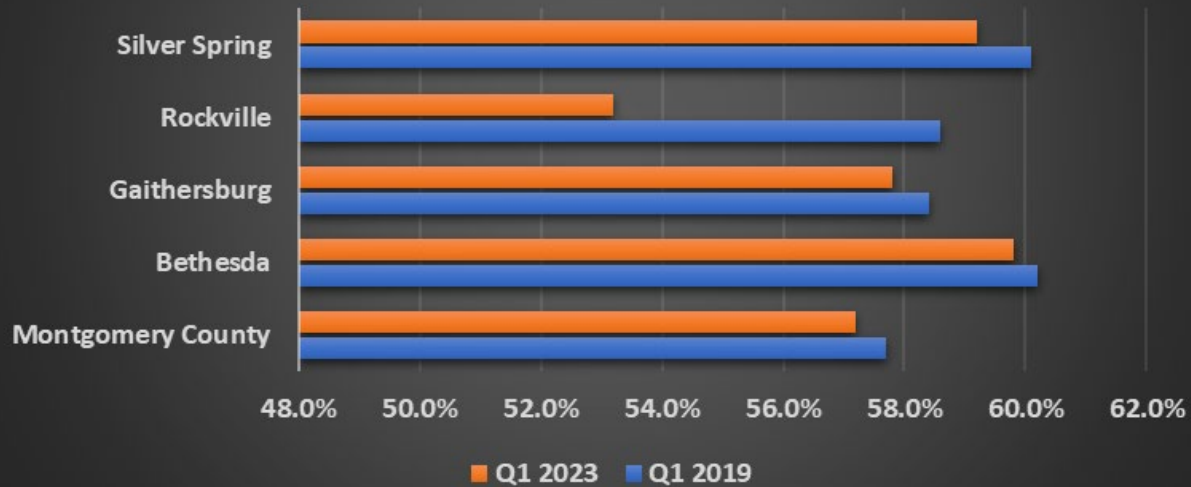


## Montgomery County Hotel Occupancy January-March 2019 vs. 2023

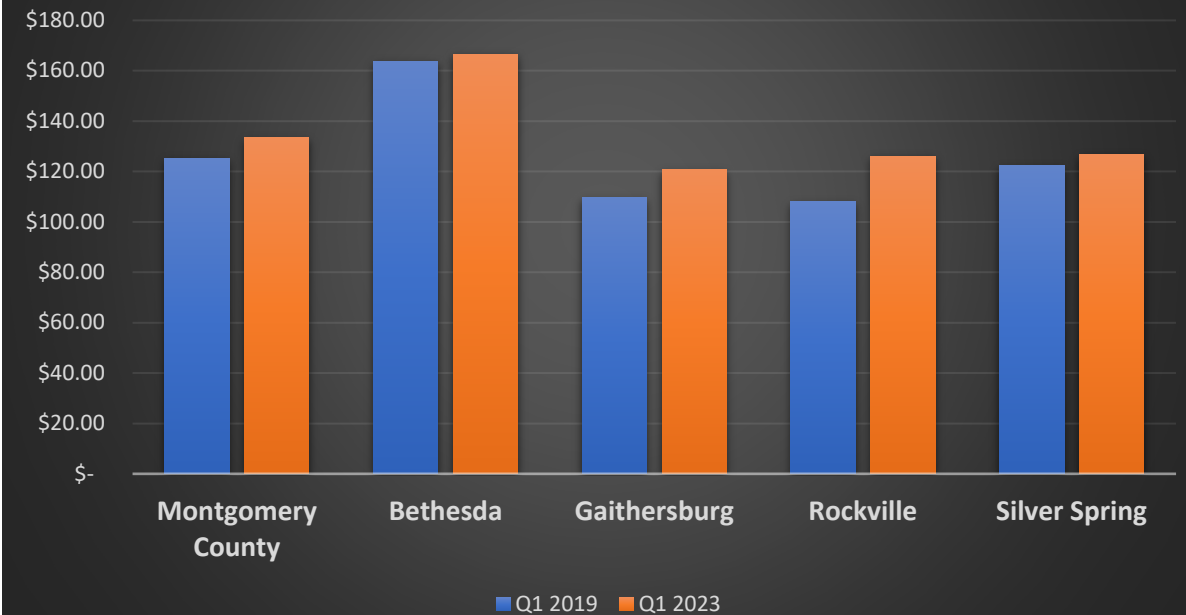




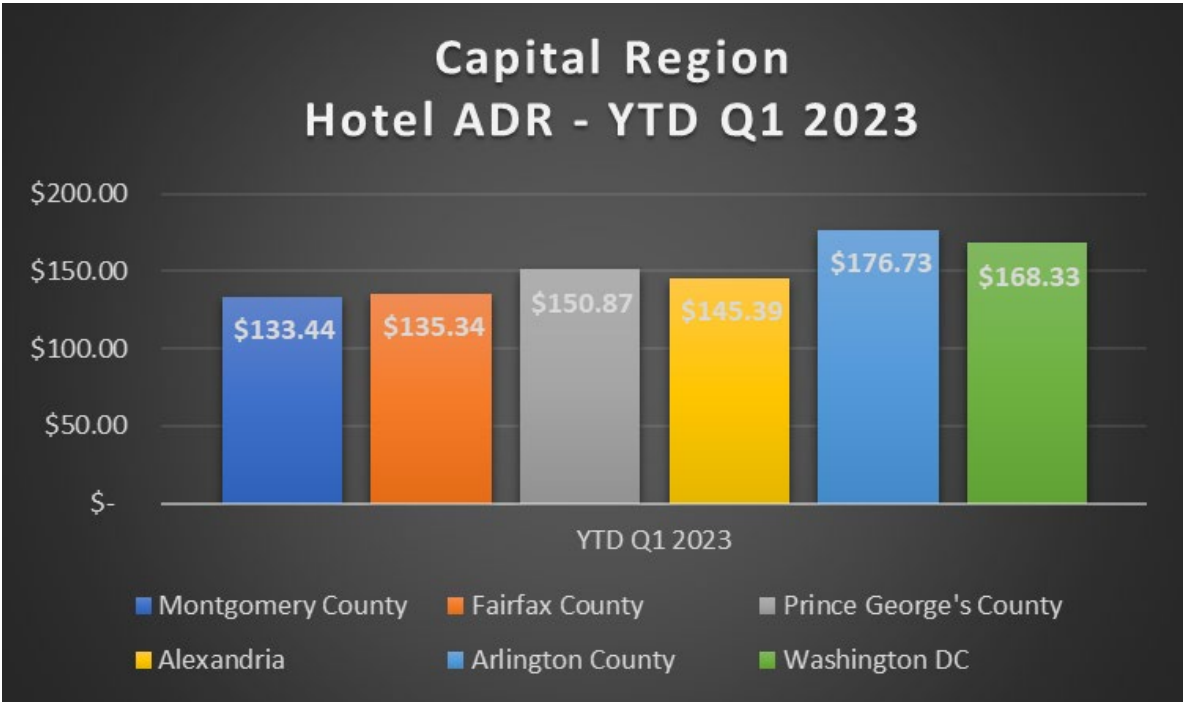
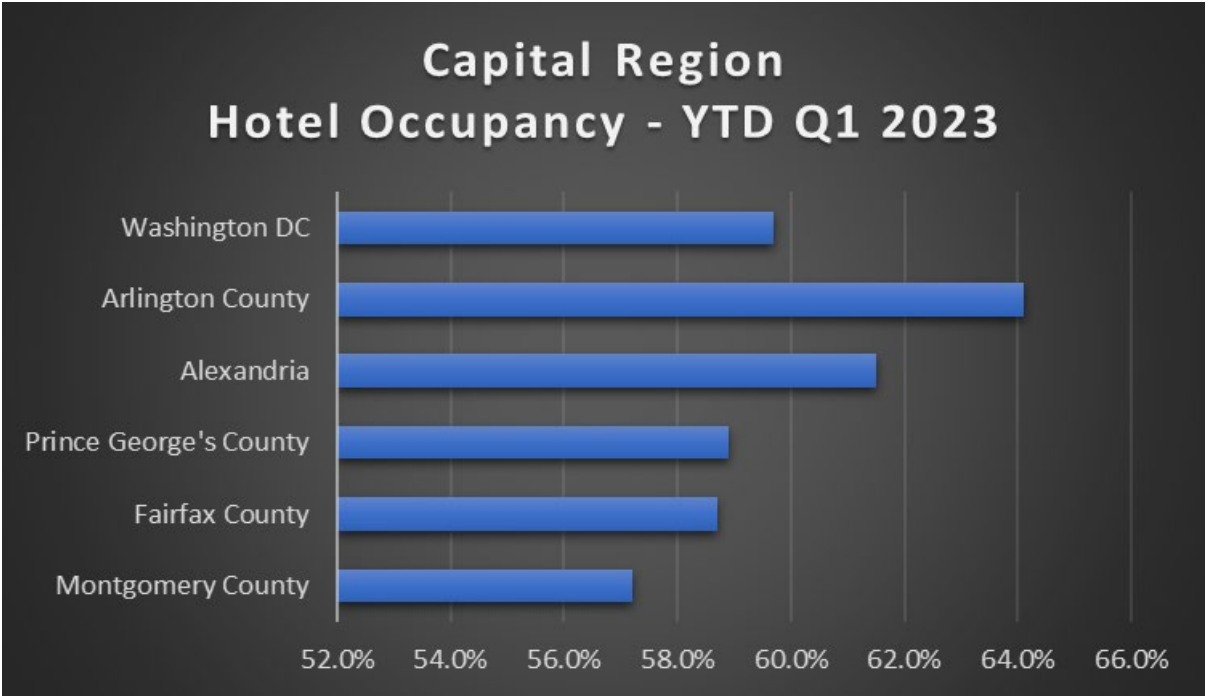
## Hotel Occupancy by Community Q1 - January to March Comparing 2019 to 2023



## 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 – 3<sup>RD</sup> Quarter

# Sales Production Report



*Montgomery, MD*

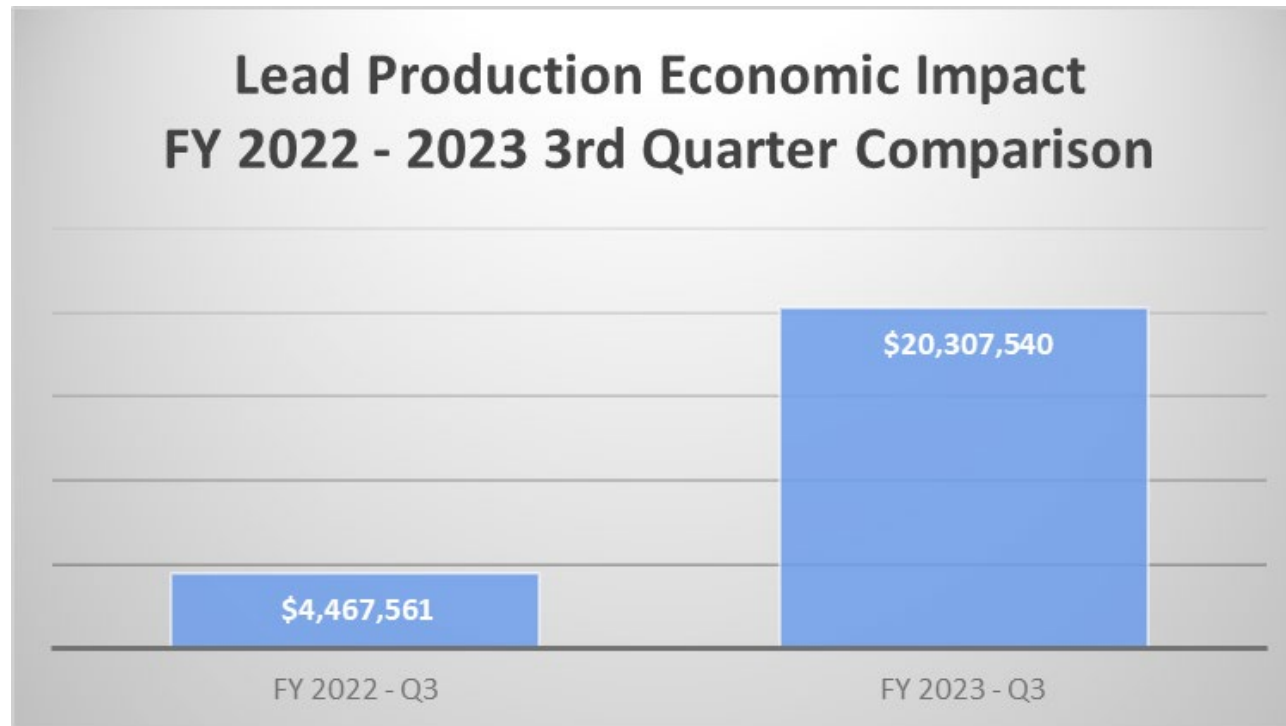
VISIT MONTGOMERY

FY 2022 – 2023 Comparison

# Lead Production Report

Fiscal Year 2023 3<sup>rd</sup> 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

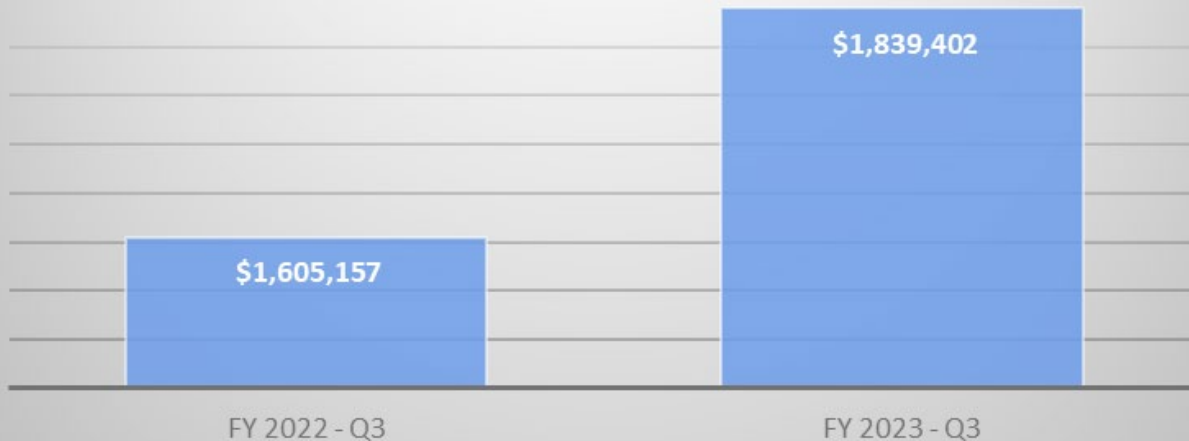
Tour and Travel – 57  
Corporate – 29  
Association - 23

# Booking Production Report

Fiscal Year 2023 3<sup>rd</sup> 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

Booking Production Economic Impact  
FY 2022 - 2023 3rd Quarter Comparison



## 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

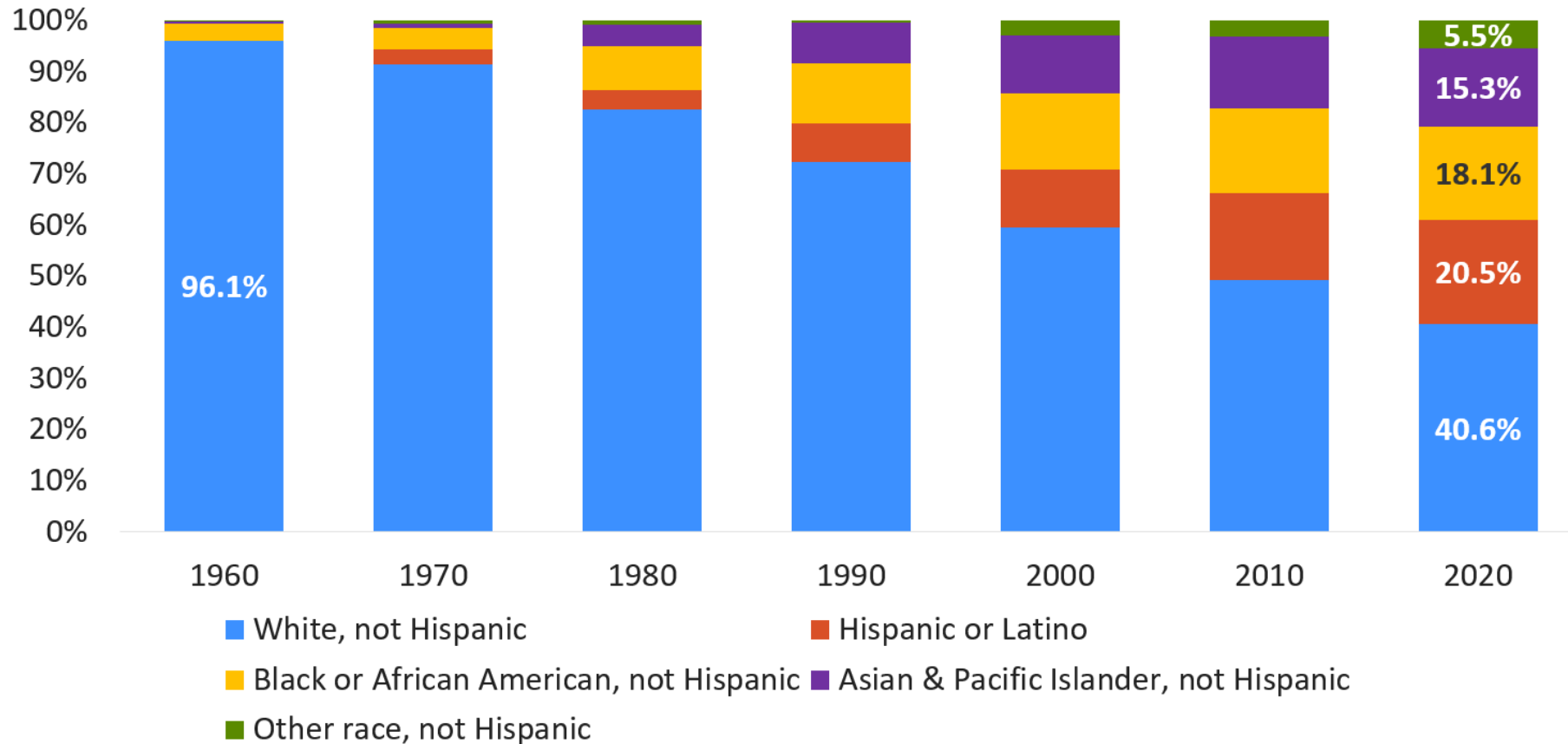
Montgomery County's key destination differentiator is its **diversity**.



# 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 CAPITAL

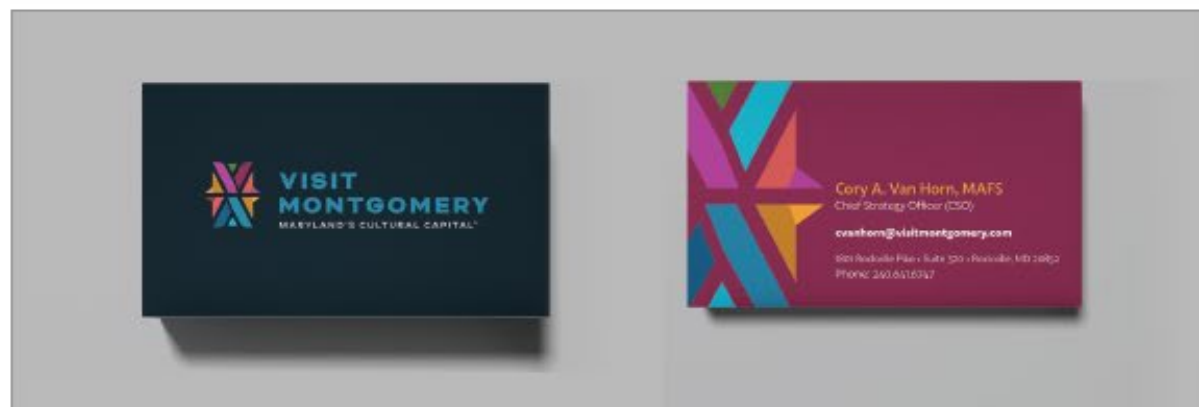
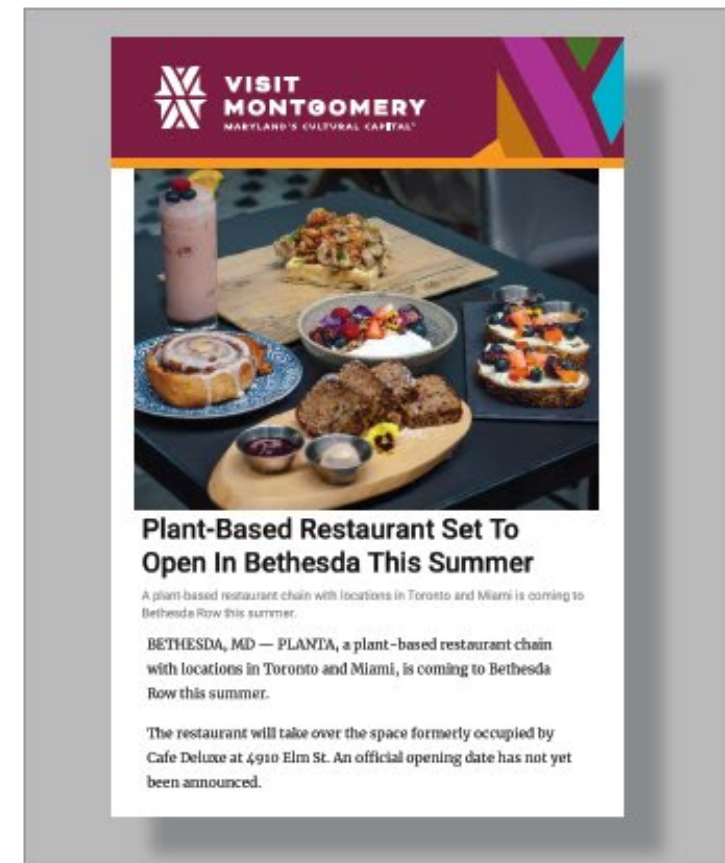
PRINT AD



SOCIAL MEDIA POST



NEWSLETTER

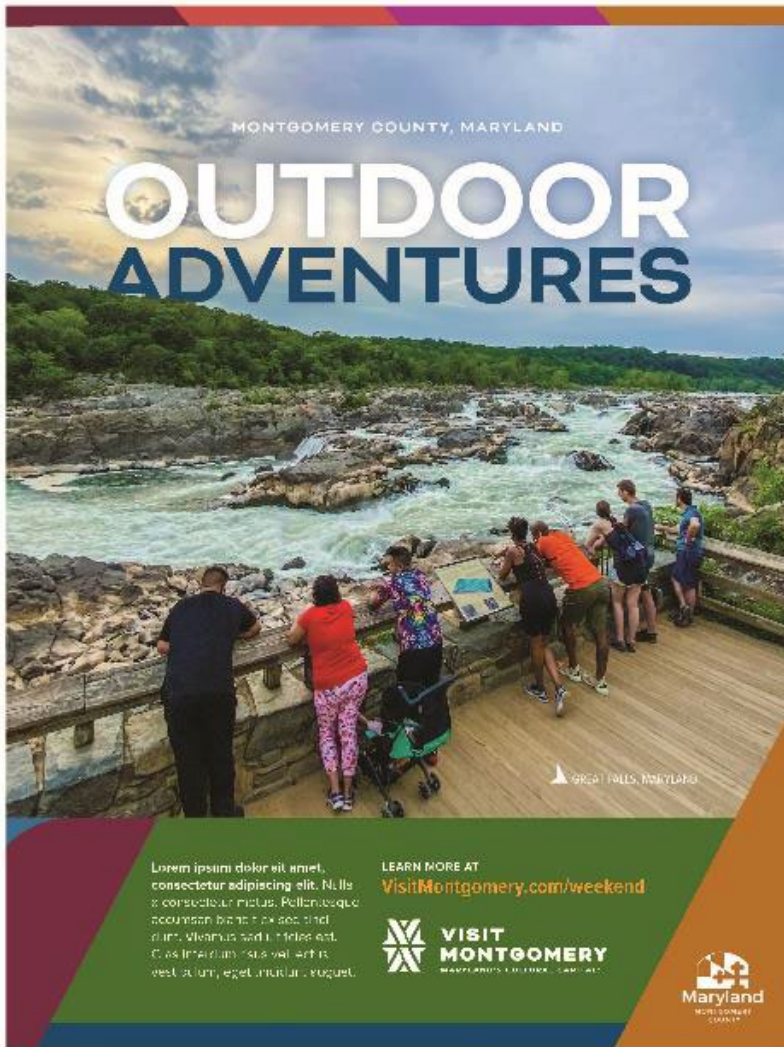


BUSINESS CARD



DIGITAL AD

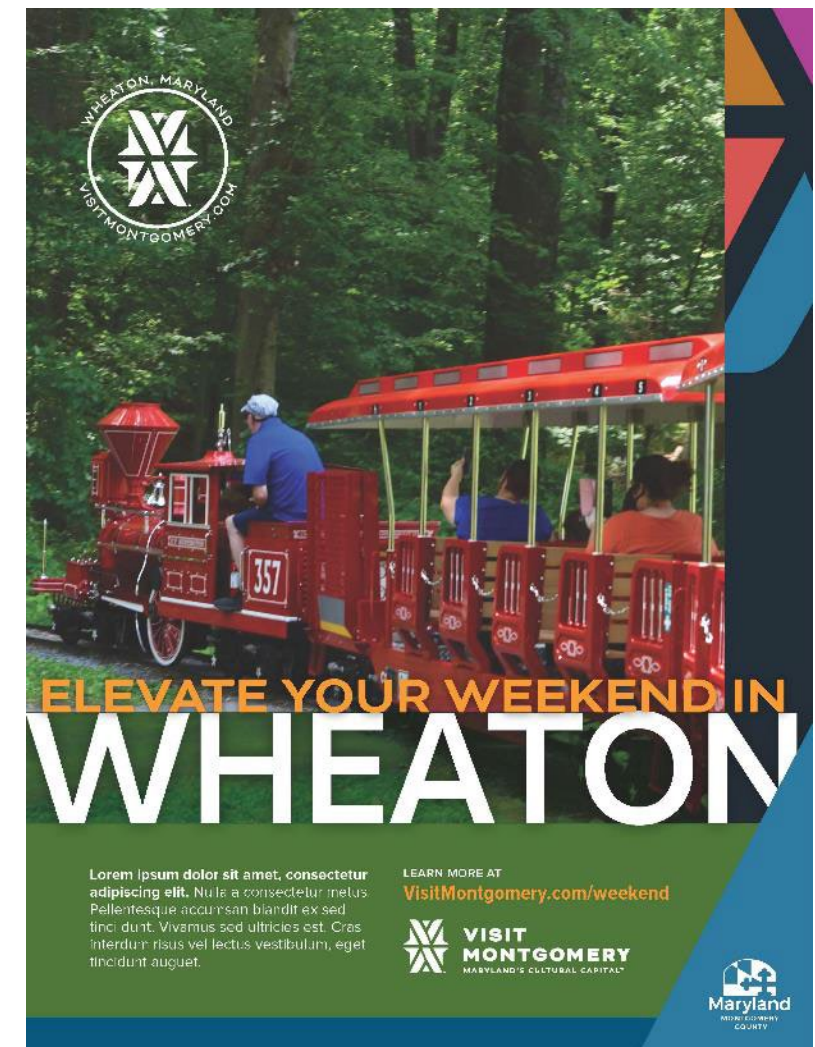




Themed Concept  
Advertising or Flyers

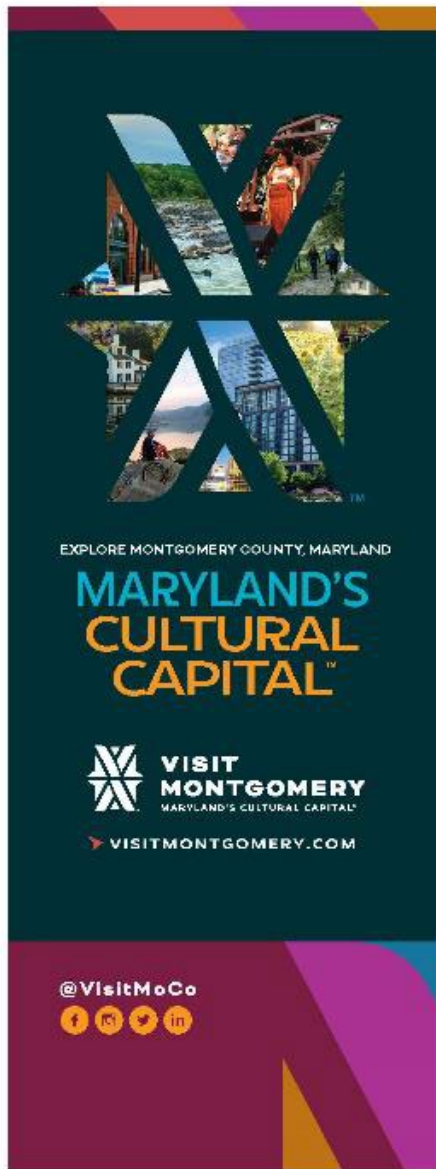
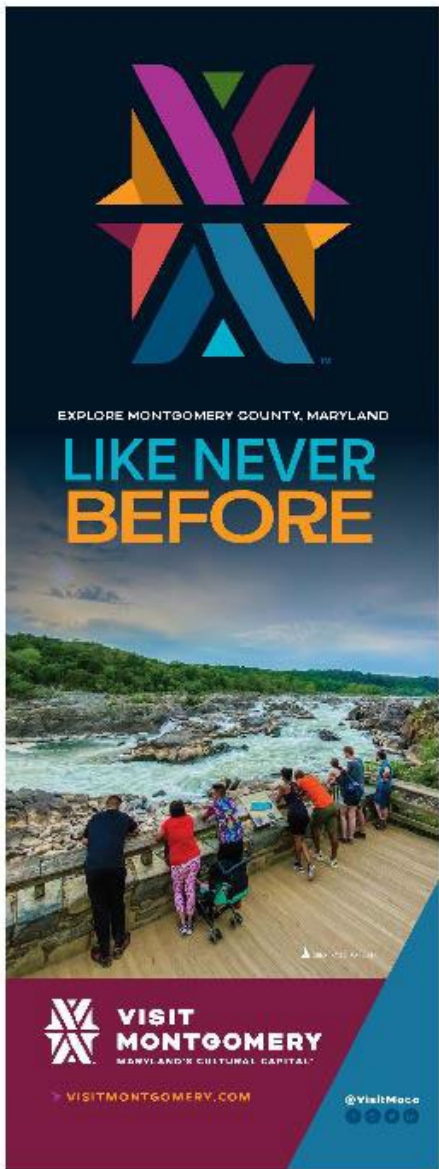


Windows Concept  
Advertising or Flyers



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**

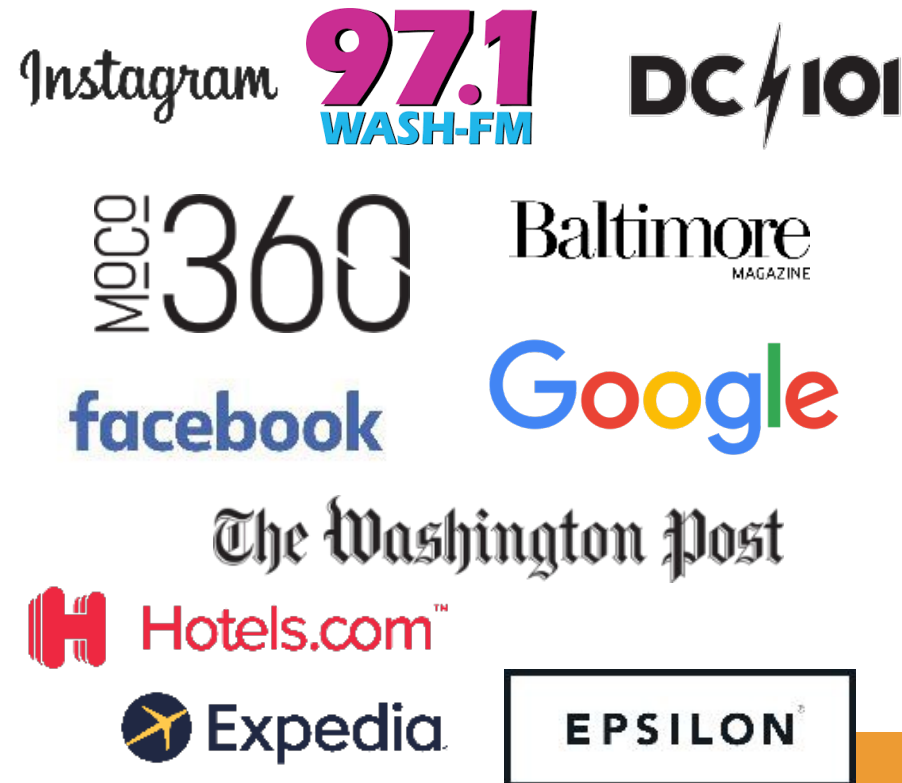
Social media reach

**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://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!**