

Maryland's Cultural Capital



Partner Guide



**VISIT
MONTGOMERY**
MARYLAND'S CULTURAL CAPITAL™

We Are Visit Montgomery

Visit Montgomery is designated as Montgomery County's destination marketing organization (DMO). The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel, fostering economic growth and quality of place through tourism.

We are funded through a combination of county hotel tax for visitors staying in the county, government grants, and membership fees.

1801 Rockville Pike Suite 320,
Rockville, MD 20852

visitmontgomery.com @visitmoco



Influencing Tourism in MoCo

The mission of Visit Montgomery is to give our visitors useful information for a visit to Montgomery County and to enthusiastically promote, market, and sell Montgomery County, Maryland. We do this by attending industry trade shows, creating a robust advertisement portfolio in print and digital media, hosting FAM tours, and leveraging our social media presence to directly engage with travelers.

\$1.9 Billion

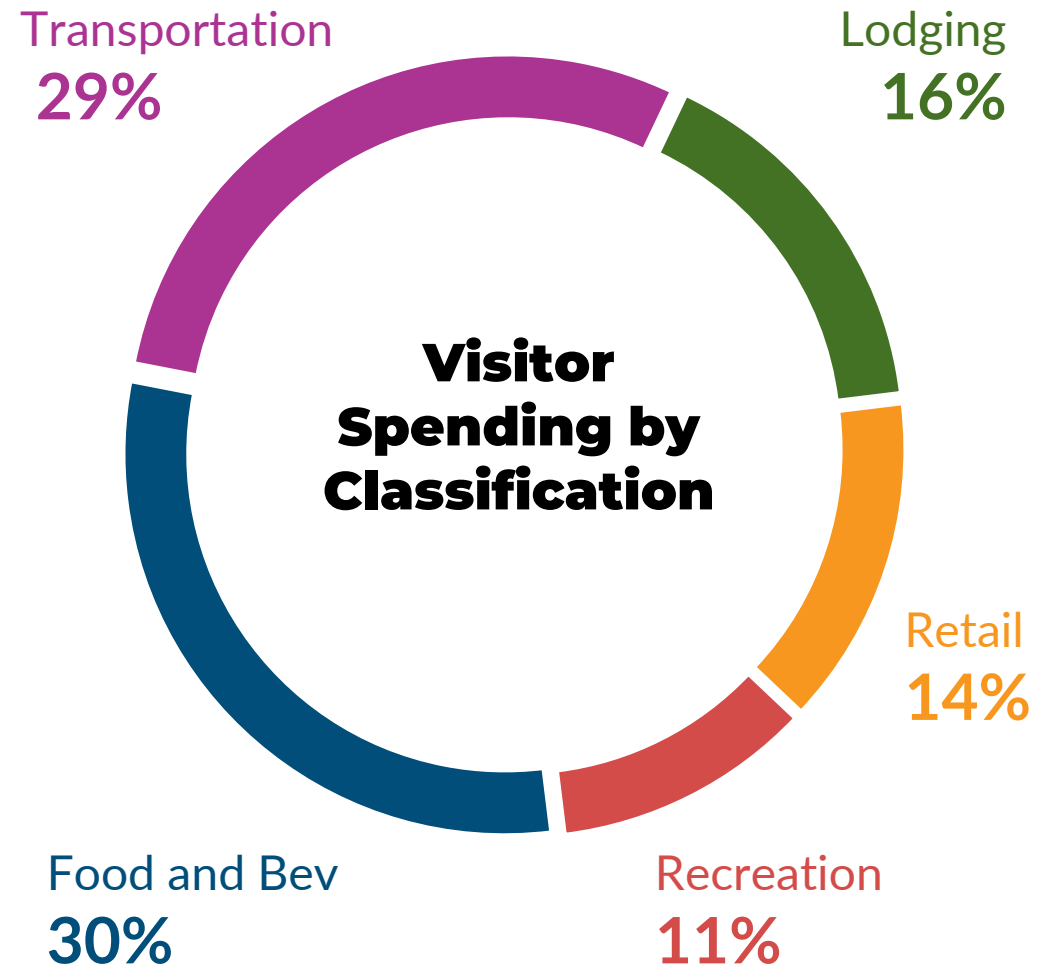
Visitor Spend in 2022

8.2 Million

Day & Overnight Visitors

1.8 Million

Hotel Rooms Booked



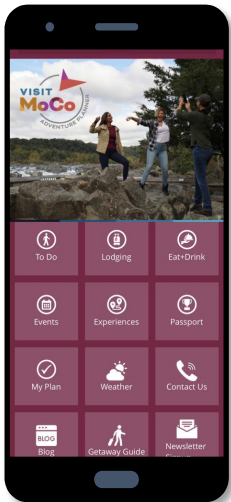
Media Footprint

VisitMontgomery.com

CONSUMER NEWSLETTER

45k+

Email Addresses



Adventure Planner App

2.5k

Total Downloads

SOCIAL MEDIA

71k followers

Across Instagram, Facebook, and Twitter

3.2 million

User Reach FY23

Over 4 million

Social Media Impressions FY23

2.8 Million

Pageviews Fiscal Year 2023

Top Pages

Blogs & Content

Events Calendar

Tastemakers Trail

Weekend Getaway

GETAWAY GUIDE

40,000

Annual Print Circulation

700+

Digital Downloads

Our Advertising Channels



facebook

cvent

Baltimore
MAGAZINE

GOOD
HOUSEKEEPING



Google

travelspike

Philadelphia
MAGAZINE

The Washington Post

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

EPSILON

Southern Living

Instagram Better Homes
& Gardens



TRANSPROMOTION

Smart meetings

Woman's Day
LIVE WELL EVERY DAY



Country
Living



GROUP TOUR
MAGAZINE

Recreation
NEWS

Social Media Impact

71k followers

Across Instagram, Facebook, and Twitter

Over 4 million

Social Media Impressions

3.2 million

User Reach



Tag us on



@Visitmoco

@Visitmoco eats

Mobile Application

MoCo residents and visitors alike utilize the Adventure App as a planning tool.

2.5k Annual

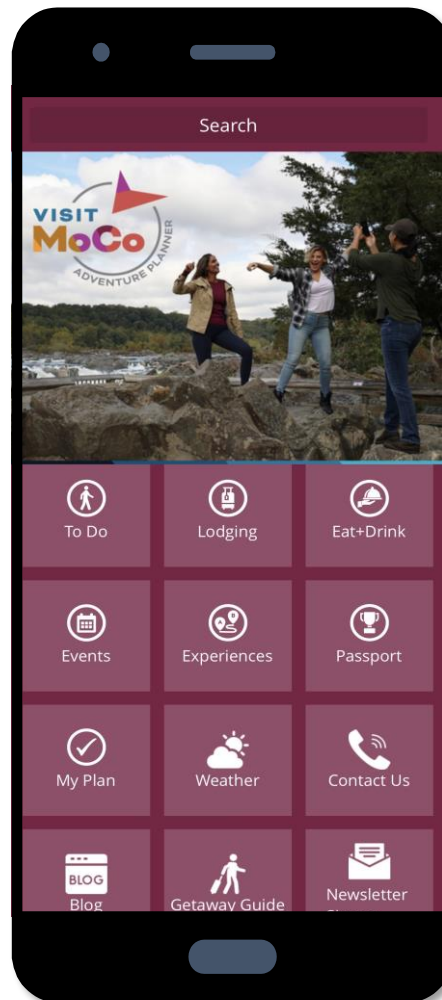
App Downloads

Over 2k

Weekly Pageviews

2+ minute

Session Duration



Download the
Adventure
Planner App



**Available on Apple App
Store and Google Play
stores by searching
“Visit MoCo”**

Our Campaigns




EXPLORE LIKE NEVER BEFORE ➤ Glenstone Museum

IN MONTGOMERY COUNTY, MARYLAND


Montgomery County is a truly diverse destination where all visitors are welcomed with open arms. From wineries & breweries and outdoor adventures to world-class museums and culinary delights, plan your next weekend getaway to **Maryland's Cultural Capital**, next door to Washington, DC.

VisitMontgomery.com/weekend





EXPLORE LIKE NEVER BEFORE
NEXT DOOR TO DC



START PLANNING >




TASTEMAKERS Trail

GOOD TIMES GREAT DRINKS
IN MONTGOMERY COUNTY, MARYLAND

TASTEMAKERSTRAIL.COM

TASTEMAKERS Trail



GOOD TIMES GREAT DRINKS
IN MONTGOMERY COUNTY, MARYLAND



START PLANNING >



MONTGOMERY COUNTY, MARYLAND

Holidays

THE MOCO WAY



VISIT MONTGOMERY
MARYLAND'S CULTURAL CAPITAL™



Maryland
MONTGOMERY COUNTY

Destination Sales Team

Our destination sales team works with event planners and group tour operators to bring groups and meetings into Montgomery County.

Co-Op/Sponsorships Opportunities:

- Client Event Sponsorships
- Joint Sales Calls Co-Ops
- Flyer Distribution at Tradeshows
- Tradeshow Booth Co-Ops
- FAM Sponsorships

547 Received Leads

Last Fiscal Year

20 Trade Shows

Attended Annually

Professional Memberships

- MPI
- PCMA
- SGMP
- NCBMP
- ABA
- SYTA
- RCMA

Visit Montgomery County, Maryland
at EMERGE 2024
January 9-11 | San Antonio, Texas



Lee Callicutt, CSTP
Senior Destination
Sales Manager

Come See Us
At Booth #731



VisitMontgomery.com



Industry Events

- **Educational Industry Workshops**
- **Quarterly Industry Happy Hours**
- **Annual Partnership Meeting**



Contact Us



Interested to learn more?
Reach out to me!

**Community Engagement
and Partnership Manager**

Joseph Doran

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