



VISIT  
MONTGOMERY  
MARYLAND'S CULTURAL CAPITAL™

# Annual Report

Fiscal Year 2024





# A Letter from the President & CEO

Fiscal Year 2024 was a busy year for our small but mighty Visit Montgomery Team. We welcomed for the first time ever the Mid Atlantic Tourism Public Relations Association (MATPRA) Marketplace and Conference, secured four Economic Development Administration Grants (EDA), celebrated our 40<sup>th</sup> Anniversary, and continued the new brand roll out in our messaging and advertising.

The hotel tax collections continue to climb back to 2019 levels along with recovery of the lodging industry. Hotel rate and revenue per available room (RevPar) are pushing recovery.

The new brand Visit Montgomery, Maryland's Cultural Capital, has been well received in the community and with our visitors. In Fiscal Year 2025, we will continue to roll out the brand into our new website anticipated to launch in quarter 2 of Fiscal Year 2025.

Our Tastemakers Trail self-guided tour and MoCo Eats brands also continue to gain momentum from our local residents and visitors. We anticipate additional business openings in the winery, brewery and distillery space which will help broaden the visitor experience in our rural areas.

Our Maryland meetings initiative and C & O Canal collaboration with our surrounding destination marketing organization partners will help accelerate sales and marketing in the meetings and leisure travel sectors. The rural branding EDA initiative will provide support to businesses in the Agricultural Reserve and surrounding area including support to continue marketing the Tastemakers Trail.

Thank you to our volunteer board of directors who have continued to guide the Visit Montgomery team and the industry forward.



Your friend in hospitality,

**Kelly R. Groff, CDME**  
President & CEO

# Meet the Team



**Kelly Groff**  
President and CEO



**Lee Callicutt**  
Senior Destination Sales Manager



**Leticia Engel**  
Senior Marketing Manager



**Trek Bookter**  
Destination Sales Manager



**Aynae Simmons**  
Communications Coordinator



**Joseph Doran**  
Community Engagement and  
Partnership Manager



**Maria Bardos**  
Manager, Strategy and  
Business Development



# Visit Montgomery

Incorporated in 1983 as the  
Conference & Visitors Bureau of Montgomery County, MD (CVB)

## Structure:

- 501 (c)6 Non-Profit Organization
- Under contract with Montgomery County, Maryland
- Volunteer Board of Directors self-nominated
- Destination marketing organization (DMO) recognized by the State of MD as the only County DMO

## Mission:

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.



# Economic Impact of Tourism 2023

*Source: Tourism Economics*

## \$1,996 Billion

**(+ 5.2%)**

*2023 Visitor Spending*

## 8,615,000

**(overnight visitors + 6.5%, day trip visitors + 3.5%)**

*2023 Day & Overnight Visitors*

## \$5.8 million

**(+ 3.7%)**

*Federal, State, Local and Hotel Tax Revenues*





# | Organization Focus

## Destination Marketing

Key objective is to attract more visitors to Montgomery County, MD

- Advertising in print, electronic, radio and billboard media
- Destination sales tradeshow attendance and sales missions
- Leisure travel sales programs and strategies to increase weekend room night generation
- Familiarization tours – event planners, meeting planners and travel writers
- Website development

## Destination Management

Key objective is to develop the destination through community development and outreach

- Advancements in market research and engagement technology to develop future strategies
- Develop strategic plans that address the future of sports and meeting facility infrastructure
- Tourism product development that ties comparable themes and programs together into a unified experience
- Community engagement and advisory groups
- Developing diversity, equity and inclusion initiatives



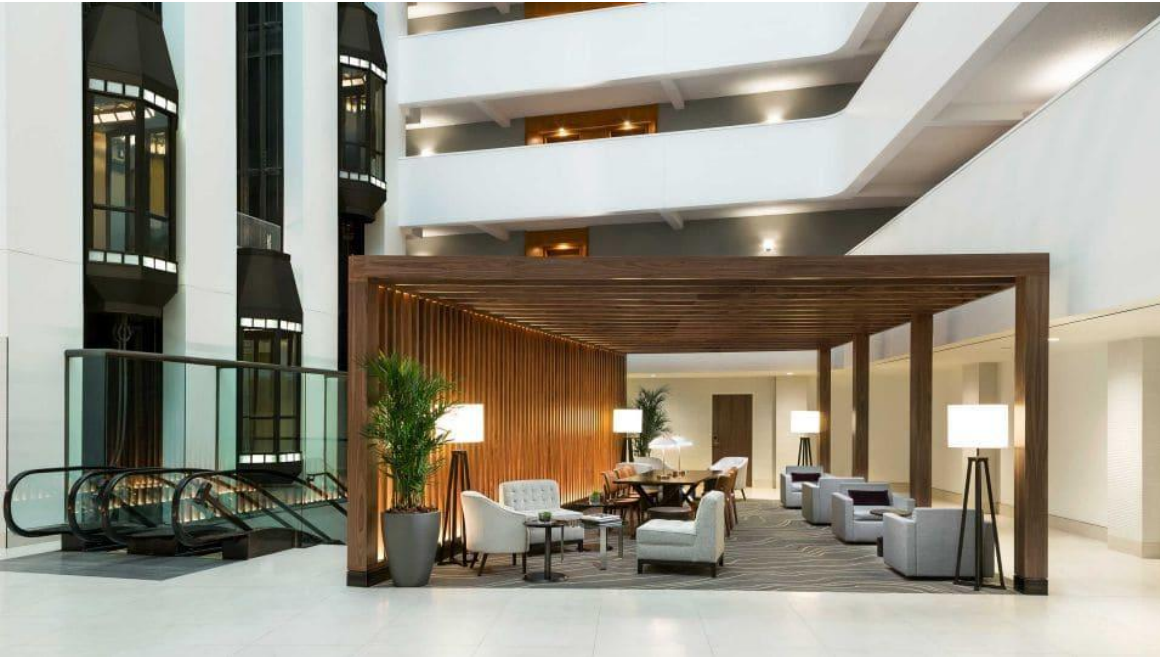
# **Lodging Update Hotels**







# | Hotel Room Census



Community	# Hotel Rooms
Bethesda/Chevy Chase	2,510
Rockville	2,499
Gaithersburg	2,010
Silver Spring	1,563
Germantown	500
TOTAL COUNTY	9,082

Source: Smith Travel Research. Bethesda North Marriott Hotel is included in the Rockville census.



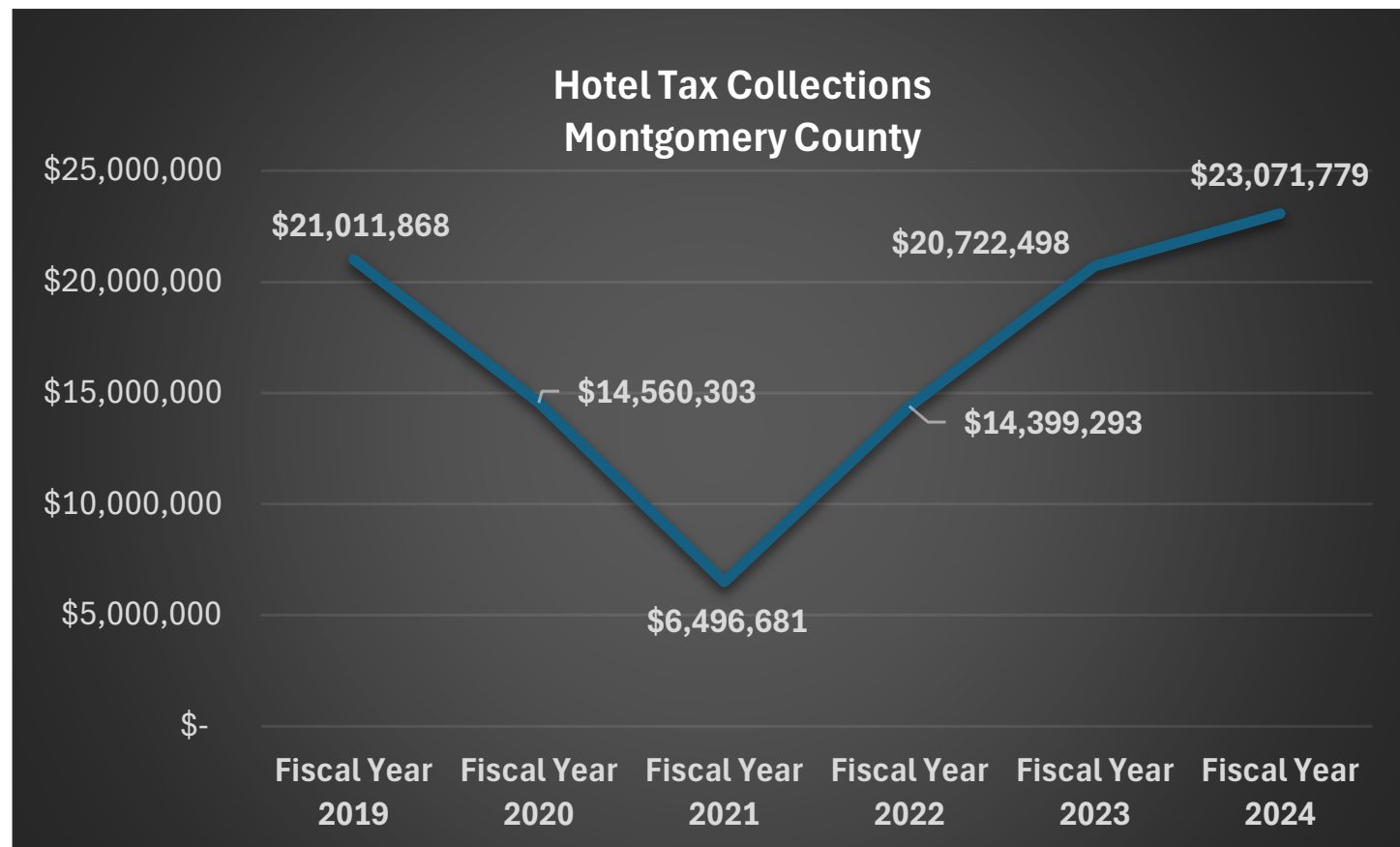


# Montgomery County

Hotel Tax Collection FY24

**\$23,071,779**

*FY24 Hotel Tax Collections*

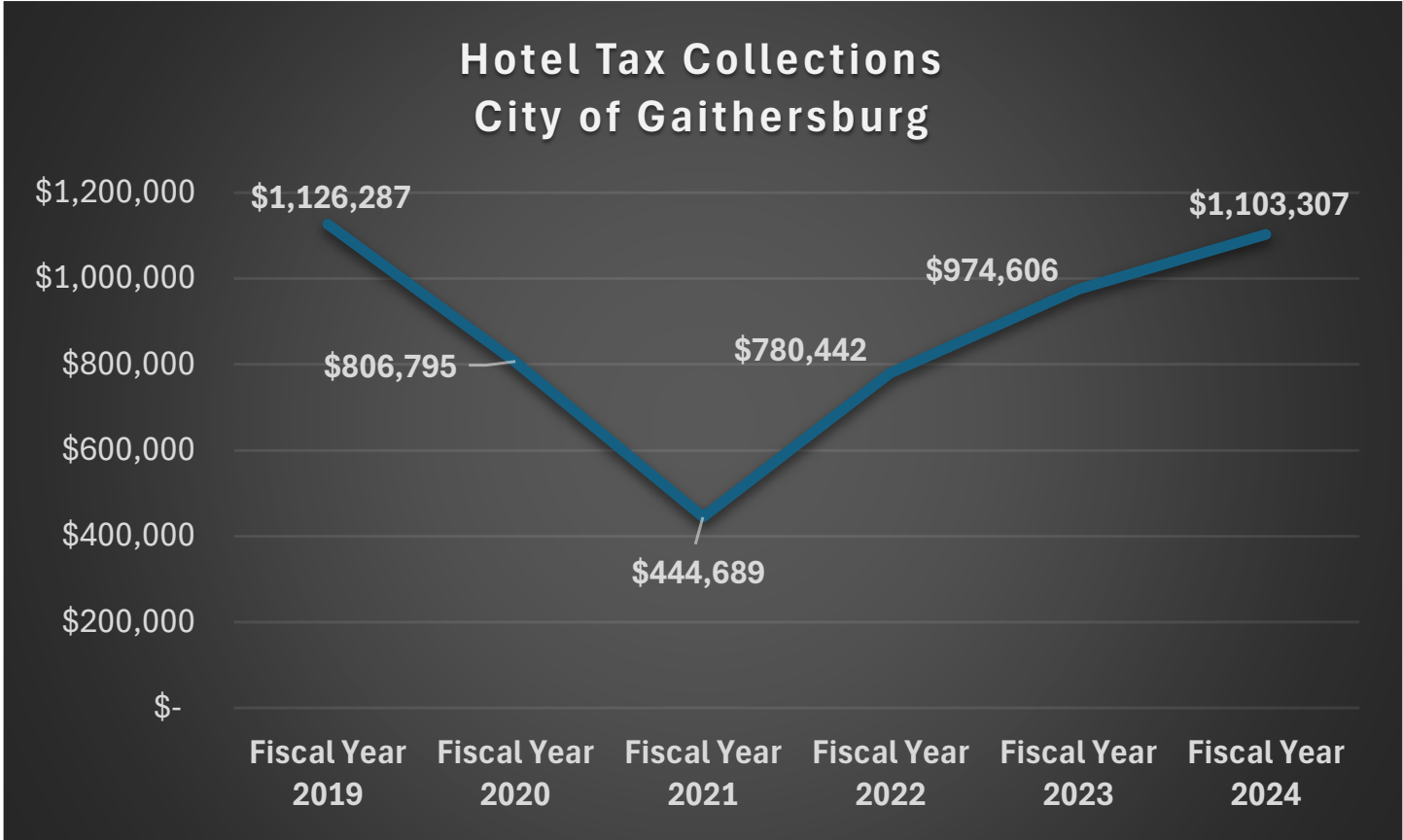




# City of Gaithersburg

## Hotel Tax Collection FY24

**\$1,103,307**  
*FY24 Hotel Tax Collections*



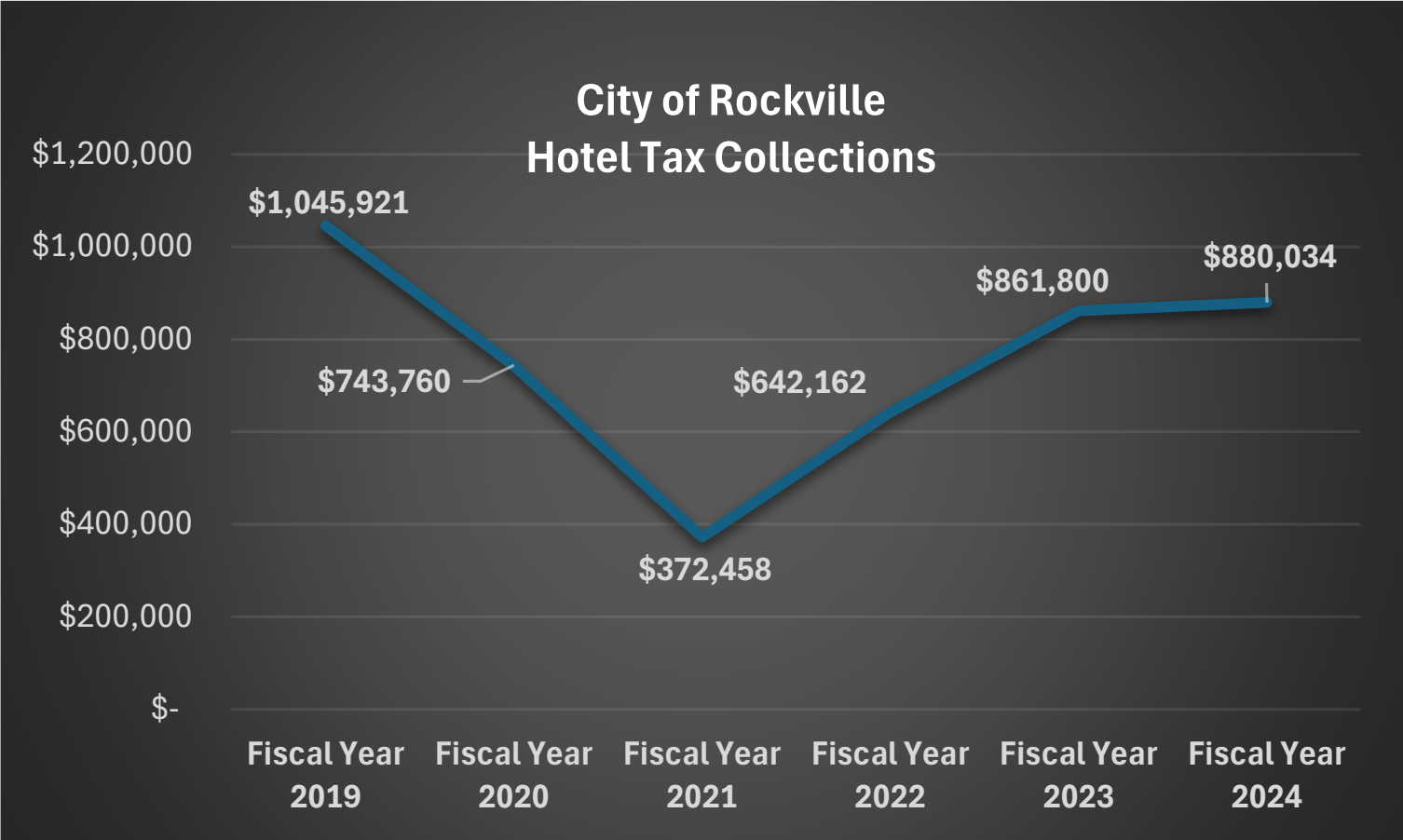


# City of Rockville

## Hotel Tax Collection FY24

**\$880,034**

*FY24 Hotel Tax Collections*



# Hotel Occupancy



**Revenue**  
**\$320.8M**  
+10.7%

**Occupancy**  
**56.7%**  
+4.9%

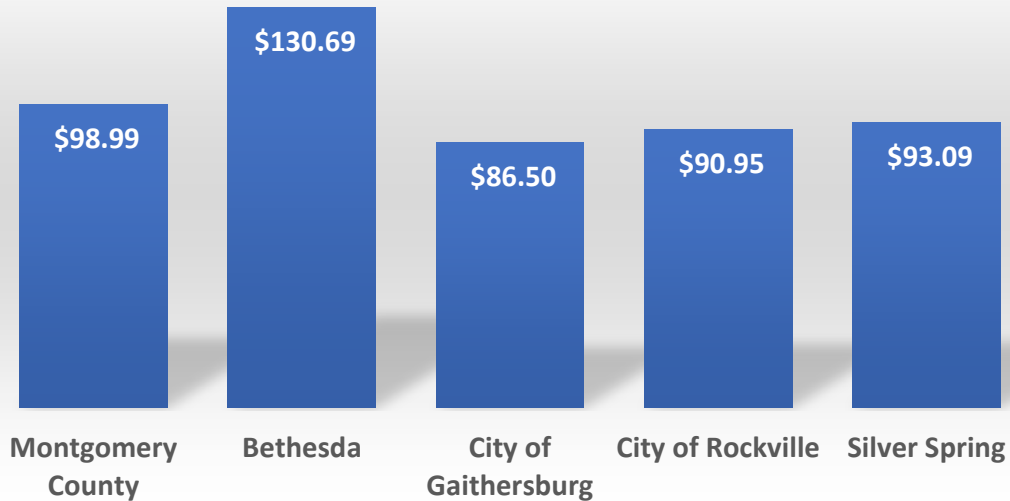
**ADR**  
**\$148**  
+3.7%

**RevPAR**  
**\$97**  
+8.8%

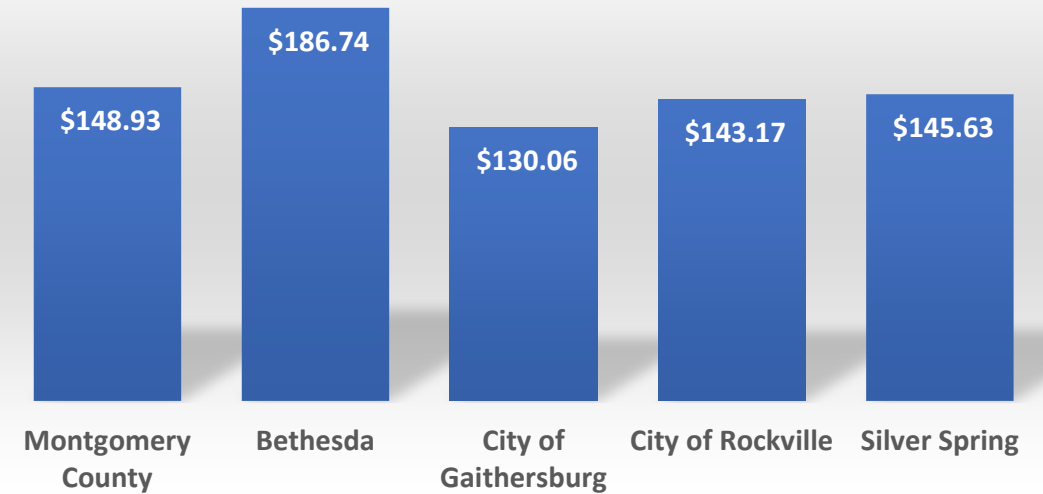
**Supply**  
**3.3M**  
+1.7%

**Demand**  
**2.2M**  
+6.7%

Revenue Per Available (RevPAR) Room



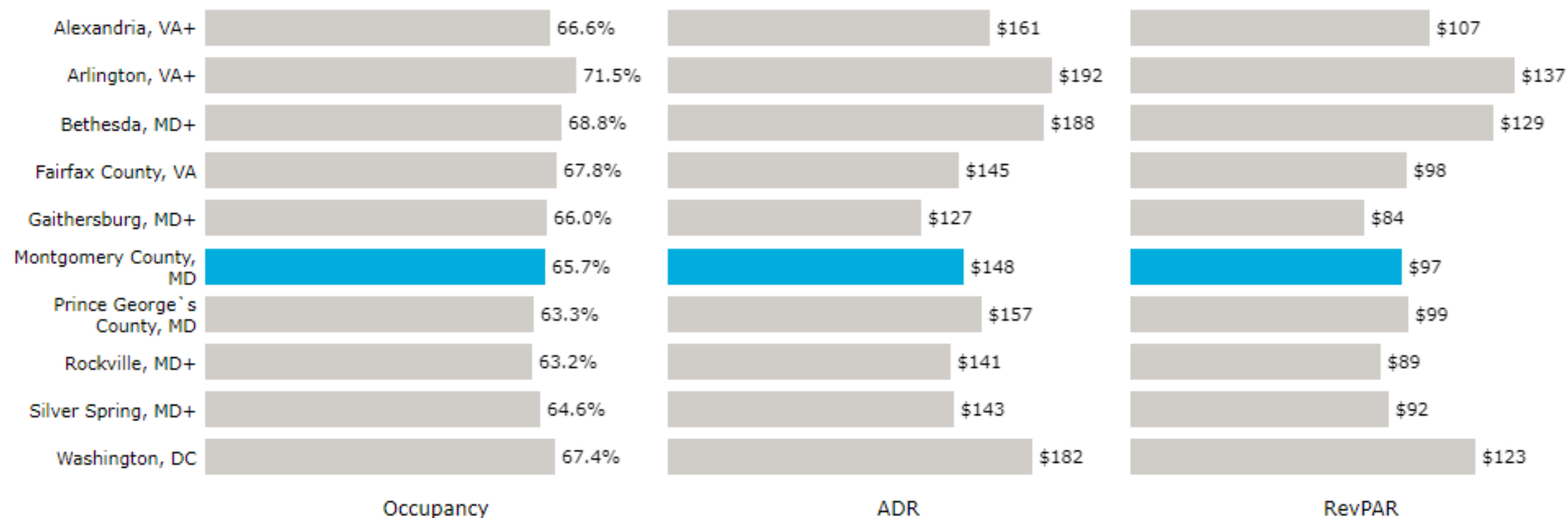
Hotel Average Daily Rate





# Competitive Markets Performance

Jul 2023 - Jun 2024, Comp. Markets Hotel KPIs





# **Lodging Update**

## **Airbnb**



# Montgomery County

## Short Term Rental FY24

Occupancy

**55.8%**

+0.8%

ADR

**\$152.39**

+2.4%

RevPAR

**\$85.04**

+3.2%

Supply

**336.2K**

+9.7%

Demand

**187.6k**

+10.7%

Revenue

**\$28.6M**

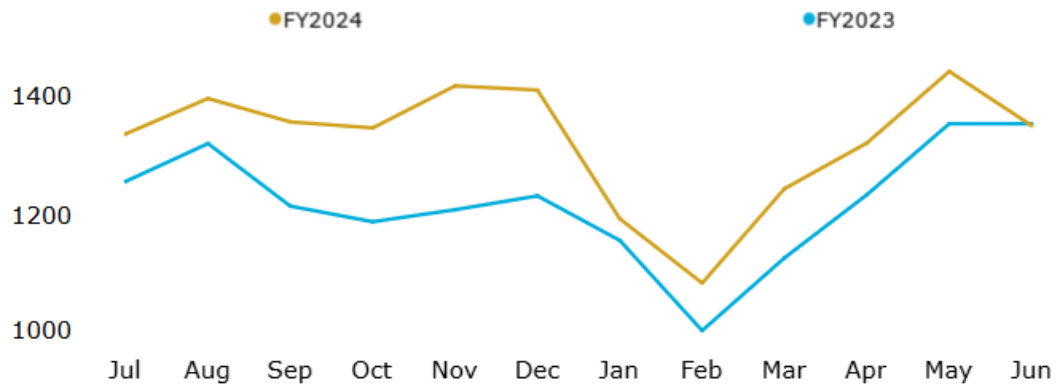
+13.3%



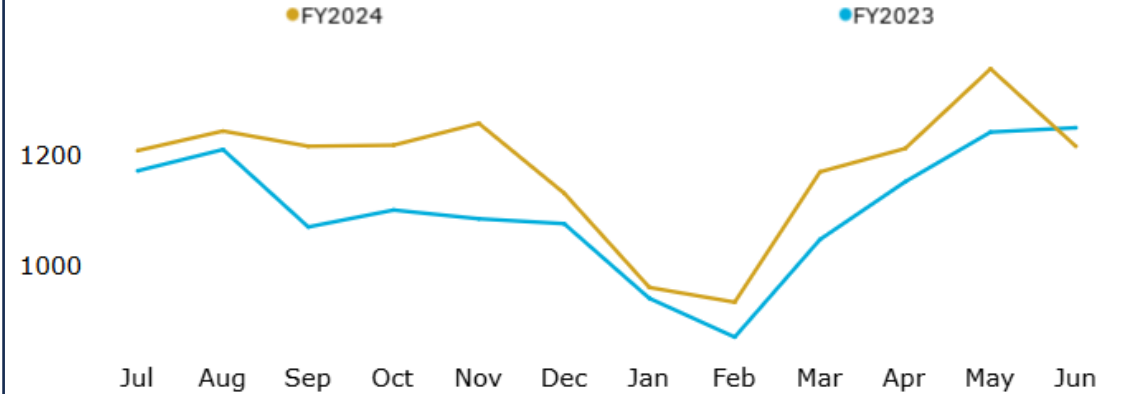


# Short Term Rentals in Montgomery County

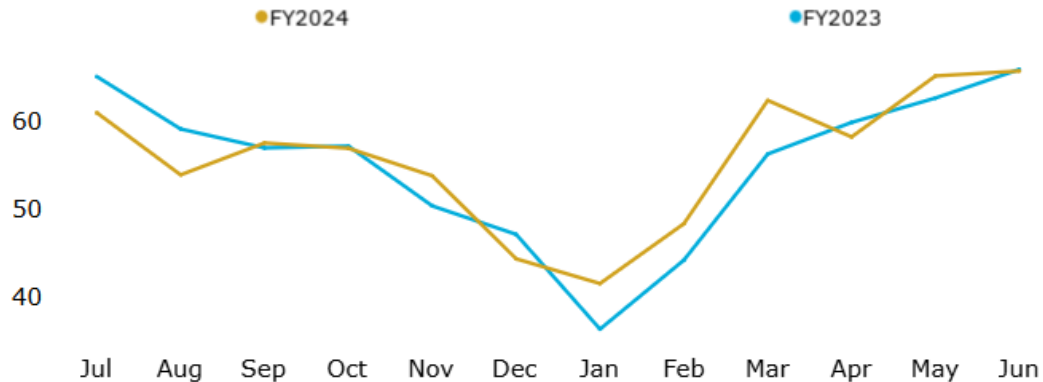
## Available Listings in Montgomery County FY24



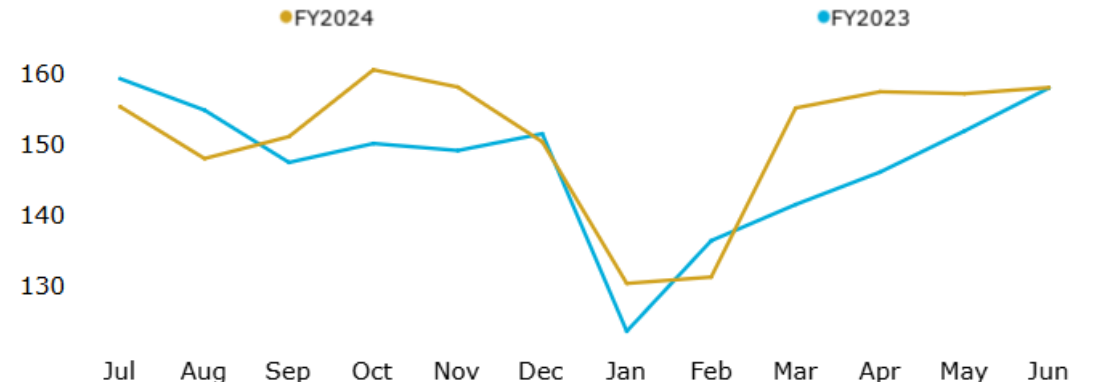
## Booked Listings in Montgomery County FY24



## Occupancy in Montgomery County FY24



## Average Daily Rate (ADR) in Montgomery County FY24



# City of Rockville

## Short Term Rental FY24

Occupancy

**51.9%**

-5.6%

ADR

**\$108.75**

+7.8%

RevPAR

**\$56.39**

-13.0%

Supply

**45.9K**

+16.1%

Demand

**23.8k**

+9.6%

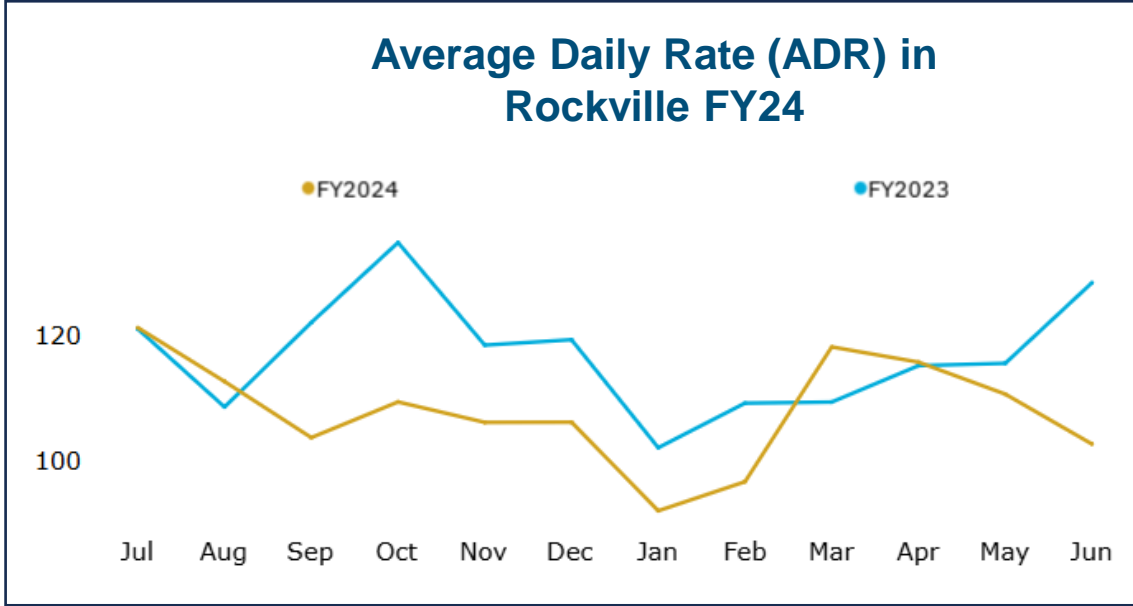
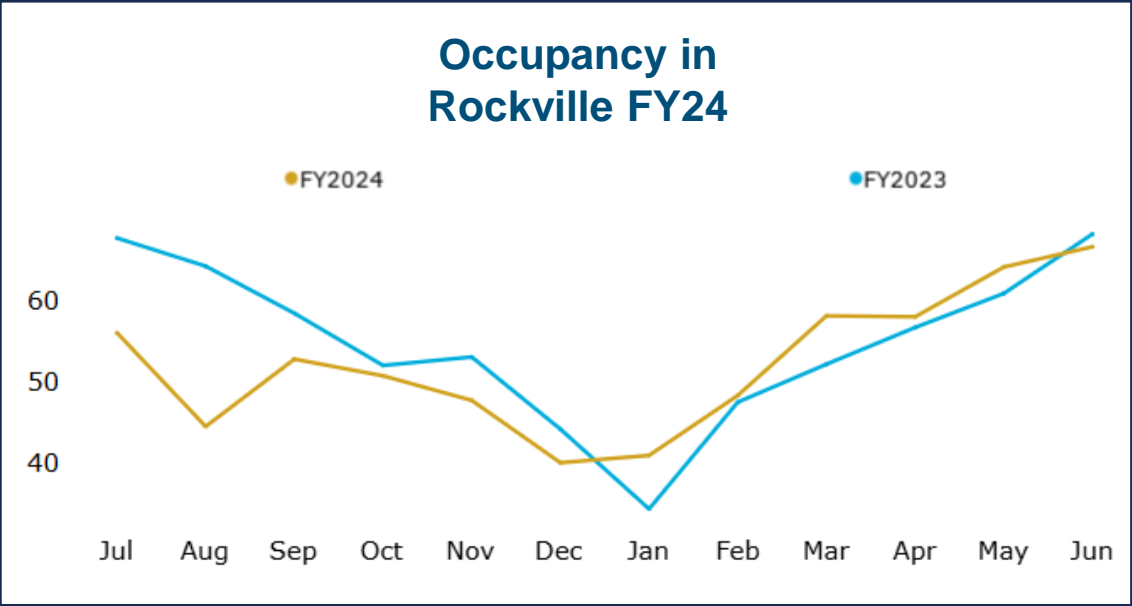
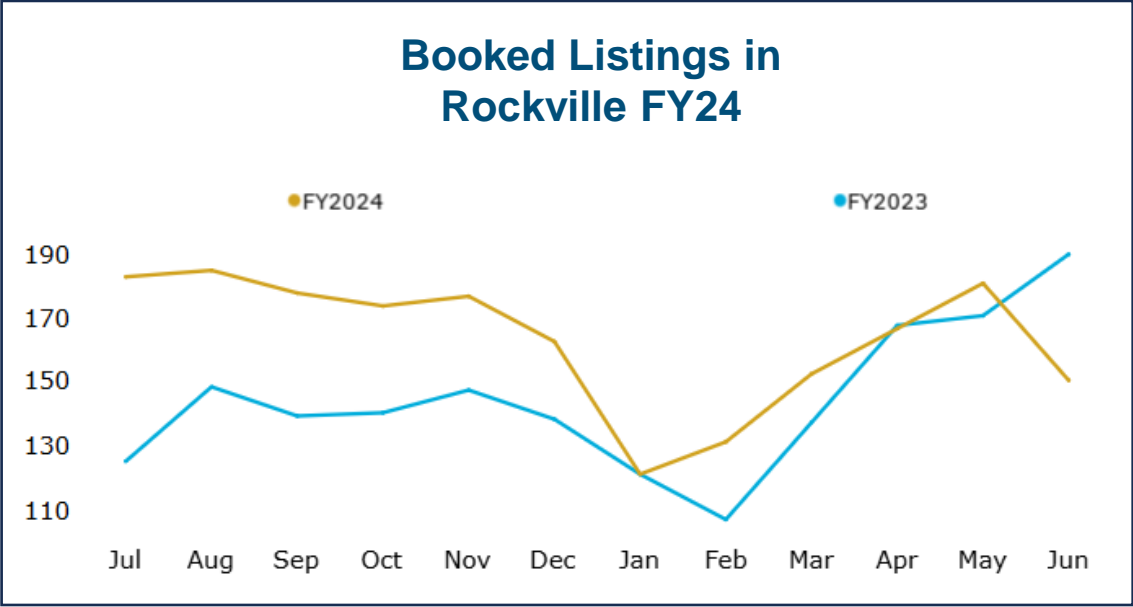
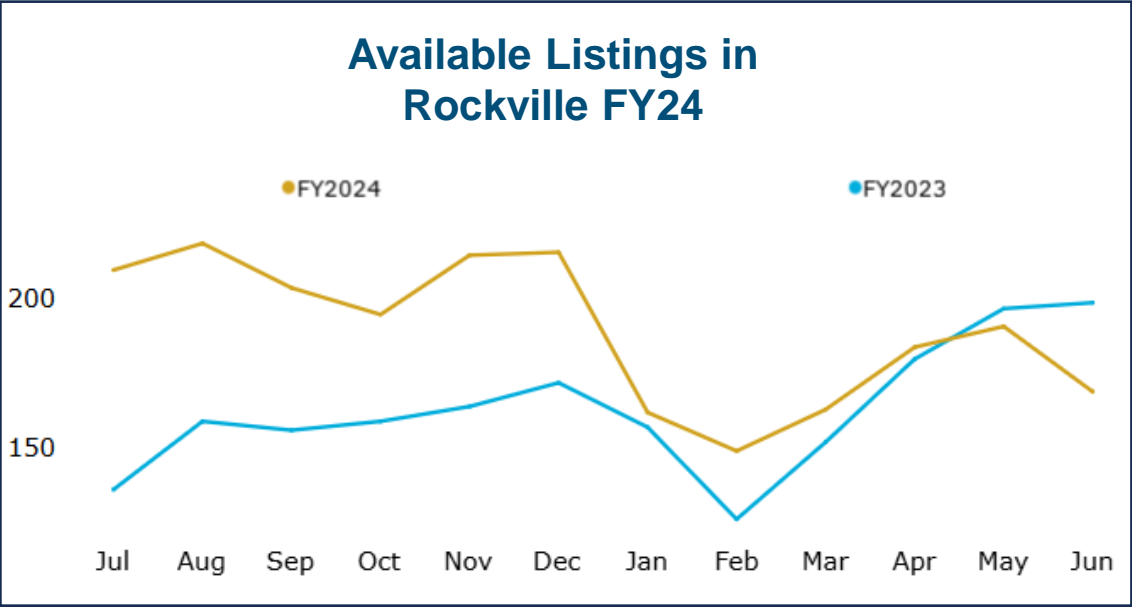
Revenue

**\$2.6M**

+1.0%



# Short Term Rentals in Rockville



# City of Gaithersburg

## Short Term Rental FY24

Occupancy

**54.2%**

-3.2%

ADR

**\$114.55**

+5.0%

RevPAR

**\$62.07**

-8.1%

Supply

**42.1K**

+0.9%

Demand

**13.0k**

-2.4%

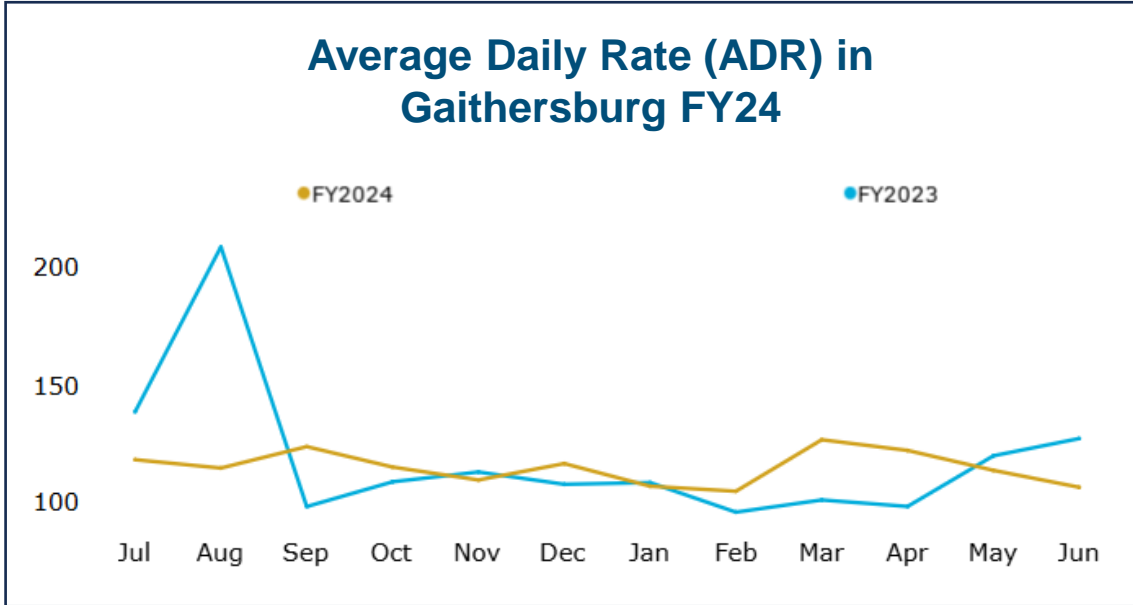
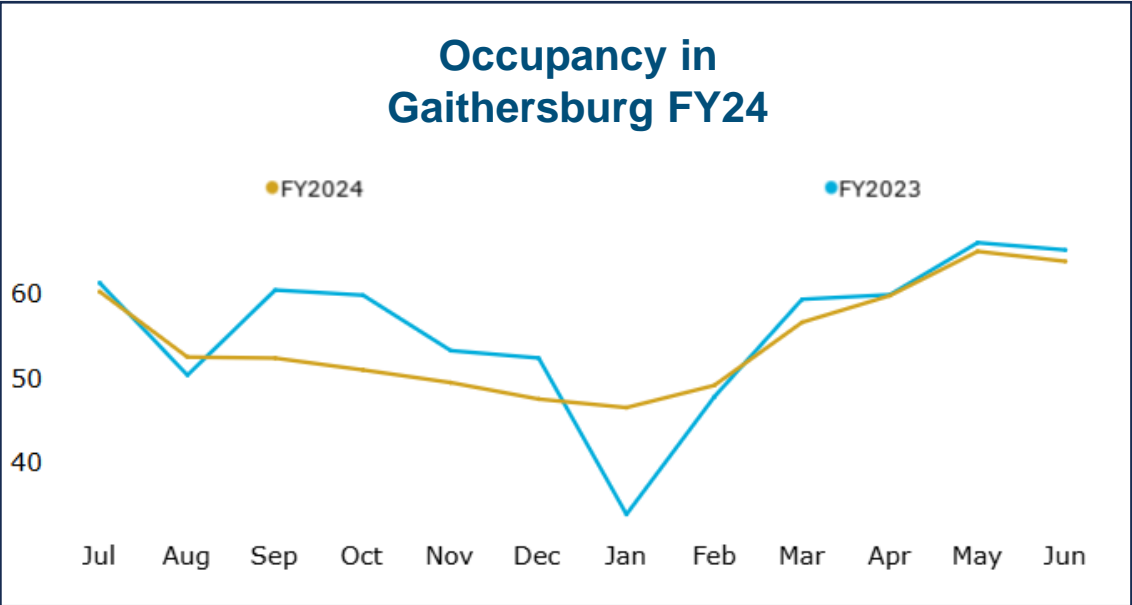
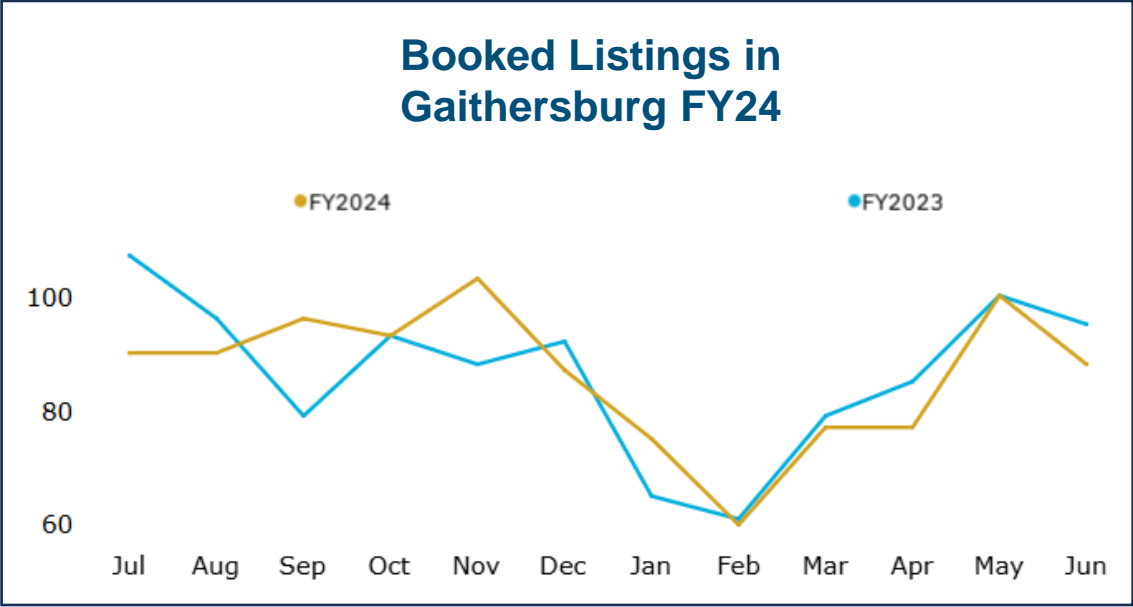
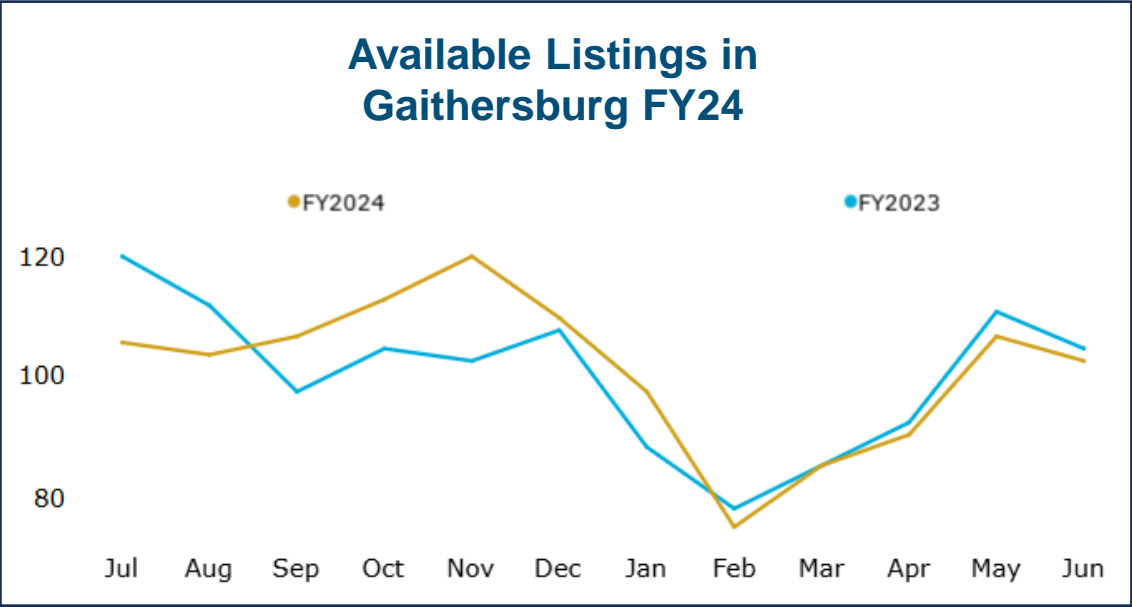
Revenue

**\$1.5M**

-7.3%



# Short Term Rentals in Gaithersburg





# **Sales Division**



# Sales Focus



## Destination Sales Manager 1

### Primary Markets

Corporate

BIO/Pharmaceutical

Government

Association

*(Representing markets of corporate,  
PHARMA, and Government)*

## Destination Sales Manager 2

### Primary Markets

Tour and Travel

Social/Military/Educational/Religious/Fraternal  
(SMERF)

Association

*(Representing markets of tour  
and travel and SMERF)*

Sports Development + Retention



# Lead Production

Fiscal Year 2024



The Destination Sales Division sourced 547 leads in Fiscal Year 2023.

Lead Production	Room Nights	Economic Impact
461	198,201	\$ 44,580,072

Market Segment	# of Leads
Agricultural	0
All	4
Association	60
Bio-Tech	7
Corporate	37
Educational	41
Entertainment	0
Fraternal	4
Government	35
Health	9
Incentive Travel	0
Medical	2
Military	7
Multi-Cultural	1
Religious	15
Reunion	0
Scientific	3
Social	13
Sports/Competition	29
Technology	1
Tour & Travel	193
<b>TOTAL</b>	<b>461</b>

# Hotel Bookings

Fiscal Year 2024

Total Bookings	Room Nights Generated	Economic Impact
190	28,183	\$ 7,089,582

Market Segment	# of Bookings
Association	22
Bio Tech	2
Corporate	2
Educational	16
Government	9
Health	8
Military	1
Religious	2
Scientific	1
Social	3
Sports/Competition	23
Technology	1
Tour & Travel	100
<b>TOTAL</b>	<b>190</b>



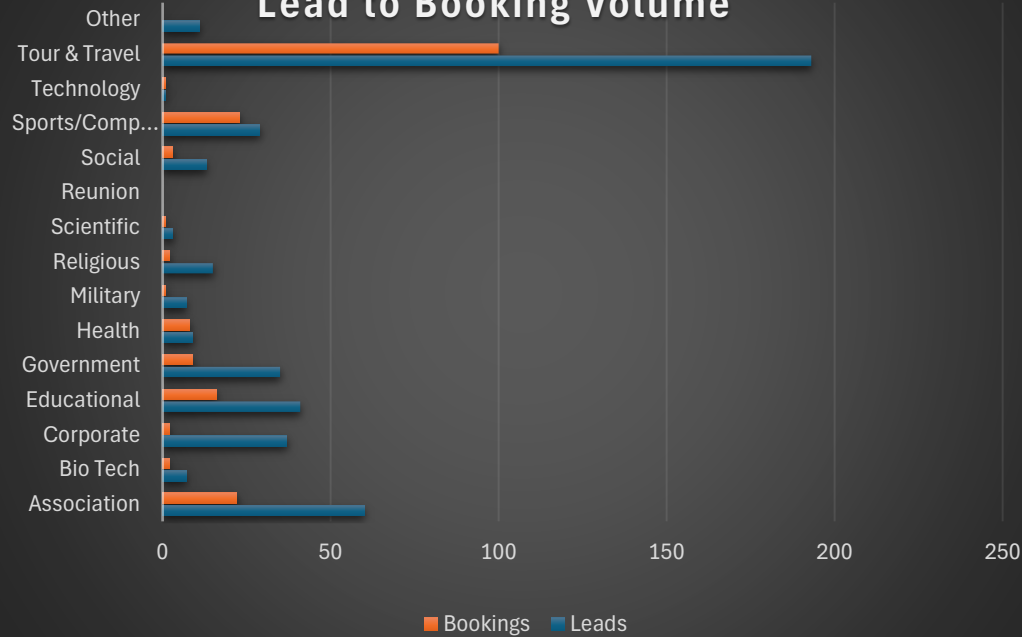
The Destination Sales Division closed 168 bookings and 26,029 room nights in Fiscal Year 2023.



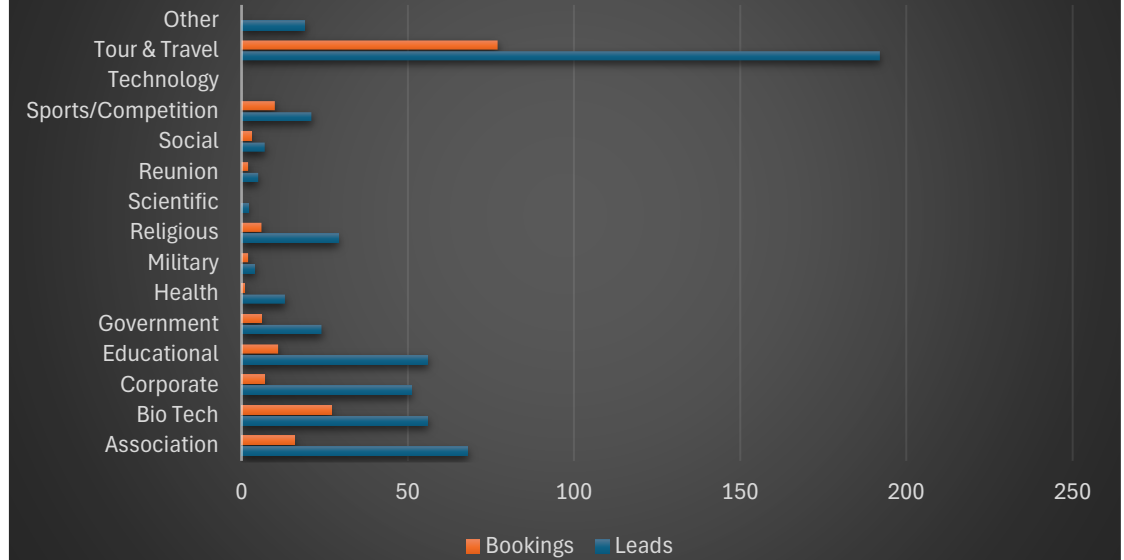
# Lead to Booking Volume

41% lead to booking ratio – Fiscal Year 2024  
31% lead to booking ratio – Fiscal Year 2023

Sales Division - Fiscal Year 2024  
Lead to Booking Volume



Sales Division - Fiscal Year 2023  
Lead to Booking Volume



# Trade Show Schedule - Meetings & Conventions

Fiscal Year 2024

\$48,000 Investment

Event Name	Estimated Attendance	#Years Attending	Market Segment	Date	Location	Staff Attending
Small & Boutique Meetings - Northstar Meetings Group	400	<b>NEW</b>	Corporate & Association	July 9-11, 2023	Franklin, TN	Trek
SMART Meetings	120	2	Corporate & Association	August 2, 2023	New York, NY	Trek
Connect MarketPlace	1500	6	Corporate and Speciality	Aug 22-24, 2023	Minneapolis, MN	Lee and Trek
Small Market Meetings	200	<b>NEW</b>	Corporate and Association	Sep 27-29, 2023	Cedar Rapids, IA	Trek
Destinations East - Northstar	500	<b>NEW</b>	Corporate and Association	Oct 10-12, 2023	Mohegan Sun, Uncasville, CT	Trek
Connect DC	200	3	Faith and Association	Nov 27-29, 2023	Washington DC	Lee
Professional Convention Management Association	3000	4	Corporate & Association	Jan 7-10, 2024	San Diego, CA	Lee
Religious Conference Management Association	1000	4	Association	Jan 9-11, 2024	San Antonio, TX	Lee
Express Conferences	150	<b>NEW</b>	Corporate	Feb 5-9, 2024	El Paso, TX	Trek
Rendezvous South	300	2	Corporate & Association	Feb 26-28, 2024	Spartanburg, SC	Trek
Christian Meetings and Conventions Association	500	2	Faith	March 19-21, 2024	Asheville, NC	Lee
Destination Showcase		2	All	April 10, 2024	Washington DC	Lee
HelmsBriscoe Annual Business Conference (ABC)	1500	2	Corporate & Association	May 15-17, 2024	Las Vegas, NV	Lee/Trek
Society of Government Meeting Professionals (SGMP)	1100	3	Government	May 7-9, 2024	Omaha, NE	Trek

# Trade Show Schedule – Group Tour & International

## Fiscal Year 2024

### \$16,500 Investment

Event Name	Estimated Attendance	# Years Attended	Market Segment	Date	Location	Staff Attending
Student Youth Travel Association (SYTA) Annual Conference	1100	6	Tour	Aug 18-22, 2023	Manitoba, Canada	Lee
Capital Region USA (CRUSA) Global Travel Exchange	200	2	Intl Tour	Sept 18-20, 2023	Annapolis, MD	Lee
Maryland Motorcoach Group Leader Showcase	600	2	Tour	Sept 25-26, 2023	Lancaster, PA	Joe/Aynae
National Tour Association (NTA) Travel Exchange	1200	6	Tour	Nov 12-15, 2023	Shreveport, LA	Lee
American Bus Association (ABA) Marketplace	1500	5	Tour	Jan 13-16, 2024	Nashville, TN	Lee
Pennsylvania Bus Association (PBA) MarketPlace	600	3	Tour	March 25-26, 2024	State College, PA	Lee
US Travel Association - IPW	5000	4	Intl Tour	May 3-7, 2024	Los Angeles, CA	Lee
Pennsylvania Bus Association (PBA) Annual Meeting and Sales Retreat	500	3	Group Tour	June 17-20, 2024	Ithaca, NY	Lee and Kelly

# | Sports Tourism



# Youth Sports Tournaments

## Fiscal Year 2024

Event Name	Dates	2024 Actual/Expected Room nights	2023 Actual Room Nights	Housing Agency
Potomac Presidents Day Cup	Feb 17-19, 2024	Less than 50	less than 50	N/A
National Collegiate Rugby	April 26-28, 2024	2,800 Actual	2,225	Wise Traveler
MLS (Major League Soccer) Next Qualifiers	May 9-12, 2024	4853 (all) - 3319 (MoCo) - Actual	3,685	Anthony Travel
Potomac Memorial Soccer Tournament	May 24-27, 2024	4167 (all)/3294 (MoCo) Actual	4,302	HBC Event Services
Mid-Atlantic Cup	June 8-9, 2024	306 - Actual	219	Visit Montgomery/Lee Callicutt
IWLCA (Intercollegiate Women's Lacrosse)	June 14-16, 2024	3162 - Actual	3,110	Halpern Travel
Laxin Out Loud Lacrosse Tournament	June 22-23, 2024	210 - Actual	393	Halpern Travel
Naptown Challenge	June 24-25, 2024	1,069 Actual	1,327	Athletes Hospitality/Alliance Reservation Network
Crossover Hoops (Basketball)	July 5-7, 2024	110 Actual	N/A	Visit Montgomery/Lee Callicutt
Alliance LAX League Summer Championships	July 12-14, 2024	1,378 - Actual	N/A	Travel First
Pinnacle Lacrosse	July 20-21, 2024	1,020 - Actual	1,081	Premier Hospitality Housing
Costal Womens Flag Football (new Event)	July 27-28, 2024	TBD	N/A	TBD if needed
Discovery Cup Soccer Tournament	October 11-13, 2024	739 - Actual	813	HBC Event Services
Big East Womens Championship	November 5-10, 2024	300	323	N/A
Big East Mens Championshp	November 12-17, 2024	300	301	N/A
Bethesda U9-12 Soccer Tournament	November 8-10, 2024	500	N/A	HBC Event Services
Bethesda Girls Soccer Tournament	November 15-17, 2024	3,500	3,273	HBC Event Services
Bethesda Boys Soccer Tournament	November 22-24, 2024	5,000	4,629	HBC Event Services





# **Marketing & Communications Division**



# Visit Montgomery Marketing Strategy



# Visit Montgomery Research Tools

AIRDNA

critical  
mention

Hootsuite®

Google  
Analytics

TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

Epsilon®

VisitWidget

str

# Visitor Profile

Fiscal Year 2024



**1.5 days**  
Avg Length of Stay



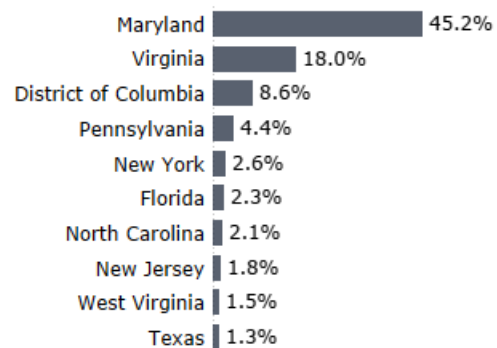
**70.8%**  
Overnight



**66.6%**  
Repeat

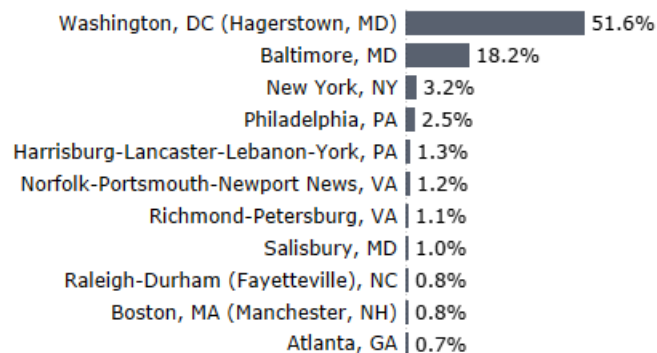
## Top Visitor Origin States

% share of total



## Top Visitor Origin DMAs

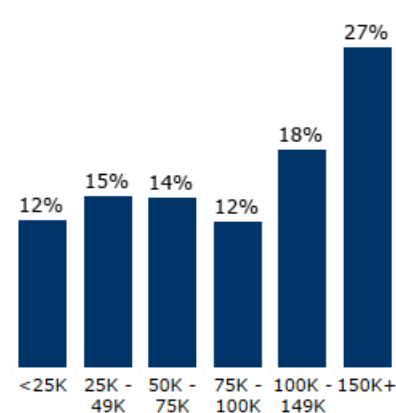
% share of total



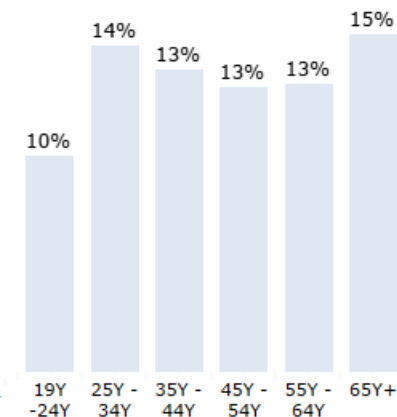
## Demographic Estimates

### Household Income

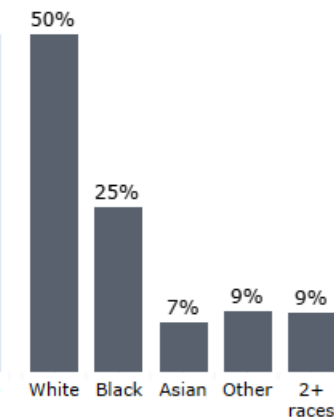
Median: \$103.1K



### Age Groups



### Race



# Visit Montgomery Website Metrics

Fiscal Year 2024

## Engagement: Users, Sessions & Page Views

Sessions

**1.2 M**

Users

**1.1 M**

Views

**2.3 M**

Views Per  
Session

**1.45**

Views Per  
User

**1.9**

Avg Session  
Duration

**1:33**

## Top Content

### Events

530,665 Views

197,913 Users

### Tastemakers Trail

333,440 Views

166,581 Users

### Weekend Getaways

237,595 Views

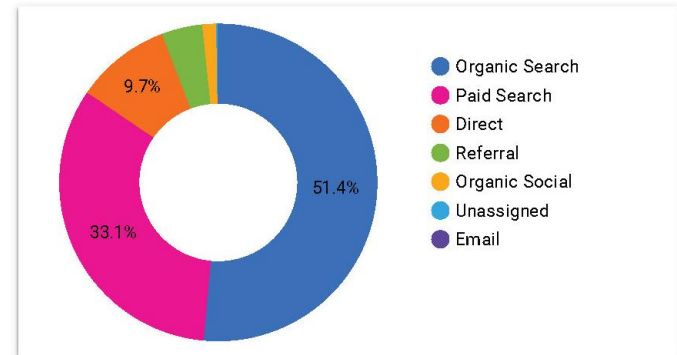
143,926 Users

### Blog Articles

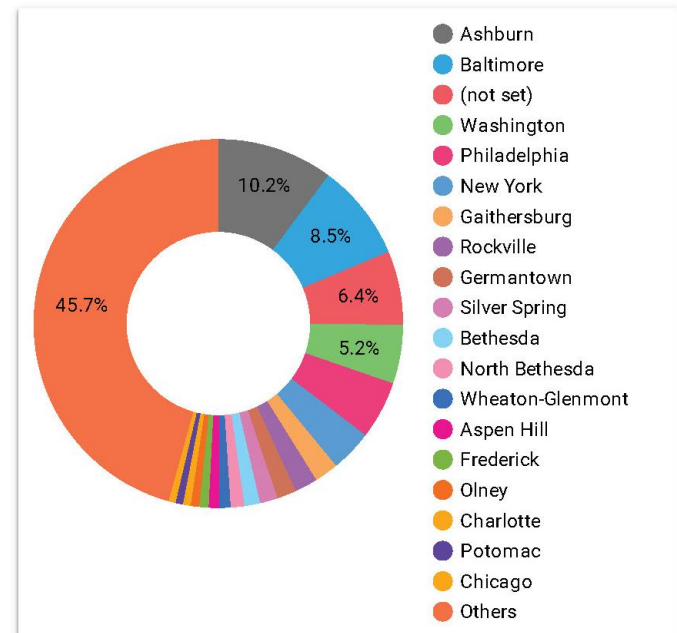
242,758 Views

148,714 Users

## Acquisition by Channel



## Top Origin Cities



# Visit Montgomery Social Media

Fiscal Year 2024



Fans & Followers

75,219  
followers

↗ 5.5% from 71,280

New followers

4,862  
new followers

↗ 29.4% from 3,758

Page & profile reach

3,286,447  
users

↗ 9.3% from 3,007,879

Page & profile impressions

4,026,336  
impressions

↗ 8% from 3,728,096

# Visit Montgomery Public Relations Fiscal Year 2024

Mentions by Media Type



Audience by Media Type



Publicity by Media Type



Total National TV Audience

179,991

Total National TV Publicity

USD \$39,262

Total Local TV Audience

179,991

Total Local TV Publicity

USD \$39,262



Total Radio Audience

864,686

Total Publicity Value

USD \$1,821



Total Online + Print Audience

56,882,337

Total Online + Print Publicity

USD \$667,038



Total Social Followers

1,838,967

Total Social Publicity

USD \$11,522



# Weekend Getaway & Holiday Ad Creative



## EXPLORE LIKE NEVER BEFORE

IN MONTGOMERY COUNTY, MARYLAND

With an array of festive events and unique attractions, Montgomery County is a truly diverse destination where all visitors are welcomed with open arms. From wineries & breweries and outdoor adventures to upscale boutiques and culinary delights, plan your next trip to **Maryland's Cultural Capital**, next door to Washington, DC.

LEARN MORE AT  
[VisitMontgomery.com/weekend](https://VisitMontgomery.com/weekend)

VISIT MONTGOMERY MARYLAND'S CULTURAL CAPITAL

Maryland MONTGOMERY COUNTY



## EXPLORE LIKE NEVER BEFORE

NEXT DOOR TO DC

VISIT MONTGOMERY MARYLAND'S CULTURAL CAPITAL

START PLANNING >

Maryland MONTGOMERY COUNTY

## TASTEMAKERS Trail

## GOOD TIMES GREAT DRINKS

IN MONTGOMERY COUNTY MARYLAND

VISIT MONTGOMERY MARYLAND'S CULTURAL CAPITAL

Maryland MONTGOMERY COUNTY

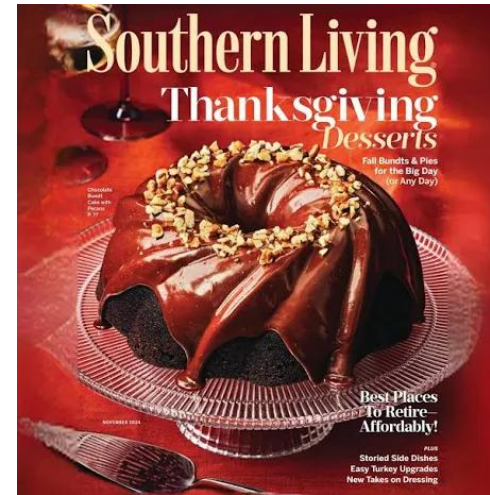
START PLANNING >

# Advertising Inquiries

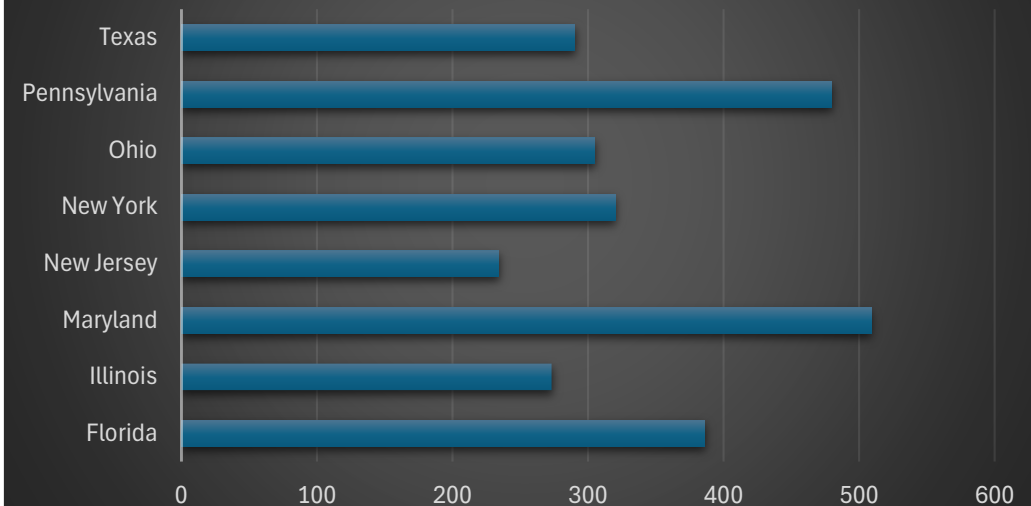
## Top States Requesting Information about Montgomery County

These eight states represent **35%** of  
total advertising inquiries for Fiscal  
Year 2024

**46%** of advertising inquiries were  
generated from two publications  
Better Homes and Gardens  
Southern Living



## Top State Origin of Advertising Inquiries





# 2023 MATPRA MEDIA MARKETPLACE

JULY 31 – AUGUST 2

Media Marketplace is Mid-Atlantic Tourism Public Relations Alliance (MATPRA)'s official annual conference. It blends the best of tradeshow, professional development, networking and familiarization (FAM) experiences into three days of work and play.

## Top Goals for Hosting:

- Elevate Montgomery County as a travel destination with unexpected, must-see experiences.
- Showcase diversity, exceptional hospitality, cultural attractions, cuisine, local craft beverage, and outdoor/rural.
- Use as a real-world test for future "open air conference center" idea.
- Hosted in Montgomery County for the first time.
- Returned to Maryland for the first time since 2016.
- Glenstone Museum provided a Pre-FAM experience.

## Quick Stats:

- 43 journalists and 60 tourism representatives
- 49 Mid-Atlantic destinations represented
- 5 familiarization tours
- 25+ attractions and experiences showcased
- 12 local makers celebrated
- 2 welcome dining events
- 2 hotel dine arounds, featuring 6 hotels
- 2 professional development sessions
- 1 epic sunset

Publications Represented by Journalists



NATIONAL  
GEOGRAPHIC

Southern Living

lonely planet

AFAR

The Washington Post

10 USA TODAY  
10Best

WASHINGTONIAN

USA TODAY

Miami Herald

Bethesda  
MAGAZINE

Arlington  
MAGAZINE

VIRGINIA  
LIVING

Northern Virginia  
MAGAZINE

Philadelphia  
MAGAZINE



THE  
POINTS  
GUY

thrillist

TRAVEL



msn

AAA WORLD

GARDEN & GUN



**Visit Montgomery  
Secured Four (4)  
Economic Development Administration Grants**

**\$782,000**



## Maryland Meetings Market Initiative

### \$250,000

#### Collaboration Partners

Visit Annapolis & Anne Arundel County, Visit Baltimore, Visit Howard County, Visit Montgomery and Experience Prince George's County.

#### Project Narrative

Business events, conferences, conventions, and meetings of all sizes bring a significant economic impact to Maryland. The collaboration of these 5 destination marketing organizations (DMOs) will help in jointly marketing the Baltimore and Capital Region areas of Maryland as a meetings destination. This collaborative approach will help bring attention to Maryland as a meetings destination.

This DMO cluster is strategically located in the Mid-Atlantic to serve as an attractive location for small to mid-sized meetings.



# Chesapeake & Ohio Canal Experience

## \$250,000

### Collaboration Partners

Visit Allegany County • Visit Frederick • Visit Montgomery • Visit Hagerstown/Washington County



### Project Narrative

The C&O Canal Experience Marketing Alliance goal is to continue the momentum and expand its scope with the goal of driving additional tourism dollars to the communities surrounding the park. The collaboration plans to capitalize on the data collected from a Rockport Analytics study to align messaging with the interests of the core markets and audiences. Marketing strategies will be focused on attracting travelers with interests in cycling, hiking/walking, museums, sightseeing, shopping and pleasure driving.

This initiative aligns with the Maryland Office of Tourism's Trails Second-to-None Program, Civil War Trails, and Maryland's Scenic Byways.

*Note: The collaboration was awarded an additional \$50,000 for the initiative above the requested grant application which will be allocated to advertising.*



# Rural Branding Project

## \$170,000

### Creating Visitor Experiences

#### Project Narrative

The MD Tourism EDA Grant request will support three components of a “Rural Montgomery” project:

- Focus Groups with the agricultural community
- Research – current visitor volume, visitor origin, visitor demographics and visitor activities of visitors to the “Rural Montgomery” area.
- Product and Brand Development

The “Rural Montgomery” area is located to the west of the urban centers (Bethesda, Silver Spring, Rockville) of Montgomery County, Maryland, to the borders of eastern Frederick County, MD, and north of the Maryland side of the Chesapeake & Ohio Canal. Montgomery County also has 269.6 miles of paved and nature surface trails within 33 trail systems many of which weave through the rural area of the County. The C&O Canal and shoreline of the Potomac River spans approximately 40.25 miles along Montgomery County.



## MoCo Eats Food & Beverage Showcase Grant

### \$112,320

#### Project Narrative

Visit Montgomery through this new initiative, MoCo Eats Showcase and Expo, provides opportunities for business and consumer connections, triggers innovation and educates the future work force on career paths in tourism and hospitality.

Engage the hospitality industry suppliers in a business expo format with the local businesses within the hospitality sector, retailers, breweries and wineries, and restaurant operators/owners to connect their business and workforce needs with solutions in a trade show and educational format.

Promote the county's social economy by introducing and showcasing local flavor and entrepreneurial spirit in a consumer attended expo that celebrates Montgomery County's diversity through cuisine and alcoholic and non-alcoholic tastings (food trucks, restaurants, wineries, and breweries).



# Upcoming Montgomery County, MD Hosted Amateur Professional Golf Events

Event Name	Location	Date
Junior PGA Championship Boys/Girls	Congressional Country Club	July 30-August 2, 2024
Adaptive Open USGA	Woodmont Country Club	July, 2025
Senior PGA Championship	Congressional Country Club	May, 2025 (Memorial Day Weekend)
Adaptive Open USGA	Woodmont Country Club	July, 2026
KPMG Women's PGA Championship	Congressional Country Club	June, 2027
USGA US Senior Women's Amateur	Chevy Chase Country Club	August, 2027
USGA US Junior Amateur	Woodmont Country Club	July, 2028
PGA Professional Championship	Congressional Country Club	June, 2029
PGA Professional Championship	Congressional Country Club	June, 2031
Senior PGA Championship	Congressional Country Club	May, 2033 (Memorial Day Weekend)
Ryder Cup	Congressional Country Club	September, 2036



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