VISIT MONTGOMERY

MARYLAND'S CULTURAL CAPITAL™

Partnership Guide

About Us

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.

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visitmontgomery.com @visitmoco

Meet The Team

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Influencing Tourism in MoCo

The mission of **Visit Montgomery** is to give our visitors useful information and resources to help them prepare their visit to Montgomery County. We enthusiastically **promote, market, and sell** our county's businesses, such as restaurants, attractions, hotels, historical sites, outdoor experiences, craft beverage producers.

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.

$2 Billion
Visitor Spend in 2023

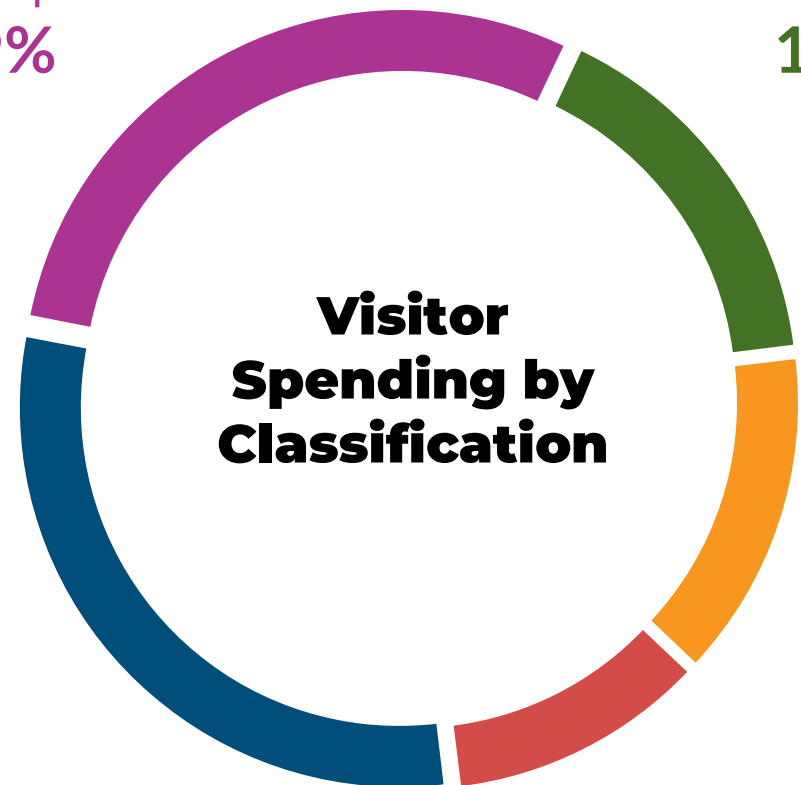## 8.2 Million
Day & Overnight Visitors

1.8 Million
Hotel Rooms Booked

Visitor Spending by Classification

Transportation
29%

Lodging
16%

Retail
14%

Recreation
11%

Food and Bev
30%

Our Brands

VISIT MONTGOMERY

MOCo eats™

TASTEMAKERS Trail™

Collaborative Brands and Campaigns

LET'S GO! C&O Beyond the Canal

Meet in Maryland™
The Heart of the Mid-Atlantic™

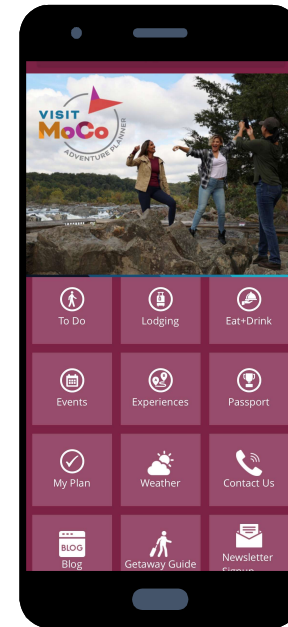# Website and Mobile App Metrics

Engagement

Sessions	Users	Views
1.2 M	**1.1 M**	**2.3 M**

Views Per Session	Views Per User	Avg Session Duration
1.45	**1.9**	**1:33**

Adventure Planner App

10k+
Total Downloads

4k+
Weekly Pageviews

2+ minute
Session Duration

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

Social Media Impact

77.8k+ followers
Across Instagram, Facebook, and Twitter

Over 1.1 million
Social Media Impressions

896k
User Reach

Tag us on **@Visitmoco**
@Visitmocoeats

Other Media Footprint

CONSUMER NEWSLETTER

44k+
Email Addresses

GETAWAY GUIDE

20,000
Annual Print Circulation

1,400+
Digital Downloads

Total National TV Audience
179,991

Total Radio Audience
864,686

Total Online + Print Audience
56,882,337

Total Social Followers
1,838,967

Our Campaigns

Our Advertising Channels

Expedia

Hotels.com™

facebook

cvent

Baltimore MAGAZINE

GOOD HOUSEKEEPING

iHeart RADIO

Google

travelspike

Philadelphia MAGAZINE

The Washington Post

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

EPSILON

Instagram

Better Homes & Gardens

Southern Living

ConventionSouth

Smartmeetings

Woman's Day
LIVE WELL EVERY DAY

TP TRANSPROMOTION

YouTube

pcma

Country Living

AAA

GROUP TOUR MAGAZINE

Recreation NEWS

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

461 Received Leads
Last Fiscal Year

20 Trade Shows
Attended Annually

Professional Memberships

ABA	PCMA
AMPS	PBA
CMCA	RCMA
MPI	SGMP
NCBMP	SYTA
NTA	

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

VISIT MONTGOMERY
MARYLAND'S CULTURAL CAPITAL

VisitMontgomery.com

Maryland
MONTGOMERY COUNTY

Industry Events

- **Educational Workshops**

- **Quarterly Partner Networking Events**

- **Annual Partnership Meeting and State of the Industry**

What Our Partners Say

Partnering with Visit Montgomery is a great experience. We are proud to be a part of Montgomery County, a rich cultural destination, and their team shares our enthusiasm for this community. They are proactive and creative in their approach and have helped us increase our visibility among out of town and local visitors.
- *Glenstone Museum*

We joined Visit Montgomery a few years ago after seeing the organization's wonderful work, highlighting the best of Montgomery County. Visit Montgomery's promotions of our business and VM's website (which is fantastic) have surely helped in our success. Partnering with these folks is a sure-fire way to be in-the-know, promote the wonderful aspects of your business and meet a group of like-minded entrepreneurs who can also help further your success. The folks with VM are great and we love being part of - and hosting - their events at our brewery!
- *Lone Oak Farm Brewing*

Visit Montgomery provides tremendous value to the county by consistently supporting local businesses and enhancing the county's tourism appeal. I highly recommend a partnership with Visit Montgomery due to their unwavering support and the tangible results we have seen, such as increased foot traffic and business growth.
- *Montgomery County Revenue Authority & The Crossvines*

Why Be a Partner?

An extension of your marketing efforts

Your ambassador at industry and community events

Your business in front of our social media followers

Visitor, tourism, and event data at your fingertips

Opportunity to build connections

Expand your workforce network

Contact Us

AND WE HAVE A
REFERRAL PROGRAM!

Interested to learn more?
Let's chat!

**Community Engagement
and Partnership Manager**
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