



The Conference and Visitors Bureau of Montgomery County, MD, Inc.
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 www.VISITMONTGOMERY.com

Welcome!

CVB Event at
Go Ape! October 14



October
2,3,9,10,16,17,23,24,30,31
30th Annual Pumpkin Festival
at Butler's Orchard

Look Inside for
Upcoming Events like these!



MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

Welcome!

NOTE FROM THE BOARD PRESIDENT

Dear Hospitality Community,

Let me extend a special thank you to everyone who attended our membership networking event on September 22 at Timpanos Chophouse. Our presenter, Hank Thompson, Manager, 2011 U.S. Open Championship provided an informative presentation on the logistics and impact of the upcoming 2011 U.S. Open scheduled for June 13-19. We look forward to working with the local business community in providing great service and a warm welcome to all the players and their families, media, spectators, vendors and sponsors.

The CVB staff was busy this summer making personal site visits on our member businesses. Our sales efforts included attendance at the following trade shows: Meeting Professionals International (MPI) World Education Conference in Vancouver, Canada, July (partnering with Destination DC); Connect Marketplace, Louisville, KY, August; and, Affordable Meetings, D.C., September. We will continue our aggressive sales and marketing campaign by attending Rejuvenate, October 18-21, 2010 and Meetings Quest, November 23, 2010. If you are interested in becoming a cooperative booth partner with the CVB, please contact the CVB staff.



This October edition of the CVB Newsletter is filled with updates and informative industry data. Please take a moment to review and find out more about what is happening throughout the county.

Best Regards,

 Rick Southard
 CVB Board President

Upcoming Events

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CVB Updates

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Membership Announcements

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Sales

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Statistics

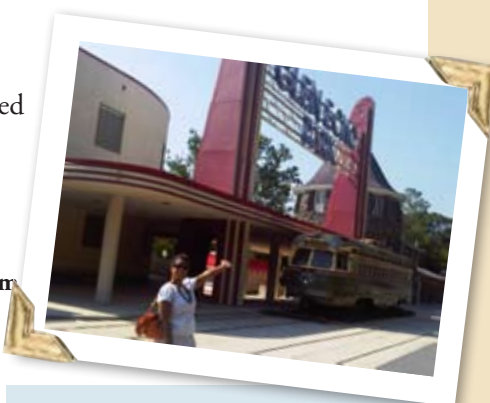
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FY11 Membership Dues

Each member should have received an email and a letter with the membership dues invoice. If you did not receive an email or letter, please contact Bethany Mattocks at bmattocks@visitmontgomery.com

Member Site Visits

CVB staff members Bethany Mattocks and Layma Askarzoi conducted member site visits in August. Many of the members were on vacation, so if we missed seeing you, please contact us if you'd like us to come back for a visit.



Bethany Mattocks at Glen Echo Park

Visitors Guide, Passport and FY11 Marketing Plan

Please visit www.visitmontgomery.com to download updated versions of these publications. If you would like to distribute Visitors Guides at your location, please contact Layma Askarzoi at laskarzoi@visitmontgomery.com.

Destination DC's Marketing Outlook Meeting

Bethany Mattocks attended the annual marketing outlook meeting on August 5, 2010. The meeting featured data forecasting the outlook for tourism in Fiscal Year 2011.

The D.C. visitation forecast is expected to gradually increase in 2011 and 2012, but still lags behind the all-time high from 2000. DC, Miami and Boston were the only destinations in the Top 10 Overseas Visitation to see positive growth in arrivals in 2009. In 2009, D.C. was the 9th most visited U.S. city among domestic travelers.

The keynote speaker was Stephen Joyce, president and CEO of Choice Hotels International and current chairman of the U.S. Travel Association. Joyce is optimistic on the outlook for 2011 and hopes for a solid but gradual recovery. Joyce is beginning to see meetings and group business increase. Joyce reminded the industry to become involved with the U.S. Travel Coalition and the Travel Promotion Act.



Bethany Mattocks and Nationals Mascot at Destination DC meeting

U.S. Open Discussion & Networking Event

September 22, 2010 • 4-6pm

Speaker: Hank Thompson, Manager
2011 U.S. Open Championship

Hank Thompson gave an excellent presentation on the U.S. Open and explained how businesses in Montgomery County will benefit from this major event. Forty attendees participated in this educational networking event. Special thanks to Timpano's for hosting this event and to the Legacy Hotel for A/V equipment support.

This event was held at and sponsored by:
Timpano Chophouse • 12021 Rockville Pike • Rockville, MD 20852



US Open Event on September 22



Chris Zindash and Hank Thompson talk after the event

MATPRA Media Marketplace

MATPRA (Mid-Atlantic Tourism Public Relations Alliance) is a grassroots group of tourism marketing and public relations professionals working together to promote the mid-Atlantic region of the United States as a single destination. In July, Bethany Mattocks attended a quarterly MATPRA meeting in Tioga County, PA to qualify to attend the Media Marketplace event in September in Gettysburg, PA. This 3-day networking event brings 70 travel writers together with the tourism industry to create story ideas and partnerships. Bethany met with several travel writers who are interested in writing about Montgomery County.



Upcoming Events

For a complete listing of events visit www.visitmontgomery.com

Save-the-date: Go Ape! Event

October 14, 2010 • 3-6pm

6129 Needwood Lake Dr. • Rockville, MD 20855

NO RAIN DATE

Go Ape! is a highly interactive treetop adventure. After a 30-minute training session, participants are equipped with special arboreal harnesses, pulleys and carabiners to set out on a self-guided exploration of the forest canopy 40-50 feet above the ground.

Not feeling adventurous? Take a tour of this new and exciting attraction. Then join us for a fun, outdoor networking reception under a nearby picnic table. **Please dress casual for this event!**

If you plan to participate in the course, please let us know so we can reserve a space for you in that session. The CVB secured a half-price rate at \$30.25. All attendees should RSVP to Bethany Mattocks at bmattocks@visitmontgomery.com.



October 2

Taste of Bethesda

Bethesda's famous food and music festival, brings 50 restaurants and four stages of entertainment to Bethesda's Woodmont Triangle. Each year, more than 40,000 attendees sample the delicious restaurants, enjoy the live entertainment and visit the kid's corner for face painting and cookie decorating. 11am – 4pm, Free, H.

October 2,3,9,10,16,17,23,24,30,31

30th Annual Pumpkin Festival at Butler's Orchard

Choose your pumpkin; take a hayride; jump in the Hayloft Barn; explore the straw maze; see Pumpkinland characters; taste hand-dipped caramel apples and enjoy the beautiful fall foliage. Crafts, food, family activities and much more! 10am – 5pm, \$, H.

October 7-10

Senior Player Championship

The Constellation Energy Senior Players Championship comes to the Washington, D.C., area, joining the Nationwide Tour's Melwood Prince George's County Open as one of two PGA TOUR-sanctioned events in the region. Times vary, Free, H.

Every Saturday

Fenton Street Market in Silver Spring

Rain or shine, this market features local artists, craftspeople, collectors, and entrepreneurs exhibiting their wares. 9am – 3pm, Free, H.

October 10

Oktoberfest at Kentlands in Gaithersburg

Amidst horse-drawn hayrides and pumpkin painting, festival goers can enjoy authentic Bavarian food and beer and lively performances. 12pm – 4pm, Free, H.

October 16

Rockville Antique and Classic Car Show

View more than 400 antique and classic cars. Rockville Civic Center Park, Rockville, 11am – 3pm, Free, H.

\$=fee H=handicap accessible

COOK, CRACK & EAT

A Series of Cooking Classes with Chef Arra Lawson of Rockville's Phillips Seafood Restaurant

Clam Bake for Two

Saturday, October 16

Learn how to shop, select and whip up our favorite one pot meal. Features whole Maine lobsters, snow crab legs, shrimp, clams, mussels, potatoes, and corn.

The Freshest Catch

Saturday, November 13

Salmon. Barramundi. Flounder. Mahi-Mahi. So many delicious choices. Learn how to purchase, clean, grill and stuff.

\$40 per class

Includes the chef demo, lunch & a swag bag. Classes begin at 11:30 a.m. Space is limited, so register early. Call 301.881.4793 to register.



The US Canoe/Kayak Slalom National Championships at Mirant's Dickerson Station Sept. 26, 2010

Maryland Welcome Centers Open

The I-70 East and Westbound Welcome Centers opened on Friday, September 24, 2010.

The hours of operation are Friday – Sunday from 8:30am - 4:30pm. The centers will be closed Monday – Thursday.

Please send brochures that you would like to have displayed at each center. The addresses are listed below. UPS delivery is preferred.

UPS Address

Jennifer Jones
I-70 West Welcome Center
Myersville, MD 21773

UPS

Jennifer Jones
I-70 East Welcome Center
Myersville, MD 21773

US Mail (for both centers)

I-70 East Welcome Center
P.O. Box 419
Myersville, MD 21773

US Mail (for both centers)

I-70 West Welcome Center
P.O. Box 419
Myersville, MD 21773

CVB Housing Services – Room Pick Up/Upcoming Events

Adidas Potomac Soccer Tournament

(May 28-31, 2010)

4,200 room nights in 2010
4,012 room nights in 2009

USTC Capitol Cup Lacrosse Tournament

(June 18-20, 2010)

2,584 room nights in 2010
2,373 room nights in 2009

Club National Evolution Games Lacrosse Tournament

(July 15-18, 2010)

2,718 room nights in 2010
2,002 room nights in 2009

Upcoming Tournaments:

Discovery Cup

October 9-11, 2010

Bethesda Soccer Club Girls Tournament

November 12-14, 2010

Bethesda Soccer Club Boys Tournament

November 19-21, 2010

Tweet, tweet!

Send pre-formatted tweets to Bethany Mattocks to post on our Twitter and Facebook accounts. We love featuring our members! Please make sure to keep tweets within 140 characters.



Visit <http://facebook.com/MOCOTourism> to fan us on Facebook!

Visit <http://twitter.com/MOCOTourism> to follow us on Twitter!

Monthly Summary of All Inquiries

FISCAL YEAR 2011

	July	August	Total
Phone Calls	12	20	32
Letters/Faxes	1	1	2
Relocation	12	22	34
Media	3	7	10
Bulk Brochure Orders	5	10	15
Advertising	415	103	518
Website	26	43	69
CVB Web Group RFPs	1	2	3
Misc.	1	0	1
Total	477	208	685

Monthly Summary of Advertising Leads

FISCAL YEAR 2011

Publication	July	August	Total
AAA World	112	48	160
America's Best Vacations	38	0	38
Connect Magazine	0	11	11
Family Circle	72	0	72
Midwest Living	65	7	72
MoCo Kit	1	2	3
More Advertising	64	3	67
Preservation Magazine	0	18	18
Southern Living	62	7	69
Travel Meredith	1	7	8
Total	415	103	518

CVB Sales Booking Chart Analysis

FISCAL YEAR 2010

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2004	\$305,000	\$675,000	\$980,000
2005	\$1,557,622	\$5,193,682	\$6,751,304
2006	\$1,907,370	\$3,194,906	\$5,102,276
2007	\$4,135,321	\$5,169,391	\$9,304,712
2008	\$1,531,792	\$3,150,960	\$4,682,752
2009	\$2,694,282	\$1,375,658	\$4,069,940
2010	\$2,053,690	\$1,708,991	\$3,762,681

THANK YOU!

The CVB would like to thank the following members for renewing their membership:

300 Shady Grove
 AAA World Mid Atlantic Magazine
 AFI Silver Theater
 Arts and Humanities Council of Montgomery County
 Baltimore Symphony Orchestra
 Barwood
 Best Western Rockville
 Bethesda Court Hotel
 Buca di Beppo
 Butler's Orchard
 Chase Suite Hotel
 Cherry Hill Park
 Choice Hotels International- The Learning Center
 Comfort Inn Shady Grove
 Courtyard by Marriott Silver Spring
 Courtyard by Marriott Washingtonian
 Crowne Plaza Rockville
 Fairfield Inn Germantown
 Frost Miller Group
 Furey, Doolan & Abell LLP
 Go Ape!
 Grossberg Company LLP
 Hagerstown Premium Outlets
 Heritage Montgomery
 Hillstrom Real Estate
 Hilton Garden Inn Bethesda
 Hilton Garden Inn Silver Spring North
 Hilton Gaithersburg
 Hilton Washington DC/Silver Spring
 Holiday Inn Gaithersburg
 Hyatt Summerfield Suites
 Maryland Soccerplex
 Mykonos Grill
 National 4-H Youth Conference Center
 National Capital Trolley Museum
 National Philharmonic
 Old Town Kensington Merchant Association
 Pinnacle at Town Center
 Peach Orchard Christian Retreat
 RIO Entertainment Center
 RMA Chauffeured Transportation
 Rolling Hills Apartments
 Sara Torrence & Associates
 Sleep Inn Rockville
 Smokey Glen Farm
 The Bolger Center
 The Legacy Hotel & Meeting Centre
 The Music Center at Strathmore
 THEO Consultants
 Tour Mobile
 Washington D.C. Temple Visitors Center
 Westfield Montgomery
 Wyndham Gaithersburg

As of 9/13/10

Heritage Montgomery's Fall Foliage Tour

Join the Heritage Tourism Alliance of Montgomery County for a drive through Montgomery County's spectacular rural landscapes in all their autumn glory. Offered on two fall Saturdays, October 16th and 23rd, this special bus tour through the Upcounty/Agricultural Reserve will offer a behind-the-scenes peek at the area's rich heritage and natural beauty. Call Heritage Montgomery at 301-515-0753 or email director@heritagemontgomery.org for more details, ticket prices, and to make your reservation.

(photo credit: Don Burgess)



Submit Nominations for Maryland Tourism Awards by October 6, 2010

Award categories are: Green/Sustainable Tourism; Visit Maryland (promotion of the state as a travel destination); Cultural Heritage Tourism; and Economic Engine. The awards pay tribute to individuals, organizations, businesses or governmental agencies that have significantly contributed to the efforts of the tourism office and board to boost jobs and economic impact in Maryland's tourism industry, and enhance the state's image to travelers. For more information, call Jennifer Jones at 410-767-6296.

Constellation Energy Senior Players Championship October 7 - 10, 2010

TPC Potomac at Avenel Farm in Potomac, MD

The Constellation Energy Senior Players Championship is one of five major championships on the PGA TOUR's Champions Tour for eligible professionals age 50 and over. Jay Haas won the 2009 event on the East Course at Baltimore Country Club in Timonium, MD. No ticket is necessary for grounds only admission. Visit www.pgatour.com to purchase upgraded tickets to two hospitality venues.



Jay Haas and Steve Silverman

Amtrak Bicycle Service

Amtrak will begin offering roll-on/roll-off bicycle service on the Capitol Limited by the end of June 2011. This means that cyclists boarding at Pittsburgh, Connellsville, Cumberland, Harpers Ferry, Martinsburg, Rockville, or Washington, DC will be able to roll their bikes onto the train, put them in a rack, and get off at any of these stops. This will add a great convenience and extra excitement to tourists who want to bike our great trail system.

Wedding Package at Hilton Garden Inn Bethesda

Let the experienced team take some of the stress out of planning for the big event. Whether it's accommodations for out of town guests, planning a rehearsal dinner or bridal shower, or looking for the perfect location to host a small wedding reception, they are prepared to make sure that the wedding party has an enjoyable and memorable stay. For more information, contact Leila Beltramo at leila.beltramo@hilton.com.

Memorable stays at Hilton Garden Inn



Join us in welcoming our new members!

Staples Rockville

Federal Realty –
Bethesda Row

The Kirkland Center at NLC

MoCo in the News

Montgomery County received editorial coverage in the September/October issue of *Mid-Atlantic Events Magazine*. The magazine had an extra distribution at HSMAI's Affordable Meetings, Washington Trade Show held September 8-9, 2010 in D.C.

Go to www.eventsmagazine.com to view the coverage.

The Montgomery County Location Report is found on page 58.

CRUSA FAM Tour: September 16, 2010

Capital Region USA (CRUSA) represents the international market for the region (Washington, Maryland, Virginia). On September 16 -19, 2010, the region hosted two Familiarization (FAM) Tours for New York receptive operators. The receptive operators work with international tour and travel agencies to plan their customers' itineraries and hotel and transportation arrangements when they travel to the U.S.

Montgomery County had a window of opportunity to showcase our shopping, arts and entertainment in Chevy Chase and Bethesda. The operators toured The Chevy Chase Collection and had a brief walking tour of Bethesda visiting an art gallery, shops and theatre. The Chevy Chase Courtyard by Marriott sponsored the groups' overnight accommodations. On the second day of the tour, Heritage Montgomery escorted the operators and gave them an overview of the rich history of the county. The operators enjoyed a canal boat ride at the Chesapeake and Ohio Canal and a walk to the 70 foot Great Falls.

Put a "Spring" in Your Next Event

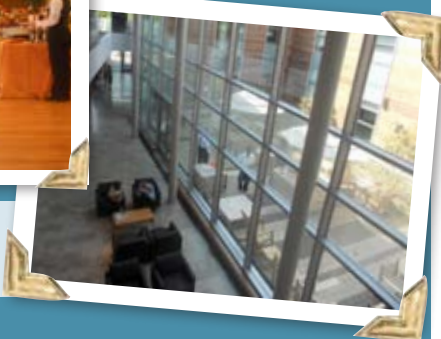
A luncheon was held on September 22 for prospective meeting planners to introduce the Silver Spring Civic Center at Veterans Plaza. Located in the heart of exciting downtown Silver Spring, this spectacular new space is perfect for weddings, bar/bat mitzvah, special occasions, meetings and conferences.

The Silver Spring Civic Center offers contemporary architecture and open, light-filled spaces with lofty 27-foot ceilings, and state-of-the-art technology. The Great Hall can hold 800 for a reception, 320 for a banquet and 320-400 for a conference with various break-out space throughout the center. Contact Taffy Rice at trice@visitmontgomery.com for more details.

The Great Room at the Silver Spring Civic Center



Foyer at Silver Spring Civic Center



The Meeting Planners International (MPI) Trade Show in Vancouver, Canada: July 24 - 27, 2010

This trade show was alive with business that contributes to the success of meetings! This was the first year the CVB of Montgomery County partnered with Destination DC. The CVB had 50 visitors to the tradeshow booth. Leads from this show have been sent to CVB members. Educational sessions included: Proving the Value of Meetings, Green Meeting Standards, The Future of Meetings, Corporate Social Responsibility, Smart Phones - Smarter Meetings for Suppliers and Planners.



Laura Finn, Alyson M. Irvine, Taffy Rice

Connect Marketplace in Louisville, KY: August 12-19, 2010

This event provided networking opportunities through a unique face to face, reverse tradeshow format along with educational sessions. All meeting planners were pre-qualified and all appointments were pre-set. The appointments were set up on a mutual request, supplier request and planner request basis. This "speed dating" format had each appointment at 7 minutes. The CVB had 41 appointments and the details from these appointments will be sent to all meeting venues.



Affordable Meetings in Washington, DC: September 8-9, 2010

Affordable Meetings is the ideal forum where planners, properties and suppliers come together to do business – attracting motivated planners from all sectors of the industry who attend looking for quality resources to enhance their meetings and events. The CVB had 69 visitors to the booth and their contact information will be sent out to all CVB members.



Trek Bookter, Hilton Silver Spring; Taffy Rice, CVB; Andy Hosein, Hilton DC/Rockville Hotel and Conference Center

Upcoming Trade Shows

Rejuvenate in Louisville, KY: October 18-21, 2010
Meetings Quest in Washington, DC: November 23, 2010

Maryland Tourism Industry Outperforming National Trends

“The strength of Maryland’s tourism industry is helping us to outperform neighboring states and the nation in key economic indicators,” said Governor Martin O’Malley.

“Despite these difficult times, the travel and tourism industry has more private sector jobs than we did 12 months ago, with concentrated gains in leisure and hospitality. Maryland gained 2,600 net leisure and hospitality jobs from June 2010 to July 2010 and the industry has moved towards recovery in the past year with the addition of 18,500 jobs in Maryland since July 2009. Our State continues to be in a better position than other states to create new jobs, rebound from the national recession and return to prosperity” stated Governor O’Malley.

Montgomery County, Maryland Hotel Data

Source: Smith Travel Research

Month	Occupancy	Average Daily Rate	RevPar
June 2009	74.5%	\$127.27	\$94.85
June 2010	76.4%	\$127.13	\$97.07
July 2009	69.0%	\$112.77	\$77.82
July 2010	72.8%	\$112.81	\$81.97

Montgomery County, Maryland Room Tax Collections

Room Tax Month of	Actual RRTT Revenue FY 2009	Inc/Dec	Actual RRTT Revenue FY 2010	Inc/Dec
JUL	\$1,431,108.25	5.50%	1,396,821.46	-2%
AUG	\$1,554,454.42	21%	1,218,590.14	-20%
SEPT	\$1,680,058.61	23%	1,314,902.18	-21%
OCT	\$1,465,933.84	-30%	1,906,758.75	30%
NOV	\$1,451,920.67	8.50%	1,345,566.16	-7.50%
DEC	\$1,005,777.55	-8.50%	1,034,599.24	3%
JAN	\$1,387,114.00	30%	\$979,232.59	-30%
FEB	\$1,163,205.83	-5.50%	\$1,163,045.53	0%
MAR	\$1,365,450.11	-12.50%	1,631,123.95	20%
APR	\$1,606,362.55	-9%	1,766,963.39	10%
MAY	\$1,507,916.77	-10.50%	1,683,061.52	11%
JUN	\$1,691,307.18	-10%	1,878,786.04	11%
TOTALS	\$17,310,609.78	2%	\$17,319,450.95	0.38%

Conference and Visitors Bureau (CVB) Staff Directory

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