

Welcome!

MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

The Conference and Visitors Bureau (CVB) of Montgomery County, MD, Inc. enthusiastically promotes, markets and sells Montgomery County, Maryland regionally and nationally as a destination for meetings, conventions and individual travelers. Its goal is to foster economic development while benefiting and supporting members and the overall business community. By partnering with local, county and state government agencies and representatives, the CVB strives to demonstrate effective leadership and to be regarded as a quality organization of experts, tirelessly advocating on behalf of the industry. The CVB is one of 25 Destination Marketing Organizations (DMO) representing each county in Maryland, as well as Baltimore City and Ocean City.

Montgomery County has so much to offer: nearly 1,000 restaurants, featuring multi-cultural cuisine; a 2,000-seat, state-of-the-art concert hall; 93,000 acres of preserved green space; and an always in demand multi-sports complex. All this and more can be found just minutes from the nation's capital, making Montgomery County a truly desired location for conferences, events and leisure travel.

The CVB was founded in 1983 to assist residents and leisure visitors with finding information about things to see and do in Montgomery County. As the organization grew in funding and staff, the program became much more proactive with sales, marketing and advertising initiatives added to the core operations. Today, the CVB has a full-time business development representative deployed to identify leisure groups, conventions, conferences, sporting events and other large functions to be held in Montgomery County-- all with a focus on significant economic impact via ROI from visitor expenditures on lodging, shopping, gas, dining, entertainment and more.

Such spending adds up; annually, visitors add more than \$2 billion to the county's economy. Additionally, hotel taxes collected in Montgomery County contribute more than \$17 million each year to the county's general fund.

"The benefit of visitors coming to Montgomery County is that they go home," said Kelly Groff, Director, CVB. "By that I mean they spend money enjoying our culture, history, downtown districts, shopping and dining, but then go home so we don't have to build roads and schools for them."

In addition to its main goal of attracting and encouraging visitors from outside of the county to come and stay overnight as tourists in Montgomery County, the CVB also implements programs that promote the county's great quality of life so that current and regional residents are reminded of all there is to enjoy here in their own backyard.

Businesses benefit from the services of the CVB in a variety of ways. The CVB provides cooperative marketing opportunities, business-to-business networking, business referrals, data collection, statistical information, and connections at the state and county levels for ways to obtain assistance for retention or expansion. Other CVB services include:



Pictured left to right: Bethany Mattocks, Layma Askarzoi, Taffy Rice, Kelly Groff, Bridget Asante-Ansong

Group Tour and Conference Planning

The CVB cultivates contacts with group tour operators, meeting professionals, associations, sporting event organizers and other leaders in the group event industry to increase opportunities for CVB members to service groups, meetings and conferences. The CVB also hosts familiarization trips into the county for meeting planners.

Visitor Services

The CVB provides assistance to visitors who are looking for brochures, maps, souvenirs, relocation information and other services. CVB members provide brochures that are mailed to inquiring visitors. Travel counselors are able to extend a helping hand and personally assist the most important people for the CVB--the consumer. The CVB responds to more than 17,000 visitor inquiries per year.

Housing Services

The CVB provides group and individual hotel reservation services for events held in the county. The CVB has a partnership with the Maryland SoccerPlex to assist with housing for events scheduled throughout the year at the facility.

Business Development and Marketing

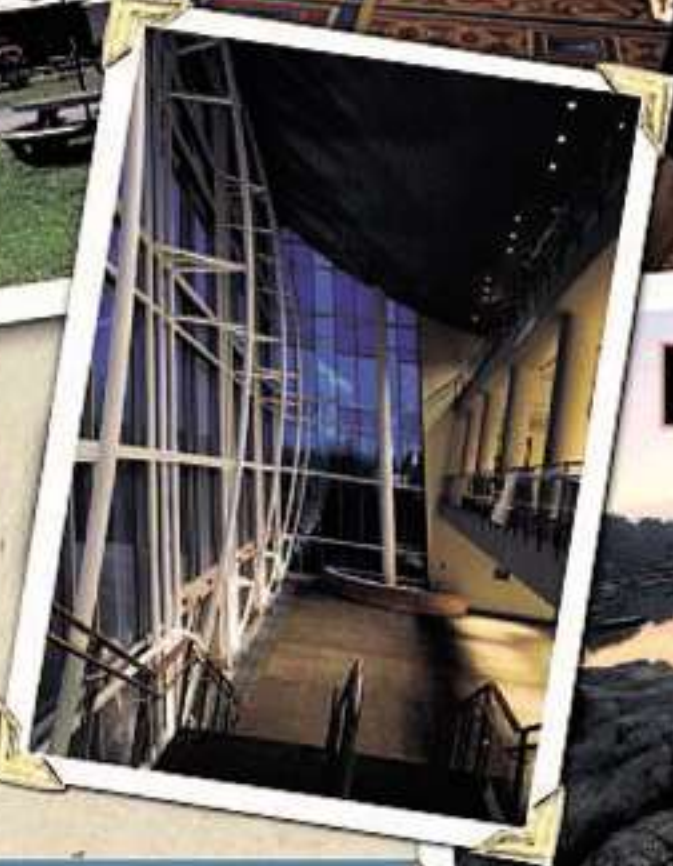
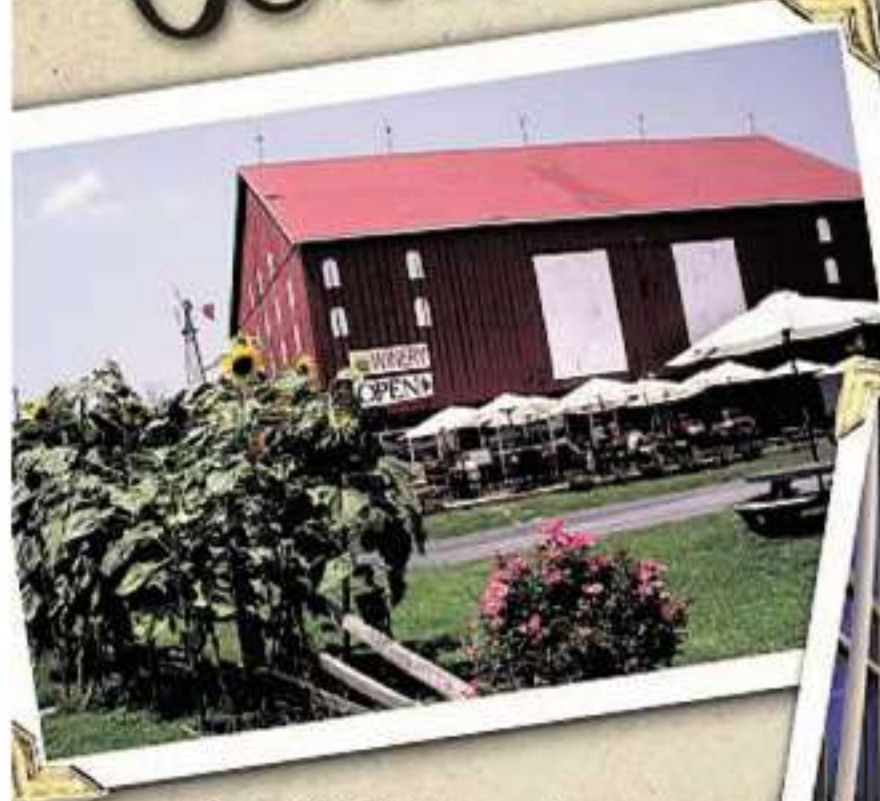
The CVB staff participates in 14 travel trade shows and sales missions targeted at group meeting, group leisure and sports market organizers. This initiative brings new group business to hotels, conference facilities and other venues located in the county.

The CVB increases awareness by directing marketing strategies through publications, advertising placements, press releases, hosted familiarization tours, social marketing and the media.

The CVB's new website, www.visitmontgomery.com provides members with their business listing and opportunity to link to their own web site. An innovative marketing tool highlighting Montgomery County's tourism assets, the CVB website generates thousands of views per month.

The CVB was recently recognized at the annual Maryland Tourism and Travel Summit with the Best Electronic Marketing award for its new website, www.visitmontgomery.com and the Economic Engine award for job creation, positive impact to the region and state and exemplary contributions to Maryland's tourism industry.

Welcome!



MARYLAND
VisitMaryland.org

- Over 900 Restaurants
- 200 Miles of Trails and Paths
- 33,602 Acres of Parkland
- 9,447 hotel rooms
- 40,000 hospitality associates waiting to serve you

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240-777-2060

WWW.VISITMONTGOMERY.COM