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MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

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FOR IMMEDIATE RELEASE

CVB LAUNCHES TRIP ADVISOR CAMPAIGN

April 12, 2011 – Today the CVB launched a one year DMO Sponsorship on TripAdvisor. The campaign includes sponsorship of six city pages in Montgomery County, including Silver Spring, Bethesda, Rockville, Germantown, Gaithersburg and Chevy Chase. The DMO (Destination Marketing Organization) Tourism Sponsorship is an annual subscription that allows a DMO place prime content-integration on their destination's tourism page on TripAdvisor. The modules will provide TripAdvisor users with DMO messaging designed to help them reach the decision to visit that destination, and will drive TripAdvisor users to the DMO's site. To view the pages, go to www.tripadvisor.com and search any of the cities above.

TripAdvisor Statistics

- Ranked #1 of all Travel Information websites by Comsource, and consistently ranked in the top 5 of ALL travel websites
- More than 40 million unique travelers visit TripAdvisor sites per month and create 417+ million monthly page views

Maryland channel traffic on TripAdvisor

- 1,850,922 unique sessions
- More than 3,683,100 page views

Source: August 2010, TripAdvisor traffic logs

The CVB is also featured as a Spotlight Destination on the TripAdvisor homepage. This rotating mini-advertorial includes 50 words of copy and a photo. It appears in a yellow box on the TripAdvisor homepage in rotation with other ads. The CVB is required to place the TripAdvisor logo on the CVB homepage in order to fulfill this trade-out agreement.

The CVB submits unique photos for each city and five events that appear on all city pages. In addition, there are two ads and five sponsored links available for CVB members. The CVB will accept ads on a quarterly basis. To place an ad, please contact Bethany Mattocks at bmattocks@visitmontgomery.com.

The mission of the Conference and Visitors Bureau (CVB) of Montgomery County, MD, Inc. is to enthusiastically promote, market and sell Montgomery County, Maryland as a destination for meetings, conventions and individual travelers, fostering economic development and benefiting and supporting members and the overall business community. It is the CVB's goal to show leadership and be regarded as a quality organization of experts and advocates of its members, partnering with local, county and state organizations and government officials in an effort to further these goals.

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