

Welcome!

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MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

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FOR IMMEDIATE RELEASE

LEGGETT HELPS LAUNCH COUNTY-WIDE “WE’RE OPEN!” HOSPITALITY CAMPAIGN
Kick-Off Coincides with National Travel & Tourism Week

May 9, 2011 - Montgomery County Executive Isiah Leggett joined today with County Councilmember Roger Berliner; Dennis Castleman, Vice President, Industry Relations, U.S. Travel Association; Dave Dabney, Executive Director, Bethesda Urban Partnership; Rick Southard, Conference and Visitor’s Bureau Board Chair & Senior Market Account Executive, Marriott International; Kelly Groff, Executive Director, Conference and Visitors Bureau (CVB) of Montgomery County, Maryland, Inc. and members of the local hospitality community for the launch of a new County-wide hospitality campaign sparked by the 2011 U.S. Open Championship being held June 13-19 at Congressional Country Club in Bethesda. The launch coincides with National Travel and Tourism Week May 7-15.

The “We’re Open!” campaign includes branded banners and buttons to be placed and distributed throughout the County to welcome visitors while displaying a unified look and message. The major component of the campaign is a discount card program that allows anyone with the card, or a U.S. Open ticket, official badge or discount card printout, to take advantage of a variety of discounts from an array of participating local businesses from June 1-30.

“This creative new ‘We’re Open!’ campaign is designed to welcome visitors coming to Montgomery County for the 2011 U.S. Open Championship and to encourage visitors and local residents to dine, shop and stay in the County via a targeted discount card program,” said Leggett. “The retail and hospitality sectors have remained strong in recent years, actually adding jobs, so this campaign will help build on this success by encouraging visitors and residents to patronize the many great restaurants, shops, hotels and other service businesses throughout the County during the entire month of June.”

The discount card will be distributed to local residents, spectators and volunteers of the 2011 U.S. Open Championship. In addition, the discount cards will be placed in each of the nearly 10,000 hotel rooms in Montgomery County during the U.S. Open Championship June 13-19, 2011.

“Visitor spending in Montgomery County totals \$2.1 billion annually,” said Groff. “With the added impact of an anticipated 40,000 or so spectators a day at the U.S. Open, most of whom will come from outside of the immediate area, we are hoping this targeted hospitality campaign will help spur an even greater positive economic boost to our local economy.”

The “We’re Open!” initiative was a collaborative effort among the Conference and Visitors Bureau of Montgomery County, MD, the Montgomery County Department of Economic Development, the Greater Bethesda-Chevy Chase Chamber of Commerce, Bethesda Urban Partnership, and other committee members representing County hotels, restaurants and businesses who worked together over the past few months to initiate, develop and launch the campaign. Participating businesses include BlackFinn, Brookside Gardens, Buca di Beppo, Dave & Busters, Enterprise Print Group, Hilton Washington DC North Gaithersburg, Hyatt Summerfield Suites, Phillips Seafood, Go Ape! and Potomac Pizza.

To download the discount card, go to www.visitmontgomery.com and click on the “We’re Open!” logo. Check the website for other distribution outlets. Businesses may also sign-up to participate at www.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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