

CVB
E-NEWSLETTER
APRIL/MAY
2009

LETTER FROM THE BOARD PRESIDENT

Dear Hospitality Industry Partners,

We look forward to welcoming many visitors to Montgomery County this spring!

The Inauguration 2009 brought much attention to our region with visitors generously contributing millions of dollars to our local economy. The 7% room rental transient tax collected solely in Montgomery County, generated an additional \$320,000 to the County's general fund. This directly impacted the County and did not include the volume of room sales, retail sales, restaurant sales and other purchases during these few days in January.

Upcoming tournaments at the Maryland SoccerPlex include: the Adidas Potomac Soccer Tournament, May 22-25, 2009; United States Training Center Capital Cup Lacrosse Tournament, June 19-21, 2009; and the Club National Evolution Games Lacrosse Tournament, July 16-19, 2009. Other events occurring in April and May this year can be found in this e-newsletter. Or, please refer to our website for a complete listing at www.visitmontgomery.com.

The CVB will re-print the Montgomery County Meeting, Event and Group Tour Guide in the next few months. We hope you will support the product and take advantage of the advertising opportunity in the Guide. And, stay tuned for some exciting changes to the CVB website slated to occur over the next several months.

And lastly, the Conference and Visitors Bureau's Board of Directors is accepting nominations for new board members for the upcoming Fiscal Year 2010 (July 1, 2009-June 30, 2010). If you are interested in a nomination, please contact Kelly Groff, Director, kgroff@visitmontgomery.com, 240-777-2062.

Be sure to review the full contents of this e-newsletter and as always, provide us with any feedback or information for the next edition scheduled for release June, 2009.

Best Regards,

Jackie Gale
Banquet Sales Manager
Timpano Italian Chophouse & Martini Bar and
CVB Board President

Upcoming Events

APRIL 2009

Saturdays, April – November Silver Spring Farmers Market
Ellsworth Drive at Fenton Street, Silver Spring, 9 AM – 1 PM, 301-565-7300, www.silverspringdowntown.com.

3-5 Sugarloaf Crafts Festival
Montgomery County Fairgrounds, Gaithersburg, Friday and Saturday 10 AM – 6 PM, Sunday 10 AM – 5 PM, 800-210-9900, www.sugarloafcrafter.com.

9 – 13 and 18 & 19 The 14th Annual Bunnyland, Butler's Orchard Germantown, 9 AM – 3 PM, 301-428-0444, www.butlersorchard.com.

14 – May 2 Menopause the Musical The Bethesda Theatre, Bethesda, Tuesday – Saturday, 8 PM, Saturday & Sunday, 2 PM, 301-657-7827, www.bethesdatheatre.com.

17-19 Countryside Artisans Studio Tour Upper Montgomery County/Sugarloaf Mountain area, 10 AM – 5 PM, 301-349-4543, www.countrysideartisans.com.

25 Bark in the Park Bohrer Park at Summit Hall Farm, Gaithersburg, 12 – 3 PM, 301-258-6350, www.gaithersburgmd.gov.

MAY 2009

2 – September 20 Wings of Fancy-Live Butterfly Exhibit Brookside Gardens, Wheaton, 10 AM – 4 PM, 301-962-1400, www.brooksidegardens.org.

8 & 9 The Land Rover America's Polo Cup Capitol Polo Club, Poolesville, Friday activities begin at 8 PM, Saturday 1:30 PM – 10 PM+, 888-695-0888, www.americaspolocup.com.

23 & 24 Hometown Holidays Rockville Town Center, Rockville, 1 – 10 PM, 240-314-8620, www.rockvillemd.gov/events.

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

Upcoming Events

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Membership News

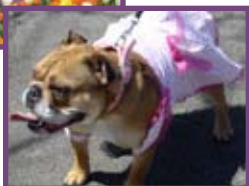
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Membership Announcements

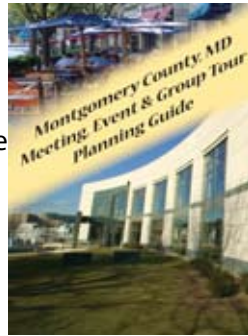
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Sales

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Montgomery County Official Meeting/Event/Group Tour Planning Guide



The CVB is producing the 2009/2010 Montgomery County Official Meeting/Event/Group Tour Planning Guide. This comprehensive guide covers in detail hotels, unique event sites, event suppliers and restaurants in Montgomery County. With a 10,000 circulation, the guide will be distributed throughout the year at trade shows attended and mailed to all meeting and group tour inquiries received through CVB advertising campaigns and the website. The guide will also be posted on the CVB website.

All organizations with meeting space that purchase an ad will be given a detailed table to fill out on their meeting space/dimensions. A photo and logo will also be included. All organizations, without meeting space, will submit their own creative ad.

Inside Front Cover:	\$1,300
Back Cover:	\$1,600
Inside Back Cover:	\$1,100
Full Page Ad:	\$800

For more information, contact Melissa Romeo at mromeo@visitmontgomery.com

26th Annual National Travel and Tourism Week- May 9-17, 2009



Join hundreds of cities, states and businesses nationwide in the annual salute to travel and tourism in America, presented by the U.S. Travel Association.

National Travel and Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to enhance the country's economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

The CVB of Montgomery County is coordinating the following activities for the local hospitality and tourism industry.

- **"Go Red"** on Tuesday, May 12, 2009. Show unity for travel and tourism by Dressing in red, a hospitality industry practice that dates back many years.
- **Happy Hour/Networking Event-** After a day of 'wearing' your tourism spirit, join the CVB for happy hour at **Dave and Buster's** on Tuesday, May 12, 2009 from 5 - 7 PM. *More information to follow.*
- **Familiarization (FAM) Tour-** Join your local colleagues and community on May 12, 2009, for a FAM tour to discover the hidden treasures of Montgomery County. *More information to follow.*
- **Community Campaign-** Make it Montgomery! Learn all there is to do in your own backyard! *More information to follow.*

Downtown Wheaton's Website Wins National Award for Design

Downtown Wheaton's web site, www.wheatonmd.org, was chosen as a winner in the 25th Annual American Graphic Design & Advertising (AGDA) competition. These awards showcase the best in the field of graphic design and advertising in the United States. wheatonmd.org was designed by Nana Design, a Wheaton Graphic design firm.

The newly-designed site was launched in October 2008, and since its inception has provided more than 120,000 pages of information about the merchants, attractions and events in downtown Wheaton. As the official website for Wheaton Urban District, wheatonmd.org is a one-stop destination for all that downtown Wheaton has to offer, including restaurants, shopping, redevelopment and community news.

Tourmobile Sightseeing Celebrates 40 Years of Service on the National Mall and Arlington National Cemetery



Tourmobile Sightseeing (Tourmobile) is the largest African-American owned firm in the District of Columbia's hospitality industry. On March 17, 2009, Tourmobile celebrated 40 years of interpretive shuttle service on the National Mall, Parks, and in Arlington Cemetery as a concessioner of the National Park Service.

Tourmobile has a fleet of over 40 vehicles, a support team of approximately 150 narrators, drivers, mechanics, and administrative staff. Tourmobile and its employees have received numerous hospitality awards highlighting quality customer service, an impeccable safety record, and tenure.

Tourmobile offers a daily narrated sightseeing shuttle service with free all-day reboarding to major stops in Washington, D.C. and the only riding tour of Arlington National Cemetery. Since 1969, over 56 million visitors have enjoyed the educational and unique Tourmobile experience of the Nation's Capital.

Willy Wonka set to Delight Audiences at Arts Barn

The Arts Barn, the City of Gaithersburg's premier cultural arts facility, presents a KAT 2nd Stage musical production of *Willy Wonka*, with words and music by Leslie Bricusse and Anthony Newley, running April 4 - 19, 2009.

Roald Dahl's timeless story of the world famous candy man and his quest to find an heir comes to life in this stage adaptation of *Charlie and the Chocolate Factory*. For more information call 301-258-6394 or visit www.gaithersburgmd.gov/artsbarn.

Membership Announcements

Welcome to the World!

Melissa Romeo, with the CVB, and her husband welcomed Logan Steven Romeo on Wednesday, January 14, 2009 at 1:56 PM. Logan weighed 7 pounds, 13 ounces and was 21.5 inches.



Michael Anderson, with the DoubleTree Bethesda, and his wife welcomed Michaela Mirka Anderson on Monday, March 9, 2009 at 7:13 PM. Michaela weighed 8 pounds, 2 ounces and she was 21 inches.



Destination Maryland: The Official Guide to Maryland's State Travel 2009 Tourism Guide for Maryland Now Available

The Maryland Office of Tourism Development has released its 2009 edition of *Destination Maryland: The Official Guide to Maryland State Travel*. This free travel magazine highlights Maryland and includes annual events, itineraries, in addition to listings for more than 2,000 attractions and destinations, state and national parks, lodging, and tour and travel services.

The guide also includes a "Maryland Welcome! Passport," good for up to \$3,500 in savings at 250 attractions, restaurants, retailers and places to stay. To obtain a copy of *Destination Maryland*, call 800-719-5900 or visit Maryland's tourism web site at www.visitmaryland.org. The guide is also available at Maryland's 11 Welcome Centers.

Upcoming Sporting Events at the Maryland SoccerPlex

Adidas Potomac Memorial Soccer Tournament
May 23-25, 2009
Estimated Room Nights: 4,400

All American Showcase/Capital Cup Lacrosse Tournament
June 19-21, 2009
Estimated Room Nights: 4,200

Club National/Evolution Games Lacrosse Tournament
July 17-19, 2009
Estimated Room Nights: 2,800



Bethesda North Marriott Expansion Doubles Size

Double the guest rooms, expanded conference space and modern, tech-friendly furnishings are among the bold changes that have taken shape at the Bethesda North Marriott Hotel & Conference Center. The new guest room tower added 229 stylish guest rooms to the existing 220. In addition to the tower, the hotel will add dedicated conference dining space to serve groups. Large groups, conventions and social galas now have 40,000 square feet of flexible function space and 449 guest rooms and suites at their disposal. The hotel boasts a 23,500 square foot Grand Ballroom surrounded by prefunction space filled with natural light, thirteen meeting rooms and a 130-seat amphitheater.

Conference and Visitors Bureau Contact Information

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CVB Sales Booking Chart Analysis**July 1, 2008 - March 31, 2009*

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 YTD*	\$1,469,962	\$901,333	\$2,371,295

*Pending: \$2.2 million in leads***Pilot Program Sales Booking Chart Analysis****September 1, 2008 - March 31, 2009*

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by Program
2008	\$570,883	\$3,844,160	\$4,414,993
2009 YTD*	\$40,845	\$1,308,215	\$1,349,050

*Pending: \$2.6 million in leads***Recent Trade Shows Attended**

January 27-30, 2009 Religious Conference Management Association Conference (RCMA) Grand Rapids, MI

February 26, 2009 Destination Showcase Washington, DC

Upcoming Trade Shows

April 1-2, 2009 HSMAI'S Affordable Meetings Mid America Chicago, IL

April 16, 2009 Springtime in the Park Washington, DC

April 26-29, 2009 Canadian Sales Mission Vancouver, Canada

May 13-16, 2009 Society of Government Meeting Planners (SGMP) Louisville, KY

May 16-20, 2009 International POW WOW Miami Beach, FL

Travel Industry Fun Facts

Did You Know that travel and tourism is a \$1.6 trillion industry in the United States? If one dollar bill equaled a second of time, then \$1.6 trillion would equal almost 51,000 years.

Did You Know that travel and tourism generates \$110 billion in tax revenue for local, state and federal governments? If you place 110 billion one dollar bills end-to-end, they would circle the world 419 times.

Did You Know that each U.S. household would pay \$995 more in taxes without the tax revenue generated by the travel and tourism industry? \$995 will buy about five weeks of groceries for a family of four, will fill the average car with gas 17 times, or will even pay the average cost of a ticket to a Michigan vs. Ohio State football game.

Did You Know that the travel and tourism industry is one of the country's largest employers with 7.5 million direct travel-generated jobs? You could fill the Louisiana Superdome a hundred times over with people directly employed in the industry.

Did You Know that direct travel-generated payroll totals \$178 billion and that 1 out of every 8 U.S. non-farm jobs is created directly, indirectly or is induced by travel and tourism?

Did You Know that the travel and tourism industry is one of America's largest service exports? International travelers spent more on their visits to the United States than U.S. residents spent while traveling abroad, creating a trade surplus of \$8.3 billion for the U.S. in 2006.

Did You Know that dining is the most popular domestic trip activity and is included in 31 percent of all domestic trips? Shopping is the No. 1 leisure/recreational activity for overseas visitors.

Did You Know that approximately 2.8 million hotel room nights are sold every day in the United States? That is enough hotel rooms to lodge every person living in Dallas, Detroit, Denver and Orlando combined.

Did You Know that 56.2 million people visited a casino in 2006? That's more than a quarter of the total U.S. population over the age of 21.

Did You Know that spending by resident and international travelers in the U.S. averaged \$2 billion a day, \$84.5 million an hour, \$1.4 million a minute, and \$23,500 a second?

Did You Know that just a 1 percent increase in U.S. worldwide market share would equate to 8.4 million more visitors, \$14 billion more in expenditures, 152,000 new jobs, \$3.6 billion more in payroll, and \$2.2 billion more in federal, state and local tax revenue?