

CVB
E-NEWSLETTER
MARCH/
APRIL 2010

LETTER FROM THE BOARD PRESIDENT

Dear Hospitality Industry,

This winter has been challenging for all our businesses with so many snow storms and the continued economy strains. We are looking forward to spring breaking and bringing new opportunities and hope for future growth for our industry.



The CVB continues its mission even in these tough times of reaching out to targeted market groups to encourage travel to Montgomery County. The Pilot Marketing Staff attended the Religious Conference Management Association Convention in January. The CVB also hosted two familiarization tours as part of the American Bus Association Convention held January 15-19 at the Gaylord Hotel. On February 25, Taffy Rice attended Destination Showcase here in D.C., which targets meetings market planners.

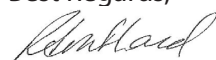
In the spring, the CVB will represent Montgomery County at Pow Wow, a trade show hosting international travel agents, tour operators and media representatives; Springtime in the Park, a trade show targeting the association market; and, a Canadian Sales Mission. The members will receive updates following each of these trade shows as well as any leads generated for individual follow-up.

This spring the CVB will also launch a new website that will offer an extensive inventory of businesses in all industry sectors, a hotel booking engine for individual reservations, Open Table restaurant reservation service and new promotional means for members to advertise and generate exposure for their individual businesses.

In closing, please join me in welcoming a new staff member, Bethany Mattocks who joined the CVB in February 2010. Bethany will be providing marketing, communications and membership support for the organization.

We look forward to seeing you soon at one of the CVB's upcoming membership networking/educational events.

Best Regards,


Rick Southard

Upcoming Events

March 2010

12 Silver Spring's St. Patrick's Day Kick-Off

Enjoy two authentic Irish bands, shamrock crafts for kids, McGinty's matchmaking festival for adults, and plenty of green beer! 5pm-1:30am, Free, www.silverspring-downtown.com.

27-April 11 National Cherry Blossom Festival

This year's festival marks the 98th celebration of the original gift of the 3,000 cherry trees by the city of Tokyo to the people of Washington, DC in 1912. Tidal Basin, Washington, DC, Times vary, Free, www.nationalcherryblossomfestival.org.

Enjoy the cherry blossoms right here in Montgomery County! Visit the Kenwood neighborhood located just beyond the District border at River Road and Little Falls Parkway.

April 2010

9-13 and 18 & 19 14th Annual Bunnyland

Take a hayride, hunt for eggs, visit County Bunny, see barnyard babies, play in hayloft, ride giant slide & more! Butler's Orchard, Germantown, 9 AM - 3 PM, \$, 301-428-0444, www.butlersorchard.com.

16-18 Bethesda Literary Festival

Celebrate the diversity of literature! The 11th annual Bethesda Literary Festival will feature novelists, journalists, poets, a poetry slam, adult and youth writing contests and a comedy night! All events are free and are held at various locations throughout downtown Bethesda. Times vary, 301-215-6660, www.bethesda.org.

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

Upcoming Events

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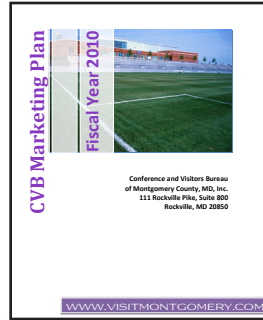
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Welcome New
CVB Staff Member!



Marketing Plan FY10

The CVB Marketing Plan for Fiscal Year 2010 is available online. To be mailed a copy, please email Bethany Mattocks at bmattocks@visitmontgomery.com.



New Website

The CVB is planning a soft launch of the website in March 2010. Members and associates will have an opportunity to preview the new website and send feedback before the formal launch later this spring.

Please upload logos, photos, events, business descriptions, and more to www.visitmontgomery.com. If interested in banner advertising, please contact Bethany Mattocks at 240-777-2064.

AAA Statistics

According to AAA, the majority of hotel/motel reservations made by US households for leisure purposes continue to be made by contacting the hotel/motel directly ahead of time (49%), followed by reservations made through online services such as Expedia or Hotels.com (26%), and hotel/motel stays arranged directly at the front desk of the hotel/motel (14%). Two percent (2%) of US households made their most recent hotel/motel reservations through a AAA Travel Agency or AAA.com.

Fifty-three percent (53%) of members obtained auto travel products and services by visiting a AAA office or calling AAA on the phone, and 16% use AAA.com or AAAmaps.com.

Groff Elected as New Board Member of the Maryland Hotel & Lodging Association

Kelly Groff was elected to the Board of Directors of the Maryland Hotel & Lodging Association in January 2010 representing the CVB of Montgomery County, Maryland. The Association was founded in 1913 and is the only statewide organization providing services geared specifically for Maryland's lodging industry.

The Association preserves and promotes the lodging industry by:

- Providing current and relevant information about the lodging industry to Association members.
- Promoting practical and fair cooperation with government agencies on behalf of Association members.
- Creating opportunities for lodging professionals throughout the state to share information and learn from each other.

Groff will serve a two year term on the board.

Welcome – New CVB Staff Member!

The CVB recently hired Bethany Mattocks to manage membership, marketing and communications programs. Bethany is a graduate of University of Maryland College Park with a Bachelor of Arts Degree in Communications. She has provided strategic planning and project management for marketing agencies and non-profit membership associations.

Bethany is a native of Montgomery County and currently resides in Silver Spring. She can be reached at bmattocks@visitmontgomery.com.



Washington Convention Center Event Highlights March - April

March 6 – 7

Travel & Adventure Show
17,000 expected attendance
www.adventureexpo.com

March 11-14

The Washington Home and Garden Show
Open to the public
www.washingtonhomeandgardenshow.com

March 23 – 25

FOSE (IT trade show)
20,000 expected attendance
www.FOSE.com

April 18 – 21

American Association for Cancer Research
10,000 expected attendance
www.aacr.org

Contact Taffy Rice at 240-777-2063 to learn about opportunities to generate business from these events and others in the region.

Montgomery County, MD Tourism on Facebook and Twitter!

Join the fan page for Montgomery County, MD Tourism on Facebook. Search "Montgomery County, MD Tourism" to find us on Facebook.

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



Membership Announcements

Events at the Maryland SoccerPlex/ Discovery Sports Center

Home & Garden Show

March 12-14

MSI March Madness Soccer Tournament

March 27-28

DC Metro Basketball Tournament

April 2-3

Washington Freedom vs. Boston Breakers

April 10



Visit www.mdsoccerplex.org for updates!

NEW Event!

Gaithersburg Book Festival

The Cultural Arts Advisory Committee of the City of Gaithersburg is pleased to announce the 1st annual Gaithersburg Book Festival to be held on May 15, 2010. This brand new event is an exciting collaboration between The City of Gaithersburg and the region's literary best.

The event features presentations, book sales, and book-signings from authors of both national and local acclaim, as well as workshops for aspiring writers and activities for children. Thousands of people will come from across the region to hear writers of all kinds tell the stories of the characters – both real and fictional – we love to read about, about the craft of writing, and about the business of books, newspapers, and electronic media.



The festival will be an all-day, outdoor event set on the grounds of Gaithersburg's City Hall.

Gaithersburg City Hall Grounds

May 15, 2010

10am – 6pm

Free admission and parking

www.gaithersburgbookfestival.org

Theatre Companies Perform Plays Created in 24 Hours

Play In a Day Writers, Directors & Actors Compete Against the Clock

Six professional Washington, D.C. area theatre companies will write, direct, rehearse and perform original plays in just 24 hours. Participating theatres are given one day to prepare a one-act play based on similar themes. The final productions will be showcased on Saturday, March 20 at 8pm at Imagination Stage. Featured theatre groups include Adventure Theatre, Ganymede Arts, Imagination Stage, Olney Theatre Center, Round House Theatre and Woolly Mammoth Theatre Company.

Imagination Stage

March 20, 2010

8pm

\$15 general admission

Free parking

www.imaginationstage.org

Conference and Visitors Bureau (CVB) Staff Directory

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www.visitmontgomery.com

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Manager

Bethany Mattocks

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Pilot Program Staff

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Bridget Asante-Ansong

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Visitor Information

Layma Askarzoi

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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 (through January 2010)	\$1,255,286	\$822,541	\$2,077,827

General Reasons for Lost Business:

Reasons for lost business include the group being too large, the group needed to be closer in distance to an airport with complimentary transportation, the group selected a different destination, too expensive or we did not have any space on available dates.

Note: FY 2007

Booked includes \$990,000 for 40-week training class for Lockheed Martin

Note: FY 2009

The booked business included the following events:

\$768,050 CELEA 2011 Conference

\$254,430 AFI Silver Docs, 2009

\$146,640 Diabetes Technology Society Conference

Note: FY 2010

Pending from FY 2009 - \$746,610

American Bus Association

The American Bus Association (ABA) Marketplace came to Maryland in January 2010. ABA is one of the premier marketplaces for attracting group tour business. ABA members transport 785 million people annually and the Washington, DC region is one of their top destinations. Washington, DC, Maryland and Virginia each hosted an event to showcase their respective destination. The CVB had 28 appointments at ABA and the leads were sent to all member hotels and venues.



(from left): Dr. R. Christopher Goodwin, Owner of Comus Inn; Taffy Rice, CVB Sales Director and Ray Maldo, Manager of Comus Inn

The CVB sponsored two very successful FAM Tours during the ABA Marketplace. A total of 35 operators came through Montgomery County and the CVB has already seen great interest from the operators.

The FAM Tours included:

“Hallowed Grounds” The operators toured our heritage areas and enjoyed lunch with views of Sugarloaf Mountain. The operators heard stories of Montgomery County’s heritage, toured the C&O Canal and the Sugarloaf winery.

Sponsors: Comus Inn, Sugarloaf Winery, C&O Canal and Heritage Montgomery.

“Hidden Treasures” The operators were entertained with cocktails and dinner, desserts with musical entertainment and shopping at the Washingtonian Center.

Sponsors: Marriott Washingtonian, Peterson Group (Washingtonian Center), Lindt Chocolates, Fine Wines, Macaroni Grill, Holiday Inn Gaithersburg, Residence Inn, Corner Bakery and Copper Canyon Grill.

Upcoming Trade Shows

February 25	Destination Showcase
April - TBA	Canadian Sales Mission (Maryland International Marketing Association)
May 15-19	Pow Wow
May 27	Springtime
June - TBA	New York Receptive FAM in Maryland (Capital Region USA)

We are looking for partners for MPI in Canada, July 24–27, 2010. Please contact Taffy Rice at 240-777-2063 for more details.

Pilot Program Sales Booking Chart Analysis

FISCAL YEAR 2010

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by Program
2008	\$570,883	\$3,844,160	\$4,414,993
2009	\$412,054	\$5,338,796	\$5,750,850
2010 (through January 2010)	\$353,702	\$978,995	\$1,332,697

Note: The Pilot Program just landed a large booking in February 2010 of \$230,370 which helped to surpass the 2010 goal by \$175,573. This is in addition to the figures above.