

CVB Celebrates National Tourism Week with Familiarization Tour and Networking Event

The CVB celebrated National Tourism Week on Tuesday, May 12, 2009 with a Familiarization (FAM) Tour and networking event at Dave and Buster's. The stops on the FAM Tour included the Music Center at Strathmore, C&O Canal/ Great Falls, AFI Silver Theatre and Cultural Center, lunch at Blair Mansion Inn, Butler's Orchard and the Sugarloaf Winery. Transportation was donated by Eyre Bus.



The FAM Tour attendees included Meeting Professionals from associations in Montgomery County and Washington D.C., tourism professionals from Montgomery County, and local media.



In addition to an article that was printed in the Gazette on May 15th, the FAM Tour was featured on Access Montgomery. The show is called, "Coming Attractions," and aired every Friday at 8 PM and every Monday at 9 PM in June on AMTV 19. The show will also be streaming on Access Montgomery's website www.accessmontgomery.tv at the same times the shows aired.

Montgomery County Visitor Guide 2009-2010

The CVB partnered with Maryland Life Magazine to produce the exclusive Visitor's Guide to Montgomery County, MD. The guide is a complete source for visitors, new residents, relocating employees and businesses. The guide includes CVB member listings, as well as comprehensive information and maps about Montgomery County, from dining, shopping, antiques, relocating, transportation services, hotels, parks, outdoor recreation and special event sites and services. The Guide arrived in November 2008 with the distribution of 75,000. The guide was also produced digitally with every page and every hyperlink available at www.marylandlife.com and on the CVB of Montgomery County website, www.visitmontgomery.com.

Montgomery County Calendar of Events 2009

The Montgomery County Calendar of Events 2009 was produced in December 2008. The calendar lists all CVB member events and other major events throughout the county. An on-line version of the calendar was posted on the CVB website.

2009 AT&T National Success, Over \$29 Million in Economic Impact Attendance Increased Eighty Percent

The AT&T National Golf Tournament, held June 30 to July 5, 2009, generated an estimated \$29.1 million in direct and indirect expenditures, a significant increase from the 2008 impact of \$16.8 million. The Tournament, hosted by Tiger Woods, was held for the third consecutive year at Congressional Country Club in Bethesda. As in 2007 and 2008, the bulk of the impact was concentrated in Montgomery County and included \$6.1 million in direct employee income and approximately 250 jobs.

The 2009 AT&T National attracted more than 194,000 spectators over six days, an 80 percent increase over last year. Average daily attendance was 32,346 and an estimated 19,410 spectators stayed overnight in the County. Additionally, the tournament brought sponsors, suppliers, players, caddies, families and media from outside the region, accounting for an additional 3,600 overnight visits.

Maryland Unveils Sports Marketing Office

Maryland formally unveiled its sports marketing office Friday, May 8, 2009, an initiative officials hope will be a launching pad to luring more events and visitors to the state. In a press conference Terry Hasseltine, head of the sports marketing office, touted a new website housing a database of Maryland's 800 facilities and venues, upcoming sporting events and contacts for each of the state's 24 counties. The initiative will help the state grab a bigger share of the \$182 billion U.S. sports travel and event industry. The sports marketing office was created jointly by DBED and the Maryland Stadium Authority in 2008 with a budget of \$150,000. The goal is to attract visitors through sporting events from the youth to professional level, boost tourism and draw national media attention to Maryland.

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Montgomery County

MARYLAND

Dear Industry Partners,

The Conference and Visitors Bureau (CVB) of Montgomery County, Maryland, Inc. is pleased to present the organization's Fiscal Year 2009 Annual Report.

The local hotel industry began to experience declines in occupancy in the fall of 2008. The Inauguration 2009 activities generated a 21% average daily rate (ADR) increase. However, as spring 2009 came the hotel industry began to see consistent declines in occupancy and ADR. March 2009 ADR was down -2%, April 2009, -15%, May 2009, -15% and June 2009 -13%. In addition the hotel occupancy during this same period dropped in April -5.6%, May, -8.2% and June -2.8%. According to Smith Travel Research data, Montgomery County still continues to hold occupancy levels above the national average year to date in 2009.

This report will provide you with general statistics on the hospitality industry through hotel statistics, local hotel tax collection data, and updated Global Insight Research on traveler expenditures. In addition, the report is designed to provide at a glance the activities of the CVB throughout Fiscal Year 2009 along with return on investment figures through our sales initiatives.

Montgomery County and the CVB are experiencing revenue declines as noted through the loss in room rental transient tax collections. The CVB is funded by an allocation of 3.5% of the actual room tax collections generated from the 7% hotel tax levied. The collections from Fiscal Year 2007 to Fiscal Year 2009 have declined steadily. The CVB is expecting stabilization in the hotel industry therefore a stabilizing of room tax revenue declines in Fiscal Year 2010. Growth from this revenue source is not expected until Fiscal Year 2011.

We hope you will take a moment to review the information attached and use the data to assist your individual businesses.

Thank you for your continued support of the CVB.

Best Regards,

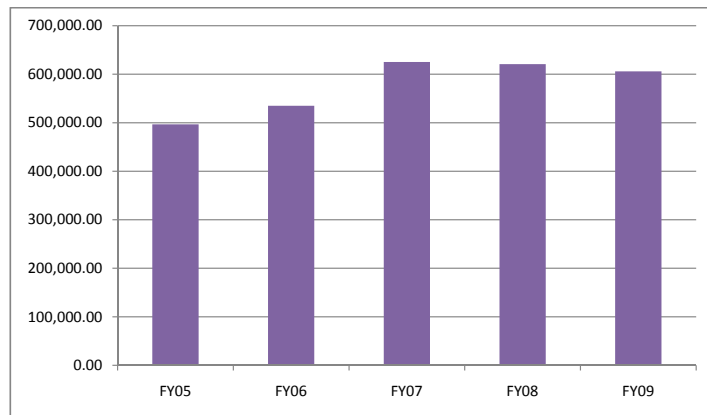
Rick Southard
Doubletree Hotel Bethesda and
CVB President Fiscal Year 2010



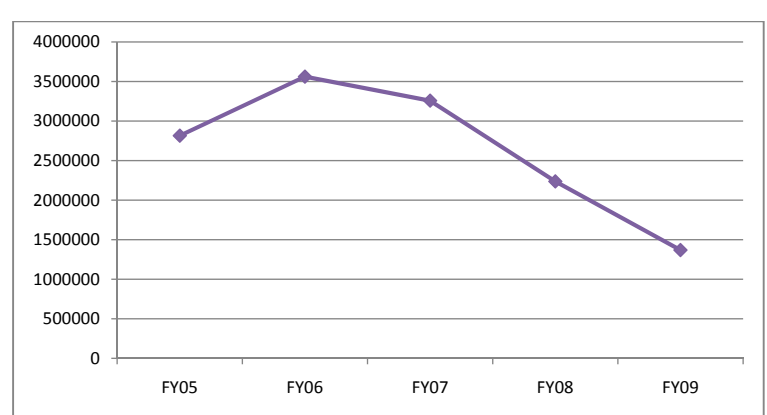
Fiscal Year 2009

ANNUAL REPORT

CVB Allocated Hotel/Motel Tax Revenues



Website Hit Comparisons- FY05 - FY09



Montgomery County Hotel Tax Collections Fiscal Year 2009

Revenue for the month of	Revenue (\$)	3.5% of Revenue (\$)
July 2008	1,431,108.25	50,088.79
August 2008	1,554,454.43	54,405.90
September 2008	1,689,058.61	58,802.05
October 2008	1,465,933.84	51,307.68
November 2008	1,451,902.67	50,817.22
December 2008	1,005,777.55	35,202.21
January 2009	1,387,114.00	48,548.99
February 2009	1,163,205.83	40,712.20
March 2009	1,365,450.11	47,790.75
April 2009	1,606,362.55	56,222.69
May 2009	1,507,916.77	52,777.09
June 2009	1,691,307.18	59,195.75
TOTAL	17,310,609.78	605,871.32

Montgomery County Hotel Occupancy and Average Daily Rate FY2009

Month	Occupancy	Inc/Dec	ADR	Inc/Dec
July 2008	73.0	5.7%	\$124.75	3%
August 2008	63.8	1%	\$119.95	-1%
September 2008	66.7	1.3%	\$146.30	7.95%
October 2008	70.6	-3.8%	\$146.77	3.02%
November 2008	58.5	-2.4%	\$134.96	1.49%
December 2008	45.8	-4%	\$131.19	6.22%
January 2009	48.1	.9%	\$155.23	20.79%
February 2009	53.1	-3.9%	\$134.21	-2.05%
March 2009	61.4	5.6%	\$134.17	-2.05%
April 2009	70.5	-5.6%	\$127.61	-15.22%
May 2009	67.8	-8.2%	\$124.23	-15.6%
June 2009	74.5	-2.8%	\$127.28	-13.06%

Global Insight Hospitality Industry Revenues

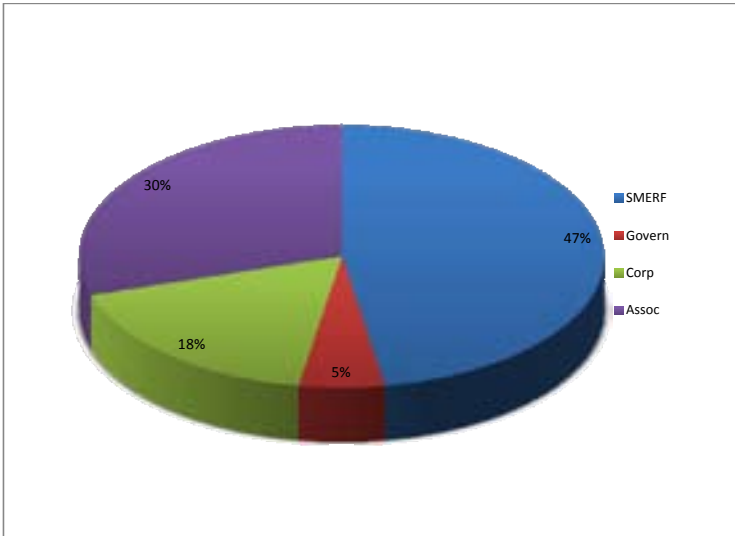
2008 Sales	Accommodations	Entertainment	Food	Retail	Transportation	Total
Montgomery County	\$290,961,000	\$370,915,502	\$508,087,502	\$393,141,890	\$716,385,578	\$2,279,4091,472
Maryland All	\$2,525,650,326	\$1,835,666,603	\$3,584,572,385	\$2,694,221,820	\$3,815,346,753	\$14,455,457,886

2007 Sales	Accommodations	Entertainment	Food	Retail	Transportation	Total
Montgomery County	\$292,935,411	\$367,814,913	\$510,763,818	\$397,445,301	\$704,293,179	\$2,273,252,622
Maryland All	\$2,434,259,960	\$1,803,519,959	\$3,482,696,876	\$2,706,902,202	\$3,586,388,445	\$14,013,767,441

CVB Sales Booking Chart Analysis

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2005	\$1,557,622	\$5,193,682	\$7,587,252
2006	\$1,907,370	\$3,194,906	\$6,446,968
2007	\$4,135,321	\$5,169,391	\$9,304,712
2008	\$1,241,272	\$3,150,960	\$4,392,232
2009	\$2,694,282	\$1,375,658	\$4,069,940

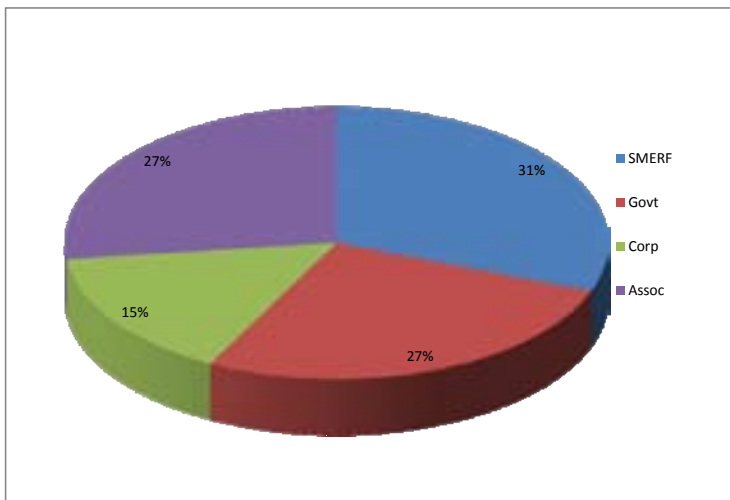
CVB Market Segment Booking Analysis for Fiscal Year 2009



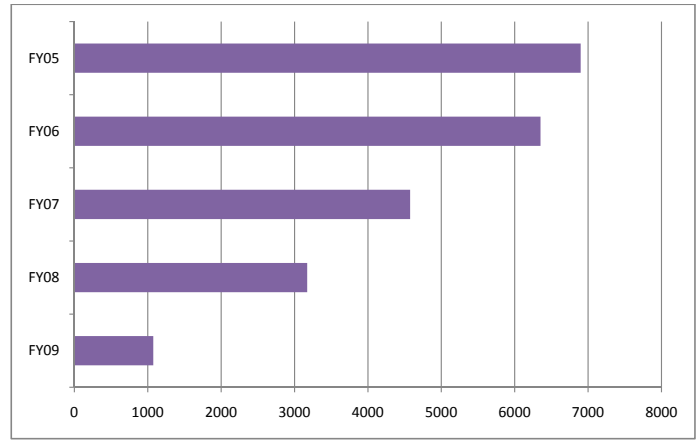
Pilot Program Sales Booking Chart Analysis

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2008	\$570,883	\$3,844,160	\$4,414,993
2009	\$412,054	\$5,338,796	\$5,750,850

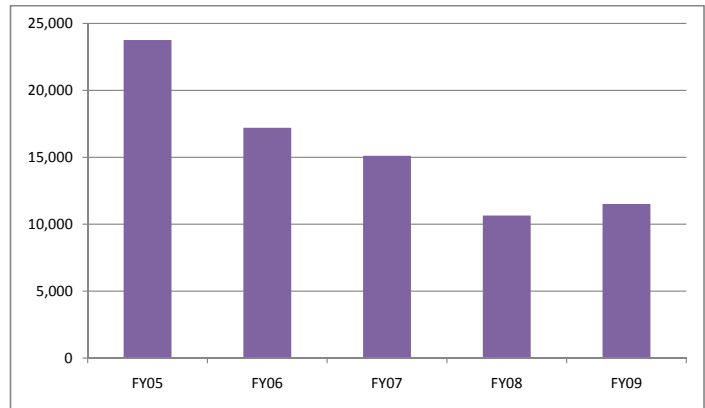
Pilot Program Market Segment Booking Analysis for Fiscal Year 2009



Visitor Information Center Traffic – Fiscal Year 2005 - 2009



Print Advertising Inquiries- FY05 - FY09



Montgomery County Awarded the Accreditation for Law Enforcement (CALEA) 2011 Annual Conference

The CVB was awarded the 2011 CALEA conference in FY2009. The conference will bring in 600 attendees for 5 nights and will have an economic impact of \$876,000 from delegates, \$168,825 from exhibiting companies, \$531,255 from event organizers, for a total revenue of \$1,576,080.

Pow Wow 2009

The CVB attended the Travel Industry Association's International Pow Wow, the travel industry's premier international marketplace and the largest generator of Visit USA travel, May 16 - 20, 2009 in Miami Beach, FL. There were 1,000 U. S. Travel organizations from every region of the USA that represent all industry category components. Close to 1,500 International and domestic buyers from more than 70 countries were represented at Pow Wow. Pow Wow generates over \$3.5 Billion in future Visit USA Travel. The CVB's sales goal is to increase international visitation to Montgomery County.

Canadian Sales Mission

The CVB attended a sales mission with other Maryland CVB's and the State of Maryland to Montreal, Canada. During this mission, 3 1/2 days were spent calling on tour and travel operators and a presentation was given highlighting all of Maryland, including Montgomery County. This mission has resulted in two (2) inquiries for more information on Montgomery County parks and hotels. The CVB will repeat this mission next year to include Quebec.