

CVB
NEWSLETTER
FALL 2011

LETTER FROM THE CVB BOARD PRESIDENT

Letter From the Board President

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We're Open!



Dear Industry Friends,

I am honored and looking forward to serving as the new CVB Board President this year. I am joined by a talented and experienced CVB Executive Committee that includes Joe Fernandez, President-Elect, AAA World Magazine; Paul Reynolds, Secretary, B.F. Saul Company, Hotel Division; and Mark Grabowski, Treasurer, Strathmore.

Please join me in welcoming two new board members to the CVB in Fiscal Year 2012: Selim Soliman, General Manager, The Doubletree by Hilton Hotel & Executive Meeting Center Bethesda-Washington DC and Alicia Dinwiddie, Sales Manager, 300 Shady Grove.

To begin, I'd like to thank the Montgomery County retail, restaurant and hospitality communities and the thousands of volunteers for their role in making the U.S. Open Tournament a huge success. The final numbers from the tournament this past June include total attendance of 229,574 and a total estimated economic impact between \$130-\$150 million! Together we demonstrated the high quality of our hospitality to hundreds of thousands of visitors to our area.

Tourism is a significant economic engine for Montgomery County. More importantly, our CVB staff is responsible for generating room night stays, group meetings and conferences. All of these attendees stay in Montgomery County hotels, eat in Montgomery County restaurants and shop in Montgomery County retail shops. The upcoming year will continue to be challenging as we slowly work to emerge from the most significant economic downturn in memory. The role of the CVB is now more important than ever.

To that end, the CVB board and its executive committee will continue to work hard developing and expanding programs and services that provide real benefits to our members and to the hospitality industry. In summary, let me say to our current members: your continued membership and more importantly, your active involvement in the CVB is critical to the growth of the hospitality industry. And to prospective members: join with us and see how the CVB can benefit your organization through networking, being informed about the industry and learning new ways to grow your business.

I welcome your thoughts, ideas and comments about our CVB. Please feel free to contact me at jonenten@gmail.com or call me at 301-980-0666. Or call upon our CVB staff anytime at 240-777-2061.

Sincerely,

Jon Enten
CVB Board President



CVB "We're Open!" Campaign Launch During National Tourism Week

At a press launch May 9, 2011, Montgomery County Executive Isiah Leggett joined members of the local hospitality community for the launch of a County-wide hospitality campaign sparked by the 2011 U.S. Open Championship, held June 13-19 at Congressional Country Club in Bethesda. The launch coincided with National Travel and Tourism Week May 7-15, 2011.



Pictured left to right:
Natalie Ramos, Kelly Groff,
Isiah Leggett, *Montgomery County Executive*,
Bethany Mattocks,
Layma Askarzoi and Kristina Ellis

The CVB thanks all discount card participants for making this campaign a success! Stay tuned for another discount card program in a few months.

The "We're Open!" Campaign could not have been possible without the hard work of our hospitality committee.

Speakers included:

- *Isiah Leggett*, Montgomery County Executive
- *Roger Berliner*, Montgomery County Councilmember
- *Dennis Castleman*, Vice President, Industry Relations, U.S. Travel Association
- *Dave Dabney*, Executive Director, Bethesda Urban Partnership
- *Rick Southard*, Conference and Visitors Bureau FY2011 Board Chair & Senior Market Account Executive, Marriott International
- *Kelly Groff*, Executive Director, Conference and Visitors Bureau (CVB) of Montgomery County, Maryland, Inc.

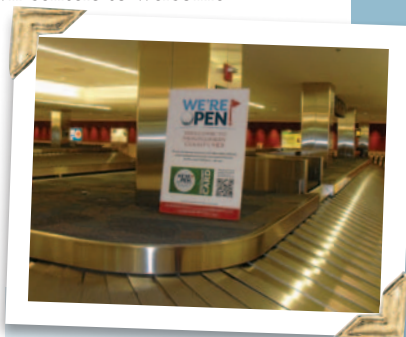
The CVB thanks the Bethesda Urban Partnership and BlackFinn American Saloon for help with the event logistics and catering.

The "We're Open!" campaign

included branded banners and buttons that were placed and distributed throughout the County to welcome visitors for the U.S. Open. The CVB distributed 20,000 buttons to front-line employees at hotels, restaurants, county agencies and town centers to welcome visitors to our county. The CVB also distributed 20,000 discount cards to hotels and other businesses to encourage patronage in our county. A welcome packet was given to each hotel guest upon check-in that included a discount card, a Ride the Redline flyer and a welcome letter from the County Executive. Visitors were also greeted with airport signage at baggage claim areas at BWI, Dulles and National Airport.

The CVB would like to thank Lee Barnes and Kristina Bigby for donating 40 taxi toppers on Barwood Taxis. This signage kept the "We're Open!" message moving throughout the county!

A major component of the campaign was a discount card program that allowed 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, 2011.



Signage at BWI Airport baggage claim



Thank you to the CVB U.S. Open Hospitality Committee

Kelly Groff and Bethany Mattocks
CVB Montgomery County

Ginanne Italiano and Timothy Sy
Greater Bethesda-Chevy Chase Chamber of Commerce

Dave Dabney, Jeff Burton and Stephanie Coppula
Bethesda Urban Partnership

Sara Duani
BlackFinn American Saloon

Lori Chaikin
Blue Heron Wellness

Selim Soliman and Ayesha Arora-Sharma
Doubletree Bethesda

Jon Enten
Enten Marketing

Leila Beltramo
Hilton Garden Inn Washington D.C./Bethesda

Lee Callicutt
Hyatt Summerfield Suites

Yazmin Cabrera
Legacy Hotel and Meeting Center

Kristina Ellis
Montgomery County Department of Economic Development

Kitty Kelly
Staples

Charles Kauffman
Vamoose

U.S. Open Volunteers

The CVB worked with members and friends to staff 42 volunteer positions at the 2011 U.S. Open. The USGA requested local volunteers for 3 information booths on site. The CVB thanks all of our volunteers like Leila for their hard work!



On site at the 2011 U.S. Open:
Leila Beltramo, Sales Manager,
Hilton Garden Inn
Washington D.C. /Bethesda

CVB Networking Event at 300 Shady Grove

On May 5, 2011, the CVB hosted a fun networking event at 300 Shady Grove in the VIP room. Attendees enjoyed a taco and nacho station in honor of Cinco de Mayo and a friendly bowling competition! *For group bookings, contact Alicia Dinwiddie at (240) 813-1402.*

To host a CVB Networking event, contact Bethany Mattocks at bmattocks@visitmontgomery.com.

Save-the-date! B2B with the CVB

Meeting & Networking Event
Interact with fellow CVB
members and learn what's new with the CVB

October 26, 2011
3 - 6pm
Homewood Suites Silver Spring
8728 Colesville Road
Meeting: 3-4pm
Networking: 4-6pm

CVB Launches Trip Advisor DMO Sponsorship

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 to place prime content-integration on their destination's tourism page on TripAdvisor.

The campaign includes run-of-site advertising placement in Virginia, District of Columbia and Maryland, which means increased exposure for Montgomery County through these channels.

Email bmattocks@visitmontgomery.com for details.

Fillmore Grand Opening

The Fillmore Silver Spring brings a dynamic, first-class music, entertainment, and community use venue to downtown Silver Spring, Maryland, in partnership with Montgomery County. For more than 40 years, the legendary Fillmore name has stood as the link between some of the most influential artists in music and their fans. With a capacity of nearly 2,000, the newest Fillmore will offer an array of diverse live music programming. Located in the heart of Downtown Silver Spring, the Fillmore will join the American Film Institute and Discovery Communications as cornerstones of the neighborhood's exciting, up-and-coming arts and entertainment district.
www.fillmoresilverpring.com



Miracle Field

South Germantown Recreational Park is the new home of the first Miracle Field in Maryland.

With the goal that "every child deserves to play baseball," the Miracle League Organization provides the opportunity nationwide for children with disabilities to play baseball in a safe environment on a specially-designed field of cushioned synthetic turf.

The Washington Nationals Miracle Field, as part of the Miracle League of Montgomery County, is the first of its kind in the area and plans to serve children not only in the county, but in other Maryland counties, D.C. and Virginia, as well.
www.miracleleaguemontcmd.com



Circulator Vehicles in Bethesda

The Bethesda Urban Partnership has launched new vehicles that will replace the former trolley-style vehicles, and become the new Bethesda Circulator fleet. The new vehicles will offer more reliable service, consistent branding and a more comfortable ride.
www.bethesda.org/bethesda/bethesda-circulator

Orange Taxi

RMA Worldwide has served the transportation industry for over twenty years with its fleet comprised of sedans, SUVs, limousine, vans and buses. Now they are expanding their business by adding a taxicab service to their fleet! These fuel-efficient vehicles hit the road in late August. www.rmalimo.com

Choice Hotels International, Inc. Headquarters Groundbreaking

On August 30, 2011, Choice Hotels International, Inc. broke ground on their worldwide headquarters office in Rockville. The new building will open in Spring 2013 and brings more than 400 jobs to Rockville.



Pictured left to right: Stephen Joyce, *CEO of Choice Hotels International, Inc.*, Isiah Leggett, *Montgomery County Executive and Congressman*, Chris Van Hollen

Wellness in Your Workplace

Blue Heron Wellness offers Mobile Wellness, which gives you and your staff the perfect “time-out” to relax, restore, and refocus conveniently right in your own office. There is no need to travel to an outside appointment. Their experienced professionals deliver value-added services right in the convenience of your office.

Individually tailored programs can include:

- Seated Massage
- Group Acupuncture
- Yoga and Movement Classes (pilates, tai chi, qigong, belly dancing)
- Health and well-being seminars

Contact Lori Chaikin at lori.s.chaikin@gmail.com for details.

Courtyard Marriott Silver Spring Renovates Lobby

The hotel will feature the brand’s new Refreshing Business lobby concept, designed to give travelers the flexibility to work and socialize however they choose while on the road. A signature element of the new lobby is the exclusive GoBoard® technology, a 52-inch LCD touch screen packed with local information, maps, weather, and news, business and sports headlines. Dining has been completely redesigned with The Bistro – Eat. Drink. Connect.;

offering casual, flexible seating; easier access to food and higher quality, healthier menu options for breakfast; and light evening fare, including snacks, wine and beer so guests can unwind. www.marriott.com



Best Server in Montgomery County Award

In the May/June 2011 issue of Bethesda Magazine, 25 new local restaurants were reviewed to find the “best of.” Reece Dixon from Matchbox won Best Server in Montgomery County!



A Rockville native for 26 years, Reece has been working in restaurants for 11 of those years. Reece has been a server at a variety of places throughout Montgomery County and has gained new experiences and knowledge at each one. He joined the Matchbox Rockville team in December 2010. Please join us in congratulating Reece!

Matchbox Rockville also won Best Décor and Best Pizza. www.matchboxrockville.com

Nominate Everyday Heroes in Honor of 9/11

Join the Hilton Garden Inn Washington DC/Bethesda on Facebook to pay tribute to whom you consider to be an Everyday Hero. Encourage your friends and colleagues to do the same. Weekly prizes are available as follows:

- Every Friday from now until the end of September one entrant a week on Facebook will win a \$25 gas card to use anywhere in the U.S.A.
- There will be TWO main prize winners of a weekend getaway accommodation package to the Hilton Garden Inn Washington DC/Bethesda.

The package will include one guestroom (for a couple or family of two adults and two children), American full breakfast, parking and a \$25 gas card.

The first main winner will be announced on September 11, 2011 and the second winner on September 30, 2011. “Like” Hilton Garden Inn Washington, DC/Bethesda on Facebook and find out the winner!

Please Welcome Our New Members!

Washington Performing Arts Society • The Fillmore • The Adventure Park at Sandy Spring
Mosaic Print • Howard Lansat Photography & Associates • Print 1
Women: Back to the Future

Trade Show Schedule FISCAL YEAR 2012

Meetings & Conventions Market

Connect Marketplace (SMERF Market)

August 25 - 27, 2011 - Chicago, IL

Affordable Meetings National

September 7 - 8, 2011 - Washington DC

Smart Meetings

September 25 - 27, 2011 - Lake Buena Vista, FL

Rejuvenate (SMERF Market)

November 7 - 9, 2011 - San Jose, CA

Nursing Organizations Alliance

November 17-19, 2011 - Miami, FL

DMAI's Destination Showcase (open for co-op)

February 24, 2012 - Washington DC

Springtime in the Park GWSAE (open for co-op)

May 3, 2012 - Washington DC

Collaborate Trade Show

May 3-5, 2012, Las Vegas, NV

Society of Govt. Mtg. Professionals

June 8 - 11, 2012, New Orleans, LA

AIBTM

June 19-21, 2012 - Baltimore

Group Tour/Consumer Markets

American Bus Association

January 7 - 12, 2012- Grapevine, TX

International POW WOW

April 21- 25, 2012 - Los Angeles, CA

Sports Market

TEAMS

October 3 - 6, 2011 - Las Vegas, NV

NASC Symposium

April 17 - 19, 2012 - Hartford CT

Monthly Summary of Top 5 Advertising Leads

FISCAL YEAR 2012

Publication	Total (Jul-Jan)
AAA World	148
Midwest Living	48
Preservation Magazine	36
Southern Living	51
USA Weekend	91

For a complete list of publications, please contact Bethany Mattocks.

Monthly Summary of All Inquiries

FISCAL YEAR 2012

	July	August	Total
Phone Calls	30	11	41
Letters/Faxes	1	1	2
Relocation	12	0	12
Media	2	1	3
Bulk Brochure Orders	8	4	12
Advertising	227	252	479
Consumer Website	28	30	58
Housing Website	14	62	76
CVB Web Group RFPs	3	1	4
Sales Group Leads	23	12	35
Conference Service Requests	4	0	4
Total	352	374	726

CVB Sales Booking Chart Analysis

FISCAL YEAR 2012

Fiscal Year	Booked	Lost	Room Nights	Total Potential Revenue Generated by CVB
2011	\$1,425,858	\$3,224,896	1,624	\$1,532,593
2012 (July Only)	\$344,880	\$507,655	1,551	\$852,535

Bolger Center and Gaithersburg Marriott Washingtonian Center Become Maryland Green Travel Partner

Located on a picturesque lake setting, the Gaithersburg Marriott understands the need to protect their beautiful surroundings. Through reduction of consumption, re-using materials and waste, as well as increasing their volume of recycled materials, they are showing our commitment and responsibility to the Earth. Some measurable results include going to many low-flow water fixtures and a reduction in water consumption by 10%, or more than 1.2 million gallons a year.

The Bolger Center's location on 83 acres of wooded land drives the importance for guests to see that they carry the green philosophy into their business practices. Through use of water coolers, shampoo dispensers and mulching services, the cost savings is more than \$40,000 annually.

Maryland Green Travel encourages environmentally-friendly practices in all aspects of the state's tourism industry and promotes Maryland as a green destination to the eco-minded traveler. Becoming a Maryland Green Travel Partner is easy and membership in the program is **free**. Montgomery County now has three lodging partners in the Green Travel Program: Holiday Inn Gaithersburg, Bolger Center and Marriott Washingtonian.

Join your colleagues and apply today at www.visitmaryland.org!

Online Advertising Now Available

The TripAdvisor Campaign is part of an integrated online marketing campaign including advertising on the award-winning CVB website, www.visitmontgomery.com.

All advertising opportunities are currently limited to members only. If you are interested in CVB Membership, please contact bmattocks@visitmontgomery.com.

New Menu at BlackFinn!

Since it opened on the corner of Fairmont and Norfolk Avenues in 2007, BlackFinn has been a destination for Bethesda locals and visitors looking for a warm, inviting atmosphere and classic American food offerings. Now as part of the restaurant's increased focus on quality food and drink, BlackFinn has launched a brand new menu with an emphasis on local, fresh offerings and ingredients. The menu showcases a contemporary style of classic American cooking and is highlighted by a new variety of select seafood, choice cut steak, salads, pasta and tempting desserts for lunch and dinner seven days a week. *Contact Kalen Junda at kjunda@blackfinnbethesda.com for details or visit www.BlackFinnBethesda.com.*



The Conference and Visitors Bureau of Montgomery County, MD, Inc.
111 Rockville Pike, Suite 800 • Rockville, MD 20850



Welcome!

***Search "MoCoTourism" and
"follow us" on Twitter and
"like us" on Facebook!***

www.VISITMONTGOMERY.COM