

**Conference and Visitors Bureau of Montgomery County,
Maryland, Inc. (CVB)**

11820 Parklawn Drive, Suite 380
Rockville, Maryland 20852

Please Forward Cover Letter & Resume to Melissa Malkin
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<u>Title:</u>	Internship
<u>Major:</u>	Communications/Public Relations/Marketing/Advertising
<u>Start Date:</u>	Fall/Spring/Summer
<u>Hours:</u>	12-14 hours/per week
<u>Compensation:</u>	Unpaid/Offer College Credit
<u>Application Deadline:</u>	Continuous

Mission of the CVB:

To promote and develop travel and the travel industry in Montgomery County, Maryland. Additionally the purposes for which the CVB was formed are as follows:

- ◀To unite and serve as liaison between all existing private organizations and public agencies concerned with the economic benefits of the travel and convention business and allied activities in Montgomery County and the region.
- ◀To pool resources, exchange ideas and share experiences in order that the members may participate more effectively in the development and expansion of the travel industry in Montgomery County.
- ◀To seek methods of undertaking promotional efforts among the members and with the State and regional organizations to increase the travel and convention business in Montgomery County especially on weekends and shoulder seasons.

Internship Description

The CVB has identified three individual projects for consideration for an internship.

1) Research – Business Community Attitude Study:

Conduct a survey to assess how the tourism industry is perceived by local business and community leaders. This information will be a key factor in determining receptivity to potential tourism development and promotional activities. The results from the survey

will provide a baseline from which to build a broad network of support for and participation in the tourism assessment, planning and implementation process.

Objectives

- Determine the level of support or lack of support for tourism development.
- Identify concerns of the community about tourists and tourism development.
- Determine whether businesses perceive that they will benefit personally from tourism.
- Identify specific places or events that local businesses do not want promoted to tourists.
- Identify community perceptions of the best opportunities for future economic development.

Action Steps

- 1) Create the survey with input from the CVB board of directors, CVB staff and CVB members.
- 2) Generate a mailing list for the sample.
- 3) Identify newsletters for non-profit organizations and chambers in which to insert the survey.
- 4) Send press release.
- 5) Conduct the survey.
- 6) Compile and report the data collected.
- 7) Evaluate the survey results.
- 8) Send response and report findings to survey participants, local and state elected officials and tourism industry representatives.

2) Attractions Inventory/Product Development Update/Meeting and Special Event Venue Inventory:

Contact current listing of historic sites in Montgomery County to update addresses, contact names and hours of operation. In addition, research via the internet and local resources additional historic sites and other attractions in Montgomery County. Identify proposed development projects that directly or indirectly impact the hospitality industry. Compile a description of each project, timeline for completion and status report.

Objectives

- To create an updated database of historic sites, attractions and meeting and event venues in Montgomery County to promote in upcoming collateral materials.
- Identify upcoming development projects that can enhance the marketing efforts of the CVB.
- To remain apprised of county economic development issues to utilize as talking points for promoting the hospitality industry and future growth.

Action Steps

- 1) Compile the mailing list for updating the current inventory.
- 2) Identify historical and cultural organizations that may be contacted for assistance with identifying additional sites.

- 3) Enter the database into the computer to create a working mailing list and resource.

3) Inquiry Conversion Study

Implement a survey of visitor inquiries from the consumer market segment requesting information on traveler's spending, month of visitation, state of origin, transportation, spending and other demographics.

Objectives

- To determine CVB collateral materials impact on the visitor inquiry.
- Identify the conversion rate of inquiry that results in actual visitation.
- Gauge visitor spending habits, method of transportation, origin, activities, accommodations, dining and other demographic information.

Action Steps

- 1) Compile the survey with input from the CVB staff and Board of Directors.
- 2) Collect the database of inquiries from visitor inquiries generated from the advertising campaign six months prior.
- 3) Mail the survey.
- 4) Compile the survey results and develop a summary.