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KELLY GROFF WINS TOURISM PERSON OF THE YEAR AT MARYLAND TOURISM SUMMIT
Visit Montgomery also won Best Website and Best Digital Campaign

November 19, 2014 – Kelly Groff, president and CEO of Visit Montgomery County won the distinguished award of Tourism Person of the Year at the Maryland Tourism & Travel Summit. The summit was held November 12 – 14 in Ocean City, Maryland. This prestigious award, now in its 33rd year, is given to an industry leader whose exceptional commitment has significantly enhanced and perpetuated the tourism industry in Maryland. Kelly's commitment to Visit Montgomery began 20 years ago, but she began her career in tourism in Baltimore City as an administrative assistant to the group tour marketing team at the Baltimore Office of Promotion. Her career continued in the hotel industry and the Baltimore County Office of Economic Development before joining Montgomery County. "I am thrilled to win Tourism Person of the Year and it's an honor to be recognized by my fellow hard-working peers in the Maryland Tourism Industry," said Kelly Groff.

Visit Montgomery County also won the award for Best Website and Best Digital Campaign. The criteria for the Best Website award are that the new website should demonstrate a creative implementation of a brand that is visually pleasing, unique, that captures the spirit of the brand, and is user-friendly. In late August, Visit Montgomery launched a new website, www.VisitMontgomery.com, with updated features like a county-wide calendar of events, interactive map and a trip builder. The website was developed by the Frederick-based web design firm Wood Street. Additional features like the itinerary and interactive map were created by the app developer CARTONOVA, and the new events calendar was developed by Time.ly.

The Best Digital Campaign award was for the Brand Connect campaign with the Washington Post online. This new, innovative campaign brought together content generated by the Visit Montgomery staff to consumers searching the Washington Post website. The #1 article was "Summer is for Biking in Montgomery County," which promoted the new Capital Bikeshare program.

About Visit Montgomery:

The mission of Visit Montgomery is to enthusiastically promote, market and sell Montgomery County, Maryland as a destination for meetings, conventions and individual travelers, fostering economic development and benefiting and supporting members and the overall business community. It is Visit Montgomery's goal to show leadership and be regarded as a quality organization of experts and advocates of its members, partnering with local, county and state organizations and government officials in an effort to further these goals.

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