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Visit Howard County FOR IMMEDIATE RELEASE

Visit Howard County Awarded 'Best Digital Campaign' at 2019 Maryland Tourism Coalition Tourism & Travel Summit

Ellicott City, MD (November 2019) Last week, at the Rocky Gap Resort & Casino in Cumberland, Maryland, the Maryland Tourism Coalition awarded Visit Howard County the prestigious 2019 'Best Digital Campaign' marketing award.

"Congratulations to Visit Howard County for this creative and innovative campaign that attracted new and return visitors to Howard County," said County Executive Calvin Ball. "By utilizing these types of digital campaigns, we are attracting nearly 3 million visitors supporting nearly 11,000 hospitality and tourism jobs. Creative, engaged and thoughtful digital advertising campaigns through online and social media networks are proving to be an effective way to spread the word that Howard County is an exceptional place to live, work, play and visit."

"This is a testament to the hard work and creativity of the staff of Visit Howard County," said Barbara Nicklas, Board Chair of Visit Howard County. "Tourism is incredibly important to Howard County's economy and Visit Howard County is a driving force behind it."

"It is an honor to be recognized at this year's Maryland Tourism Coalition Tourism & Travel Summit," said Amanda Hof, Executive Director for Visit Howard County. "A huge thank you to our many partners for hosting these events that gave us the inspiration for FestivALL."

FestivALL is a new campaign that debuted in May 2019 showcasing and promoting Howard County's many multi-cultural festivals including the Capital Jazz Fest, American Indian Pow Wow, A Trip to Africa, the Korean Festival, Howard County Pride Festival and Indian Festival. Digital advertising returned over seven million impressions. Festival attendance ranged from twenties of thousands to several hundred. While in town, attendees spent money at Howard County hotels, restaurants, retail outlets, fuel stations, etc.

The Maryland Tourism Coalition and Maryland Tourism Development Board annually awards projects, events and people that make a difference in the Maryland tourism industry and showcase the creativity and ingenuity of the industry. Other awards Visit Howard County has won in past years include, Market Expansion Award for Maryland's Korean Way, Best Digital Campaign for Farms, Food & Fun, Best Marketing Product for the Howard On Tap Craft Beer Trail, and Best Visitor Guide among others.

About Visit Howard County

Visit Howard County (501c6 not-for-profit) is recognized by Howard County Government and the Maryland Office of Tourism Development as the official Destination Marketing Organization for Howard County, Maryland and funded by a legislated portion of the county hotel tax, allocated through Howard County Government. Visit Howard County's mission is to be the lead organization to market and develop the County as a premier leisure and business travel destination. www.VisitHowardCounty.com



2019 Maryland Tourism Coalition Tourism & Travel Summit Industry Awards. Left to right, Nora Campbell, MTTTS; Crystal Abrom, Senior Marketing Manager, Visit Howard County; Amanda Hof, Executive Director Visit Howard County; Bridget Graham, Director of Visitor Services & Operations, Visit Howard County; Chris Rhiel, MTTTS

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