



HOWARD COUNTY TOURISM & PROMOTION

FOR IMMEDIATE RELEASE

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HowardOnTap Craft Beer Trail App Launch

Ellicott City, MD (June 24, 2015) – Howard County Tourism & Promotion invites you to TAP THE APP this summer and experience the burgeoning craft beer scene centered in Howard County, Maryland.

Howard County Tourism & Promotion is delighted to announce its partnership with locally-owned and operated tech firm, TownSprout in the development of its NEW HowardOnTap craft beer trail app. Howard County, Maryland, nationally recognized for its outstanding quality of life in MONEY, Forbes and US News & World Report magazines can now boast a stunning, state-of-the-art app for craft beer enthusiast visitors and residents alike. Bill and Kristin Vucina, co-owners of TownSprout commented on the development of the app, saying, "Working with Howard County Tourism & Promotion has been an unbelievable experience and opportunity! We are so thrilled to be a part of their first mobile app designed to promote Howard County's unique beer attractions." Also noteworthy are the beautiful graphics created by Maryland based firm, Octavo Designs.

Howard County Tourism & Promotion's NEW HowardOnTap app is free to download on your iPhone beginning on June 28, 2015 and has all the necessary information on area breweries, brew pubs, ale houses, and more. Visit all the Trail Stops and be awarded with an official HowardOnTap souvenir glass plus become eligible to win gift certificates and prizes from participating locations. The app tracks your progress and lets you know when you've completed the trail. Once completed, you can travel the trail again for another cool souvenir. Integration with Facebook and Twitter makes sharing the journey easy and fun! Be the first to know what's new at your favorite beer attractions with the *On Tap* live news feed and never miss an event with the *Events* calendar. Booking hotel rooms, rides with Uber or taxis, and even tours are all easily done using the *Rooms*, *Rides* and *Tours* features. The trail can be traveled over time or all at once with participating tour and travel partners.

According to Brewers Association (BA), a national organization that promotes independent brewers, craft beer is outperforming domestic and imported beer sales. BA states that there are an impressive 51 craft

breweries in Maryland with another 18 or so in the planning. Three of these new breweries will open in Howard County, soon giving the county a total of 9 breweries. As of now there are four breweries in Howard County, three of which are featured on HowardOnTap. The Trail also includes unique restaurants that carry their own locally-produced beer and breweries located in nearby Baltimore and Frederick counties. As of now there are seven Trail Stops but that number is expected to grow.

THE TRAIL STOPS

The Ale House Columbia, Columbia
Ellicott Mills Brewing Company, Ellicott City
Heavy Seas, Halethrope
Jailbreak Brewing Company, Laurel

Rams Head Tavern Savage Mill, Savage
Red Shedman Farm Brewery & Hop Yard, Mt. Airy
Victoria Gastro Pub, Columbia

Rachelina Bonacci, CEO of Howard County Tourism & Promotion, commented on the new app, saying, "For Tourism, introducing HowardOnTap is an exciting next step in the digital marketing of our destination to tech savvy 21st-century travelers who rely on their "iEverythings." While Tourism will keep producing traditional, award-winning brochures and Visitor + Resident travel magazines, as well as operating our Welcome Centers, the HowardOnTap app let's our destination be downloaded from anywhere on the planet from the palm of a hand. That's really powerful." She added, "Kudos to Amanda Hof who pitched the HowardOnTap app concept to the Tourism Team just a year ago. For this project to go from

Amanda's "wish list" to her "to do list" to people's phones is fabulous! We invite the world to 'tap the app!'"

Amanda Hof, Partnership Promotions Manager of Howard County Tourism added, "Independent craft breweries like the ones in and around Howard County are working hard to meet a growing demand for locally produced, high quality, full-bodied beer. HowardOnTap is designed to promote our craft beer attractions and give them a competitive edge. Our new app makes it easy and fun to find and experience area craft beer attractions."

HowardOnTap wants you to enjoy responsibly and features listings for area taxi cab companies and UBER who is offering new UBER subscribers \$20 off their first HowardOnTap ride. Download UBER at get.uber.com/go/HOCO and use code HOCO to take advantage of this offer.

Download HowardOnTap for free on the App Store beginning on June 28.

TWEETS

Tap the App! #HowardOnTap is central #Maryland's first #craftbeer trail & it's all on your iPhone! www.HowardOnTap.com @VisitHoCoMD

Tap into central #Maryland's #craftbeer scene with #HowardOnTap! Download this new app starting June 26! www.HowardOnTap.com @VisitHoCoMD

#HowardOnTap

Learn more at HowardOnTap.com and VisitHowardCounty.com

HowardOnTap is currently in the application process to become a registered trademark.

For more information contact Amanda Hof, 410-313-1904, Amanda@visithowardcounty.com.

Having FUN is Serious Business ... in HOWARD COUNTY, MD!

11,000 employed in County's Tourism industry (1 in 9 Nationally, 135,000 in Maryland)

31,000 visitors in Welcome Center (from 50 states, 34 countries, 3 territories)

\$16M in tax receipts reinvested to maintain County's citizens' nationally recognized quality of life

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