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HOWARD COUNTY TOURISM & PROMOTION FOR IMMEDIATE RELEASE

Howard County Tourism & Promotion Wins at 2016 Maryland Tourism Coalition Awards Banquet

Highlights:

- Harvest Howard County Agritourism Guide awarded Best Product or Event, Medium Category.
- Campaign to capitalize on Pokèmon Go craze titled “HoCoMon” awarded Best Use of Social Media.

Ellicott City, MD (November 2016) Last week, the Maryland Tourism Coalition awarded Howard County Tourism & Promotion (HCTP) for two exciting 2016 projects. The Harvest Howard County Agritourism Guide won for Best Product or Event, Medium Category and the July “HoCoMon” campaign won for Best Use of Social Media.

“This is a testament to the hard work and creativity of the staff of Howard County Tourism & Promotion” said Anthony Cordo, Executive Director of HCTP. “Hospitality in Howard County is big business, and we’re proud to be a driving force behind it.”

The Harvest Howard County Agritourism Guide was a collaborative effort between HCTP, the Howard County Economic Development Authority and Custom Media Options. The guide showcases the diverse array of farms and agricultural attractions available in Howard County. Highlights of the guide include seasonal recipes and a passport program designed to get families out to enjoy many of Howard County’s great farms. A digital copy of the guide can be found at <https://www.visithowardcounty.com/outdoors/farms/>.

HCTP developed and implemented the HoCoMon digital campaign to capitalize on Summer 2016’s Pokèmon Go craze. Within 72 hours, the HCTP team was able to create, design, organize and begin to promote HoCoMon, Maryland’s very own Pokèmon crab. The mainly Facebook campaign encouraged visitors to bring in receipts for purchases made over the weekend in exchange for an exclusive HoCoMon t-shirt. In three days HCTP gave away 250 t-shirts. At an average of \$23 per purchase, the campaign produced at least \$4500 in direct spending in Howard County.

The Maryland Tourism Coalition 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 HCTP has won in past years include Best Product, Small Category for the Howard On Tap Craft Beer Trail app and Best Visitor Guide among others.

TWEETS

Howard County Tourism & Promotion Wins at Maryland Tourism & Travel Summit Awards!
#tourismworks4md @visithocomd

Tourism WORKS for HOWARD COUNTY, MD!

10,000 employed in County’s Tourism industry (1 in 8 Nationally, 131,000 in Maryland)

35,000 visitors in Welcome Center (from 50 states, 18 countries, 3 territories)
\$16M in tax receipts reinvested to maintain County's citizens' nationally recognized quality of life

Howard County Tourism & Promotion

Howard County Tourism & Promotion (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 2% of the county hotel tax, granted through Howard County Government. Howard County Tourism & Promotion's mission is to increase, develop and promote tourism in Howard County by featuring the county's unique location, sites, services, products and people. We are the first and foremost source of information on all that is wonderful about visiting and living in Howard County, Maryland.

www.VisitHowardCounty.com

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