

# Experience Prince George's



## MISSION AND SERVICES

The Experience Prince George's (ExPG) enhances Prince George's County's economy through tourism, positioning, and promoting the County, through a public/private partnership, as a destination for individual leisure travelers, group tours, meetings and conferences, reunions, and sporting and special events.

### CORE SERVICES

- Add to the County's share of conventions, meetings, sports events, and group tours coming to the Washington, DC metropolitan area
- Promote Prince George's using digital marketing and advertising, social media strategies, public relations, regional partnerships, tradeshow/exhibit show participation, and sponsorships
- Schedule and host client appointments at travel and tourism tradeshow around the United States, selling Prince George's as a premier destination
- Organize and host client events, site visits and familiarization tours for meeting planners, tour operators, influencers, and local and international press to increase exposure in the marketplace and help secure future business for hotels and restaurants
- Serve as Prince George's official travel and tourism clearinghouse producing and distributing 30,000 destination guides and 3,000 meeting planner guides annually
- Serve as Prince George's official clearinghouse for annual visitor spend data
- Manage and maintain the official travel and tourism website for Prince George's

### FY 2026 KEY ACCOMPLISHMENTS

- Secured a grant from the Economic Development Administration for meetings and advertisement.
- Provided 450 unique leads to Prince George's hotels. Leads are how hotels secure convention and meeting business.
- Continued to see a raise in the number of hotel rooms being booked in Prince George's by Athletic Directors for tournaments. This ensures that visitors using County facilities stay in Prince George's hotels and not neighboring jurisdictions.

- Secured a hotel partnership with Central Intercollegiate Athletic Association (CIAA) and Bowie State University (BSU), and the Laurel DoubleTree hotel. The DoubleTree is now the official CIAA hotel for events at BSU.

**STRATEGIC FOCUS AND INITIATIVES FOR FY 2027**

The agency’s top priorities in FY 2027 are:

- Increase unique lead generation to hotels.
- Develop sports advertisement campaign.
- Use SEO (Search Engine Optimization) reports to develop social, advertisement, and website content.
- Host membership drive(s).
- Continue regional Meet in Maryland and Team Maryland partnerships.
- Execute sponsorships that generate brand awareness in key feeder markets.

**FY 2027 BUDGET SUMMARY**

The FY 2027 proposed budget for Experience Prince George’s is \$743,100, a decrease of -\$920,000 or -55.3% under the FY 2026 approved budget. The organization’s grant from the County totals \$603,100, a decrease of -\$920,000 or -60.4% under the FY 2026 County grant.

**Reconciliation from Prior Year**

	<b>Expenditures</b>
<b>FY 2026 Approved Budget</b>	<b>\$1,663,100</b>
<b>Increase Cost: Technology Cost Allocation</b> — Increase in OIT charges based on anticipated countywide costs for technology	\$3,100
<b>Decrease Cost: Fringe Benefits</b> — Decrease in the fringe benefit rate from 8.7% to 8.1% to align with anticipated costs	(21,200)
<b>Decrease Cost: Compensation</b> — Decrease in compensation due to a change in staffing complement; full time position count decreases by one, and one full time position converts to part time position	(97,800)
<b>Decrease Cost: Operating</b> — Decrease in operating expenses for operations, consultants, meeting expenses, and membership services	(804,100)
<b>FY 2027 Proposed Budget</b>	<b>\$743,100</b>

## FY 2027 OPERATING BUDGET

### Revenues by Category

Category	FY 2025 Actual	FY 2026 Budget	FY 2026 Estimate	FY 2027 Proposed	Change FY26-FY27	
					Amount (\$)	Percent (%)
County Grant	\$1,556,900	\$1,523,100	\$1,523,100	\$603,100	\$(920,000)	-60.4%
Cooperative Marketing & Promotions	31,850	15,000	8,400	15,000	—	0.0%
Membership Dues/Sponsorships/ Fundraising	62,445	35,000	67,100	35,000	—	0.0%
State of Maryland Grant Funds	94,635	90,000	86,100	90,000	—	0.0%
State Marketing Grant	50,000		112,300		—	
Team Maryland Marketing Grant	75,000				—	
Other Income	93,712		1,500		—	
<b>Total</b>	<b>\$1,964,542</b>	<b>\$1,663,100</b>	<b>\$1,798,500</b>	<b>\$743,100</b>	<b>\$(920,000)</b>	<b>-55.3%</b>

### Expenditures by Category

Category	FY 2025 Actual	FY 2026 Budget	FY 2026 Estimate	FY 2027 Proposed	Change FY26-FY27	
					Amount (\$)	Percent (%)
Compensation	\$524,466	\$553,800	\$458,000	\$456,000	\$(97,800)	-17.7%
Fringe Benefits	43,440	45,000	20,900	23,800	(21,200)	-47.1%
Operating	1,396,636	1,064,300	1,319,600	263,300	(801,000)	-75.3%
<b>Total</b>	<b>\$1,964,542</b>	<b>\$1,663,100</b>	<b>\$1,798,500</b>	<b>\$743,100</b>	<b>\$(920,000)</b>	<b>-55.3%</b>

## SERVICE DELIVERY PLAN AND PERFORMANCE

**Goal 1** — Expand Prince George's County's tourism economy.

**Objective 1.1** — Increase the County hotel occupancy rate.

FY 2031 Target	FY 2024 Actual	FY 2025 Actual	FY 2026 Estimated	FY 2027 Projected	Trend
70%	68%	64%	63%	62%	↓

### Trend and Analysis

After a decline in hotel occupancy since 2024, the decline is expected to slow down by 2027. The agency estimates a recovery to 70% by 2031. While the agency does not set hotel policies, recent federal changes have led to lower levels of economic activity within the County's hotels. Admissions and amusement collections are expected to recover to close to pre-COVID levels now. The agency has focused more on sporting events, especially amateur sports, where utilization of County resources is expected to be higher.

### Performance Measures

Measure Name	FY 2023 Actual	FY 2024 Actual	FY 2025 Actual	FY 2026 Estimated	FY 2027 Projected
<b>Resources (Input)</b>					
Full time staff	5	5	5	6	4
Part time staff	1	1	1	1	2
<b>Workload, Demand and Production (Output)</b>					
Overnight visitors	3,200,000	2,951,200	3,071,300	3,034,000	3,000,000
Day visitors	3,500,000	4,640,200	4,929,300	4,911,600	4,900,000
Total visitors to Prince George's County	6,700,000	7,561,400	8,000,700	7,945,600	7,900,000
<b>Quality</b>					
Tourism direct employment	26,637	30,006	30,710	31,000	31,000
Gross County hotel tax collections (millions)	\$27.8	\$37.0	\$39.6	\$38.7	\$38.0
Gross County admission and amusement tax collections (FY data) (millions)	\$12.5	\$12.0	\$18.6	\$18.4	\$18.5
<b>Impact (Outcome)</b>					
Hotel occupancy rate	67%	68%	64%	63%	62%