Maryland Office of Tourism Development Mission

- Serves as the State’s official travel marketing agency, promoting Maryland’s attractions, accommodations and services to increase visitor spending in the State.

- Provides residents and out-of-state visitors with information and services to ensure a positive trip experience; and

- Positions Maryland as a competitive destination.
Visitors Are Vital To Maryland’s Economic Engine

- In 2015, Maryland welcomed 40.5 million visitors, up 5.9 percent from 38.2 million visitors in 2014.
- Leisure markets continue to drive performance.
- 10th largest private sector employer in Maryland is TOURISM.

Source: Tourism Economics
Visitors Are Vital To Maryland’s Economic Engine

- In 2014, visitors to Maryland spent $16.4 billion on travel in Maryland.

- Visitor spending is an important generator of revenue to state and local governments - $2.2 billion in state and local taxes in 2014.

Tourism revenues SAVES every Maryland Household $1,010!

Source: Tourism Economics
Tourism Promotion Act of 2008

- Eight sales tax codes are tracked and multiplied by a tourism factor – the amount deemed attributable to visitor spending – by the Comptroller.

<table>
<thead>
<tr>
<th>Sales Tax Category</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>108 Restaurants, Lunchrooms, Delicatessens</td>
<td>33%</td>
</tr>
<tr>
<td>111 Hotels, Motels Selling Food</td>
<td>100%</td>
</tr>
<tr>
<td>112 Restaurants and Night Clubs</td>
<td>33%</td>
</tr>
<tr>
<td>306 General Merchandise</td>
<td>5%</td>
</tr>
<tr>
<td>407 Automobile, Bus and Truck Rentals</td>
<td>90%</td>
</tr>
<tr>
<td>706 Airlines - Commercial</td>
<td>50%</td>
</tr>
<tr>
<td>901 Hotels, Motels, Apartments, Cottages</td>
<td>100%</td>
</tr>
<tr>
<td>925 Recreation and Amusement Places</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: MD Comptroller
From where are Maryland visitors coming?

- New York, NJ/PA/CT make up 11 percent of overnight visitors and 7 percent of day trips.
- Philadelphia makes up 10 percent of day trips and overnights.
- Three percent of overnight visitors are from Pittsburgh while no day trips originate from here.
- Ohio – top new market in WCs
- International - Germany, UK, France, China, Brazil
Transpor-tourism Modes:

- **Personal Auto**: 74% Day, 80% Overnight, 5% Special Event
- **Air Travel**: 18% Day, 14% Overnight, 9% Special Event
- **Rental Car**: 16% Day, 9% Overnight, 5% Special Event
- **Taxi Cab**: 9% Day, 6% Overnight, 5% Special Event
- **Bus**: 9% Day, 10% Overnight, 5% Special Event
- **Train**: 7% Day, 5% Overnight, 5% Special Event

**Source:** Longwoods International, 2013
Where are they going?

• 48 percent to the Central Region
• 21 percent to the Eastern Shore
• 20 percent to the Capital Region
• 7.5 percent to Western Maryland
• 3.5 percent to Southern Maryland
Transpor-tourism Modes:

- Planes – BWI, Dulles, Reagan National
- Trains – Amtrak, 2 Metros, Light Rail
- Boat – Motorized, Non-motorized, Ferries
- Autos – Byways, Driving Tours, Welcome Centers, Sign Programs, Group Tour
- Cycling – On-road, off-road
- Pedestrian – Walking & Hiking
Maryland Office of Tourism Development
Integrating Existing and New Initiatives

- Themed Travel Itineraries and Trip Suggestions with culinary destinations and outdoor recreation activities.
Transpor-tourism Technical Assistance:

- Recreational Trails Program
- Maryland Heritage Areas
- TAP/TEP
- MD Bike & Pedestrian Advisory Committee
- Garrett Trails
- DNR
- Local Agencies
Communication Channels

- Printed Guides
- Public Relations
- Welcome Centers
- Online
- Social
- Video