



Maryland Office of Tourism



November 1, 2016

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.

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!****

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.

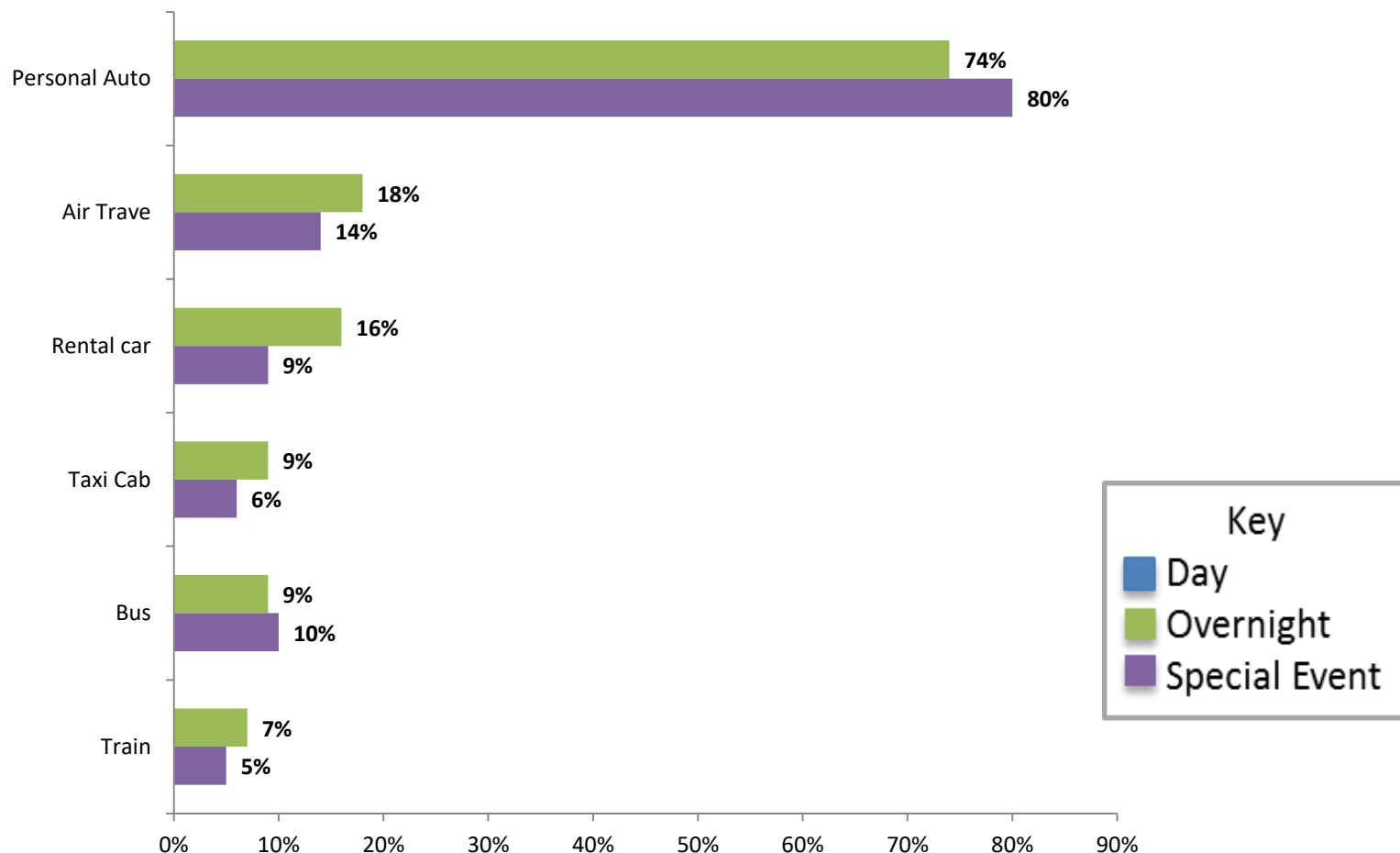
Sales Tax Category	Factor
108 Restaurants, Lunchrooms, Delicatessens	33%
111 Hotels, Motels Selling Food	100%
112 Restaurants and Night Clubs	33%
306 General Merchandise	5%
407 Automobile, Bus and Truck Rentals	90%
706 Airlines - Commercial	50%
901 Hotels, Motels, Apartments, Cottages	100%
925 Recreation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

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:



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



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

