FISCAL YEAR 2020 TOURISM MARKETING AND DEVELOPMENT PLAN

MARYLAND TOURISM DEVELOPMENT BOARD AND THE OFFICE OF TOURISM DEVELOPMENT
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Fiscal Year 2020 Tourism Marketing and Development Plan

Section 1

This work plan has been developed by the staff of the Maryland Office of Tourism with the support of the Maryland Tourism Development Board. It serves as a master plan for all staff activities and programs in the upcoming Fiscal Year. And it introduces some of the important new partnership initiatives that will drive our endeavors in the coming year, including celebrating the Year of the Woman in 2020, promoting Maryland as the most powerful Underground Railroad storytelling destination in the world, touting our trail system as second to none, and hosting the American Bus Association’s annual convention in Baltimore in early 2021.

I am proud of this Board’s continuing work with the Office of Tourism and am pleased to present the Fiscal Year 2020 Tourism Marketing and Development Plan. The objectives and strategies in this plan are designed to enhance tourism’s positive impact in Maryland.

The Board and I look forward to working with you, our tourism industry partners, to continue to increase Maryland’s tourism expenditures, tax revenues and job opportunities.

Sincerely,

Judy Long Bixler
Chair, Maryland Tourism Development Board
Owner/Captain, Oxford Bellevue Ferry

As Chair of the Maryland Tourism Development Board, I want to thank you for everything that you do to provide a positive Maryland tourism experience for our customers. Tourism generates significant revenue to the state and is integral to Maryland’s economic stability. In 2017, visitor spending on travel in Maryland increased from $17.4 to $17.7 billion. That visitor spending is an important revenue generator for both state and local governments, contributing $2.4 billion in taxes in 2017.

As the owner of a Maryland-based small business, I know the importance of the visitor-driven economy. Last year, 149,002 employees in tourism-related jobs around the state earned $6.3 billion in wages—a 4 percent increase over the previous year. That makes tourism the 10th largest private sector employer in the state.

On behalf of the Maryland Tourism Development Board, I would like to thank Governor Hogan for his continuing support of the tourism industry in Maryland. We appreciate his strong support and thank him for bringing record-breaking funding to the Maryland Tourism Development Board—$10.2 million for FY 2020. With the Governor’s leadership, the Maryland Department of Commerce and the Office of Tourism have the opportunity to highlight tourism’s role in creating economic benefit for the citizens of Maryland through customer spending, and the amenities that the tourism industry brings to the state for both its residents and its visitors.

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How to use this marketing plan

The Maryland Office of Tourism measures its programs against four strategic objectives:

Market Expansion
In 2020, this includes building upon promotional pushes in Cleveland, Pittsburgh and the New York metro area.

Leveraging Partnerships
Working with private sector and county tourism offices on grants to generate overnight stays.

Maximizing Opportunities
The 170th anniversary of Harriet Tubman’s self-liberation, and the opening of the feature film “Harriet” in the fall, are just some of the opportunities we will seek to maximize.

Transactional Outcomes
One goal here is to build on the success of programs such as December 2018’s “Home for the Holidays” promotion, where a $20,000 investment generated 11,922 room-nights and $1.5 million in revenue.

Throughout this plan, all key strategies are coded with corresponding icons to denote which strategic objectives are being met.
Objectives and Strategies by Program

Maryland Tourism Development Board

The mission of the Maryland Tourism Development Board (MTDB) is to provide statewide leadership in policy development, management and competitiveness to ensure that Maryland enjoys greater economic benefits from travel and tourism spending.

Objectives
Provide leadership and reviews of the budgets, staff and other resources allocated to the MTDB and OTD for tourism marketing and development purposes.
Ensure the growth and stability of statewide tourism development through the management of the MTDB Strategic Plan and Marketing/Development Plan.

Key Strategies for Fiscal Year 2020
Continue efforts to ensure long-range funding stability for both the Office of Tourism and the Maryland Tourism Development Board.
Develop public/private partnerships to supplement General Funds appropriated to OTD and the MTDB fund.
Continue to develop new grant opportunities such as the “Open For It” grant program.

Maryland Office of Tourism

Administrative/Management: The goal of the Administrative/Management team is to provide the necessary organizational supervision and direction to ensure that the resources of staff, time and budgets are properly deployed to produce measurable results in accordance with the department’s mission.

Objectives
Provide administrative support, such as Maryland Tourism Development Board support, budget development and monitoring, financial reporting, accounting and procurement.
Manage and monitor the OTD staff, prioritizing and balancing the workload to maximize efficiency and effectiveness. Ensure that sufficient staff is deployed to accomplish the mission.
Provide and maintain an internal work environment that aligns with the Commerce Department’s strategic plan and objective of achieving operational excellence.
Establish and maintain relationships with other agencies, tourism industry associations, organizations and institutions to ensure that Maryland’s tourism development activities are best in class and deliver the highest return on investment.

Key Strategies for Fiscal Year 2020
Maintain ongoing collaborative relationships with Destination Marketing Organizations, Arts & Entertainment Districts, Main Streets and Maryland Heritage Areas to ensure proper state and local coordination.
Continue leadership in planning, reinvigorating and sponsoring the Maryland Tourism & Travel Summit — the only education program available to all of Maryland’s tourism community.
Foster inter-agency cooperation between local, state and national agencies.
Ensure the effectiveness of the $2.5 million matching grant program and that it meets the objective of increasing overnight stays in Maryland.
Guide the actions and strategies of the Maryland Office of Tourism by aligning all initiatives and strategic objectives within one or more strategic functional categories: Market Expansion, Maximizing Opportunities, Leveraging Partnerships, and Transactionable Outcomes.
Research
The Research unit provides economic and market research, analysis and evaluation for the Maryland Office of Tourism and the Division of Tourism, Film and the Arts (TFA).

Objectives
Utilize proprietary and publicly-available data to assess the performance of Maryland’s tourism industry and benchmark the state against other states and the nation as a whole.
Collect, analyze and report the performance of tourism tax revenues by county as determined by the Tourism Promotion Act and work with the Maryland Comptroller to review the percentage of revenues from those industries to a city.
In partnership with Maryland’s Destination Marketing Organizations, commission an annual study of the economic impact of tourism on jobs, payroll, tax revenues and expenditures.
Collaborate with Capital Region USA research teams in projects that study overseas visitation and other trends affecting international travel.
Provide timely and accurate assistance to stakeholders by keeping abreast of trends affecting the travel/tourism industry and new research tools and methods.

Key Strategies for Fiscal Year 2020
Manage the purchase of syndicated research products to appropriate research tools and methods.
Review data needs of OTD units and explore additional methods.
Identify and quantify the benefits of OTD’s proprietary and marketing efforts.
Identify and measure the impact of marketing.
Participate in collaborative discussions with partner agencies and stakeholders to ensure that existing tourism initiatives are meeting objectives and that new initiatives are developed and implemented using sound research.

Advertising and Communications
Advertising, Media and Production:

The goal of the Marketing & Communications unit is to create awareness of and interest in Maryland as a travel destination.
OTD fosters a sense of marketing efforts on those consumer, tourism products and services that generate the highest awareness levels and greatest return on investment effectively and efficiently.

Objectives
Use innovative advertising creative with strong images and call-to-action messages together with effective media placement strategies to measure the maximum opportunity for advertising return on investment, customer inquiries, engagement, time spent in the state and spending in the state.
Focus communication efforts on Maryland’s most compelling tourism messages and tourism differentiators as determined by our consumer research (both quantitative and qualitative).
Increase visitor revenue volume by targeting customers, particularly non-Maryland vacationers, with a strategic focus on overnight stays.

Key Strategies for Fiscal Year 2020
Maximize a communications platform that can be leveraged and enhanced by the DMOs and the private sector to increase awareness of Maryland as a compelling, must-see destination offering a variety of things to do.
Work with a marketing agency to introduce and broaden new signature advertising campaign, “Maryland—Open For It,” to be carried across multiple platforms for the next three years.

Key Strategies for Fiscal Year 2020

- Increase visitor revenue volume by targeting customers, particularly non-Maryland vacationers, with a strategic focus on overnight stays.
- Maximize a communications platform that can be leveraged and enhanced by the DMOs and the private sector to increase awareness of Maryland as a compelling, must-see destination offering a variety of things to do.
- Work with a marketing agency to introduce and broaden new signature advertising campaign, “Maryland—Open For It,” to be carried across multiple platforms for the next three years.
- Continue to work with Capital Region USA on international marketing efforts in its trade markets of the U.K., France and Germany, and with BrandUSA on international marketing efforts in Canada and Korea.
- Continue to develop cooperative advertising programs that can be purchased by the tourism industry that drives Maryland destinations, accommodations, tour services and attractions.
**Key Strategies for Fiscal 2020:**

- **Objectives:**
  - Ensure that all curated content for the customer’s consumption is amplified through social media platforms.
  - Promote visitor experiences, events, festivals, and other tourism-related content through social media channels.
  - Promote Maryland travel products through media, editorial, and social media campaigns.

- **Strategies:**
  - Support Canada-centric PR opportunities with our Canadian PR partner, REACH Global.
  - Plan and conduct an annual trade and media mission to Canada for state and supplier partners.
  - Continue to work with Capital Region USA to promote Maryland’s Scenic Byways, culinary, history, and outdoor recreation offerings to international markets.
  - Target national media to increase coverage by lifestyle outlets such as Food Network, Southern Living, Garden & Gun, Travel + Leisure, The New York Times, and The Travel Channel.
  - Produce video content to deploy on social media channels and OTD-owned assets.
  - Continue to implement public relations and social media strategy for DMOs and the private sector to further amplify OTD’s messaging.

- **Audience:**
  - Consumer
  - Industry/Gov’t
  - Trade and Media

- **Number of Contacts:**
  - 140,000+
  - 9,500
  - As needed

- **Quantity:**
  - 250,000

- **Fiscal Year 2020 Tourism Marketing and Development Plan

  **Key: Transactional Programs Leveraging PartnershipsMaximizing OpportunitiesMarket Expansion**
Interactive Services

Ultimately, the goal of Interactive Marketing is to strengthen the perception of Maryland as a great place to live, work and play, resulting in more visitors to Maryland as a premier tourism destination. This impact benefits the lives of all Marylanders.

Objectives

- Leverage technology to attain a better understanding of what our prospective visitors are searching for and coordinate with content developers to feature website content that differentiates Maryland from other states in our competitive set.
- Support and empower our tourism industry partners by providing access to news, education and resources.

Key Strategies for Fiscal Year 2020

Upgrade VisitMaryland.org and industry VisitMaryland.org websites.

- Interactive marketing is in a state of perpetual transformation due to constant innovation in technology. To ensure the VisitMaryland website continues to thrive and grow in the future, in FY 2020, OTD will focus on creating a new consumer website for travelers and a new tourism industry website, (Industry.VisitMaryland.org) for our partners.
- Offer personalized content and prioritize customers.
- Aligning marketing channels and effectively communicating with customers using personalized content based on their preferences is essential to OTD's success in marketing Maryland as a premier tourism destination. OTD's electronic newsletters is critical to OTD's success in marketing Maryland tourism products, assets and events.
- Develop and implement promotional and customer service programming that increases transaction outcomes for tourism industry partners.

Tourism Development

Customer Contact Programs and Industry Database Administration. OTD interfaces directly with customers through its eight Welcome Centers, Tourism Call Center and through inquiry fulfillment. Additionally, the Welcome Centers and Call Center offer the tourism industry market expansion opportunities by reaching visitors through free statewide brochure distribution and seasonal, regional and thematic promotions in alignment with OTD's annual Marketing and Development Plan.

Objectives

- Operate eight Welcome Centers, the Maryland Call Center and fulfillment operations to provide the most persuasive and comprehensive information on Maryland tourism products, assets and events.
- Develop and implement promotional and customer service programming that increases transaction outcomes for tourism industry partners.

Key Strategies for Fiscal 2020

- Manage Customer Contact Programs to ensure efficient and effective operation of all Welcome Centers, the Call Center and Fulfillment Services.
- Enhance the Welcome Center and retail experience through new exhibits, window displays and programming that aligns with OTD's content calendar.
- Enhance OTD marketing and sales efforts through improvements to our marketing infrastructure that aligns with OTD's content calendar.
- Conduct outreach activities that best support industry education, engagement in OTD programs and/or promote the state as a must-see overnight travel destination.

Database Administration and Performance Metrics: Efficient and effective administration of the OTD Business Listings and Calendar of Events Database and other technology-based systems are vital to maximizing opportunities, increasing competitive outcomes and leveraging partnerships. Measuring the performance of OTD's programs and activities provides important content that supports immediate, mid-range and long-term planning.

Objectives

- Engage with tourism industry stakeholders to recruit data and information that supports OTD's Business Listings and Calendar of Events Database, Destination Maryland and other OTD marketing and development activities.
- Manage and maintain a fully integrated technology program and infrastructure for VisitMaryland.org, Business Listings, Fish & Hunt Maryland, Call Center, Fulfillment Services, Welcome Centers, Outdoor applications and publications. Develop the database and unit-wide content delivery strategy in support of VisitMaryland.org consumer website.
- Implement a Grow With Google® integration for OTD's place-based products such as Scenic Scour, Civil War Trails, Network to Freedom members, etc.
- Work with the Research Manager to provide metrics that measure the performance of a OTD's activities and programs.
Tourism Development (cont.)

Objective
Ensure all initiatives and projects are enhanced through stakeholder outreach and print and digital product development to ensure effective integration into OTD marketing platforms through the Pathway to the Marketplace process.

Key Strategies for Fiscal Year 2020
Manage the Maryland Underground Railroad Initiative to showcase the state’s marketplace position as “the most powerful Underground Railroad storytelling destination in the world.”

Manage the Great Chesapeake Bay Loop Initiative through the Pathway to the Marketplace process.

Guide, etc.

Advance the Tourism Development Program by seeking/establishing partnerships and market/industry collaborations with the industry to leverage partnerships and maximize opportunities that help expand markets and increase transactional outcomes. Through outreach activities and inter-agency coordination, the team assists stakeholders who are developing destinations and assets that will positively impact the growth of tourism sales tax revenues.

Key Strategies for Fiscal 2020

Increase the awareness of OTD marketing and development opportunities through outreach activities that include but are not limited to presentations, workshops, meetings and online content.

Support agencies and organizations with technical expertise by serving on advisory committees and boards with the team, as well as with external partners.

Advocate the Tourism Development unit’s programs that leverage state investment with other programs and public and private sector marketing and development initiatives.

Coordinate the Maryland Civil War Trails (MCWT) Initiative through stakeholder outreach, print and digital product development and maintaining a seat on the multi-state Civil War Trails Board of Directors.

Ensure all initiatives and projects are enhanced through stakeholder outreach, print and digital product development and maintaining a seat on the multi-state Civil War Trails Board of Directors.

Manage the Maryland Scenic Byways Initiative through the Maryland Scenic Byways Initiative Council and the Recreational Trails, Bicycle and Pedestrian Advisory Committee and Bikeways Review Committees.

The Tourism Development unit coordinates statewide and regional programs that assist public and private sector stakeholders with the development of tourism assets and products that elevate the state’s competitive advantage in the domestic and international marketplace. The team maximizes opportunities through the production of distinctive and marketable visitor experiences that showcase the state as a must-see overnight destination and positively impact the growth of tourism sales tax revenues.

Manage the Maryland Civil War Trails (MCWT) Initiative through stakeholder outreach, print and digital product development and maintaining a seat on the multi-state Civil War Trails Board of Directors.

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Industry and Inter-Agency Engagement: The Tourism Development unit takes the lead in working directly with the industry to leverage opportunities and maximize opportunities that help expand markets and increase transactional outcomes. Through outreach activities and inter-agency coordination, the team assists stakeholders who are developing destinations and assets that will positively impact the growth of tourism sales tax revenues.

Objective

Conduct systematic and strategic outreach activities that increase engagement of public and private sector stakeholders in OTD initiatives and programs.

Provide tourism development technical assistance to promote effective integration into OTD marketing platforms and ensuring that programs and projects are consistent with OTD’s marketing priorities.

Manage the Pathway to the Marketplace process to ensure effective implementation of the Pathway to the Marketplace process which includes coordinating marketing and development programs and developing and producing logo, marketing plans, tourism itineraries and online content and after action reports.

Marketing Partnerships: The Tourism Development unit is responsible for the management and administration of programs that leverage state investment with other public and private sector marketing and development investments. The Tourism Development unit is responsible for the management and administration of programs that leverage state investment with other public and private sector marketing and development investments. The Tourism Development unit is responsible for the management and administration of programs that leverage state investment with other public and private sector marketing and development investments.

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Administer the Pathway to the Marketplace process.

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Travel Trade Sales

Travel Trade Sales promotes the increased salability and purchase of Maryland’s travel products to a variety of travel trade markets in North America and select international markets.

Objectives

- Offer B2B sales to tour operators, student travel planners, group leaders and meeting and incentive planners through trade association partnerships, destination participation and sales missions.
- Leverage media buys in new markets with public relations efforts and client meetings.
- Maintain strong Capital Region USA international marketing partnership with Destination DC and Virginia Tourism; expand on new relationships with Korean tour operators and receptive tour operators.
- Tourism, expand on new relationship with South Korea operators.

Key Strategies for Fiscal Year 2020

- Organize participation in trade shows and marketplaces that support the sell-in of Maryland travel products to tour operators and receptive tour operators.
- Coordinate with Interactive Services to increase group-tour operators and receptive tour operator clients.
- Coordinate with the development of regional tour operators and participate in promotional opportunities, which will result in Maryland being highlighted as a preferred tour destination.
- Coordinate efforts for a stronger sales presence in Canada.

Maintain industry involvement to produce more business: for Maryland venues and facilities by meeting, convention, conference and other group event planners.

- Continue participation in a Capital Region USA through participation in targeted U.S.-based international travel marketplaces, FAM tours and other promotional activities.

Strategic Partnerships

The Maryland Office of Tourism Development’s Strategic Partnerships office focuses on working with corporations, organizations, associations and other state agencies to identify public/private ventures that are mutually beneficial by attracting more visitors.

Objectives

- Present corporate opportunities currently existing within the State of Maryland’s Office of Tourism that will meet the specific retention and growth needs of Maryland’s hospitality, sports, entertainment and food & beverage industries.
- Work jointly with Maryland’s private sector and other state agencies to create creative programs that will attract more visitors to the state and add value to the Office of Tourism and incremental revenue for our partners.
- Work with agency and corporate partners to turn Welcome Centers into destination locations with events, programs, displays, exhibits and technology.
- Secure contracts with corporations for public/private ventures that will attract more visitors.
- Work with industry and agency partners to either create new events, exhibits or travel experiences, or create new ones that celebrate women travelers during 2020 Maryland Year of the Woman and beyond.

Key Strategies for Fiscal Year 2020

- Provide marketing and event direction to the Governor’s Commission on the Commemoration of the 100th Anniversary of the Passage of the 19th Amendment to the United States Constitution, and expand upon the deliverables of the Commission to create a comprehensive program for women travelers that markets women-centric exhibits, events and activities.

Walk with the Maryland Arts Council, Maryland Office of Tourism and Western Maryland tourism organizations and companies to create a Mountain Maryland tourism experience by adding live entertainment, technology, local arts and events to the campus of Western Maryland’s Welcome Centers.

Share best practices from other states in the implementation of a new business model pertaining to advertising at state-operated Welcome Centers.

Walk with Maryland Public Television in the business and content development of a new tourism-specific television series.

Meet with strategic and business development executives at tourism-specific corporations to identify public/private programs and projects that will attract more visitors to the State of Maryland.

Part with the Fish & Hunt Maryland to promote Maryland and partner destination at the Great American Sport & Outdoor Show to reach individuals in targeted geographic markets.

Support efforts of the American Bus Association coming to Baltimore in 2021. Assist with tour fairs, networking and other opportunities to showcase Maryland.

Fiscal Year 2020 Tourism Marketing and Development Plan

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## Events Calendar

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<th>DATES</th>
<th>ACTIVITY</th>
<th>LOCATION</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>JULY</td>
<td>Destinations International Annual Convention</td>
<td>St. Louis, MO</td>
<td>Cynthia Miller</td>
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<tr>
<td>AUGUST</td>
<td>Student Youth Travel Association Marketplace</td>
<td>Birmingham, AL</td>
<td>Rich Gilbert</td>
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<td>SEPTEMBER</td>
<td>V/HN/SC Motorcoach Association Marketplace</td>
<td>Winston-Salem, NC</td>
<td>Rich Gilbert</td>
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<td>OCTOBER</td>
<td>MATTRA Media Marketplace</td>
<td>Richmond, VA</td>
<td>Matt Scales</td>
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<td>OCTOBER</td>
<td>Greater New Jersey Motorcoach Association Marketplace</td>
<td>Atlantic City, NJ</td>
<td>Rich Gilbert</td>
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<td></td>
<td>MATTRA Quarterly Meeting</td>
<td>Butler, PA</td>
<td>Matt Scales</td>
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<tr>
<td>NOVEMBER</td>
<td>Southeastern DJs Convention Press Association Annual Meeting</td>
<td>Oxford, MS</td>
<td>Connie Spindler</td>
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<td>Maryland Tourism &amp; Travel Summit</td>
<td>Toledo, Canada</td>
<td>Matt Scales</td>
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<td>National Tour Association Travel Exchange</td>
<td>Port Washington, TX</td>
<td>Rich Gilbert</td>
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<td>American Bus Association Marketplace</td>
<td>Omaha, NE</td>
<td>Rich Gilbert</td>
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<td>Omaha, NE</td>
<td>Rich Gilbert</td>
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<td>Delaware Legislative Reception</td>
<td>Virginia Blue Ridge, MD</td>
<td>Rich Gilbert</td>
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<td>Great American Outdoor Show</td>
<td>Annapolis, MD</td>
<td>Matt Scales</td>
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<tr>
<td>JANUARY</td>
<td>ABA Marketplace Kick-off to Baltimore Event</td>
<td>Harrisonburg, VA</td>
<td>Rich Gilbert</td>
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<td>MATTRA Quarterly Meeting</td>
<td>Baltimore, MD</td>
<td>Rich Gilbert</td>
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<tr>
<td>FEBRUARY</td>
<td>Annapolis Marketplace Advisory Committee</td>
<td>York, PA</td>
<td>Rich Gilbert</td>
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<td>MARCH</td>
<td>Pennsylvania Bus Association Marketplace</td>
<td>TBD</td>
<td>Matt Scales</td>
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<td>TBD</td>
<td>Matt Scales</td>
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<tr>
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<td>Southeast Travel Counsellor Alliance Conference</td>
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<th>DATES</th>
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<tr>
<td>JULY</td>
<td>Destinations International Annual Convention</td>
<td>St. Louis, MO</td>
<td>Cynthia Miller</td>
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<td>AUGUST</td>
<td>Student Youth Travel Association Marketplace</td>
<td>Birmingham, AL</td>
<td>Rich Gilbert</td>
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<td>SEPTEMBER</td>
<td>V/HN/SC Motorcoach Association Marketplace</td>
<td>Winston-Salem, NC</td>
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<td>MATTRA Media Marketplace</td>
<td>Richmond, VA</td>
<td>Matt Scales</td>
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<td>Greater New Jersey Motorcoach Association Marketplace</td>
<td>Atlantic City, NJ</td>
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<td>Butler, PA</td>
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<td>Southeastern DJs Convention Press Association Annual Meeting</td>
<td>Oxford, MS</td>
<td>Connie Spindler</td>
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<td>Toledo, Canada</td>
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<td>Delaware Legislative Reception</td>
<td>Virginia Blue Ridge, MD</td>
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<td>Great American Outdoor Show</td>
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<td>JANUARY</td>
<td>ABA Marketplace Kick-off to Baltimore Event</td>
<td>Harrisonburg, VA</td>
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<td>FEBRUARY</td>
<td>Annapolis Marketplace Advisory Committee</td>
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EXECUTIVE COMMITTEE
JUDY LONG BIXLER
Chair
Owner/Captain
Oxford Bellevue Ferry

MEMBERS-AT-LARGE
DONNA ABBOTT
Tourism and Marketing Director
Town of Ocean City
CARMEN GONZALES
Director of Communications
Live! Casino & Hotel
G. HALE HARRISON
Vice President of Operations & Real Estate
Harrison Group Resort Hotels
MONROE HARRISON
Director of Public Affairs
Gaylord National Resort & Convention Center
CARA JOYCE
Owner
Urban Pirates
CASEY JENKINS
Owner
Southern Living Restaurant Group
CANDACE OSUNSADE
SVP, Chief Administrative Officer
National Aquarium
DAN SPEDDEN
President
Hagetown-Washington County CVB
RUTH UMBEL
Teacher - Retired
ALEXANDRA LYN VON PARIS
Founder & CEO
Roan Rue Apparel

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Carroll and Howard Counties
THE HONORABLE BILL FERGUSON
Senator, Maryland District 46
Baltimore City
ADOLPH W. EBERSBERGER, JR.
Insurance and Financial Specialist – Retired
THE HONORABLE KATIE FRY-HESTER
Senator, Maryland District 9
Carroll and Howard Counties
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JAMES N. MATTHIAS
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PAT NUTTER
Former Calvert County Commissioner

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Superintendent
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DOBIN SMITH
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MAUREEN SCOTT-TAYLOR
Superintendent
Ray County Welcome Center
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Executive Director
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www.kentcounty.com

Montgomery County
KELLY GROFF
President & CEO
Visit Montgomery
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240-641-6750; 1-877-789-6904
Email: kgroff@visitmontgomery.com
www.visitmontgomery.com
Be Open for More Customers

There are many ways to partner with the Maryland Office of Tourism in order to market your destination/attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you:

Visit with a Travel Counselor at any of the eight Maryland Welcome Centers and your local Visitor Center:
410-767-6296, info@visitmaryland.org

Distribute your brochures and display marketing materials at Maryland Welcome Centers:
410-767-6296, info@visitmaryland.org

Send your press releases to us and participate in travel media familiarization tours (FAM tours):
Leslie Troy, 410-767-6298, ltroy@visitmaryland.org

Review visitmaryland.org to make sure your business listing is up to date:
410-767-6296, info@visitmaryland.org

Get help with your business listing content:
Jim Meyer, 410-767-6235, jmmeyer@visitmaryland.org

Add your events to the visitmaryland.org calendar:
Kathi Ash, 410-767-6341, kash@visitmaryland.org

Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram) and use our hashtag #MDinFocus on social media:

Provide tickets/prizes for Maryland Mondays giveaways:
Leslie Troy, 410-767-6298, ltroy@visitmaryland.org

Utilize the resources and information on the Maryland Office of Tourism Industry website, industry.visitmaryland.org:

Submit photos to our WebDAM (Web Digital Asset Management) for Maryland Office of Tourism use:
Kathi Ash, 410-767-6341, kash@visitmaryland.org

Create group tour opportunities, and let us know about them:
Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org

Get help reaching the travel trade market—group tours, student groups, reunions and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads:
Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org

Use “Open For It” branding and creative assets in your advertising:
Brian Lawrence, 410-767-6209, blawrence@visitmaryland.org

Nominate your story into the National UGRR Network to Freedom and/or a Smithsonian affiliate:
Heather Bost, 410-767-6974, hbo@visitmaryland.org

The Maryland Office of Tourism promotes worldwide through our partners at Capital Region USA (CRUSA) and Brand USA:
Scott Bays, 540-759-0565, sbays@capitalregionusa.org

Know your Destination Marketing Organization, Heritage Areas, Main Streets, and Arts & Entertainment Districts.

Let’s Be Open For More Customers By Working Together.