**Maryland Spirits Month One-Pager**

**Project Coordinator:** Heather Ersts

**Purpose:** To increase awareness of Maryland as a destination that offers unique craft spirits and exciting distilling experiences.

**Background:** Building upon Savor Maryland’s FeBREWary and March is Maryland Wine Month successes, November has been established by the Maryland Distillers Guild as Spirits Month. OTD is partnering with Grow and Fortify, Maryland Distillers Guild, and DMOs to promote Spirits Month much like the other two promotions.

**Situational Analysis:** Culinary and Dining experiences are the #1 day tripping activity and the #2 overnight activity of Maryland’s leisure travelers. This new promotion will for the very first time showcase Maryland’s exciting craft spirits, distilling experiences, and distillers to visitors. Through this exposure, we will highlight the rebirth and growth of the distilling industry in Maryland, inspire customers to visit distilleries, provide accurate information about how to visit distilleries, and gather the number of restaurants and bars serving Maryland spirits.

**Goals of the project:**

* Develop Maryland Spirits Trail on VisitMaryland.org.
* Work with Maryland Distillers Guild to develop and promote Maryland Spirits Trail cocktail challenge starting in November 2018 and running through December 2018. #mdspiritstrail #savormaryland
* Partner with Maryland Restaurant Association and DMOs to compile a list of 50 restaurants and bars across the state serving Maryland spirits in November 2018 through December 2018 that will be included on VisitMaryland.org.
* Secure media coverage in local, regional and national media outlets about Maryland Spirits Month and/or Maryland spirits.

**Success Measurements:**

* Complete Maryland Spirits Trail content on VisitMaryland.org
* 1,000 Maryland Spirits Trail Cocktail Challenge participants signing in on Instagram. (50 from each of the 20 distilleries over three months).
* Report from 50 restaurants/bars about their Maryland spirits sales.
* Secure three TV segments about Maryland Spirits Month.
* Articles published in local, regional, and national media outlets about Maryland Spirits Month and/or Maryland spirits.
* Secure a giveaway each week for #MarylandMondays during Spirits Month.
* Article in Department of Commerce’s Maryland *Business Pulse* newsletter about the growth and expansion of the Maryland spirits industry.

**Delivery Date:** Ready date of October 1, 2018; official start of Maryland Spirits Month November 1, 2018; with announcement in October 17, 2018 *Visit Maryland NOW!* consumer newsletter.