FY 2016 Tourism Marketing and Development Plan

Maryland Tourism Development Board and the Office of Tourism Development
# Table of Contents

**SECTION 01** Chairmen’s Message:  
*Chairman’s Message*  
3  

**SECTION 02** Destination Situation Analysis:  
*Travel Industry Insights*  
5  
*Maryland Visitor Statistics*  
6  
*Lodging Sector Trends*  
9  
*Product Analysis*  
11  
*Maryland Visitor Analysis*  
12  

**SECTION 03** Objectives and Strategies by Marketing Program  
17  

**SECTION 04** Events Calendar  
31  

**SECTION 05** FY 2016 Partner Marketing and Advertising Opportunities  
34  

**SECTION 06** Maryland Tourism Development Board and Staff Roster  
47  

**SECTION 07** Maryland Destination Marketing Organizations  
51
01 EXECUTIVE MESSAGE
MARYLAND TOURISM DEVELOPMENT BOARD

CHAIRMAN’S MESSAGE

DEAR TOURISM INDUSTRY PARTNER: As Chair of the Maryland Tourism Development Board, I want to thank you for the hard work you do every day to provide a positive trip experience for Maryland visitors. Our tourism industry is a powerful economic engine and job generator, employing 138,682 Marylanders from Oakland to Ocean City.

Tourism generates and continues to grow significant revenue integral to Maryland’s economic vitality. Maryland tourists and travelers spent $15.4 billion on travel expenses in 2013, based on the latest Tourism Satellite Account (TSA) as conducted by Tourism Economics. Visitor spending remains an important generator of revenue for state and local governments. In 2013, visitor spending generated close to $2.1 billion in state and local taxes.

This increase in revenue is no doubt driven by the fact that Maryland welcomed 38.2 million domestic visitors in 2014, an increase of 5.8 percent from 2013, and an increase of 40 percent from 2007’s 27.2 million visitors, according to D.K. Shifflet and Associates, a leading tourism industry research firm.

Maryland’s 40 percent increase – representing an additional 11 million visitors from 2007 to 2014 – was substantially greater than the 26 percent growth the United States saw during this time period, and significantly greater than the performance of other mid-Atlantic states. Maryland has increased market share 12 percent since 2007, far outperforming regional and national trends during this challenging economic climate.

Through Governor Hogan’s leadership, the Department of Commerce and the Office of Tourism have the opportunity to showcase tourism’s role in creating economic benefit for the citizens of Maryland through visitor spending and the amenities that the tourism industry provides for visitors and residents alike.

I am proud of this Board’s continuing work with the Office of Tourism, and am pleased to present the Fiscal Year 2016 Tourism Marketing and Development Plan. The objectives and strategies of this plan are designed to enhance tourism’s positive economic impact.

It is the power of partnerships that help drive the industry forward. Please take the time to review the Partner Marketing and Advertising Opportunities at the back of the plan. These programs have been developed in conjunction with the state’s advertising agency, Siquis, and Destination Marketing Organizations. These opportunities are available to all tourism businesses in the State that can benefit from reduced marketing costs and great consumer exposure.

I know I speak for the board when I say we look forward to working with you, our tourism industry partners, to increase Maryland’s tourism expenditures, tax revenues and employment.

Sincerely,

GREG SHOCKLEY
CHAIR » Maryland Tourism Development Board
OWNER » Shenanigan’s Irish Pub, Ocean City
02

DESTINATION SITUATION ANALYSIS
The research on the American consumer and their travel expectations is expansive. The news is generally good. Americans remain committed to travel and the improving news on the economic front with the lowest jobless rate since 2008, wages on the rise, and consumers feeling more comfortable about taking on debt indicates that spending on leisure and non-essential goods will increase. This is encouraging news for Maryland’s travel industry.

» Tourism continued to grow in 2014. Direct travel spending in the U.S. by domestic and international travelers grew 4.7 percent to $927.9 billion in 2014, not adjusted for inflation. Of this total, $790.9 billion was spent by domestic travelers (5.3 percent increase from 2013) and $137 billion was spent by international travelers in the U.S. (1.1 percent increase from the $135.6 billion in 2013). Source: 2014 Travel Economic Impact Overview, U.S. Travel.

» Consumer spending is up 3.4 percent over 2014 for an estimated $10.36 trillion in dollars flowing through the U.S. economy. Americans spent half of that on essentials such as food, shelter, transportation and healthcare. The biggest gainers in 2014 in capturing discretionary spending were alcoholic drinks for home use, dining out, vacations and tourism.

» There are interesting demographic trends among multiple population sectors that have high potential impact on tourism. Millennials are entering their prime earning years and Gen-Xers and Boomers begin to enjoy their long weekends and taking trips of a lifetime.

» Nearly 70 percent of all travelers are using their personal computer or laptop for their trip planning.

» For all the good news about travel there is a disconnect with consumers. The average American earns 21 days of Paid Time Off (PTO) each year but uses only 77 percent of that time, forfeiting 4.9 days. American workers lost a total of 169 million PTO days in 2013, which averages to 1.6 days lost per employee.

Maryland’s travel options are varied across the state and offer consumers the type of authentic travel that tourists are craving including culinary offerings, engaging destinations, one-of-a-kind experiences, and warm people. As Maryland tourism marketing professionals continue to build upon the success of recent years, understanding our consumer and the wealth of factors that go into making a decision about how they spend their discretionary dollars will be key for delivering the highest return on investment for their advertising and promotional dollars.

Harbor East, Baltimore
For calendar year 2014, D.K. Shifflet & Associates reports that Maryland hosted more than 38 million estimated domestic visitors, up 5.8 percent from 2013, outperforming many regional competitors. Eighty percent, or close to 29 million, were leisure visitors, and the remaining 20 percent, or more than 7 million, were business travelers. Overnight and day trips were roughly split the same - with more than 17 million each in 2014.

### Visitor Volume Estimates (Person-Trips in Millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>35.37</td>
<td>36.14</td>
<td>38.23</td>
<td>2,182.95</td>
<td>2,344.05</td>
<td>2,512.78</td>
</tr>
<tr>
<td><strong>Business</strong></td>
<td>6.73</td>
<td>7.20</td>
<td>7.15</td>
<td>447.70</td>
<td>468.84</td>
<td>517.99</td>
</tr>
<tr>
<td><strong>Leisure</strong></td>
<td>28.64</td>
<td>28.94</td>
<td>31.09</td>
<td>1,735.26</td>
<td>1,875.21</td>
<td>1,994.79</td>
</tr>
<tr>
<td><strong>Overnight</strong></td>
<td>17.83</td>
<td>18.36</td>
<td>19.38</td>
<td>1,084.61</td>
<td>1,181.95</td>
<td>1,340.63</td>
</tr>
<tr>
<td><strong>Day Trip</strong></td>
<td>17.54</td>
<td>17.78</td>
<td>18.85</td>
<td>1,098.34</td>
<td>1,162.10</td>
<td>1,172.15</td>
</tr>
</tbody>
</table>

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-trips

**D.K. Shifflet defines a visitor as either someone visiting overnight or someone who travels 50 miles or more from their home outside of their daily activity.**

### Maryland Destination Regions

- **Central Region** (Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard Counties) - 48.2%
- **Eastern Shore** (Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester Counties) - 20.9%
- **Capital** (Frederick, Montgomery, Prince George's Counties) - 19.9%
- **Western Maryland** (Allegany, Garrett, Washington Counties) - 7.5%
- **Southern** (Calvert, Charles, St. Mary's Counties) - 3.5%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays
TRENDS AND COMPARISONS

National domestic travel volume increased in 2014, with total domestic U.S. visitor volume, as measured in person-trips, growing 7.2 percent from 2013. Leisure travel represented more than 79 percent of all person-trips, with day trips representing 53 percent and overnight 47 percent of visitor volume. Travel volume increased within Maryland’s regional competitive set in 2014, although below the national pace.

In 2014, Maryland saw growth in leisure, as well as day and overnight trips, while business travel remained flat. Maryland outperformed many neighboring states and led the region with the largest percent growth in the leisure and overnight segments.

MARYLAND HAS SEEN MORE GROWTH THAN ANY STATE IN THE REGION, BOTH OVERALL AND IN THE LEISURE AND OVERNIGHT SEGMENTS

PERCENT CHANGE IN PERSON-TRIP VOLUME  2013-2014

<table>
<thead>
<tr>
<th>TRAVEL SEGMENT</th>
<th>U.S.</th>
<th>MD</th>
<th>D.C.</th>
<th>DE</th>
<th>PA</th>
<th>VA</th>
<th>WV</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>7.2%</td>
<td>5.8%</td>
<td>1.4%</td>
<td>-2.0%</td>
<td>7.1%</td>
<td>4.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>BUSINESS</td>
<td>10.5%</td>
<td>-0.7%</td>
<td>-2.5%</td>
<td>33.1%</td>
<td>7.2%</td>
<td>7.7%</td>
<td>14.1%</td>
</tr>
<tr>
<td>LEISURE</td>
<td>6.4%</td>
<td>7.4%</td>
<td>3.8%</td>
<td>-8.4%</td>
<td>7.0%</td>
<td>3.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>DAY TRIP</td>
<td>13.4%</td>
<td>5.6%</td>
<td>2.0%</td>
<td>10.7%</td>
<td>13.7%</td>
<td>10.5%</td>
<td>14.2%</td>
</tr>
<tr>
<td>OVERNIGHT</td>
<td>0.9%</td>
<td>6.0%</td>
<td>1.1%</td>
<td>-13.7%</td>
<td>-0.7%</td>
<td>0.2%</td>
<td>-2.9%</td>
</tr>
</tbody>
</table>

In comparison to 2007 net traveler volume, Maryland has seen more growth than any state in the region, both overall and in the leisure and day trip segments. Maryland has welcomed an additional 11 million visitors since 2007 – an increase of 40.5 percent, substantially greater than the 25.7 percent increase the United States saw during this time period. Maryland’s increase in visitation was significantly greater than the performance of other mid-Atlantic states. Despite the challenging economic climate, Maryland has grown its share of the visitor market 11.8 percent since 2007, outperforming national and regional trends.

PERCENT CHANGE IN PERSON-TRIP VOLUME  2007-2014

<table>
<thead>
<tr>
<th>TRAVEL SEGMENT</th>
<th>U.S.</th>
<th>MD</th>
<th>D.C.</th>
<th>DE</th>
<th>PA</th>
<th>VA</th>
<th>WV</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>25.7%</td>
<td>40.5%</td>
<td>19.1%</td>
<td>2.2%</td>
<td>25.7%</td>
<td>13.6%</td>
<td>20.4%</td>
</tr>
<tr>
<td>BUSINESS</td>
<td>3.0%</td>
<td>8.1%</td>
<td>5.2%</td>
<td>-10.9%</td>
<td>-8.0%</td>
<td>-5.3%</td>
<td>35.5%</td>
</tr>
<tr>
<td>LEISURE</td>
<td>33.3%</td>
<td>51.0%</td>
<td>29.2%</td>
<td>6.3%</td>
<td>34.7%</td>
<td>20.8%</td>
<td>17.3%</td>
</tr>
<tr>
<td>DAY TRIP</td>
<td>32.8%</td>
<td>39.6%</td>
<td>33.5%</td>
<td>-7.7%</td>
<td>35.3%</td>
<td>10.4%</td>
<td>16.9%</td>
</tr>
<tr>
<td>OVERNIGHT</td>
<td>18.5%</td>
<td>41.6%</td>
<td>12.6%</td>
<td>17.0%</td>
<td>14.8%</td>
<td>16.7%</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

1 Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism
**TOP TWO DESTINATIONS** The top two destinations visited in Maryland are Baltimore and Ocean City.
The chart details numbers of visitors, average travel party size, trip length, spending per trip, and top feeder markets for those two destinations and for Maryland overall.

### MARYLAND AND TOP TWO DESTINATIONS TRAVELER SUMMARY, 2014

<table>
<thead>
<tr>
<th></th>
<th><strong>MARYLAND</strong></th>
<th><strong>BALTIMORE</strong></th>
<th><strong>OCEAN CITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ESTIMATED SHARE OF VISITS</strong></td>
<td>--</td>
<td>29.5%</td>
<td>13.5%</td>
</tr>
<tr>
<td><strong>ESTIMATED PERSON-STAYS</strong></td>
<td>49.1 million</td>
<td>14.5 million</td>
<td>6.6 million</td>
</tr>
<tr>
<td><strong>AVERAGE TRAVEL PARTY SIZE</strong></td>
<td>1.9</td>
<td>1.8</td>
<td>2.4</td>
</tr>
<tr>
<td><strong>AVERAGE LENGTH OF STAY (DAYS)</strong></td>
<td>1.3</td>
<td>1.4</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>AVERAGE SPENDING PER PERSON PER DAY</strong></td>
<td>$139</td>
<td>$144</td>
<td>$132</td>
</tr>
<tr>
<td><strong>SPENDING PER GROUP STAY</strong></td>
<td>$303</td>
<td>$351</td>
<td>$701</td>
</tr>
<tr>
<td><strong>TOP 3 DMAS OF ORIGIN</strong></td>
<td>Washington, D.C. (24%)</td>
<td>Baltimore (24%)</td>
<td>Baltimore (28%)</td>
</tr>
<tr>
<td></td>
<td>Baltimore (22%)</td>
<td>Washington, D.C. (17%)</td>
<td>Washington, D.C. (18%)</td>
</tr>
<tr>
<td></td>
<td>New York (12%)</td>
<td>New York (14%)</td>
<td>Philadelphia (14%)</td>
</tr>
</tbody>
</table>

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism
The lodging sector is an important barometer of the health of the Maryland tourism industry. The Office of Tourism receives information from Smith Travel Research (STR), a leading lodging industry research firm, to provide monthly, bi-annual and annual lodging data for the State of Maryland and its counties. This data provides a level of detail that allows for nearly complete coverage of the State.

THE FOLLOWING LODGING MEASUREMENTS ARE DETAILED BELOW:

>> Room Demand – reflects the percentage change in the number of rooms sold
>> Room Supply – reflects the percentage change in the number of rooms available
>> Room Rates – reflects the average cost per room
>> Room Revenue – reflects the percentage change in the amount of revenue collected
>> Occupancy Percent – reflects the percentage of rooms occupied

CALENDAR YEAR 2014 ANALYSIS

Maryland’s lodging performance accelerated during calendar year 2014, with room demand statewide increasing 5.9 percent, compared to calendar year 2013. Maryland’s demand grew more than the region’s 5.2 percent and the nation’s 4.5 percent. The number of rooms available (room supply) remained relatively flat across the state (0.3 percent), region (0.4 percent) and nation (0.9 percent).

The average room rate for Maryland was $115.60 — slightly higher than the nation’s $115.31 rate but lower than the regional rate of $119.10. Total room revenue for the state increased 7.6 percent, higher than the region’s 6.8 percent growth but lower than the nation’s 9.2 percent. At the national level, as a result of increased demand, revenue grew 9.2 percent. Revenue per available room also increased for Maryland and the region by 7.2 and 6.3 respectively, while at the national level it increased 8.3 percent.

Occupancy rates, which reflect changes in supply and demand for rooms, averaged 63.5 percent, 5.5 percent more than last year. The national occupancy rate was 64.4 percent, 3.6 percent more than last year and the region’s occupancy rate was 63.3 percent, 4.8 percent more than last year.

The table on the following page details the six metrics for the U.S., Maryland, Maryland’s counties (when available), and the MD-VA-D.C.-DE region.
## CALENDAR YEAR 2014 LODGING PERFORMANCE COMPARISON

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>room demand percent change</th>
<th>room supply percent change</th>
<th>room revenue percent change</th>
<th>average room rate ($)</th>
<th>average room rate percent change</th>
<th>occupancy rate</th>
<th>occupancy percent change</th>
<th>RevPAR percent change</th>
<th>hotel rooms</th>
<th>sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>4.5%</td>
<td>0.9%</td>
<td>9.2%</td>
<td>$115.30</td>
<td>4.6%</td>
<td>64.4%</td>
<td>3.6%</td>
<td>84.9%</td>
<td>4,911,052</td>
<td>3,573,937</td>
</tr>
<tr>
<td>MARYLAND</td>
<td>5.9%</td>
<td>0.3%</td>
<td>7.6%</td>
<td>$115.60</td>
<td>1.6%</td>
<td>63.5%</td>
<td>5.5%</td>
<td>74.4%</td>
<td>72,296</td>
<td>64,388</td>
</tr>
<tr>
<td>MD-VA-D.C.-DE REGION</td>
<td>5.2%</td>
<td>0.4%</td>
<td>6.8%</td>
<td>$119.10</td>
<td>1.5%</td>
<td>63.3%</td>
<td>4.8%</td>
<td>75.4%</td>
<td>341,795</td>
<td>300,172</td>
</tr>
<tr>
<td>MD COUNTIES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BALTIMORE CITY</td>
<td>1.9%</td>
<td>(1.2%)</td>
<td>6.8%</td>
<td>$161.50</td>
<td>4.7%</td>
<td>68.4%</td>
<td>3.1%</td>
<td>50.8%</td>
<td>8,572</td>
<td>8,261</td>
</tr>
<tr>
<td>ALLEGANY</td>
<td>12.4%</td>
<td>0.0%</td>
<td>14.9%</td>
<td>$89.10</td>
<td>2.3%</td>
<td>63.1%</td>
<td>12.4%</td>
<td>14.9%</td>
<td>997</td>
<td>913</td>
</tr>
<tr>
<td>ANNE ARUNDEL</td>
<td>3.6%</td>
<td>(1.6%)</td>
<td>6.5%</td>
<td>$102.10</td>
<td>2.9%</td>
<td>72.7%</td>
<td>5.3%</td>
<td>83.3%</td>
<td>10,568</td>
<td>9,655</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>8.0%</td>
<td>3.6%</td>
<td>9.3%</td>
<td>$91.40</td>
<td>1.2%</td>
<td>62.5%</td>
<td>4.2%</td>
<td>5.3%</td>
<td>6,170</td>
<td>5,553</td>
</tr>
<tr>
<td>CALVERT</td>
<td>5.5%</td>
<td>0.0%</td>
<td>2.3%</td>
<td>$97.70</td>
<td>(3.1%)</td>
<td>49.7%</td>
<td>5.5%</td>
<td>8.3%</td>
<td>772</td>
<td>772</td>
</tr>
<tr>
<td>CECIL</td>
<td>7.5%</td>
<td>0.0%</td>
<td>12.2%</td>
<td>$79.30</td>
<td>4.3%</td>
<td>57.4%</td>
<td>7.5%</td>
<td>12.2%</td>
<td>1,081</td>
<td>870</td>
</tr>
<tr>
<td>CHARLES</td>
<td>6.1%</td>
<td>(0.2%)</td>
<td>6.8%</td>
<td>$82.70</td>
<td>0.7%</td>
<td>62.2%</td>
<td>6.3%</td>
<td>7.0%</td>
<td>1,370</td>
<td>969</td>
</tr>
<tr>
<td>DORCHESTER</td>
<td>0.3%</td>
<td>0.0%</td>
<td>2.6%</td>
<td>$174.90</td>
<td>2.4%</td>
<td>48.9%</td>
<td>0.3%</td>
<td>2.6%</td>
<td>680</td>
<td>600</td>
</tr>
<tr>
<td>FREDERICK</td>
<td>6.2%</td>
<td>0.1%</td>
<td>5.1%</td>
<td>$86.80</td>
<td>(1.1%)</td>
<td>64.7%</td>
<td>6.1%</td>
<td>5.0%</td>
<td>2,352</td>
<td>2,228</td>
</tr>
<tr>
<td>HARFORD</td>
<td>16.6%</td>
<td>2.6%</td>
<td>19.2%</td>
<td>$86.90</td>
<td>2.3%</td>
<td>63.7%</td>
<td>13.7%</td>
<td>16.3%</td>
<td>2,713</td>
<td>2,398</td>
</tr>
<tr>
<td>HOWARD</td>
<td>6.5%</td>
<td>0.0%</td>
<td>8.4%</td>
<td>$91.60</td>
<td>1.8%</td>
<td>66.0%</td>
<td>6.5%</td>
<td>8.4%</td>
<td>3,546</td>
<td>3,240</td>
</tr>
<tr>
<td>MONTGOMERY</td>
<td>4.5%</td>
<td>0.5%</td>
<td>7.0%</td>
<td>$122.50</td>
<td>2.4%</td>
<td>66.6%</td>
<td>4.0%</td>
<td>6.5%</td>
<td>9,308</td>
<td>9,308</td>
</tr>
<tr>
<td>PRINCE GEORGE’S</td>
<td>9.2%</td>
<td>1.5%</td>
<td>9.6%</td>
<td>$122.00</td>
<td>(0.4%)</td>
<td>63.9%</td>
<td>7.6%</td>
<td>8.0%</td>
<td>10,451</td>
<td>10,037</td>
</tr>
<tr>
<td>QUEEN ANNE’S</td>
<td>(4.1%)</td>
<td>(7.5%)</td>
<td>0.0%</td>
<td>$126.50</td>
<td>4.3%</td>
<td>50.6%</td>
<td>3.7%</td>
<td>8.1%</td>
<td>434</td>
<td>368</td>
</tr>
<tr>
<td>ST. MARY’S</td>
<td>7.0%</td>
<td>(1.3%)</td>
<td>4.7%</td>
<td>$88.80</td>
<td>(2.2%)</td>
<td>49.0%</td>
<td>8.4%</td>
<td>6.1%</td>
<td>1,110</td>
<td>899</td>
</tr>
<tr>
<td>TALBOT</td>
<td>9.3%</td>
<td>4.3%</td>
<td>7.4%</td>
<td>$159.90</td>
<td>(1.7%)</td>
<td>46.8%</td>
<td>4.7%</td>
<td>2.9%</td>
<td>1,007</td>
<td>687</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>7.8%</td>
<td>1.0%</td>
<td>7.3%</td>
<td>$75.00</td>
<td>(0.5%)</td>
<td>59.7%</td>
<td>6.7%</td>
<td>6.2%</td>
<td>2,077</td>
<td>1,976</td>
</tr>
<tr>
<td>WICOMICO</td>
<td>5.1%</td>
<td>0.0%</td>
<td>6.9%</td>
<td>$92.50</td>
<td>1.7%</td>
<td>50.0%</td>
<td>5.1%</td>
<td>6.9%</td>
<td>1,625</td>
<td>1,234</td>
</tr>
<tr>
<td>WORCESTER</td>
<td>4.5%</td>
<td>0.1%</td>
<td>5.2%</td>
<td>$150.40</td>
<td>0.6%</td>
<td>54.9%</td>
<td>4.4%</td>
<td>5.1%</td>
<td>5,475</td>
<td>3,223</td>
</tr>
<tr>
<td>MD REGIONS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WESTERN</td>
<td>9.1%</td>
<td>0.6%</td>
<td>9.9%</td>
<td>$80.60</td>
<td>0.7%</td>
<td>59.9%</td>
<td>8.5%</td>
<td>9.2%</td>
<td>3,606</td>
<td>3,060</td>
</tr>
<tr>
<td>CAPITAL</td>
<td>6.8%</td>
<td>0.9%</td>
<td>8.1%</td>
<td>$118.50</td>
<td>1.2%</td>
<td>65.2%</td>
<td>5.8%</td>
<td>7.1%</td>
<td>22,111</td>
<td>21,573</td>
</tr>
<tr>
<td>CENTRAL</td>
<td>5.2%</td>
<td>0.0%</td>
<td>8.0%</td>
<td>$112.80</td>
<td>2.6%</td>
<td>67.8%</td>
<td>5.2%</td>
<td>8.0%</td>
<td>32,579</td>
<td>29,887</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>6.3%</td>
<td>(0.5%)</td>
<td>5.0%</td>
<td>$87.80</td>
<td>(1.2%)</td>
<td>54.7%</td>
<td>6.8%</td>
<td>5.6%</td>
<td>3,252</td>
<td>2,640</td>
</tr>
<tr>
<td>UPPER EASTERN SHORE</td>
<td>4.7%</td>
<td>0.2%</td>
<td>6.0%</td>
<td>$126.60</td>
<td>1.3%</td>
<td>50.9%</td>
<td>4.4%</td>
<td>5.8%</td>
<td>3,488</td>
<td>2,719</td>
</tr>
<tr>
<td>LOWER EASTERN SHORE</td>
<td>4.7%</td>
<td>0.1%</td>
<td>5.4%</td>
<td>$140.20</td>
<td>0.7%</td>
<td>53.8%</td>
<td>4.7%</td>
<td>5.3%</td>
<td>7,260</td>
<td>4,509</td>
</tr>
</tbody>
</table>

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent, and Somerset counties. Data for these counties is included in their respective regions.
From the family friendly seaside resort of Ocean City to the majestic mountains in Western Maryland to exciting and cultural downtowns and historic small towns, Maryland offers visitors and residents a range of vacation experiences. In addition, Maryland’s mid-Atlantic location and moderate climate offer visitors the best of all four seasons and a host of year-round outdoor activities.

ACCESS: Five interstate highways and several improved national highways provide easy access within a 400-mile radius. There is excellent rail service from major cities throughout the northeast corridor and points north and south. Baltimore/Washington Thurgood Marshall International Airport (BWI) and three regional airports provide outstanding air service. Additionally, many Maryland destinations are accessible by boat.

COMPETITIVE ANALYSIS

Competition for the consumer’s discretionary dollar is fierce. There are many other items consumers can choose to purchase besides travel, and other marketers are outspending us.

The U.S. Travel Association announced that in 2014, tourism in the United States generated more than $927.9 billion in visitor spending, 4.7 percent more than in 2013. In the race for consumer travel dollars, it is estimated that states invested more than $836 million in travel marketing offices in FY 2014.

For FY 2014, the U.S. Travel Association reported that Maryland’s tourism budget was $12.1 million - $11.02 million in general funds and $1.1 million in special and reimbursable funds, and that $3.1 million of Maryland’s budget was dedicated to domestic advertising and sales promotion. The states that compete most heavily with Maryland — with similar beach, urban, cultural heritage or mountain destinations — have historically had larger tourism budgets and targeted the same prospective visitors. In comparison, Virginia and North Carolina allocated more than $5.6 million to domestic advertising and sales promotion as compared to Maryland’s $3.1 million to reach a similar target audience.

The ongoing competition for tourism, convention and investment dollars means that OTD has to work more creatively to continue to build upon its recent successes in generating interest in Maryland as a destination. OTD will need to continue to track performance measurements, measure advertising effectiveness and adjust marketing strategies accordingly in order to achieve the mission of increasing visitor spending.

Patapsco State Park
TRAVEL DECISION MAKER/TARGET AUDIENCE DEFINITIONS

Historically, women are the travel decision makers — if not the final decision makers. They generally determine which destinations are in the consideration set. Maryland’s media buys are targeted to adults 25–64 but with a strong skew to women; household income (HHI) $75,000+; well-educated; and working in managerial and professional occupations. They have made a trip of more than one day’s duration within the United States in the past 12 months, which includes business, vacation, weekend travel and short trips.

The following tables compare the demographics and trip profiles for Maryland day-trippers and overnight travelers. The study conducted by Longwoods in 2013 is currently the largest ongoing survey of American travelers to domestic destinations. This study uses the following definitions.

» **Day trip:** any journey for business or pleasure, outside your community and not part of your normal routine that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

» **Overnight trip:** any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

DEMographics CHARACTERISTICS

» Males make up 51 percent of day visitors while females make up 53 percent of overnight visitors.

» 48 percent of day travelers are over 45 years of age compared 46 percent of overnight travelers.

» The family composition of a day and overnight trips looks fairly similar. A greater percentage of overnight travelers have a larger household size of 3 or more.
The largest percentage of day trips are taken by individuals with a household income under $50,000. More than 40 percent of day and overnight visitors have household incomes of $75,000 and above.

The majority of day and overnight trips are taken by married individuals with no children under 18 in the household.

Visitors to Maryland are well educated, 58 percent of day and overnight visitors have at least a college degree. Approximately 84 percent of day and overnight visitors have attended some college.

Roughly half of day and overnight visitors are employed full-time or self-employed. More day-trippers are not employed full-time — possibly leading to more opportunities to take day trips. Retired individuals are included in the “not employed” category.
STATE OF ORIGIN

» 73 percent of day travelers come from Maryland and bordering states while only 46 percent of overnight travelers come from these same states.

» Overnight travelers are a little more diversified with 16 percent coming from “longer” haul states such as, Florida, North Carolina, California, and Ohio.

THIS INFORMATION IDENTIFIES THOSE MARKETS WHERE MARYLAND CAN INVEST ITS PROMOTIONAL AND ADVERTISING EFFORTS TO DELIVER GREATER ECONOMIC IMPACT AS A RESULT OF INCREASED LENGTH OF STAY AND GREATER SPENDING.

DMA OF ORIGIN

» A DMA region is a group of counties that form an exclusive geographic area in which the home market television stations hold a dominance of total hours viewed. OTD is interested in visitor’s DMA of origin for the purpose of targeting marketing and advertising efforts.

» The majority of day and overnight visitors are coming from the Washington, D.C. DMA.

» The Philadelphia and NY/NJ/PA/CT DMAs are feeder markets for overnight trips.

DAY TRIP VS. OVERNIGHT – DMA OF ORIGIN

<table>
<thead>
<tr>
<th>DMA OF ORIGIN</th>
<th>ALL MD DAY TRIPS</th>
<th>ALL MD OVERNIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>WASHINGTON, D.C.</td>
<td>33%</td>
<td>WASHINGTON, D.C.</td>
</tr>
<tr>
<td>BALTIMORE, MD</td>
<td>7%</td>
<td>NEW YORK, NY/NJ/PA/CT</td>
</tr>
<tr>
<td>PHILADELPHIA, PA</td>
<td>10%</td>
<td>PHILADELPHIA, PA</td>
</tr>
<tr>
<td>HARRISBURG-LANCASTER-LEBANON-YORK, PA</td>
<td>8%</td>
<td>BALTIMORE, MD</td>
</tr>
<tr>
<td>NEW YORK, NY/NJ/PA/CT</td>
<td>7%</td>
<td>HARRISBURG-LANCASTER-LEBANON-YORK, PA</td>
</tr>
<tr>
<td>SALISBURY, MD</td>
<td>3%</td>
<td>PITTSBURGH, PA</td>
</tr>
</tbody>
</table>
TRIP PROFILE

» The main purpose for visiting Maryland for both day and overnight visitors is “Visiting Friends and Relatives (VFR)”.

» Day trip visitors traveled for touring activities, special events, city trips and shopping.

» Overnight visitors traveled to special events, resorts, touring and outdoors activities.

TRIP PROFILE

<table>
<thead>
<tr>
<th>ALL MD DAY TRIPS</th>
<th>ALL MD OVERNIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITING FRIENDS AND RELATIVES</td>
<td>36%</td>
</tr>
<tr>
<td>TOURING</td>
<td>14%</td>
</tr>
<tr>
<td>SPECIAL EVENT</td>
<td>9%</td>
</tr>
<tr>
<td>CITY TRIP</td>
<td>9%</td>
</tr>
<tr>
<td>SHOPPING</td>
<td>6%</td>
</tr>
<tr>
<td>VISITING FRIENDS AND RELATIVES</td>
<td>48%</td>
</tr>
<tr>
<td>SPECIAL EVENT</td>
<td>8%</td>
</tr>
<tr>
<td>RESORT</td>
<td>8%</td>
</tr>
<tr>
<td>TOURING</td>
<td>7%</td>
</tr>
<tr>
<td>OUTDOORS</td>
<td>4%</td>
</tr>
</tbody>
</table>

TRIP CHARACTERISTICS

» Overnight travelers spend more per trip, take longer trips and travel with more people than day trippers. As a result of increased spending and a larger party size, the amount spent by overnight visitors is more than double that of day visitors.

» The majority of day trips occur in the spring between April and June while the majority of overnight trips occur during the summer between July and September.

TRIP CHARACTERISTICS

<table>
<thead>
<tr>
<th>ALL MD DAY TRIPS</th>
<th>ALL MD OVERNIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PER PARTY EXPENDITURES</td>
<td>$171</td>
</tr>
<tr>
<td>AVERAGE NIGHTS</td>
<td>--</td>
</tr>
<tr>
<td>NUMBER OF NIGHTS IN MD</td>
<td>--</td>
</tr>
<tr>
<td>PARTY SIZE</td>
<td>2.7</td>
</tr>
<tr>
<td>TIME FRAME OF TRAVEL</td>
<td>JANUARY–MARCH</td>
</tr>
<tr>
<td></td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>APRIL–JUNE</td>
</tr>
<tr>
<td></td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>JULY–SEPTEMBER</td>
</tr>
<tr>
<td></td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>OCTOBER–DECEMBER</td>
</tr>
<tr>
<td></td>
<td>24%</td>
</tr>
</tbody>
</table>
ACCOMMODATIONS AND MODE OF TRANSPORTATION FOR ALL MARYLAND OVERNIGHT TRAVELERS

» Overnight travelers spend more dollars on paid accommodations and close to 70 percent of them stay in hotels, motels, resorts, B&Bs and vacation rentals.

» The main mode of transportation for 74 percent of overnight visitors is their personal automobile.

ACCOMMODATIONS AND MODE OF TRANSPORTATION FOR ALL MD OVERNIGHT TRAVELERS

<table>
<thead>
<tr>
<th>ACCOMMODATIONS</th>
<th>MODE OF TRANSPORTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIENDS/RELATIVES DWELLING (HOME/COTTAGE/CABIN) NOT PAID FOR</td>
<td>PERSONAL AUTO 34%</td>
</tr>
<tr>
<td>HOTEL (NON-RESORT)</td>
<td>PERSONAL AUTO 31%</td>
</tr>
<tr>
<td>MOTEL</td>
<td>PERSONAL AUTO 14%</td>
</tr>
<tr>
<td>RESORT HOTEL</td>
<td>PERSONAL AUTO 13%</td>
</tr>
<tr>
<td>RENTED HOME/CONDO/APARTMENT</td>
<td>PERSONAL AUTO 6%</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>PERSONAL AUTO 5%</td>
</tr>
</tbody>
</table>

TOP 10 ACTIVITIES

» Day and overnight travelers both participate in shopping and dining activities. The top 10 activities for overnight visitors include a greater percentage of outdoor/nature activities that generally require a greater time commitment.

» Day travelers’ activities in include a greater percentage of attractions located in cities such as museums and landmarks; this aligns with the primary trip purposes “city trip” and “touring”.

» Thirty-seven percent of overnight travelers trend toward Maryland water-based activities.

TOP TEN TOURISM ACTIVITIES PER DAY TRIP, 2014

MARYLAND

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOPPING</td>
<td>26%</td>
</tr>
<tr>
<td>FINE DINING</td>
<td>15%</td>
</tr>
<tr>
<td>LANDMARKS/HISTORIC SITES</td>
<td>12%</td>
</tr>
<tr>
<td>MUSEUM</td>
<td>12%</td>
</tr>
<tr>
<td>BEACH/WATERFRONT</td>
<td>10%</td>
</tr>
<tr>
<td>NATIONAL/STATE PARK</td>
<td>7%</td>
</tr>
<tr>
<td>SWIMMING</td>
<td>6%</td>
</tr>
<tr>
<td>ZOO</td>
<td>6%</td>
</tr>
<tr>
<td>BAR/DISCO/NIGHT CLUB</td>
<td>5%</td>
</tr>
<tr>
<td>THEME PARK</td>
<td>4%</td>
</tr>
</tbody>
</table>

UNITED STATES

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOPPING</td>
<td>27%</td>
</tr>
<tr>
<td>FINE DINING</td>
<td>13%</td>
</tr>
<tr>
<td>LANDMARKS/HISTORIC SITES</td>
<td>8%</td>
</tr>
<tr>
<td>CASINO</td>
<td>8%</td>
</tr>
<tr>
<td>MUSEUM</td>
<td>7%</td>
</tr>
<tr>
<td>BEACH/WATERFRONT</td>
<td>7%</td>
</tr>
<tr>
<td>SWIMMING</td>
<td>7%</td>
</tr>
<tr>
<td>NATIONAL/STATE PARK</td>
<td>6%</td>
</tr>
<tr>
<td>THEME PARK</td>
<td>6%</td>
</tr>
<tr>
<td>ZOO</td>
<td>5%</td>
</tr>
</tbody>
</table>

TOP TEN TOURISM ACTIVITIES PER DAY OVERNIGHT TRIP, 2014

MARYLAND

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOPPING</td>
<td>39%</td>
</tr>
<tr>
<td>FINE DINING</td>
<td>23%</td>
</tr>
<tr>
<td>BEACH/WATERFRONT</td>
<td>20%</td>
</tr>
<tr>
<td>SWIMMING</td>
<td>17%</td>
</tr>
<tr>
<td>LANDMARKS/HISTORIC SITES</td>
<td>16%</td>
</tr>
<tr>
<td>MUSEUM</td>
<td>15%</td>
</tr>
<tr>
<td>NATIONAL/STATE PARK</td>
<td>13%</td>
</tr>
<tr>
<td>BAR/DISCO/NIGHT CLUB</td>
<td>12%</td>
</tr>
<tr>
<td>ZOO</td>
<td>8%</td>
</tr>
<tr>
<td>THEME PARK</td>
<td>8%</td>
</tr>
</tbody>
</table>

UNITED STATES

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOPPING</td>
<td>34%</td>
</tr>
<tr>
<td>FINE DINING</td>
<td>22%</td>
</tr>
<tr>
<td>BEACH/WATERFRONT</td>
<td>14%</td>
</tr>
<tr>
<td>SWIMMING</td>
<td>16%</td>
</tr>
<tr>
<td>LANDMARKS/HISTORIC SITES</td>
<td>13%</td>
</tr>
<tr>
<td>BAR/DISCO/NIGHT CLUB</td>
<td>11%</td>
</tr>
<tr>
<td>MUSEUM</td>
<td>10%</td>
</tr>
<tr>
<td>NATIONAL/STATE PARK</td>
<td>10%</td>
</tr>
<tr>
<td>THEME PARK</td>
<td>8%</td>
</tr>
<tr>
<td>ZOO</td>
<td>6%</td>
</tr>
</tbody>
</table>
OBJECTIVES & STRATEGIES BY MARKETING PROGRAM
The work of the Office of Tourism Development (OTD) is guided and supported by hospitality industry leadership through an appointed board of executives representing attractions, food service, lodging, retail and transportation, as well as representation from Destination Marketing Organizations and Maryland’s General Assembly. 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 routine review of the budget, staff and other resources allocated to OTD for tourism marketing and development purposes.

Ensure future growth and stability of statewide tourism development through the management of the MTDB Strategic Plan and Marketing/Development Plan.

**KEY STRATEGIES FOR FISCAL 2016**

Continue efforts to ensure long-range funding stability for both the Office of Tourism and the Maryland Tourism Development Board funds.

Develop public/private partnerships to supplement General Funds appropriated to OTD and the MTDB fund.

Ensure grant guidelines annually align with evolving marketing priorities.

Ensure that OTD maximizes competitive position through technology. Identify and secure leading edge technologies to extend the brand and maximize ROI on all programs.

Develop comprehensive industry-wide communications plan to educate the public and public officials of the value of the tourism industry and its impact on the quality of life for all citizens of the state to encourage funding support at the city, county and state level. Support the formation of a grass roots industry advocacy campaign promoting the value and importance of industry generated employment.

**MARYLAND DEVELOPMENT BOARD**

**OFFICE OF TOURISM DEVELOPMENT**

**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 budget are properly deployed to produce measurable results in accordance with the department’s core mission.

**OBJECTIVES**

Manage and monitor the OTD staff, prioritizing and balancing the workload in order to maximize efficiency and effectiveness. Ensure that sufficient staff is deployed to accomplish the mission.

Provide and maintain an internal work environment that is efficient, effective and responsive to the mission.

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 as well as delivering the highest return on investment.

**KEY STRATEGIES FOR FISCAL 2016**

Maintain membership and active leadership in state, regional and national organizations.

Maintain ongoing collaborative relationships with Destination Marketing Organizations, Arts and Entertainment Districts, Main Streets and Maryland Heritage Areas to ensure proper State and local coordination.

Continue leadership in planning and sponsoring the Maryland Tourism & Travel Summit, the only education program available to all of Maryland’s tourism community.

Foster interagency cooperation between local, State and national agencies.

Maintain full staffing and determine efficiencies in staffing allocations.

Work with members of the Advisory Committee on Multicultural Diversity to elevate inclusivity to the tourism industry.
ADVERTISING AND COMMUNICATIONS

DOMESTIC ADVERTISING—MEDIA AND PRODUCTION

The goal of the Domestic Communications and Marketing program is to raise the awareness of and interest in Maryland as a travel destination. OTD must focus the State’s marketing efforts on those consumers, time periods and markets that will reap the highest return on investment.

OBJECTIVES

Focus communication efforts on Maryland’s most compelling tourism messages, as determined by recent consumer research (both quantitative and qualitative).

Increase visitor revenue volume by targeting consumers with a heightened focus on overnight stays.

KEY STRATEGIES FOR FISCAL 2016

Develop a communications package based on the 5 Senses Campaign. Implement creative units for the DMOs to use to leverage the new destination awareness campaign.

Review media opportunities in light of consumer’s desires to get back to travel as the recession worries wane. Overnight visitation from Ohio has been on the rise and provides an opportunity for future growth in tourism tax code revenue.

Explore opportunities for extending advertising reach with private sector tourism industry interests through collaboration and coordination of advertising programs.

Continue to maintain a Maryland marketing presence year-round, including annual online search efforts and “Maryland Minute” radio sponsorships in Baltimore and Washington, D.C.

Explore other media outlets to further expand reach for this year-round strategy.

Promote Maryland’s Scenic Byways as an ideal way to experience all of the natural beauty, geography, shops, culinary delights and arts venues that Maryland has to offer.

Increase conversion rates from lookers to buyers of Maryland travel by harvesting data from newsletter subscribers and those who request travel information and programmatic targeting.

Campaign Creative Samples
MEDIA AND DIGITAL COMMUNICATIONS OUTREACH

The Media and Digital Communications Outreach team works to secure third-party editorial coverage and online conversation about Maryland as a travel destination. Additionally, they consult/develop compelling editorial content for VisitMaryland.org and other related sites and develop social media conversations for journalists and the public. The third-party endorsement of Maryland as a travel destination is a compelling motivator for consumers planning their leisure and business activities.

OBJECTIVES

Secure “Destination Maryland” media placements that have a value of at least $14 million.

Influence visits to the state by interacting and connecting potential travelers and Maryland fans online via social platforms such as Facebook, Instagram, Twitter, and YouTube.

Continue to promote the significant impact the tourism industry has on the economic health of Maryland and position the division’s leadership as subject matter experts to the media.

KEY STRATEGIES FOR FISCAL 2016

Continue to utilize the “Spotlight” communications campaign for integrated efforts across OTD-owned properties including VisitMaryland.org, the consumer newsletter, and social channels.

Launch new communications evaluation tool, Maryland Media Measurement (M3), that tracks earned media results based on message inclusion; tonality; presence of graphic, outlet tier; initiative and market. This will help further hone communications outreach.

Realign priorities, including for outside public relations counsel, based on new markets.

Target Maryland’s core feeder markets through social media engagement, familiarization tours, and press outreach and missions to Pittsburgh, and select cities in Ohio. (This will be determined after further audience evaluation is conducted.)

Target Canadian media outlets, with a focus on Toronto, to coordinate press outreach with enhanced travel trade sales efforts. Work with BWI Airport on increasing these efforts.

Continue to work with Capital Region USA’s international representative and public relations firms, with a focus on promoting Maryland’s Scenic Byways, culinary, and outdoor recreation offerings.

Implement “Maryland Storytellers” Program, which will allow locals to share their Maryland travel memories, tips, and expertise through website content and social media features.

Increase video content for deployment on social media channels and for OTD-owned assets to amplify Maryland’s content to consumers.

Continue hosting a bi-annual Blogger Bash to introduce vetted bloggers to county tourism offices.

Investigate and implement social media training for (DMOs) and private sector to further amplify OTD’s messaging.
CONTENT AND MULTIMEDIA VISITOR COLLATERAL

High-quality and informative print and digital publications are designed to inspire consumers to choose Maryland as a travel destination, encourage longer stays and motivate repeat visits. Additional vehicles target the tourism industry, communicating OTD’s results and marketing programs.

OBJECTIVES

Perform strategic publication/collateral inventory to determine which products could be eliminated, combined or further developed. Upon completion, produce high-quality print and online vehicles that support priority visitor experiences and other marketing initiatives.

Grow digital library through the “Five Regions/Four Seasons” image and video acquisition program. Catalog images/videos in new Digital Asset Management system (WebDAM).

Develop content funnels to support marketing initiatives for use throughout OTD’s communications channels.

KEY STRATEGIES FOR FISCAL 2016

Work with publishing partner to deliver the state’s primary printed travel resource — Destination Maryland.

Develop strategic advertising sales opportunities for all OTD-owned properties to offset production costs.

Inform the travel industry of OTD’s activities and promotional/marketing opportunities through regular communication, both in print and electronically.

Continue to work with Interactive Services to deploy easy-to-use and downloadable alternatives to printed publications.

Work with research unit and product development unit to determine best method to gauge consumer’s interaction with content and how they would best consume information on Maryland travel products — mainly scenic byways — to guide development of consumer publications and outreach.

FISCAL YEAR 2016 PUBLICATIONS

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>AUDIENCE</th>
<th>DISTRIBUTED</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARYLAND UNDERGROUND RAILROAD &amp; AFRICAN-AMERICAN HERITAGE TRAVEL GUIDE</td>
<td>CONSUMER</td>
<td>SEPTEMBER 2015</td>
<td>25,000</td>
</tr>
<tr>
<td>THIS MONTH IN MARYLAND E-NEWSLETTER</td>
<td>CONSUMER</td>
<td>MONTHLY</td>
<td>GOAL: 150,000</td>
</tr>
<tr>
<td>PRODUCT DEVELOPMENT COLLATERAL</td>
<td>CONSUMER</td>
<td>AS NEEDED</td>
<td>AS NEEDED</td>
</tr>
<tr>
<td>PROFILE SHEETS</td>
<td>TRAVEL TRADE</td>
<td>AS NEEDED</td>
<td>AS NEEDED</td>
</tr>
<tr>
<td>DESTINATION MARYLAND</td>
<td>CONSUMER</td>
<td>JANUARY 2016</td>
<td>250,000</td>
</tr>
</tbody>
</table>
DATABASE SERVICES  Maintain the “Visit Maryland” database of tourism assets for the OTD website, refreshing and enhancing the content on a consistent basis.
Ensure that the “Visit Maryland” database can be easily integrated for use across office programs — Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications and publications.

OBJECTIVES
Provide the most persuasive and comprehensive information on Maryland tourism products and events. Ensure that information is readily available to prospective visitors at every travel planning opportunity — pre-trip and during trip.

OTD Data Base Partner Amenity Screen

KEY STRATEGIES FOR FISCAL 2016
Continue to maintain and further enhance database content to accurately reflect Maryland’s tourism assets.

Continue the data hygiene of Maryland data as it drives the web site, and publications. The data is also deployed through various feeds to OTD partners. Develop workflows and procedures for easy assimilation of all data from multiple sources including industry partners, event organizers and county tourism offices.

Develop and coordinate robust business information that is aligned with OTD priorities and/or programs such as culinary, outdoor recreation and Chesapeake-themed products.

Manage and maintain a fully integrated technology program and infrastructure for Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications and publications.
INTERACTIVE SERVICES

WEB SITE DEVELOPMENT/MAINTENANCE

The Interactive Services team enhances the Office of Tourism website. The interactive content provides consumers with inspirational and actionable content in advance of, or during their Maryland trip.

OBJECTIVES

Ensure that Maryland has the most effective consumer website to engage those researching Maryland as a travel destination.

Increase the number and quality of individuals touched by interactive marketing efforts, including visitors to Maryland Office of Tourism’s websites and newsletters.

Expand marketing reach and frequency through interactive marketing and e-mail communications.

KEY STRATEGIES FOR FISCAL 2016

Create new Maryland Scenic Byways microsite on VisitMaryland.org utilizing immersive and inspiring visuals to tell the story of each byway. The microsite will be a part of VisitMaryland.org; however, the pages will have their own unique look that is complementary to the website. Content will be cross-linked and promoted across scenic byways pages and the main site.

Expand the reach VisitMaryland.org by taking advantage of strategic alliances and partnerships with Brand USA, Capital Region USA and Trip Advisor.

Continue collaborating with statewide partners to create seasonal sweepstakes themes that package and promote authentic Maryland experiences.

Promote sweepstakes on VisitMaryland.org home page as well as through public relations, social media and advertising.

THANKS TO A NOTICE ON THE WEBSITE OF THE MARYLAND STATE TOURISM BOARD, A FAMILY DROVE FROM ST. MARY’S, A DISTANCE OF 181.3 MILES OR 3 HOURS AND 28 MINUTES, TO SEE THE PLAY ON SUNDAY.
PRODUCT DEVELOPMENT INITIATIVES

The Tourism Development team coordinates programs that evolve existing tourism resources and integrate new products that elevate the state’s competitive advantage in the domestic and international marketplace. Through direct engagement, the team ensures the efficient and effective production of distinctive and marketable visitor experiences that positively impact the growth of tourism sales tax revenues.

OBJECTIVES

Ensure that existing initiatives are enhanced through stakeholder engagement and product development (place-based, print, web and digital) are effectively integrated into OTD marketing platforms. Initiatives include Maryland Civil War Trails, Star-Spangled Banner National Historic Trail, Maryland Scenic Byways and the Southern Maryland Indian Heritage Trail.

Provide support for the products and services associated with Maryland’s Underground Railroad heritage in preparation for the 2017 opening of the Harriet Tubman Underground Railroad State Park/Visitor Center.

Provide tourism development technical assistance to agencies and stakeholders as required or requested to ensure optimal visitor-ready tourism products.

KEY STRATEGIES FOR FISCAL 2016

Manage the Maryland Civil War Trails Initiative, including updating digital and print products, executing an annual maintenance contract, and adding Eastern Shore and Southern Maryland sites to the mobile app. Coordinate within OTD to conduct consumer research to evaluate and plan for future digital, print and place-based interpretive products. Maintain a seat on the multi-state Civil War Trails Board of Directors.

Coordinate with the State Highway Administration and other stakeholders on the development and marketing of Maryland’s 18 Scenic Byways, including the development of new print and digital products. Develop culinary, outdoor recreation and other marketable itineraries for all byways with initial focus on the state’s seven federally designated byways. Work with Capital Region USA and Brand USA to continue international marketing efforts of “fly-drive” products and experiences.

Provide technical assistance to the Maryland Historical Trust and the stakeholder working group as part of the planning process for the Southern Maryland Indian Heritage Trail. Evaluate the feasibility of a statewide Native Peoples Product Development Initiative.


Provide product development support as needed and required for emerging initiatives.

Continue to seek out and secure funding for key projects from alternative funding sources.
TOURISM DEVELOPMENT

PARTNERSHIP AND OUTREACH
The Tourism Development Team takes the lead in working directly with the industry to build the economic capacity of destinations and businesses. Through outreach activities and inter-agency coordination, the team assists stakeholders who are working to develop assets and destinations that will positively impact the growth of tourism sales tax revenues.

OBJECTIVES
Provide tourism development technical assistance to agencies, organizations and stakeholders as required or requested to ensure visitor-ready and marketable destinations, products and experiences. Efforts will focus on, but are not limited to, Culinary Tourism, Outdoor Recreation and the National Park Service Centennial.

Provide relevant tourism education and training to private-sector stakeholders statewide to increase industry engagement in OTD programs and with OTD staff.

Consistently address the need for tourism signage statewide.

KEY STRATEGIES FOR FISCAL 2016
Manage the process to develop the statewide tourism strategic plan which includes, but is not limited to, establishing/managing an advisory committee, establishing communication protocols, development of the scope of work, procurement of consultant team, public and private sector engagement, reporting and fiscal/contractual administration.

Coordinate with agency, organization and industry stakeholders and within OTD to implement Phase I of the Culinary Tourism Initiative. Activities include, but are not limited to, database development, education and training activities, evaluation of culinary assets and developing recommendations for Phase II.

Increase the awareness of OTD partnership opportunities and provide destination marketing expertise through the delivery of high-quality education and training presentations. Presentations will be delivered in the format that best suits stakeholder audiences, which includes but are not limited to, trade associations, businesses, DMO members/constituents, towns, municipalities, agencies, etc.

Provide “hands-on” destination development services as requested by stakeholders to assist with coordination and enhancement of amenities, facilities, products and services.

Develop an inventory of regional, state, federal and private sector resources that support tourism business development.

Establish and implement an inter-agency tourism committee to enhance communication and increase cooperation among agencies vested in tourism development and marketing.

Provide tourism development technical assistance as required for state-authorized programs such as Arts and Entertainment Districts, Maryland Heritage Areas Authority, Maryland Scenic Byways Program, Transportation Enhancement/Alternatives, Recreational Trails, Statewide Trail Committee and Maryland Bicycle and Pedestrian Advisory Committee and others as assigned.

Work with the Maryland Tourism Education Foundation and industry representatives to establish a scholarship program for students to attend the Annual Maryland Travel and Tourism Summit.

Coordinate with State Highway Administration, the DMOs and local stakeholders to implement the Tourism Area and Corridor (TAC) Sign Program, Agri-Tourism Sign Program, Winery Sign Program, Byway Sign Program and the Attractions Sign Program. Research the feasibility of statewide sign programs.
SUSTAINABLE TOURISM–THE MARYLAND GREEN TRAVEL PROGRAM

Responding to consumer demand, many segments of the hospitality and tourism industry in Maryland (e.g., lodging, food service, attractions, etc.) already encourage and have adopted green and sustainable practices. The Maryland Office of Tourism, in partnership with sister State agencies, industry associations and environmental leaders, developed the Maryland Green Travel program to recognize and encourage eco-friendly practices.

OBJECTIVES

Recognize, promote and expand green and sustainable practices in Maryland’s tourism industry.

Reduce environmental impacts from tourism operations.

KEY STRATEGIES FOR FISCAL 2016

Continue to collaborate with industry partners and environmental leaders in the development and execution of Maryland Green Travel. Goal is to increase participation in the program to 300 by June 30, 2016.

Continue a comprehensive and sustained outreach to public and private sector partners to ensure statewide participation in the self-certification program.

Take the Maryland Green Travel “help desk” on the road to local tourism meetings as well as offering training via conference calls or webinars.

Continue to collaborate with the Maryland Department of the Environment and the Maryland Department of Natural Resources to align the Office of Tourism’s Green Travel program with other Smart, Green and Growing initiatives—such as the Maryland Green Registry and the Clean Marina program. Certified Clean Marina facilities receive a free listing on VisitMaryland.org, and are recognized as Green Travel Partners.

Continue to encourage Destination Marketing Organizations and other groups to take the Maryland Green Travel Supporting Partner pledge promising to support, promote and encourage participation in Maryland Green Travel.

Continue to promote participating facilities on the tourism website/publications.

Develop and launch a special section on the new tourism industry website which facilitates the application process for prospective Maryland Green Travel partners.
TOURISM DEVELOPMENT

MARKETING ASSISTANCE THROUGH GRANT PROGRAMS

The Tourism Development team is responsible for the management of the annual County Cooperative Grant Program, working under the direction of the Maryland Tourism Development Board and the Department of Commerce. Subject to available funds, the team manages other grant programs that focus specifically and directly on growth of tourism sales tax revenues.

OBJECTIVES

County Cooperative Grant Program - awards funds to the DMOs that have presented viable marketing plans consistent with the State’s annual tourism marketing plan. Ensure grant guidelines align with evolving marketing priorities and promote Maryland’s core destination attributes.

Sports Tourism Grant Program - awards funds to the DMOs who have hosted high-impact sporting events that require bids and/or license fees. (Subject to available funds)

Private Sector Partnership Grant Program – awards funds to DMOs for the promotion of overnight packages that significantly impact tourism sales tax revenues. (Subject to available funds)

KEY STRATEGIES FOR FISCAL 2016

Continue to administer the County Cooperative Grant Program, which includes, but is not limited to: preparing programmatic reports; participating in the Maryland Destination Marketing Organizations’ Grant Review Committee meetings; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees and measuring program effectiveness.

In coordination with the Maryland Office of Sports Marketing, implement and administer the Sports Tourism Grant Program, which includes but is not limited to: preparing programmatic reports; assembling a Grant Proposal Evaluation Committee; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees, etc.

Support the MTDDB and the Secretary of the Department of Commerce in developing new guidelines and cooperative programs in response to performance metrics of the Tourism Promotion Act.

In coordination with the MTDDB, implement and administer the Private Sector Partnership Grant Program, which includes but is not limited to: preparing programmatic reports; assembling a Grant Proposal Evaluation Committee; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees.

COME VISIT MARYLAND AND SPOIL ALL FIVE OF YOUR SENSES WITH OUR CULINARY DELIGHTS.

MARYLAND DINING

Get ready to treat your banners and make some mouthwatering memories when you still Maryland, where foodies come to live, work, and play for the companions cleverly. Take on our top food festivals and unsere delicious spots and local bars.

SEAFOOD SERENADE

Sample seafood and fresh catches from the marine environment at local seafood and fish markets throughout the State. From Chesapeake Bay fish to crab, oysters, and shrimp, local menus are packed with seafood to satisfy all your taste buds. For an authentic Maryland experience, jump into the local seafood scene and dive into the local seafood scene in town.

FROM THE FARM

The farm-to-table movement is not just for food lovers on the coasts. Local farmers and producers across the State are serving up delicious, locally sourced, seasonally inspired menus designed to delight. From the farm to your table, Maryland chefs are serving up farm-to-table restaurants that feature fresh, flavorful, and seasonal ingredients. Whether you’re looking for a casual meal or a fine dining experience, Maryland’s farms-to-table movement is sure to offer something for everyone.

JUST DESSERTS

Maryland is known for its rich history of dessert-making, from traditional Maryland desserts like the famous Maryland Black and White Cake to modern creations like the Maryland-style cheesecake. Try out some of the delicious desserts offered by Maryland’s top chefs, such as the cozy ambiance and variety of flavors at Founding Farmers in Montgomery County to the rustic charm of Full Circle Pastries in Frederick County. With so many options, there’s sure to be a dessert that satisfies your sweet tooth.

TAP INTO MICROBREW

Maryland is home to a vibrant microbrew scene, with craft breweries throughout the State. From the iconic breweries like Oatmeal Stout and Crust to the innovative and experimental brewers like Founding Farmers, Maryland’s microbrew scene is sure to offer something for everyone. Whether you’re a beer connoisseur or just looking to try something new, Maryland’s microbrew scene has you covered.

2015 Food Network Co-Op
CUSTOMER CONTACT PROGRAM – CALL CENTER, WELCOME CENTERS AND FULFILLMENT OPERATIONS

Welcome Centers, the Maryland Call Center and Fulfillment Operations provide comprehensive and high-quality information and services to individuals and groups who inquire about the State’s tourism assets, that educates prospective visitors about Maryland’s quality attractions, accommodations and services, thereby generating additional economic impact for the region and the State.

OBJECTIVES

Manage and monitor all aspects of facility operations related to Welcome Centers and ensure that the State’s investment in this program is deployed efficiently. Engage other state, federal and county visitor centers to share best practices and marketing messages.

Manage and administer the in-house Maryland Call Center.

Manage and administer the in-house fulfillment operation, quickly and efficiently responding to consumers and organizations who request Maryland travel information via the call center, the VisitMaryland.org website or print advertising reader response cards.

Utilize the Welcome Centers as “out-of-home” media outlets—promoting marketing initiatives such as Monthly Spotlights on a continual basis.

KEY STRATEGIES FOR FISCAL 2016

Operate the I-95 North, I-95 South, I-70 East, I-70 West and Mason Dixon Welcome Centers which includes but is not limited to supervising staff, analyzing and reporting monthly Welcome Center and Rest Area data (bathroom door counts, Welcome Center visitor counts, motor-coach usage, hotel reservation revenue, staff outreach, etc.)

Enhance the Welcome Center experience through new exhibits, window displays and information that promote statewide and regional tourism initiatives.

Coordinate with the State Highway Administration on center operations and maintenance through regular communication channels and attending quarterly Rest Area Meetings.

Manage, supervise and train staff of both the in-house Maryland Call Center and Fulfillment Operations Center. Track and collect Call Center data monthly that includes call volume, call source, call type, brochure orders and information requests.

Conduct interactive workshops with staff from other state, federal, and local travel information centers to share best practices and marketing messages.

Continue annual customer service and Maryland tourism training for internal and external front-line staff.

Utilize best-in-class customer relationship management systems to efficiently respond to tourism inquiries, delivering the services and/or resources that the prospective visitor requires.

Welcome Center Posters
DOMESTIC AND INTERNATIONAL SALES

Travel Trade Sales promotes the increased development and use of Maryland’s travel products to a variety of travel trade markets in North America and selected international markets. These markets include tour operators, student travel providers, receptive tour operators, group leaders, meeting planners, incentive travel planners, consumers, reunion planners, and others.

OBJECTIVES

Expand and strengthen marketing alliances with Maryland’s private-sector business partners and local tourism offices.

Coordinate marketing partners, maximizing sales of Maryland destinations to potential clients through sales promotions and lead distribution.

Market Maryland’s travel and tour products directly to a variety of third-party distribution channels through trade shows, sales missions and marketplaces.

Leverage funds $1 to $8 by partnering with Virginia, Washington, D.C. and the Metropolitan Washington Airports Authority to promote Maryland and Capital Region USA (CRUSA) to overseas travelers.

KEY STRATEGIES FOR FISCAL 2016

Arrange for Maryland partners to have direct contact with clients through sales “blitz” promotions, including Maryland on the Road Enterprises (MORE), and Mini-MORE.

Act as coordinator for the Meeting and Convention Sales Connection and their representation at selected trade shows.

Participate in the IPW Marketplace, targeting international trade and press in our primary overseas target markets of the United Kingdom, Germany and Canada, and the secondary markets of France, Brazil and China.

Work with CRUSA as Washington, D.C. and the region prepare to host IPW 2017.

Continue to expand efforts internationally. Continue contract for representation in the Visit USA-Canada committee meetings, literature distribution in Canada storefront welcome center and for CAA mailings. Add additional travel shows, CAA reception and Montreal sales calls, as budget and program success warrants.

Organize private-sector partners, attractions and destinations to support the selling of Maryland travel products to third-party sellers of travel. Develop enhanced strategy for group leader trade shows, including reunion planners, for increased referrals and lead generation.

Encourage and support regional marketing initiatives and familiarization (FAM) tours developed by Maryland’s tourism partners.

Coordinate marketing partners’ sales efforts to outdoor enthusiasts through the management of a strategically focused consumer show cooperative booth program. Maximize opportunities from the joint Visit Maryland/Maryland Marine Trades Association booth at the U.S. Sailboat Show as well as collaborative efforts with the Sportsmen Marketing Initiative at the Great American Sport & Outdoor Show.

Coordinate new business strategies to identify sales and marketing opportunities where OTD can support local tourism-related businesses.
The Research Unit provides quantitative and qualitative research analysis to support OTD’s mission of continued economic growth from the tourism industry, as well as broader programming support for DBED.

OBJECTIVES
Provide benchmarks of the importance of the tourism, travel, leisure, hospitality, and recreation industries to Maryland’s economy.

Track and analyze Maryland and U.S. visitor volume, trip trends and profiles.

Assess performance of Maryland’s tourism-related industries in order to benchmark Maryland against other states and the nation as a whole.

Track performance and measure the effectiveness of the Maryland Office of Tourism programs to ensure the highest return on the State’s investment.

Assist tourism industry partners and agencies on collaborative tourism research efforts.

KEY STRATEGIES FOR FISCAL 2016
Continue, in partnership with the Destination Marketing Organizations, to commission an economic impact study that provides comprehensive data in the impact of Maryland tourism in terms of expenditures, jobs, payroll, and tax revenue.

Utilize data from other sources such as Smith Travel Research, the Comptroller’s office, and national travel trend sources to benchmark Maryland’s tourism economy’s performance. Continue to track the performance of tourism tax revenue by county as determined by the Tourism Promotion Act of 2008.

Track, analyze and report on key tourism indicators via the Monthly Tourism Monitor, the Department of Budget and Management’s Managing for Results, and other reporting mechanisms as needed.

Use visitor profile data to determine OTD’s markets, trip trends and most valuable prospects on an annual basis.

Monitor research conducted for the Capital Region USA (CRUSA) and procure trip profiles of overnight Canadian visitors to Maryland.

Provide ongoing research support to OTD program staff, contractors, stakeholders and State Agencies. In FY 2016, this includes project management for research on digital, print and place-based interpretive products as well as a new contract to measure the effectiveness of the new advertising campaign launched in 2015.
<table>
<thead>
<tr>
<th>Dates</th>
<th>Activity</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY</td>
<td>American Association of State and Local History Professionals</td>
<td>Indianapolis, IN</td>
<td>Anne Kyle</td>
</tr>
<tr>
<td>AUGUST</td>
<td>CRUSA Annual Partners Meeting</td>
<td>Arlington, VA</td>
<td>Liz Fitzsimmons</td>
</tr>
<tr>
<td>12-15</td>
<td>Maryland Association of Counties (MACO)</td>
<td>Ocean City, MD</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>14</td>
<td>Maryland Bicycle and Pedestrian Advisory Committee Meeting</td>
<td>Hanover, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>23-26</td>
<td>USTA Education Seminar for Tourism Organizations (ESTO)</td>
<td>Portland, OR</td>
<td>Marci Ross</td>
</tr>
<tr>
<td>28/9-1</td>
<td>Student Youth &amp; Travel Association Marketplace (SYTA)</td>
<td>Branson, MO</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>30</td>
<td>SYTA - D.C./MD Tour Operator Dinner</td>
<td>Branson, MO</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>State Highway Administration District 7 Quarterly Rest Area Meeting</td>
<td>Dayton, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>15-17</td>
<td>Mini-Maryland on the Road</td>
<td>Virginia</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>23-25</td>
<td>2015 MATPRA Marketplace</td>
<td>Erie, PA</td>
<td>Leslie Troy</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Fall Destination Training</td>
<td>Cecil County, MD</td>
<td>Marci Ross</td>
</tr>
<tr>
<td>5-6</td>
<td>American Bus Association (ABA) Marketplace Advisory Committee</td>
<td>Louisville, KY</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>8-12</td>
<td>U.S. Sailboat Show</td>
<td>Annapolis, MD</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>9</td>
<td>Maryland Bicycle and Pedestrian Advisory Committee Meeting</td>
<td>Hanover, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>14-17</td>
<td>Southeastern Outdoor Press Association Annual Conference (SEOPA)</td>
<td>Eufaula, AL</td>
<td>Connie Yingling</td>
</tr>
<tr>
<td>28-30</td>
<td>35th Annual Maryland Tourism &amp; Travel Summit (MTTS)</td>
<td>Elicott City, MD</td>
<td>Chanda Miller</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Greater New Jersey Motorcoach Association Marketplace</td>
<td>Atlantic City, NJ</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>12</td>
<td>Veteran’s Day Open House</td>
<td>MD Welcome Centers</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>10-14</td>
<td>National Association for Interpretation National Conference</td>
<td>Virginia Beach, VA</td>
<td>Anne Kyle</td>
</tr>
<tr>
<td>14-18</td>
<td>Ontario Motorcoach Association</td>
<td>London, Ontario, Canada</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>15</td>
<td>OMCA Buyers Reception</td>
<td>London, Ontario, Canada</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>SHA District 7 Rest Area Quarterly Meeting</td>
<td>Frederick, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>11</td>
<td>Maryland Bicycle and Pedestrian Advisory Committee Meeting</td>
<td>Hanover, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>DATES</td>
<td>ACTIVITY</td>
<td>LOCATION</td>
<td>CONTACT</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>JANUARY</td>
<td>Maryland Bike Symposium</td>
<td>Annapolis, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>9-12</td>
<td>ABA Marketplace</td>
<td>Louisville, KY</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>31/2-4</td>
<td>National Tour Association (NTA)Travel Exchange</td>
<td>Atlanta, GA</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Legislative Tourism Day</td>
<td>Annapolis, MD</td>
<td>Chanda Miller</td>
</tr>
<tr>
<td>6-14</td>
<td>Great American Outdoor Show</td>
<td>Harrisburg, PA</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>12</td>
<td>Maryland Bicycle and Pedestrian Advisory Committee Meeting</td>
<td>Hanover, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>MARCH</td>
<td>Harriet Tubman Organization Banquet</td>
<td>Cambridge, MD</td>
<td>Anne Kyle</td>
</tr>
<tr>
<td>TBD</td>
<td>SHA District 7 Rest Area Quarterly Meeting</td>
<td>Dayton, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>TBD</td>
<td>Spring Destination Training</td>
<td>Eastern Shore</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>TBD</td>
<td>Mason-Dixon Outdoor Writers Association Annual Conference (M-DOWA)</td>
<td>TBD</td>
<td>Connie Yingling</td>
</tr>
<tr>
<td>29-30</td>
<td>Pennsylvania Bus Association Marketplace</td>
<td>Lancaster, PA</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>30-31</td>
<td>Maryland Motorcoach Association Marketplace</td>
<td>Lancaster, PA</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>APRIL</td>
<td>Volunteer Appreciation Day</td>
<td>TBD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>TBD</td>
<td>Southeast Travel Counselors Alliance Annual Meeting</td>
<td>TBD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>MAY</td>
<td>National Tourism Week Open House</td>
<td>MD Welcome Centers</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>TBD</td>
<td>Travel Information Center Workshop</td>
<td>TBD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>TBD</td>
<td>Pennsylvania Outdoor Writers Association Annual Conference (POWA)</td>
<td>Central PA,</td>
<td>Connie Yingling</td>
</tr>
<tr>
<td>22-25</td>
<td>PRSA Travel &amp; Tourism Conference</td>
<td>Houston, TX</td>
<td>Leslie Troy</td>
</tr>
<tr>
<td>JUNE</td>
<td>SHA District 7 Rest Area Quarterly Meeting</td>
<td>Frederick, MD</td>
<td>Jennifer Jones</td>
</tr>
<tr>
<td>3-4</td>
<td>Harriet Tubman Conference</td>
<td>Cambridge, MD</td>
<td>Anne Kyle</td>
</tr>
<tr>
<td>5-9</td>
<td>Travel Alliance Partners (TAP DANCE)</td>
<td>Duluth, MN</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>10</td>
<td>Maryland Tourism Development Board Meeting</td>
<td>TBD</td>
<td>Chanda Miller</td>
</tr>
<tr>
<td>14-16</td>
<td>Travel and Tourism Research Association Annual International Conference (TTRA)</td>
<td>Vail, CO</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>18-22</td>
<td>International Pow Wow (IPW)</td>
<td>New Orleans, LA</td>
<td>Rich Gilbert</td>
</tr>
<tr>
<td>22-23</td>
<td>Pennsylvania Bus Association Sales Retreat</td>
<td>Gettysburg, PA</td>
<td>Rich Gilbert</td>
</tr>
</tbody>
</table>
FY 2016 PARTNER MARKETING & ADVERTISING OPPORTUNITIES
PRINT ADVERTISING OPPORTUNITIES

AAA WORLD
This 3-6 page insert with advertising and edit is mailed to all AAA members in the Philadelphia Metro, Harrisburg/York Metro and Washington, D.C. Metro (Northern Virginia, Suburban Maryland and D.C.) areas.

» Issue Date: March/April 2016
» Space Reservation: January 7, 2016
» Materials Due: January 7, 2016
» Added Value: Web banner on AAAWorld.com and year-round reader service AND brochure distribution in AAA offices
» 3-6 Page Section inclusive of advertising and edit
» Circulation: 2,400,000

CITY MAGAZINES – NEW
Dedicated Maryland Map spread with copy and images to run in City Magazines in target DMAs. Maximum of 6 participants per magazine.

CINCINNATI MAGAZINE
» Issue Date: May and/or June 2016
» Space Reservation: Feb 11/Mar 11, 2016
» Materials Due: Feb 18/Mar 18, 2016
» Circulation: 38,135

COST TO PARTICIPATE:
» $1,350 for 50-60 words and image
» $1,050 per issue for running in both issues

REPRESENTATIVE:
Maggie Goerce
MWGoerce@cincinnatimagazine.com
513-562-2783

CLEVELAND MAGAZINE
» Issue Date: May and/or June 2016
» Space Reservation: Feb 20/Mar 20, 2016
» Materials Due: Feb 29/Mar 28, 2016
» Circulation: 45,000

COST TO PARTICIPATE:
» $1,000 for 50-60 words and image

REPRESENTATIVE:
Betsy Brock
bbrock@ohiomagazine.com
330-620-5450

COLUMBUS MAGAZINE
» Issue Date: May and/or June 2016
» Space Reservation: Feb 29/Mar 28, 2016
» Circulation: 21,346

COST TO PARTICIPATE:
» $838 for 50-60 words and image

REPRESENTATIVE:
Holly Gallucci
hgallucci@columbusmonthly.com
614-410-0422

PHILADELPHIA MAGAZINE
» Issue Date: May and/or June 2016
» Space Reservation: Feb 20/Mar 20, 2016
» Materials Due: Feb 29/Mar 28, 2016
» Circulation: 117,688

COST TO PARTICIPATE:
» $2,500 for 50-60 words and image

REPRESENTATIVE:
Kris Flynn
kflynn@phillymag.com
215-979-7478

PITTSBURGH MAGAZINE
» Issue Date: May and/or June 2016
» Space Reservation: Feb 13/Mar 13, 2016
» Space Reservation: Feb 29/Mar 28, 2016
» Circulation: 34,667

COST TO PARTICIPATE:
» $1,512 for 50-60 words and image

REPRESENTATIVE:
Diane Heins
dheins@pittsburghmagazine.com
412-304-0906

COST TO PARTICIPATE:
» $5,495 for a 1/3 page 4C
» $2,995 for a 1/6 page 4C

REPRESENTATIVE:
Joe Fernandez
jferandez@aaamidatlantic.com
703-222-4102
COASTAL LIVING
Multi-page, full-color dedicated Maryland section to run East of the Mississippi and print and online reader service.
» Issue Date: April 2016
» Space Reservation: January 22, 2016
» Materials Due: January 26, 2016
» Multiple page, multi-state insert with edit
» Added Value: Online and print reader service form
» Circulation: 450,000

COST TO PARTICIPATE:
» $4,000 for a 1/6 page 4C

REPRESENTATIVE:
Susan Seifert
susanseifert@verizon.net
410-377-3007

DESTINATION MARYLAND
» Issue Date: Annual
» Space Reservation: October 17, 2015
» Materials Due: October 12, 2015

COST TO PARTICIPATE:
» $10,195 for a full page
» $6,375 for a 1/2 page
» $4,381 for a 1/3 page
» $2,321 for a 1/6 page

REPRESENTATIVE:
Carly Stedman Norosky
carly.stedman@milespartnership.com

FOOD NETWORK MAGAZINE
Full-color, dedicated Maryland magazine insert to run in CT, D.C., MA, MD, NY, OH, PA and WV.
» Issue Date: May 2016
» Space Reservation: January 8, 2016
» Materials Due: January 15, 2016
» Dedicated Maryland insert
» Added Value: May reader service in “A Taste for Travel” with header and 30 words of copy, three-months on travel.foodnetmag.com (two photos, 300 words and URL)
» Circulation: 412,000

COST TO PARTICIPATE:
» $2,455 for a 1/6 page
» $4,910 for a 1/3 page

REPRESENTATIVE:
Erin McDonnell
erin@mcdonnellmedia.com
888-410-5220

GREAT VACATIONS GETAWAYS
Full-color newspaper insert to run in greater mid-Atlantic, Boston to Atlanta and west to Ohio.
» Issue Date: Spring 2016 (mid-April 2016)
» Space Reservation: February 13, 2016
» Materials Due: February 13, 2016
» Added Value: 728x90 retargeting banner campaign, E-mail blast and Profile page on greatvacations.travel (1 photo, 2:30 videos, 500 words of copy, brochure and website link)
» Circulation: 1,500,000

COST TO PARTICIPATE:
» $7,095 for a 1/6 page 4C
» $3,695 for a 1/12 page 4C

REPRESENTATIVE:
Ken Tabacca
Kento15@aol.com
410-531-2924
HEARST WOMAN’S GROUP
Circulation concentrated in CT, DE, MD, MA, ME, NH, NJ, NY, PA, RI and VT.

» Issue Date: May 2016
» Space Reservation: February 9, 2016
» Materials Due: February 12, 2016
Section offered in the following publications:
» Country Living Magazine (Circ: 314,226)
» Good Housekeeping (Circ: 936,029)
» Woman’s Day (Circ: 787,411)
» Circulation: 2,037,666

MEREDITH PUBLICATIONS
Multiple page section consisting of advertising and editorial. Circulation concentrated in CT, D.C., DE, MD, NJ, NY, PA, OH, VA and WV.

» Issue Dates: May 2016 Issue (All Recipes: June/July 2016 – on sale May 2016)
» Space Reservation: January 12, 2016
» Materials Due: January 14, 2016
Section offered in the following publications:
» All Recipes (Circ: 260,000)
» Better Homes and Gardens (Circ: 1,581,400)
» Eating Well (Circ: 176,000)
» Everyday with Rachel Ray (Circ: 443,000)
» Family Circle (Circ: 1,152,300)
» More (Circ: 287,900)
» Added Value: Reader service listing in Midwest Living
» Circulation: 3,900,600

NATURE CONSERVANCY – NEW
Dedicated Maryland section including a full page of editorial. (CT, D.C., DE, MA, MD, NJ, NY, OH, PA, RI, VA and WV)

» Issue Date: April/May 2016
» Space Reservation: January 8, 2016
» Materials Due: January 15, 2016
» Added Value: 50,000 geo-targeted impressions on www.nature.org
» Circulation: 203,000

COST TO PARTICIPATE:
» $3,000 for a 1/6 page

REPRESENTATIVE:
Diane Sacken
d.sacken@jamesgelliot.com
917-421-9053

PATHFINDERS TRAVEL
Minimum 2 page Maryland section

» Issue Date: Spring 2016
» Space Reservation: January 26, 2016
» Materials Due: February 4, 2016
» Circulation: 100,000

COST TO PARTICIPATE:
» $7,400 for full page 4C
» $3,750 for 1/2 page 4C
» $2,550 for 1/4 page 4C
» $1,200 for 1/6 page 4C

REPRESENTATIVE:
Weller Thomas
wthomas@pathfinderstravel.com
215-266-6855

COST TO PARTICIPATE:
» $27,048 for 1/3 page
» $11,922 for 2 1/4” x 3” Brochure
» $7,216 for a 2 1/4” x 2” ad

REPRESENTATIVE:
Michael DeAnzeris Ill
miked@strategicmediasalesgroup.com
518-580-4500

COST TO PARTICIPATE:
» $21,058 for 1/2 page 4C
» $14,047 for 1/3 page 4C
» $7,011 for 1/6 page 4C

REPRESENTATIVE:
Nick Romano
njromano@optonline.net
203-847-0448
PRESERVATION
Multiple page section consisting of advertising and editorial. Delivered to members of the National Trust for Historic Preservation
» Issue Date: Spring 2016
» Space Reservation: January 8, 2016
» Materials Due: January 12, 2016
» Added Value: Print and digital reader service.
» Circulation: 158,246

COST TO PARTICIPATE:
» $2,400 for a 1/6 page 4C, 45 words and 1 image

REPRESENTATIVE:
Susan Seifert
susanseifert@verizon.net
410-377-3007

ROAD RUNNER MOTORCYCLE AND TOURING TRAVELER – NEW
Dedicated Maryland section including editorial.
» Issue Date: May/June 2016
» Space Reservation: February 4, 2016
» Materials Due: February 12, 2016
» Added Value: 6-month banner campaign on roadrunner.travel
» Circulation: 80,490

COST TO PARTICIPATE:
» $2,090 for a 1/3 page
» $1,325 for a 1/6 page

REPRESENTATIVE:
Mark Thomas
mark@roadrunner.travel
336-765-7780 x118

SOUTHERN LIVING
Multiple page Maryland section consisting of advertising and editorial runs in Mid-Atlantic Region (D.C., DE, MD, NJ, NY, PA and VA).
» Issue Date: April 2016
» Space Reservation: December 11, 2016
» Materials Due: December 18, 2016
» Added Value: Includes reader service listing on Points South page and online listing with link on SLvacations.com.
» Circulation: 345,000

COST TO PARTICIPATE:
» $5,150 for a 1/6 page

REPRESENTATIVE:
Susan Seifert
susanseifert@verizon.net
410-377-3007

WASHINGTON POST
Full page, 4C Discover Maryland Ad in the Sunday Magazine.
» Issue Dates: March 20, 2016
» Space Reservation Deadline: January 27, 2016
» Materials Due Date: February 3, 2016
» Circulation: 600,000

COST TO PARTICIPATE:
» $4,400 for a 1/2 page vertical (limit 2 participants)
» $3,360 for a 1/3 page horizontal (limit 2 participants)
» $2,100 for 1/6 page – (limit 8 participants)

REPRESENTATIVE:
Cheryl Wood
cheryl.wood@washpost.com
202-815-6280
TELEVISION ADVERTISING OPPORTUNITIES

Costs are for a :10 spot (art card plus audio). Schedules must run between 3/30 – 6/28/16. Costs shown are for a one week schedule. Two – three minimum recommended.

BALTIMORE

WBAL-TV (NBC)

OPTION 1:
10-SECOND STATION SPOT PACKAGE
» 11 Spots M-F (5A-10A)
» 9 Spots SA-SU (5A-12N)
» MeTV
» 10 Spots M-SU (5A-12N)
» Adults 25-54
» Gross Impressions: 412,000

COST TO PARTICIPATE:
» $3,550 for 30 spots

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 5 Spots M-F (5A-9A)
» 5 Spots SA-SU (5A-12N)
» MeTV
» 10 Spots M-SU (5A-12N)
» Adults 25-54
» Gross Impressions: 212,500

COST TO PARTICIPATE:
» $1,800 for 20 spots

REPRESENTATIVE:
Katie Walsh
kmwalsh@hearst.com
410-338-6420

WBFF-TV (FOX)

OPTION 1:
10-SECOND STATION SPOT PACKAGE
» 28 Spots M-F (5:00A-9A)
» 9 Spots SA-SU (7A-11A)
» Adults 25-54
» Gross Impressions: 544,700

COST TO PARTICIPATE:
» $3,525 for 37 spots

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 18 Spots M-F (5:30A-9A)
» 10 Spots SA-SU (7A-11A)
» Adults 25-54
» Gross Impressions: 379,700

COST TO PARTICIPATE:
» $2,500 for 18 spots

REPRESENTATIVE:
Tony Mastromatteo
amastromatteo@sbgtv.com
410-662-1490

WMAR-TV (ABC)

OPTION 1:
MD ROAD TRIP “ON THE GO”
» Live Location/Event highlight during Friday 5-5:30 newscast
» 15 :15 Promos M-TH prior
» On the Go video on the ABC2 Youtube channel
» 100,000 ABC2news.com impressions

COST TO PARTICIPATE:
» $3,500 for package

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 20 Spots M-F (5A-9A)
» 2 Spots SA-SU (8A-9A)
» Adults 25-54
» Gross Impressions: 237,000

COST TO PARTICIPATE:
» $1,750 for 22 spots

REPRESENTATIVE:
Belinda Lee
belinda.lee@wmar.com
410-372-2372

WJZ-TV

OPTION 1:
10-SECOND STATION SPOT PACKAGE
» 12 Spots M-F (5:00A-9A)
» 4 Spots SA-SU (6A-10:30A)
» Adults 25-54
» Gross Impressions: 339,000

COST TO PARTICIPATE:
» $3,900 for 16 spots

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 6 Spots M-F (5A-9A)
» 1 Spot SA (6A-10A)
» Adults 25-54
» Gross Impressions: 149,000

COST TO PARTICIPATE:
» $1,750 for 7 spots

REPRESENTATIVE:
Jennifer Diliberto
jdiliberto@wjz.com
410-578-1292

WJZ-TV

OPTION 1:
10-SECOND STATION SPOT PACKAGE
» 12 Spots M-F (5:00A-9A)
» 4 Spots SA-SU (6A-10:30A)
» Adults 25-54
» Gross Impressions: 339,000

COST TO PARTICIPATE:
» $3,900 for 16 spots

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 6 Spots M-F (5A-9A)
» 1 Spot SA (6A-10A)
» Adults 25-54
» Gross Impressions: 149,000

COST TO PARTICIPATE:
» $1,750 for 7 spots

REPRESENTATIVE:
Jennifer Diliberto
jdiliberto@wjz.com
410-578-1292

WJZ-TV

OPTION 1:
10-SECOND STATION SPOT PACKAGE
» 12 Spots M-F (5:00A-9A)
» 4 Spots SA-SU (6A-10:30A)
» Adults 25-54
» Gross Impressions: 339,000

COST TO PARTICIPATE:
» $3,900 for 16 spots

OPTION 2:
10-SECOND STATION SPOT PACKAGE
» 6 Spots M-F (5A-9A)
» 1 Spot SA (6A-10A)
» Adults 25-54
» Gross Impressions: 149,000

COST TO PARTICIPATE:
» $1,750 for 7 spots

REPRESENTATIVE:
Jennifer Diliberto
jdiliberto@wjz.com
410-578-1292
PARTNER MARKETING & ADVERTISING OPPORTUNITIES

PHILADELPHIA – NEW

KYW-TV (CBS)

OPTION 1:
10-SECOND STATION
SPOT PACKAGE
» 20 Spots M-F (5A-9A)
» 4 Spots SA-SU (6A-10:30A)
» Adults 25-54
» Gross Impressions: 308,650

COST TO PARTICIPATE:
» $2,975 for 24 spots

OPTION 2:
10-SECOND STATION
SPOT PACKAGE
» 14 Spots M-F (5A-9A)
» 12 Spots SA-SU (6A-10:30A)
» Adults 25-54
» Gross Impressions: 199,800

COST TO PARTICIPATE:
» $2,321 for 16 spots

REPRESENTATIVE:
John Link
link@kyw.com
215-977-5759

WCAU-TV (NBC)

OPTION 1:
10-SECOND STATION
SPOT PACKAGE
» 10 Spots M-F (6A-9A)
» 6 Spots SA-SU (6A-10A)
» Adults 25-54
» Gross Impressions: 658,000

COST TO PARTICIPATE:
» $4,250 for 16 spots

OPTION 2:
10-SECOND STATION
SPOT PACKAGE
» 10 Spots M-F (5A-9A)
» 6 Spots SA-SU (6A-10A)
» Adults 25-54
» Gross Impressions: 528,000

COST TO PARTICIPATE:
» $2,720 for 16 spots

REPRESENTATIVE:
Aaron Zeligson
aaron.zeligson@nbcuni.com
610-688-5516

WTXF-TV (NBC)

OPTION 1:
10-SECOND STATION
SPOT PACKAGE
» 15 Spots M-F (5A-9A)
» 4 Spots SA-SU (8A-10A)
» Adults 25-54
» Gross Impressions: 684,500

COST TO PARTICIPATE:
» $3,846 for 19 spots

OPTION 2:
10-SECOND STATION
SPOT PACKAGE
» 8 Spots M-F (5A-9A)
» 2 Spots SA-SU (8A-10A)
» Adults 25-54

COST TO PARTICIPATE:
» $1,976 for 10 spots

REPRESENTATIVE:
Stephanie Garofalo
stephanie.garofalo@foxtv.com
215-982-5249

WPVI-TV (ABC)

10-SECOND STATION
SPOT PACKAGE
» 7 Spots M-F (4:30A-9A)
» 7 Spots SA (5:30A-10A) Su (6A-1P)
» Adults 25-54
» Gross Impressions: 786,700

COST TO PARTICIPATE:
» $5,600 for 14 spots

REPRESENTATIVE:
Neal Cuevas
neal.s.cuevas@abc.com
215-871-1267
## Pittsburgh - New

### KDKA-TV (CBS)

**OPTION 1:**
**10-SECOND STATION SPOT PACKAGE**
- 24 Spots M-F (5A-9A)
- 6 Spots SA-SU (5A-10:30A)
- Adults 25-54
- Gross Impressions: 348,600

**COST TO PARTICIPATE:**
- $2,856 for 30 spots

**OPTION 2:**
**10-SECOND STATION SPOT PACKAGE**
- 16 Spots M-F (5A-9A)
- 4 Spots SA-SU (6A-10:30A)
- Adults 25-54
- Gross Impressions: 232,060

**COST TO PARTICIPATE:**
- $2,312 for 20 spots

**REPRESENTATIVE:**
John Link  
link@kyw.com  
215-977-5759

### WTAE-TV (ABC)

**10-SECOND STATION SPOT PACKAGE**
- 4 Spots M-F (4:30A-9A)
- 6 Spots SA-SU (5A-10A)
- Adults 25-54
- Gross Impressions: 167,000

**COST TO PARTICIPATE:**
- $2,210 for 10 spots

**REPRESENTATIVE:**
Bob Cain  
bob.cain@katztvgroup.com  
215-557-4216

## Washington D.C.

### WJLA-TV (ABC)

**OPTION 1:**
**10-SECOND STATION SPOT PACKAGE**
- 22 Spots M-F (4:30A-9A)
- 2 Spots SA-SU (7A-9A)
- Adults 25-54
- Gross Impressions: 210,100

**COST TO PARTICIPATE:**
- $3,995 for 24 spots

**OPTION 2:**
**10-SECOND STATION SPOT PACKAGE**
- 14 Spots M-F (4:30A-9A)
- 2 Spots SA-SU (7A-9A)
- Adults 25-54
- Gross Impressions: 151,900

**COST TO PARTICIPATE:**
- $2,890 for 16 spots

**REPRESENTATIVE:**
Steve Zafiropulos  
stevez@wjla.com  
703-236-9660

### WRC-TV (NBC)

**OPTION 1:**
**10-SECOND STATION SPOT PACKAGE**
- 8 Spots M-F (5A-9A)
- 2 Spots SA-SU (6A-10A)
- Adults 25-54
- Gross Impressions: 510,346

**COST TO PARTICIPATE:**
- $5,000 for 10 spots

**OPTION 2:**
**10-SECOND STATION SPOT PACKAGE**
- 6 Spots M-F (5A-9A)
- 2 Spots SA-SU (6A-10A)
- Adults 25-54
- Gross Impressions: 405,828

**COST TO PARTICIPATE:**
- $3,950 for 8 spots

**REPRESENTATIVE:**
Lauren Sapienza  
lauran.sapienza@nbcuni.com  
202-885-5084
OUT-OF-HOME ADVERTISING OPPORTUNITIES - NEW

CINCINNATI
Digital Billboards:
Four boards on I-75, I-71, I-275 and I-471.
» 2,520 :08 spots per week
» Location: Exact locations based on availability
» Timing: May/June
COLUMBUS
Digital Billboards:
Four boards on heavily traveled secondary streets throughout Columbus.
» 2,520 :08 spots per week
» Location: Exact locations based on availability
» Timing: May/June
PHILADELPHIA
Station Domination:
Maryland ownership of all assets in 30th Street Station for one full month.
» April or May depending on availability
COST TO PARTICIPATE:
» $5,810 per 4-week period (requires 5 participants to hold this rate)
COST TO PARTICIPATE:
» $2,400 per 4-week period (requires 4 participants to hold this rate)
COST TO PARTICIPATE:
» $5,750 per 4-week period (requires 4 participants to hold this rate)
REPRESENTATIVE:
Wendy Rauchen » Lamar Advertising
wrauchen@lamar.com
610-779-9421
REPRESENTATIVE:
Michael Beatty » Clear Channel
michaelbeatty@clearchannel.com
240-581-9628
REPRESENTATIVE:
Charlie Hurley » Titan360.com
charles.hurley@titan360.com
215-827-8689
CLEVELAND
Digital Billboards:
Four boards on I-271, I-480, I-77 and I-90.
» 2,520 :08 spots per week
» Location: Exact locations based on availability
» Timing: May/June
HARRISBURG & LANCASTER
Digital Billboards:
Three boards on RT-30 (Lancaster), US-15 (Harrisburg) and I-83 (Harrisburg).
» 4,032 :06 spots per week
» Location: Exact locations based on availability
» Timing: May/June
COST TO PARTICIPATE:
» $8,800 per 4-week period (requires 4 participants to hold this rate)
COST TO PARTICIPATE:
» $3,975 per 4-week period (requires 4 participants to hold this rate)
COST TO PARTICIPATE:
» $5,750 per 4-week period (requires 4 participants to hold this rate)
REPRESENTATIVE:
Michael Beatty » Clear Channel
michaelbeatty@clearchannel.com
240-581-9628
REPRESENTATIVE:
Wendy Rauchen » Lamar Advertising
wrauchen@lamar.com
610-779-9421
REPRESENTATIVE:
Michael Beatty » Clear Channel
michaelbeatty@clearchannel.com
240-581-9628
DIGITAL ADVERTISING OPPORTUNITIES

MILLENNIAL MEDIA MOBILE AD NETWORK
Geo-targeted mobile ad network placements will reach users in key DMAs on smartphones and tablets when viewing content specific to Travel, Weather, Dining and Entertainment. This buy also includes specific Culinary and Outdoor audience targeting.

» Flight Dates: May 1 – June 30, 2016

» Space Reservation: March 31, 2016

» Ad Sizes: 320x53; 300x250; 728x90; 300x50; 216x36

COST TO PARTICIPATE:
Option 1 » $10,000 for 3,736,343 Impressions
Option 2 » $7,000 for 2,777,734 Impressions
Option 3 » $5,000 for 2,162,154 Impressions

REPRESENTATIVE:
Kiley Roohan
kroohan@millennialmedia.com
646-652-8212

SCRIPPS NETWORK – FOOD SITES
Geo-targeted rotating banners will run on FoodNetwork.com, Food.com, CookingChannelTV.com and RachelRay.com in key DMAs.

» Flight Dates: May 1 – June 30, 2016

» Campaign Length: 4 Weeks

COST TO PARTICIPATE:
Option 1 » $10,000 for 1,443,636 Impressions
Option 2 » $5,000 for 454,545 Impressions
Option 3 » $2,500 for 227,273 Impressions

REPRESENTATIVE:
Tim Chandler
tchandler@scrippsnetwork.com
865-560-3970

QUANTCAST
Audience behavior targeting to users in key DMAs on smartphones and tablets who are searching for Travel, Dining, Weather and Entertainment content.

» Flight Dates: May 1 – June 30, 2016

COST TO PARTICIPATE:
Option 1 » $4,000 for 460,015 Flash Banner & Video pre-roll Impressions (requires 5 DMOs)
Option 2 » $3,000 for 345,011 Flash Banner & Video pre-roll Impressions (requires 5 DMOs)

REPRESENTATIVE:
Alison Young
ayoung@quantcast.com
202-772-4167

TRIPADVISOR.COM
Content targeting reaches users in key DMAs who are searching for travel information for Maryland and surrounding destinations.

» Flight Dates: May 1 – June 30, 2016

» Space Reservation: March 31, 2016

» Ad Sizes: 728x90; 160x600; 300x250

COST TO PARTICIPATE:
Option 1 » $15,000 for 877,709 Impressions
Option 2 » $7,500 for 438,854 Impressions
Option 3 » $5,000 for 292,570 Impressions
Option 4 » $1,000 for 61,765 Impressions

REPRESENTATIVE:
Mark Preston
mpreston@tripadvisor.com
617-795-7951
### MARKETING TARGET: GROUP LEADERS

**Opportunity:** GLAMER marketing partnership

**Description:** OTD coordinates a “Team” approach for Group Leaders of America. GLAMER shows are one-day trade shows held in various cities and last about two hours. Each marketplace may attract between 75–200 group leaders who plan trips for their association, club and/or travel group. Each team member has representation at 12–15 shows via brochure distribution. Each participating partner must pay for and must staff one show, agreeing to market Maryland and the other partners. All partners receive a complete mailing list from each show along with information on the types of tours planned by these group leaders.

**Cost:** Approximately $500 and travel expenses associated with one trade show. Booth space is assigned on a first-come basis, and rates are negotiated with GLAMER.

### MARKETING TARGET: TOUR OPERATOR

**Opportunity:** Maryland on the Road Enterprise (MORE)

**Description:** Five-day sales blitz targeting motorcoach operators, tour operators and travel planners in a specific region. Fiscal Year 2016 MORE will target tour operators in Cleveland and Cincinnati, Ohio, August 19 – 23, 2016.

**Cost:** $1,250 (includes airfare, transportation and four nights’ lodging)

### MARKETING TARGET: GROUP LEADERS

**Opportunity:** Pennsylvania Bus Association (PBA), Maryland Aisle

**Description:** All Maryland booths are located in one aisle. We will unify the Maryland area with banners and aisle carpet.

**Cost:** Individual booth space and travel

### MARKETING TARGET: GROUP LEADERS

**Opportunity:** Trade Show Booth co-ops

**Description:** Maryland purchases booth space in trade shows that offer exposure to group leaders and tour operators in OTD’s target markets. You can share in that booth space at a reduced cost. All booth partners must agree to promote the State as well as their own product. Potential shows include Travel Expo-New York, the Greater New Jersey Motorcoach Association (GNJMA), and others.

**Cost:** Varies ($250–$535 plus travel)

### MARKETING TARGET: TOUR OPERATOR

**Opportunity:** Mini-Maryland on the Road Enterprise (Mini-MORE)

**Description:** Three-day sales blitz targeting motorcoach operators, tour operators and travel planners close to Maryland. Includes approximately 18 prescheduled sales calls with operators who have the potential for day trips and overnight stays in Maryland. Fiscal Year 2016 Mini-MORE will target tour operators in Virginia, September 15 – 17, 2016.

**Cost:** $625 (includes executive motorcoach transportation and two nights’ lodging)
MARKETING TARGET: INTERNATIONAL

**Opportunity:** U.S. Travel Association’s IPW (International Pow Wow Show), New Orleans, LA, June 18 – 22, 2016

**Description:** IPW is the travel industry’s premier international marketplace and is the largest generator of American travel. The marketplace includes three days of intensive prescheduled business appointments with international tour operators, receptive operators and media from Maryland’s top feeder markets. At IPW, the Maryland, Virginia and Washington, D.C., booths are located together to create a unified “Capital Region USA” presence. CRUSA members share their leads with all Maryland suppliers.

**Cost:** Approximately $3,000 plus travel—including booth space and registration

**IPW COMES TO WASHINGTON, D.C. JUNE 3 – 7, 2017**

**FOR MORE INFORMATION CONTACT:**

Rich Gilbert » 410-767-6288 » rgilbert@visitmaryland.org

MARKETING TARGET: INTERNATIONAL

**Opportunity:** Capital Region USA (CRUSA) programs

**Description:** The Capital Region USA (CRUSA) is a tourism alliance composed of and funded primarily by the Maryland Office of Tourism, the Virginia Tourism Corporation and Destination D.C., with significant support from the Metropolitan Washington Airports Authority. CRUSA strives to increase visitation and economic impact to the Capital Region from selected international markets by implementing innovative marketing programs and public/private sector partnerships.

**Cost:** Varies by marketing program—including trade shows, trade and press familiarization tours, co-op advertising opportunities, consumer shows, Web marketing programs and consumer promotions.

**FOR MORE INFORMATION CONTACT:**

Matt Gaffney » 443-994-1862 » mgaffney@capitalregionusa.org

MARKETING TARGET: INTERNATIONAL

**Opportunity:** Tourism Center Canadian Marketing

**Description:** The Maryland Office of Tourism is partnering with the Tourism Center to increase exposure and visitation from Canada. There are available options for DMO and tourism partners as well.

**Cost:** Varies by marketing program. Contact Tourism Center for custom packages.

**FOR MORE INFORMATION CONTACT:**

Manny Witt » 888-640-3925 » mwitt@ne-tc.com

Concord Point Lighthouse, Havre de Grace
GROUPS TODAY
Option 1 » Ad space in March/April 2016, and May/June 2016 issues – size determined by number of participants.

Option 2 » Ad space in July/August 2016, September/October 2016, and November/December 2016 issues – size determined by number of participants.

Option 3 » Ad space in all 5 issues – size determined by number of participants.

With either options, each participant receives:
» Social spotlight
» Editorial in What’s New section
» Itinerary posting on groupstoday.com
» eNews editorial
» Custom web page on groupstoday.com
» Extended exposure in the digital edition of the magazine

» Space Reservation:
  March/April » December 11, 2015
  May/June » February 12, 2016
  July/August » April 9, 2016
  September/October » June 11, 2016
  November/December » August 20, 2016

» Materials Due:
  March/April » December 27, 2015
  May/June » February 26, 2016
  July/August » April 11, 2016
  September/October » June 25, 2016
  November/December » September 3, 2016

COST TO PARTICIPATE:
» Option 1: $990/each participant
» Option 2: $1,485/each participant
» Option 3: $2,475/each participant

GROUP TOUR MAGAZINE
Ad space with Maryland edit in every issue in February, May, August and November 2016 issues.

In-Book Features
» Premier placement with Maryland edit in every issue
» Leads delivered after each issue (1 lead converted = an average of 46 people per visit)
» 4x advertisers get guaranteed editorial in one of the issue
» Inclusion in the Digital Edition of each issue with bonus circulation of over 2,500 inbound international tour operators

On grouptourmagazine.com
» 1x and 2x insertions includes a listing on the Maryland suppliers page (Company name, address, phone)
» 4x insertions feature the advertiser with a full extended profile on the Maryland suppliers page (pictures, 75 word description, group policies, website link, email address, Google map)
» 4x advertisers get guaranteed online editorial coverage

Deadlines:
» Space reservation: 60 days before issue date
» Materials due: 45 days before issue date

COST TO PARTICIPATE:
1/12 page 4C » $724 per (2x) or $615 per (4x)
1/6 page 4C » $1,526 per (1x), $1,373 per (2x) or $1,221 per (4x)
1/4 page 4C » $2,525 per (1x), $2,273 per (2x) or $2,020 per (4x)

REPRESENTATIVE:
Tim Compton
tim@serendipitymediallc.com
866-252-7108

Greg Jones
greg@gomedia.com
859-272-6464
MARYLAND TOURISM DEVELOPMENT BOARD AND STAFF ROSTER
EXECUTIVE COMMITTEE

MR. GREGORY SHOCKLEY
Chair
Owner/Shenanigan’s Irish Pub

MR. RICK HOWARTH
Vice-Chair – Attractions
Park President/Six Flags America

MS. JUDY LONG BIXLER
Vice Chair – Transportation
Owner/Captain
Oxford Bellevue Ferry

MR. DAVID MELOY
Secretary/Treasurer
President/Merit Hotel Group

MEMBERS-AT-LARGE

MR. ANTHONY COHEN
President, The Menare Foundation, Inc.
Button Farm Living History Center

MR. JOHN FIESELER
Executive Director
Tourism Council of Frederick County, Inc.

MS. PATRICIA HEFFLEFINGER
Executive Director
Maryland Soccer Foundation

ALICE LLOYD
Innkeeper
Bartlett Pear

ERIN McNABOE
President
Ram’s Head Group

MR. J. MATTHEW NEITZEY
Executive Director
Prince George’s County CVB

MS. HEATHER RENZ
Director of Marketing
Big Steaks Management

MR. VIRA SAFAI
Managing Partner
Comfort Inn Shady Grove

RUTH UMBEL
Teacher
Retired

LEGISLATIVE APPOINTEES

THE HONORABLE JOHN C. ASTLE
Senator, Maryland District 30
Anne Arundel County

THE HONORABLE PAMELA G. BEIDLE
Delegate, District 32
Anne Arundel County

THE HONORABLE WENDELL R. BEITZEL
Delegate, District 1A
Garrett and Allegany Counties

THE HONORABLE JAMES MATTHIAS
Senator, Maryland District 32
Somerset, Wicomico and Worcester Counties

MR. ADOLPH W. EBERSBERGER, JR.
Insurance and Financial Specialist
Retired

MR. VICTOR A. SULIN
Attorney at Law
Retired

OTD

MS. LIZ FITZSIMMONS
Executive Director

MS. CHANDA MILLER
Board Liaison
MARYLAND OFFICE OF TOURISM
STAFF ROSTER

DIVISION OF TOURISM, FILM AND THE ARTS
401 E. Pratt Street, 14th Floor
Baltimore, MD 21202
410-767-3400
877-209-5883
410-333-6643 (fax)
choosemaryland.org

MARYLAND OFFICE OF TOURISM
401 E. Pratt Street, 14th Floor
Baltimore, MD 21202
410-767-3400
877-209-5883
410-333-6643 (fax)
visitmaryland.org

Office of the Managing Director

BILL PENCEK
Acting Managing Director
410-767-6289
bpencek@choosemaryland.org

JACK GERBES
Director, Maryland Film Office
410-767-6343
jgerbes@choosemaryland.org

DENISE M. REED
Assistant Director of Administration
410-767-6293
dreed@choosemaryland.org

FAY SHORT
Budget Officer
410-767-6326
fshort@choosemaryland.org

Administration

LIZ FITZSIMMONS
Executive Director
410-767-6331
lfitzsimmons@visitmaryland.org

CHANDA MILLER
OTD Administration/ MTDB Liaison
410-767-6273
cmiller@visitmaryland.org

Advertising and Communications

LIZ FITZSIMMONS
Acting Assistant Director
410-767-6331
lfitzsimmons@visitmaryland.org

KAT EVANS
Database Manager
410-767-6330
kevans@visitmaryland.org

JAMES MEYER
Writer, Content Developer
410-767-6325
jmeyer@visitmaryland.org

LELAND STROTT
Social and Digital Products Coordinator
410-767-0169
lstrott@visitmaryland.org

LESLIE TROY
Communications Specialist
410-767-6298
lcox@visitmaryland.org

CONNIE YINGLING
Communications Specialist
410-767-6329
cyingling@visitmaryland.org
Interactive Services

LUCY CHITTENDEN
Assistant Director
410-767-6275
lchittenden@visitmaryland.org

KATHI ASH
Digital Asset Manager
410-767-6341
kash@choosmaryland.org

GREG BIRD
Web Development/
Customer Service Coordinator
410-767-6292
gbird@visitmaryland.org

Tourism Development

MARCI ROSS
Assistant Director
410-767-6286
mross@visitmaryland.org

CATHERINE BATAVICK
Sustainable Initiatives Administrator
410-767-6342
cbatavick@visitmaryland.org

PETER CENTO
Administrative Assistant
410-767-6278
pcento@visitmaryland.org

HEATHER ERTSTS
Outreach and Partnership Coordinator
410-767-6974
hersts@visitmaryland.org

MIRLANDE JEAN-GILLES
Call Center
410-767-0857
mjean@visitmaryland.org

JENNIFER JONES
Tourism Development Manager
410-767-6296
jjones@visitmaryland.org

MICHELLE KEMPSKE
Call Center
410-767-6615
mkempske@visitmaryland.org

ANNE KYLE
Product Development Manager
410-767-0696
akyle@visitmaryland.org

SANDY STILLING
Management Associate
410-767-6270
sstilling@visitmaryland.org

Travel Trade Sales

RICH GILBERT
Travel Trade Sales Manager
410-767-6288
rgilbert@visitmaryland.org

Welcome Centers

I-95 NORTH WELCOME CENTER
301-490-1333
Margie Long, Supervisor

I-95 SOUTH WELCOME CENTER
301-490-2444
Marti Banks, Supervisor

I-70 EAST WELCOME CENTER
301-293-4172
Vickie Grinder, Supervisor

I-70 WEST WELCOME CENTER
301-293-8435
Vickie Grinder, Supervisor

MASON DIXON WELCOME CENTER
301-447-3719
Casey Keyfauver, Supervisor
MARYLAND DESTINATION MARKETING ORGANIZATIONS
ALLEGANY COUNTY
Allegany County Tourism
13 Canal Street, Room 306
Cumberland, MD 21502
301-777-5138; 800-425-2067
Fax: 301-777-5137
mdmountainside.com

ANNAPOlis/ANNE ARUNDEL COUNTY
Annapolis & Anne Arundel County CVB
26 West Street
Annapolis, MD 21401
410-280-0445; 888-302-2852
Fax: 410-263-9591
visitannapolis.org

BALTIMORE CITY
Visit Baltimore
100 Light Street, 12th Floor
Baltimore, MD 21202
410-659-7300
Fax: 410-659-7300
baltimore.org

BALTIMORE COUNTY
Baltimore County Tourism and Promotion
Office of Communications
400 Washington Avenue
Towson, MD 21204
410-887-4289
Fax: 410-337-8496
enjoybaltimorecounty.com

CALVERT COUNTY
Calvert County Department of Economic Development
175 Main Street
Prince Frederick, MD 20678
410-535-4583; 800-331-9771
Fax: 410-535-4585
ecalvert.com

CHARLES COUNTY
Charles County Government
P.O. Box 2150; 200 Baltimore Street
La Plata, MD 20646
800-766-3386; 301-396-5839
Fax: 301-885-1311
charlescountymd.gov

CAROLINE COUNTY
Caroline County Office of Tourism
10219 River Landing Road
Denton, MD 21629
410-479-2730
Fax: 410-479-5563
tourcaroline.com

CARROLL COUNTY
Carroll County Office of Tourism
225 N. Center Street, Room 107
Westminster, MD 21157
800-272-1933; 410-386-2898
Fax: 410-876-1560
carrollcountytourism.org

CECIL COUNTY
Cecil County Tourism
Perryville Outlet Center
68 Heather Lane, Suite #43
Perryville, MD 21903-2554
410-996-6299; 800-CECIL-95
Fax: 866-466-7069
seececil.org

DORCHESTER COUNTY
Dorchester County Tourism
2 Rose Hill Place
Cambridge, MD 21613
410-228-1000
Fax: 410-221-6545
tourdorchester.org

FREDERICK COUNTY
Tourism Council of Frederick County, Inc.
151 S. East Street
Frederick, MD 21701
301-600-2888; 800-999-3613
Fax: 301-600-4044
fredericktourism.org

GARRETT COUNTY
Garrett County Chamber of Commerce
15 Visitors Center Drive
McHenry, MD 21541
301-387-8746
Fax: 301-387-2080
visitdeepcreek.com
MARYLAND DESTINATION MARKETING ORGANIZATIONS

HARFORD COUNTY
Visit Harford!
108 S. Bond Street
Bel Air, MD 21014
410-838-7777
Fax: 410-879-8043
visitharford.com

HOWARD COUNTY
Howard County Tourism & Promotion
8267 Main St, Side Entrance
Ellicott City, MD 21043
410-313-1900; 800-288-8747
Fax: 410-313-1902
visithoward.com

KENT COUNTY
Kent County Office of Tourism and Economic Development
400 High Street
Chestertown, MD 21620
410-778-0416
Fax: 410-778-2746
kentcounty.com

MONTGOMERY COUNTY
CVB of Montgomery, MD, Inc.
111 Rockville Pike, Suite 800
Rockville, MD 20850
240-777-2060; 877-789-6904
Fax: 240-777-2065
visitmontgomery.com

MONTGOMERY COUNTY
CVB of Montgomery, MD, Inc.
111 Rockville Pike, Suite 800
Rockville, MD 20850
240-777-2060; 877-789-6904
Fax: 240-777-2065
visitmontgomery.com

MARYLAND DESTINATION MARKETING ORGANIZATIONS

OCEAN CITY
Town of Ocean City
4001 Coastal Highway
Ocean City, MD 21842
410-289-2800; 800-626-2326
Fax: 410-289-0058
ocoecean.com

PRINCE GEORGE’S COUNTY
Prince George’s County CVB
9200 Basil Court, Suite 101
Largo, MD 20774
301-925-8300
Fax: 301-925-2053
visitprincegeorges.com

QUEEN ANNE’S COUNTY
Queen Anne’s County Tourism
160 Coursevall Drive
Centreville, MD 21617
410-758-4418
Fax: 410-604-2101
visitqueenannes.com

ST. MARY’S COUNTY
St. Mary’s County Department of Economic and Community Development
P.O. Box 653; 23115 Leonard Hall Dr.
Leonardtown, MD 20650
301-475-4200 x1403
Fax: 301-475-4414
visitstmarysmd.com

TALBOT COUNTY
Talbot County Office of Tourism
11 S. Harrison Street
Easton, MD 21601
410-770-8000
Fax: 410-770-8057
tourtalbot.org

WASHINGTON COUNTY
Hagerstown-Washington County CVB
16 Public Square
Hagerstown, MD 21740
301-745-5770
Fax: 301-791-2601
marylandmemories.org

WICOMICO COUNTY
Wicomico County CVB
P.O Box 2333, Salisbury, MD 21802
410-548-4914; 800-332-TOUR
Fax: 410-341-4996
wicomicotourism.org

WORCESTER COUNTY
Worcester County Tourism
104 West Market Street
Snow Hill, MD 21863
410-632-3110; 800-852-0335
Fax: 410-632-3158
visitworcester.org

SOMERSET COUNTY
Somerset County Tourism
P.O. Box 243; 11440 Ocean Hwy.
Princess Anne, MD 21853
410-651-2968; 800-521-9189
Fax: 410-651-3917
visitworcester.org

visitworcester.org