**Air & Space Itinerary One Pager**

**Project Manager:** Anne Kyle

**Purpose:** To create a travel itinerary that makes people aware of air and space-related attractions in Maryland and encourages them to visit them along with a trip to the Smithsonian’s Air and Space Museum. Also to create content that promotes Air and Space related attractions that can be used in conjunction with Fleet Week promotions.

**Background:** The Tourism Development Unit is producing thematic travel itineraries for the website that incorporate a Smithsonian museum and content related attractions in Maryland. The purpose is to capitalize on interest in and visitation to the Smithsonian museums in Washington, D. C. and draw tourists to stay and play in Maryland, planning a vacation around their interests. Eventually, each museum will have travel itinerar(ies) that incorporate the museum’s topic(s).

**Situational Analysis:** Our nation’s capital, Washington, D.C., attracts significant tourism to the National Mall. Among the main attractions are the Smithsonian museums. By developing and promoting travel itineraries, people interested in visiting Washington, D.C. can be converted to Maryland visitors. By providing ready-to-go travel itineraries based around visitor interests, there is an opportunity to encourage people to stay longer while in the capital area and extend their trips into Maryland.

**Goals of the Project:** Increase tourism to Maryland by capitalizing on visitation to Washington, D.C. Promote thematic travel itineraries that encourage visitors to take multi-day vacations or weekend getaways to Maryland. Increase visitation to Maryland’s air and space related attractions.

**Success Measurement:** Completed web pages and itineraries. Web page hits or downloads. Click-throughs to attractions Visitation to air and space-related attractions.

**Delivery Date:** September 14, 2018