



# TOURISM WORKS FOR MARYLAND

## Economic Engine



**\$14.9 billion**

Visitors to Maryland spent a record-breaking \$14.9 billion in 2012, up 4.6% from 2011. 98% of tourism businesses are small businesses.



**\$381 million**

The Comptroller reported more than \$381 million in state sales tax revenue directly attributable to tourism in FY2013 – that’s an additional \$4 million more than in FY2012.

## Employing 135,000+ Marylanders



More than 135,000 Marylanders were directly employed in the tourism industry in 2012, making tourism the 10<sup>th</sup> largest private sector employer in the state

## Supporting Schools and other Vital Services

Every 252 visits generates enough state and local tax revenue to fund a public school student for one year.

## Marketing Muscle

Every **\$1** invested in Office of Tourism Advertising returned

**\$160**

in visitor spending

**\$22**

in state and local taxes

**\$5**

in state sales tax revenue

## A Greater Investment = A Greater Return

BECOME A TOURISM ADVOCATE. Contact the Governor and your elected officials to say that Tourism Works for You



[www.mdtourism.org](http://www.mdtourism.org)



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Tourism makes a significant impact across the state, county to county, no matter the region. Review the information below to see how Tourism supported the tax base in each jurisdiction in Fiscal Year 2013.

COUNTIES/ REGIONS	ADMISSION & AMUSEMENT TAXES	ROOM TAXES	TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT
ALLEGANY	\$284,559	\$1,206,363	\$3,859,737	\$5,350,659
GARRETT	\$754,272	\$2,049,623	\$3,114,991	\$5,918,886
WASHINGTON	\$545,863	\$1,876,044	\$7,179,852	\$9,601,759
<b>WESTERN REGION</b>	<b>\$1,584,694</b>	<b>\$5,132,030</b>	<b>\$14,154,580</b>	<b>\$20,871,304</b>
FREDERICK	\$1,244,366	\$1,221,602	\$11,632,595	\$14,098,563
MONTGOMERY	\$5,725,343	\$19,026,130	\$66,848,893	\$91,600,366
PRINCE GEORGE'S	\$15,860,936	\$20,573,759	\$52,408,296	\$88,842,991
<b>CAPITAL REGION</b>	<b>\$22,830,645</b>	<b>\$40,821,491</b>	<b>\$130,889,784</b>	<b>\$194,541,920</b>
ANNE ARUNDEL	\$9,667,588	\$18,163,620	\$58,424,967	\$86,256,175
BALTIMORE CITY	\$9,492,911	\$30,308,932	\$48,658,337	\$88,460,180
BALTIMORE COUNTY	\$5,499,215	\$8,755,230	\$42,053,485	\$56,307,930
CARROLL	\$586,109	\$278,906	\$5,315,291	\$6,180,306
HARFORD**	\$777,214	-	\$9,976,513	\$10,753,727
HOWARD	\$2,214,540	\$4,404,564	\$16,037,307	\$22,656,411
<b>CENTRAL REGION</b>	<b>\$28,237,577</b>	<b>\$61,911,252</b>	<b>\$180,465,900</b>	<b>\$270,614,729</b>
CALVERT	\$647,688	\$634,973	\$2,814,993	\$4,097,654
CHARLES	\$832,625	\$987,960	\$6,988,488	\$8,809,073
ST. MARY'S	\$95,467	\$871,394	\$4,372,429	\$5,339,290
<b>SOUTHERN REGION</b>	<b>\$1,575,780</b>	<b>\$2,494,327</b>	<b>\$14,175,910</b>	<b>\$18,246,017</b>
CAROLINE	\$5,005	\$44,715	\$566,678	\$616,398
CECIL	\$176,810	\$404,357	\$3,735,045	\$4,316,212
DORCHESTER	\$64,242	\$998,470	\$2,752,924	\$3,815,636
KENT	\$52,599	\$252,782	\$886,202	\$1,191,583
QUEEN ANNE'S	\$171,738	\$460,708	\$2,569,058	\$3,201,504
SOMERSET	\$16,819	\$56,867	\$376,551	\$450,237
TALBOT	\$116,945	\$1,089,379	\$4,048,525	\$5,254,849
WICOMICO	\$653,647	\$1,239,100	\$5,263,089	\$7,155,836
WORCESTER	\$1,866,554	\$13,633,221	\$24,474,031	\$39,973,806
<b>EASTERN SHORE</b>	<b>\$3,124,359</b>	<b>\$18,179,599</b>	<b>\$44,672,103</b>	<b>\$65,976,061</b>
STADIUM AUTHORITY	\$11,431,302			\$11,431,302
<b>TOTAL DIRECT CONSUMER TAXES</b>	<b>\$68,784,357</b>	<b>\$128,538,698</b>	<b>\$384,358,277</b>	<b>\$581,681,332</b>

\* Comptroller designated tourism taxes    \*\* Harford County does not have a room tax

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