

TOURISM WORKS *for* MARYLAND

Greater Investment = Greater Return



Tourism creates **JOBS**

More than 143,000 jobs are supported by Maryland tourism.

Tourism sustains **SMALL BUSINESS**

Visitors spend nearly \$17 billion in Maryland each year: 95% of tourism businesses are small businesses.

Tourism generates **REVENUE**

Visitors to Maryland generate close to \$2.3 billion in state and local taxes.

Tourism supports **OUR FUTURE**

The tourism industry supports a payroll of \$5.7 billion annually.

Become a tourism advocate.



**MARYLAND
TOURISM
COALITION**

MARYLAND



Association of
Destination Marketing Organizations

mdtourism.org

TOURISM WORKS FOR MARYLAND

Across the state — county-to-county and no matter the region — visitor spending makes a significant impact. The following chart details how tourism supported the tax base in Maryland's 23 counties and Baltimore City in FY2016, broken out by geographic region.

COUNTIES	ADMISSION & AMUSEMENT TAXES	ROOM TAXES	TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT
ALLEGANY	\$181,130	\$1,126,074	\$4,401,964	\$5,709,168
GARRETT	\$819,688	\$2,404,619	\$3,495,180	\$6,719,487
WASHINGTON	\$644,941	\$2,050,800	\$7,625,821	\$10,321,562
WESTERN REGION	\$1,645,759	\$5,581,493	\$15,522,965	\$22,750,217
FREDERICK	\$511,217	\$1,407,856	\$13,007,177	\$14,926,250
MONTGOMERY	\$5,800,198	\$19,686,059	\$75,688,434	\$101,174,691
PRINCE GEORGE'S	\$16,694,102	\$28,323,086	\$59,356,712	\$104,373,900
CAPITAL REGION	\$23,005,517	\$49,417,001	\$148,052,323	\$220,474,841
ANNE ARUNDEL	\$9,986,934	\$17,602,840	\$67,242,870	\$94,832,644
BALTIMORE CITY	\$8,071,892	\$34,147,258	\$52,255,987	\$94,475,137
BALTIMORE COUNTY	\$6,025,000	\$9,614,321	\$48,336,648	\$63,975,969
CARROLL	\$679,849	\$299,410	\$6,159,557	\$7,138,816
HARFORD	\$736,483	\$2,405,255	\$11,283,806	\$14,425,544
HOWARD	\$2,838,667	\$5,255,684	\$18,598,605	\$26,692,956
CENTRAL REGION	\$28,338,825	\$69,324,768	\$203,877,473	\$301,541,066
CALVERT	\$917,244	\$719,467	\$3,714,291	\$5,351,002
CHARLES	\$715,012	\$1,197,269	\$7,817,426	\$9,729,707
ST. MARY'S	\$136,077	\$958,382	\$4,974,817	\$6,069,276
SOUTHERN REGION	\$1,768,333	\$2,875,118	\$16,506,534	\$21,149,985
CAROLINE	\$6,030	\$46,463	\$618,330	\$670,823
CECIL	\$176,381	\$455,436	\$4,515,229	\$4,691,610
DORCHESTER	\$82,650	\$1,142,614	\$2,973,495	\$4,198,759
KENT	\$58,067	\$300,708	\$1,083,878	\$1,442,653
QUEEN ANNE'S	\$183,436	\$515,535	\$2,903,272	\$3,602,243
SOMERSET	\$18,588	\$67,950	\$428,133	\$514,671
TALBOT	\$117,572	\$1,302,486	\$4,109,680	\$5,529,738
WICOMICO	\$592,577	\$1,513,305	\$6,194,734	\$8,300,616
WORCESTER	\$2,059,297	\$15,564,715	\$27,293,841	\$44,917,853
EASTERN SHORE	\$3,294,598	\$20,909,212	\$50,120,592	\$73,868,966
STADIUM AUTHORITY	\$9,452,037			\$9,452,037
TOTAL DIRECT CONSUMER TAXES	\$67,505,069	\$148,107,592	\$434,079,887	\$649,237,113

* Comptroller designated tourism taxes

BECOME A TOURISM ADVOCATE.

Contact your elected officials to say that Tourism Works for You.



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