FISCAL YEAR 2019 TOURISM MARKETING AND DEVELOPMENT PLAN

TABLE OF CONTENTS

Section 01 Chairman’s Message .................................................. Pg. 3

Section 02 Destination Situational Analysis ................................ Pg. 5
- Maryland Visitor Statistics ........................................ Pg. 5
- Travel Industry Insights ............................................ Pg. 6
- Lodging Sector Trends ............................................. Pg. 7
- Product Analysis .................................................... Pg. 9
- Maryland Visitor Analysis ....................................... Pg. 10

Section 03 Objectives and Strategies by Program ......................... Pg. 15

Section 04 Events Calendar .................................................. Pg. 27

Section 05 Board & Staff Roster ............................................ Pg. 28
Fiscal Year 2019 Tourism Marketing and Development Plan

Key:
Transactional Programs Leveraging Partnerships
Maximizing Opportunities
Market Expansion

This work plan has been developed by the staff of the Maryland Office of Tourism with the support of the Maryland Tourism Development Board. It serves as a master plan for all staff activities and programs in the upcoming Fiscal Year. And it introduces some of the important new partnership initiatives that will drive our endeavors in the coming year, including the Savor Maryland initiative, Maryland Fleet Week & Air Show Baltimore 2018, and hosting the Student & Youth Travel Association’s annual national convention in Baltimore.

These initiatives, and many other featured activities, all help to advance Maryland’s image as an exciting, must-see destination offering lots to do.

I am proud of the board’s continuing work with the Office of Tourism and pleased to present the Fiscal Year 2019 Tourism Marketing and Development Plan. The objectives and strategies in this plan are designed to enhance tourism’s positive impact in Maryland.

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

Sincerely,

Rick Howarth
Chair, Maryland Tourism Development Board
President, Six Flags America

Chairman’s Message

DEAR TOURISM 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 Maryland tourism experience for our customers. Our industry is a powerful economic engine and job generator, employing more than 144,000 Marylanders from Oakland to Ocean City, and is the sixth largest private sector employer in the state.

Tourism generates and continues to grow significant revenue that is integral to Maryland’s economic vitality. In 2016, visitors to Maryland spent $15.7 billion on travel, an increase of more than 4 percent from the previous year. That visitor spending is an important revenue generator for both state and local governments, generating $2.35 billion in taxes in 2016.

As president of the largest theme park in Maryland, I know the importance of the visitor-driven economy, as do my 3,000 employees. In 2016, employees in tourism-related jobs around the state earned $7.5 billion in wages—an overall wage increase of 5.4 percent since 2010.

On behalf of the Maryland Tourism Development Board, I would like to thank Governor Hogan for his continuing support of the tourism industry in Maryland. We appreciate his strong support and thank him for increasing funding for the Maryland Tourism Development Board by $1 million to a total of $9.1 million for Fiscal Year 2019. With the governor’s leadership, the Maryland Department of Commerce and the Office of Tourism have taken this opportunity to highlight tourism’s role in creating a range of economic benefits for the citizens of Maryland through customer spending as well as the amenities tourism brings to the state for both its residents and its visitors.

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Fiscal Year 2019 Tourism Marketing and Development Plan

DESTINATION SITUATIONAL ANALYSIS

Maryland welcomed 41.5 million domestic travelers in 2017, according to a national survey of U.S travelers conducted by D.K. Shifflet and Associates, a leading tourism industry research firm. Nearly 84 percent, or slightly more than 34.7 million, were leisure travelers and the remaining 16.4 percent, or nearly 6.8 million were business travelers. The bulk of Maryland's decline in visitor volume is attributed to a loss of travel from the business segment, which at the national level saw a modest increase of 1.8 percent.

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**: Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard counties
- **Eastern Shore**: Caroline, Cecil, Dorchester, Kent, Queen Anne’s, Somerset, Talbot, Wicomico, Worcester counties
- **Capital**: Frederick, Montgomery, Prince George’s counties
- **Western**: Allegany, Garrett, Washington counties
- **Southern**: Calvert, Charles, St. Mary’s counties

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

Visitor Volume Estimates (Person-Trips in Millions)

<table>
<thead>
<tr>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>2,637.08</td>
<td>537.26</td>
<td>2,099.82</td>
<td>1,408.73</td>
<td>1,228.36</td>
<td>1,295.45</td>
</tr>
<tr>
<td><strong>Business</strong></td>
<td>7.56</td>
<td>7.49</td>
<td>6.79</td>
<td>517.28</td>
<td>542.77</td>
<td>552.34</td>
</tr>
<tr>
<td><strong>Leisure</strong></td>
<td>22.92</td>
<td>24.81</td>
<td>24.73</td>
<td>2,099.82</td>
<td>2,044.47</td>
<td>2,031.66</td>
</tr>
<tr>
<td><strong>Day</strong></td>
<td>20.88</td>
<td>21.98</td>
<td>22.32</td>
<td>5,440.73</td>
<td>5,452.87</td>
<td>5,438.51</td>
</tr>
<tr>
<td><strong>Overnight</strong></td>
<td>19.49</td>
<td>20.12</td>
<td>19.40</td>
<td>5,208.38</td>
<td>5,254.87</td>
<td>5,253.94</td>
</tr>
</tbody>
</table>

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

Section 02

MARKETING AND DEVELOPMENT PLAN

Downtown Annapolis

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.
National domestic travel volume increased in 2017, with total domestic U.S. visitor volume (measured in person-trips) growing 4 percent from 2016. Leisure travel represented more than 80 percent of all person-trips, with day trips representing 54 percent, and overnight, 46 percent of visitor volume. In 2017, the breakdown of visitors to Maryland by day and overnight travel segments was similar to that of the U.S. (53 percent day and 47 percent overnight); nevertheless, the share of the state’s leisure travel segment was slightly larger than the national share (84 vs 80 percent). While Pennsylvania saw an increase in its leisure travel segment, its day travel segment declined slightly. Growth in the leisure segment for both Virginia and Maryland was relatively flat, with a small 0.4 percent increase.

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.

The lodging sector is an important barometer of the health of the Maryland tourism industry. The Office of Tourism receives information from STR, Inc., 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.
## CALENDAR YEAR 2017 ANALYSIS

<table>
<thead>
<tr>
<th>Segment</th>
<th>Room Demand % Change</th>
<th>Room Supply % Change</th>
<th>Room Revenue % Change</th>
<th>Average Room Rate ($)</th>
<th>Room Rate % Change</th>
<th>Occupancy Rate</th>
<th>Occupancy % Change</th>
<th>Rooms Sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2.7</td>
<td>1.8</td>
<td>4.9</td>
<td>126.7</td>
<td>2.1</td>
<td>85.9</td>
<td>0.9</td>
<td>6,342,046</td>
</tr>
<tr>
<td>D.C.-MD-VA-DE Region</td>
<td>1.5</td>
<td>1.3</td>
<td>4.3</td>
<td>193.4</td>
<td>2.8</td>
<td>66.6</td>
<td>0.2</td>
<td>370,472</td>
</tr>
<tr>
<td>Maryland</td>
<td>0.2</td>
<td>0.9</td>
<td>1.8</td>
<td>121.2</td>
<td>1.5</td>
<td>85.4</td>
<td>-0.7</td>
<td>64,768</td>
</tr>
</tbody>
</table>

### Maryland Counties

- Allegany: -2.4, 2.8, -1.6, 10.2, 0.9, 37.5, -5.0, 1,065
- Anne Arundel: -0.8, 0.0, 0.7, 105.3, 1.3, 77.7, -0.7, 3,577
- Baltimore: -1.5, 1.8, -0.8, 18.9, -0.5, 63.9, -2.8, 3,663
- Baltimore City: 1.3, 1.4, 0.1, 118.8, -1.2, 68.7, -0.5, 8,271
- Carroll: 8.5, 0.0, 10.5, 94.9, 1.8, 85.4, 0.7, 750
- Cecil: -3.7, -0.1, -4.0, 83.8, -1.9, 59.4, -3.6, 860
- Charles: 10.4, -5.3, -8.0, 97.6, 4.6, 66.9, -9.3, 975
- Dorchester: -4.8, 0.0, -3.5, 105.4, 1.3, 57.7, -6.0, 602
- Frederick: 1.9, 0.0, 4.6, 91.7, 2.7, 58.3, 1.9, 2,440
- Harford: -2.6, 0.4, 1.4, 917.7, 0.7, 62.4, -2.3, 2,531
- Howard: 23.1, 0.0, 2.9, 501.6, 0.6, 675.2, 2.1, 3,737
- Montgomery: 0.5, -0.5, 2.2, 131.3, 1.7, 68.5, 1.6, 9,441
- Prince George’s: 1.1, 3.6, 4.1, 122.6, 2.9, 67.8, -2.4, 10,150
- Queen Anne’s: 2.9, 0.0, 0.4, 130.9, 1.1, 53.6, 1.8, 377
- St. Mary’s: 1.3, 0.0, 8.9, 89.9, 7.5, 69.8, 1.3, 999
- Talbot: -4.2, -0.1, 6.0, 182.7, 1.7, 52.2, -4.2, 602
- Washington: 0.7, 2.3, 8.1, 88.5, 5.4, 68.3, -1.6, 1,042
- Wicomico: -0.7, 0.1, 1.4, 87.3, 2.1, 53.6, -5.7, 1,205
- Worcester: 1.4, 0.1, 3.3, 115.8, 1.6, 60.0, 1.0, 6,400

### Product Analysis and Access

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 one-mile radius. There is an 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**

The U.S. Travel Association announced that in 2017, tourism in the United States generated more than $1.036 billion in visitor spending, 3.5 percent more than in 2016. In the race for consumer travel dollars, it is estimated that states invested more than $967 million in travel marketing offices in Fiscal Year 2016-17. For Fiscal Year 2016-17, the U.S. Travel Association reported that Maryland’s tourism budget was $21.7 million. In comparison, states that compete most heavily with Maryland, such as Virginia, had a budget of more than $117 million.
Maryland Visitor Analysis

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 at 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 DEMOGRAPHIC AND TRIP PROFILES FOR MARYLAND DAY TRIPPERS AND OVERNIGHT TRAVELEES.

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 or more nights away from home.

Maryland Visitor Analysis

Visitors ages 50–64 make up the largest percent of both day and overnight visitors. Visitors ages 25–34 make up the largest percent of day travelers compared to 52 percent, ages 18–49 make up 48 percent of overnight travelers, with 32 percent, respectively. Visitors 50 and over. More than 73 percent of day and overnight travelers have attended an institution of higher learning.

STRATHEMORE HALL, BETHESDA; PHOTO BY JIM MORRIS

Approximately 29 percent of visitors have attended an institution of higher learning.

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism

Digital Marketing

The majority of day and overnight trips are taken by married individuals.

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism

Fiscal Year 2019 Tourism Marketing and Development Plan

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.

DAY TRIP vs. OVERNIGHTS – STATE OF ORIGIN

<table>
<thead>
<tr>
<th>STATE OF ORIGIN</th>
<th>DAY</th>
<th>OVERNIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Virginia</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Delaware</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>New York</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Florida</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism

Fiscal Year 2019 Tourism Marketing and Development Plan

State of Origin

92 percent of day travelers come from Maryland and bordering states, while only 70 percent of overnight travelers come from these same states.

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism

Fiscal Year 2019 Tourism Marketing and Development Plan

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.

53%
31%
17%
5%
9%
3%
5%
The majority of day trips occur in the spring from April to June, while the majority of overnight trips occur during the summer from July to September.
Objectives and Strategies by Program

Fiscal Year 2019 Tourism Marketing and Development Plan

Key:

- Transactional Programs
- Leveraging Partnerships
- Maximizing Opportunities
- Market Expansion

Maryland Tourism Development Board

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 and Strategies for Fiscal Year 2019

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 align with evolving marketing priorities annually.

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 Marylanders, at the city, county and state levels.

Office of Tourism Development

Administrative/Management: The goal of the Administrative/Management team is to produce measurable results in accordance with the department’s mission.

Key Strategies for Fiscal Year 2019

- Continue leadership in planning, reinvigorating 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.
- Ensure the effectiveness of the $1 million matching grant program and that it meets the objective of increasing overnight stays in Maryland.
- Guide the actions and strategies of the Maryland Office of Tourism by qualifying all initiatives and strategic objectives within one or more major functional categories.
- Support all key strategies in this report are coded with corresponding icons.

Objectives and Strategies by Program

Objectives

Provide leadership and routine reviews of the budgets, staff and other resources allocated to OTD for tourism marketing and development purposes.

Ensure the fairness, growth and viability of statewide tourism development through the management of the MTDB Strategic Plan and Marketing/Development Plan.

Objectives Key Strategies for Fiscal Year 2019

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Objectives

Utilize proprietary and publicly-available data to assess the performance of Maryland’s tourism industry and benchmark the state against other states and the nation as a whole.

Collect, analyze and report the performance of tourism tax revenues by county as determined by the State's Permanent Act and work with the Maryland Comptroller to review the percentage of revenues from these industry tax codes.

In partnership with Maryland’s Destination Marketing Organizations, conduct an annual study of the economic impact of tourism on jobs, payroll, tax revenues and expenditures.

Collaborate with CRUSA’s research team in projects that study overseas visitation and other trends affecting international travel.

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

Increase visitor volume by targeting key markets, particularly non-Maryland vacationers, with a heightened focus on overnight stays.

Objectives and Strategies by Program

Key Strategies for Fiscal Year 2019

Manage the purchase of syndicated research products to create a profile of visitors and work with the marketing team and advertising agency to develop strategies for refining target audiences.

Collect, analyze and report the performance of tourism tax revenues by county as determined by the State's Permanent Act and work with the Maryland Comptroller to review the percentage of revenues from these industry tax codes.

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Key Strategies for Fiscal Year 2019

Develop a communications platform that can be leveraged and enhanced by the DMO and the private sector to increase awareness of Maryland as a compelling, must-see destination. OTD focuses the State’s marketing efforts on further developing tourism ties from the Mid-Atlantic to Canada and to focus on overnight stay initiatives.

Continue to work with private-sector tourism industry interests through the collaboration and coordination of advertising programs and initiatives.

Further invest in newest digital marketing platforms, such as Adara, Arrivalist, Pandora, TripAdvisor and Google Retargeting, to balance media delivery to generational and interest-based target audiences and to increase transactional opportunities.

Review media opportunities in light of consumer trends to increase travel budgets and travel more. Concentrate on further developing overnight visitation from the Mid-Atlantic and Western Pennsylvania to promote growth in tourism tax revenue.

Focus television advertising flights on target markets (Baltimore, Washington D.C., Hartford, Philadelphia, Pittsburgh, New York City, Cleveland, Columbus, and Cincinnati) in spring and fall flights to drive awareness.

Continue to maintain a Maryland marketing presence overseas, including targeting 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 the Scenic Byways, cultural heritage, as well as other prime ways to experience Maryland as a travel destination.

Develop communications platform and plan to educate and encourage travel transfers in the adopted markets of Toronto, Montreal to choose Maryland as a travel destination.

Coordinate with advertising outlets and cooperative advertising programs that encompass destinations, accommodations, tour services and attractions that can be purchased by Maryland’s tourism industry.

Analyze and amplify marketing efforts for the National Folk Festival for the next three years.

Create an advertising-on-program effort for the Fish & Hunt Maryland initiative to allow for increased participation with DMOs, partners and stakeholders.

Maintain increasing frequency of consumer e-newsletter and redesign/refine the look and presentation of the newsletter consistent with the “Open For It” campaign and to maintain appeal to consumers.

Continue to redesign and upgrade our state Welcome Centers as story-telling destinations.

Continue to work with Capital Region USA on international marketing efforts in its trade markets of the U.K., France and Germany.

Continue to work with Brand USA on international marketing efforts in Canada, Korea.

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Key Strategies for Fiscal Year 2019

Create a program of regular social media posts for Canadian social media outlets.

Plan and conduct an annual trade and media mission for Canada for travel and supplier partners.

Continue to work with Capital Region USA to focus on promoting Maryland’s Scenic Byways, culinary, and outdoor recreation offerings.

Target national media to increase coverage via lifestyle outlets, such as Food Network, Southern Living, Garden & Gun and Travel Channel.

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

Continue to implement social media mining for DMOs and the private sector to further simplify OTD’s messaging.

For Left: Maryland was a featured destination for an episode of Travel Channel’s Booze Traveler.


Key Strategies for Fiscal Year 2019

Work with publishing partner to develop engaging content for Destination Maryland, the state’s primary travel tourism resource. Optimize usage of Chage platform to increase volume of user-generated content and imagery within the guide. Re-evaluate content, presentation and listings in the guide to make it more informative and useful.

Undertake an ETP process to produce a new content for VisitMaryland.org website and travel guide production services.

Objectives

Build and maintain awareness and packaging of Maryland as a premier vacation destination, targeting domestic and international audiences with the highest propensity for travel.

Secure media placements promoting Maryland tourism and our specific initiatives that have a value of at least $17.5 million, as measured by our Maryland Media Measurement (MMM) standards.

Influence visits to the state by interacting and engaging with potential travelers and Maryland line 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 a subject-matter expert to the media.

CONTENT AND MULTIMEDIA VISITOR COLLATERAL: High-quality print and digital publications are designed to inspire consumers to choose Maryland as a travel destination, encourage longer stays and motivate repeat visits. These “owned” media channels allow OTD to communicate in more detail than paid media (advertising) or earned media (press outreach). Additional vehicles target the tourism industry, communicating OTD’s messaging, results and marketing programs.

Work with the Research unit and Product Development unit to determine the best analytical method to gauge a consumer’s travel experiences and how they have consumed information on Maryland travel products to guide the development of consumer publications and outreach.

Conduct research to determine how consumers want to receive travel information and through which channels/ outlets.

Deploy our newest video assets in a manner that strategically integrates with ongoing messaging and social media outreach.

Develop new specialized websites and microsites for use in promoting special initiatives and programs, such as Their Way and Fly & Fish Maryland.

Continue to work with Transactional Services to deploy easy-to-use and downloadable alternatives to traditional publications.

Fiscal Year 2019 Tourism Marketing and Development Plan

Visit Maryland 

January 2019 

As needed

Bi-Weekly

250,000

Congratulations Opportunities

As needed

As needed

As needed

As needed

Product Development 

Consumer 

As needed 

As needed

As needed

As needed

Distribution Maryland 

January 2019

250,000

For distribution in travel trade and media outlets, such as Food Network, Southern Living, Garden & Gun, and Travel Channel.

Insights e-newsletter: Industry/Gov’t, Consumer

For distribution to the tourism industry and OTD partners of our efforts, activities, initiatives and promotional/marketing opportunities through regular communication.

Key Strategies for Fiscal Year 2019

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For Left: Maryland was a featured destination for an episode of Travel Channel’s Booze Traveler.


Key Strategies for Fiscal Year 2019

Work with publishing partner to develop engaging content for Destination Maryland, the state’s primary travel tourism resource. Optimize usage of Chage platform to increase volume of user-generated content and imagery within the guide. Re-evaluate content, presentation and listings in the guide to make it more informative and useful.

Continue to implement social media mining for DMOs and the private sector to further simplify OTD’s messaging.

For Left: Maryland was a featured destination for an episode of Travel Channel’s Booze Traveler.

Interactive Services Unit

OBJECTIVES: The goal of Interactive Services is to maximize the use of the VisitMaryland.org website to inspire travel to Maryland, which promotes economic growth. Through collaboration, we highlight the unique, only-in-Maryland experiences and strengthen Maryland’s tourism industry.

Objectives

Leverage technology to place a better understanding of what our potential visitors are searching for and coordinate with content developers to feature website content that differentiates Maryland from other states in our competitive set.

Support and empower our tourism industry partners by providing access to news, education and resources.

Key Strategies for Fiscal Year 2019

Keep pace with emerging technologies and our customers’ preferences; provide engaging website content that targets and captures travelers while showcasing Maryland as an exciting, unique destination.

Provide platform for offering personalized content, nuanced messaging and images based on visitors’ geo-location and preferences; provide engaging website content that targets and captures travelers while showcasing Maryland as an exciting, unique destination.

Implement program that will increase transactions and generate revenue by offering enhanced listings on VisitMaryland.org. Allow tourism partners the opportunity to make their business listings more prominent on the website by adding more compelling descriptions, photos and book-it links.

Expand VisitMaryland.org reach by taking advantage of strategic alliances and partnerships with BrandUSA, Capital Region USA, and OTD partners to enhance OTD’s presence on these sites.

Maintain Tourism Industry website and empower tourism industry partners by providing news, education and resources to ensure they are connected, informed and excited to be a part of an industry that is vital to the well-being of Maryland’s economy.

Support and empower our tourism industry partners by providing news, education and resources.

Objectives and Strategies by Program

INTERACTIVE SERVICES:

Section 03

Tourism Development

CUSTOMER CONTACT PROGRAMS AND INDUSTRY DATABASE MANAGEMENT: OTD interfaces directly with customers and partners through eight Welcome Centers, Tourism Call Center and inquiry fulfillment. Additionally, the Welcome Centers and Call Center offer market expansion opportunities for the tourism industry by reaching visitors through free statewide brochure distribution and seasonal, regional and thematic promotions.

To optimize transactional opportunities and support website content, the Visit Maryland tourism industry database must be maintained on a continual basis and integrated across all OTD platforms—Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications, website and publications.

Objectives

Operate eight Welcome Centers, the Call Center and Fulfillment Service to provide the most persuasive and comprehensive information on Maryland tourism products, assets and events. Ensure that information is readily available to prospective customers at every travel planning opportunity—pre-visit and during trip.

Engage with tourism industry stakeholders on a regular basis to recruit information that supports OTD’s marketing and development platforms.

Manage Customer Contact Programs to ensure the efficient and effective operation of all OTD’s platforms—Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications and publications.

Enhance the Welcome Center and Rest Area experience through new websites, window displays and programming that align with OTD’s content calendar.

Enhance OTD marketing and sales efforts through social media activities and by attending trade/consumer shows.

Coordinate with the State Highway Administration on the implementation of sign programs that support tourism businesses.

Manage database content to accurately reflect Maryland’s tourism assets. Before the data hygiene process with inclusion of a database team. Develop and coordinate robust business listings content that is aligned with OTD priorities and/or programs, such as culinary, outdoor recreation, Fish in Hunt and Chesapeake-themed programs.

Coordinate with the State Highway Administration to determine a multi-year plan for potential upgrades.

Conduct outreach activities that best support industry education, engagement in OTD programs and/or promote the state as a multi-season destination.

Conduct an audit of all facilities in conjunction with the State Highway Administration.
Tourism Development (cont.)

Objectives

- Initiating an outreach program to recruit new Network to Maryland Underground Railroad (UR) Committee.
- A seat on the multi-state Civil War Trails Advisory Committee.
- Managing the Maryland Civil War Trails Initiative, including the development of unique trail assets and advancing the implementation of training programs, the development of model statewide bike map, supporting evaluating cycling products/experiences and supporting the development of "fly-drive" products and experiences.
- Managing the Outdoor Recreation Initiative, which includes developing competitive assets, and destinations and businesses. Through outreach and industry coordination, the development of "fly-drive" products and experiences.
- Provide relevant tourism education and training to key stakeholders, visitors and industry and Marketing opportunities that showcase the state as a must-see destination and positively impact the growth of tourism sales tax revenues.
- Increase the awareness of OTD marketing opportunities and promotions. Presentations will be delivered in the format that best suit stakeholder audiences, which include state associations, DMOs, state tourism personnel, and the like.

Key Strategies for Fiscal Year 2019

- KeyStrategies for Fiscal Year 2019

- Manage the DMO grant program to ensure it aligns with and maximizes the benefits to Maryland tourism organizations and destinations.
- Manage the Private Sector Consumer Advertising Partnership Program (FSCPAP) in accordance with its guidelines and ensure that funds are utilized to increase visitation from key feeder markets.
- Manage the Maryland Oyster Recovery Partnership.
- Work with DMOs and stakeholders to provide technical assistance to grantee organizations and destinations.
- Increase the awareness of OTD marketing opportunities and promotions. Presentations will be delivered in the format that best suit stakeholder audiences, which include state tourism personnel, DMOs, state tourism personnel, and the like.

Key Strategies for Fiscal Year 2019

- Continue to administer the County Cooperative Grant Program, which includes, but is not limited to, preparing programmatic reports, participating in the Grant Review Committee meeting for Maryland Tourism Assistance Program, Grant Review Committee, coordinating reimbursement requests, administering grant documents and providing technical assistance to grantees, measuring program effectiveness, etc.
- Support the DMOs and the Secretary of the Department in developing new guidelines and cooperative programs in response to performance metrics of the Tourism Promotion Act.
Travel Trade Sales

Travel Trade Sales promotes the increased solvability and purchase of Maryland’s travel products to a variety of travel trade markets in North America and select international markets.

Objectives

Objective

Office third-party sales to tour operators, student travel planners, group leaders, and meeting and incentive planners through trade association partnerships, marketplace participation and sales missions.

Leverage media buys in new markets with public relations efforts and client meetings.

Maintain strong Capital Region USA international marketing partnership with Destination DC and Virginia Tourism; expand on new relationship with South Korean operators.

Organize participation in trade shows and marketplaces; develop on new relationship with South Korean operators.

Maintain strong Capital Region USA international market presence and participate in promotional opportunities that result in Maryland being highlighted as a preferred tour destination.

Maintain industry involvement to produce more business for Maryland venues and facilitate business by meeting, convention, conference and other group event planners.

Continue involvement in Capital Region USA through participation in targeted US-based international travel marketplaces, CRT tours and other promotional activities.

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Manage offers for a stronger sales presence in Canada.

Partner with Fish & Hunt Maryland to promote Maryland and participate in promotional activities.

Partnership with Fish & Hunt Maryland to promote Maryland and participate in promotional activities.

Continue participation in targeted US-based international travel marketplaces, CRT tours and other promotional activities.

Coordinate the development of regional tour products and participate in promotional opportunities that result in Maryland being highlighted as a preferred tour destination.

Continue general updates and inputting records to keep packages, which support sales to the packaged travel industry.

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Key Strategies for Fiscal Year 2019

Organize participation in trade shows and marketplaces that support the selling of Maryland travel products to tour operators and incentive tour operators clients.

Coordinate with Information Technology to increase group-focused website presence. This includes itineraries and tour packages, which support sales to the packaged travel industry. Continue general updates and improving records to keep industry database current.

Strategic Partnerships

The Strategic Partnerships program leverages OTD assets and resources with those provided by corporations, organizations, associations and agencies to maximize investment in public/private ventures that advance transactional programs and assist with market expansion.

Objectives

Present currently existing opportunities within the State of Maryland’s Office of Tourism that meet the specific needs and growth needs of Maryland’s hospitality, sports, entertainment and food and beverage industries to corporations.

Work jointly with Maryland’s private sector and other state agencies to ensure innovative programs that will attract more visitors to the state and add incremental revenue for both the Office of Tourism and its partners.

Work with agency and corporate partners to create Welcome Centers/Roadside areas into destination locations with events, programs, displays, exhibits and technology.

Secure sponsorship contracts with corporations for public/private ventures that will attract more visitors to the State of Maryland.

Key Strategies for Fiscal Year 2019

Develop strategic alliances and partnerships for the communications, sales, research and interactive services teams to implement strategic plans to grow Maryland as a highly competitive, desirable and successful destination.

Work with the Maryland State Arts Council, Towson State University and public/PRIVATE sector stakeholders to identify alternatives for developing the Hills BOC Recreation Area/Welcome Center into the Appalachian Mountain heritage gateway.

Develop an implementation plan for a new business model pertaining to advertising at state-operated Welcome Centers.

Co-produce a new tourism-focused television series with Maryland Public Television (pending available funds).

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<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENTS</th>
<th>LOCATION</th>
<th>CONTACT</th>
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<tr>
<td>JULY</td>
<td>11-14</td>
<td>Destinations International Annual Conference 2019</td>
<td>Cynthia Miller</td>
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<td>AUGUST</td>
<td>11-16</td>
<td>Educational Seminar for Tourism Organizations (ESTO)</td>
<td>ODT</td>
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<td>11-18</td>
<td>Ocean City, MD</td>
<td>Rich Gilbert</td>
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<td>24-28</td>
<td>Baltimore, MD</td>
<td>Rich Gilbert</td>
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<td>SEPTEMBER</td>
<td>TBD</td>
<td>mini-marlind on the road</td>
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<td>25-27</td>
<td>MARYNA Media Marketplace</td>
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<td>OCTOBER</td>
<td>1</td>
<td>Discover America Day</td>
<td>Leda Treg, TBD</td>
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<td></td>
<td>3-8</td>
<td>Maryland First Week &amp; Air Show Baltimore</td>
<td>Brian Lawrence</td>
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<td>4-8</td>
<td>Boat Maryland at U.S. Sailboat Show</td>
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<td>Boat Maryland at U.S. Powerboat Show</td>
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<td>Korean Tour Operator Fair</td>
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<td>NOVEMBER</td>
<td>23-25</td>
<td>Marketing Outlook Forum</td>
<td>Los Vegas, NV</td>
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<td>National Tour Association Travel Exchange</td>
<td>Diana Chen</td>
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<td>Ontario Motorcoach Association Marketplace</td>
<td>Rich Gilbert</td>
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<td>11</td>
<td>ONCA Buyers Reception</td>
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<td>Maryland Tourism &amp; Travel Summit</td>
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<td>JUNE</td>
<td>20-23</td>
<td>Taste of Maryland Legislative Reception</td>
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<td>Pennsylvania Bus Association Marketplace</td>
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<td>Destination Capitol Hill</td>
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<td>ITA Summit East</td>
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<td>MARCH</td>
<td>1-4</td>
<td>International Pow Wow</td>
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<td>MARCH</td>
<td>9-12</td>
<td>Travel Alliance Partners TAP Dance</td>
<td>Cheyenne, WY</td>
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<td>MAY</td>
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<td>Pennsylvania Bus Association Sales Retreat</td>
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<tr>
<td>JUNE</td>
<td>9-13</td>
<td>PAA Travel &amp; Tourism Conference</td>
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<td>JUNE</td>
<td>9-19</td>
<td>Philadelphia, PA</td>
<td>Rich Gilbert</td>
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<tr>
<td>JUNE</td>
<td>9-19</td>
<td>Pennsylvania Bus Association Events Calendar</td>
<td>Leda Treg, Rich Gilbert</td>
</tr>
</tbody>
</table>
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Fiscal Year 2019 Tourism Marketing and Development Plan

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Section 05

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MONTGOMERYS

Section 05
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Fiscal Year 2019 Tourism Marketing and Development Plan 31
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