

TOURISM

WORKS FOR MARYLAND

Economic Engine



\$15.4 billion

Visitors to Maryland spent a record-breaking \$15.4 billion in 2013, growing 3.2% from 2012. 98% of tourism businesses are small businesses.



\$401.3 million

The Comptroller reported more than \$401.3 million in state sales tax revenue directly attributable to tourism in FY2014 – that's an additional \$9 million more than in FY2013.

Employing 138,500+ Marylanders



More than 138,500 Marylanders were directly employed in the tourism industry in 2013, making tourism the 10th largest private sector employer in the state

Marketing Muscle

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

\$177

in visitor spending

\$25

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



**MARYLAND
TOURISM
COALITION**

presented by
MARYLAND

Association of
Destination Marketing Organizations

**Maryland
TOURISM
EDUCATION
Foundation**

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 2014.

COUNTY	ADMISSION & AMUSEMENT TAXES	ROOM TAXES	TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT
ALLEGANY	\$190,223	\$1,327,987	\$4,267,214	\$5,785,424
GARRETT	\$808,839	\$2,282,190	\$3,191,705	\$6,282,734
WASHINGTON	\$538,808	\$1,930,709	\$7,046,400	\$9,515,917
WESTERN REGION	\$1,537,870	\$5,540,887	\$14,505,319	\$21,584,076
FREDERICK	\$591,244	\$1,213,727	\$12,067,159	\$13,872,130
MONTGOMERY	\$5,795,079	\$19,245,042	\$67,555,878	\$92,595,999
PRINCE GEORGE'S	\$14,913,823	\$20,043,410	\$53,358,655	\$88,315,888
CAPITAL REGION	\$21,300,146	\$40,502,179	\$132,981,692	\$194,784,017
ANNE ARUNDEL	\$10,023,148	\$16,667,772	\$60,449,395	\$87,140,315
BALTIMORE CITY	\$7,748,120	\$31,305,000	\$49,512,266	\$88,565,386
BALTIMORE COUNTY	\$5,751,815	\$8,150,000	\$42,845,646	\$56,747,461
CARROLL	\$605,127	\$309,992	\$5,439,968	\$6,355,087
HARFORD	\$794,882	\$0**	\$10,316,653	\$11,111,535
HOWARD	\$2,812,488	\$4,587,835	\$16,479,011	\$23,879,334
CENTRAL REGION	\$27,735,580	\$61,020,599	\$185,042,939	\$273,799,118
CALVERT	\$670,082	\$535,684	\$3,015,770	\$4,221,536
CHARLES	\$794,495	\$869,855	\$6,726,310	\$8,390,660
ST. MARY'S	\$223,234	\$704,593	\$4,457,282	\$5,385,109
SOUTHERN REGION	\$1,687,811	\$2,110,132	\$14,199,362	\$17,997,305
CAROLINE	\$4,649	\$39,216	\$551,739	\$595,604
CECIL	\$155,105	\$412,535	\$3,976,458	\$4,544,098
DORCHESTER	\$73,820	\$992,980	\$2,730,426	\$3,797,226
KENT	\$50,177	\$262,377	\$877,198	\$1,189,752
QUEEN ANNE'S	\$166,666	\$424,489	\$2,707,113	\$3,298,268
SOMERSET	\$21,459	\$54,772	\$377,548	\$453,779
TALBOT	\$116,789	\$1,122,145	\$4,007,833	\$5,246,767
WICOMICO	\$588,353	\$1,294,790	\$5,547,247	\$7,430,390
WORCESTER	\$1,911,473	\$14,127,887	\$25,144,920	\$41,184,280
EASTERN SHORE	\$3,088,491	\$18,731,191	\$45,920,482	\$67,740,164
STADIUM AUTHORITY	\$12,008,940			\$12,008,940
TOTAL DIRECT CONSUMER TAXES	\$67,358,838	\$127,904,988	\$392,649,794	\$587,913,620

* Comptroller designated tourism taxes

** Harford County did not have a room tax in FY14

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