MARYLAND OFFICE OF TOURISM
DEVELOPMENT MISSION

➤ Serves as the State’s official travel marketing agency, promoting Maryland’s attractions, accommodations and services to increase visitor spending in the State.
2014: A Banner Year

- Star Spangled Spectacular
- Baltimore Ravens
- Civil War reenactors
- Orioles - A.L. East Division Champions 2014
- Skiing
2014: A Banner Year

- In 2014, Maryland welcomed **38.2** million visitors, up **5.8** percent from 36.14 million visitors in 2013.

- Visitors to Maryland spent **$16.4** billion on travel in Maryland - an increase of more than **6 percent**.

- Visitor spending is an important generator of revenue to state and local governments - **$2.2** billion in state and local taxes.

Sources: D.K. Shifflet & Associates, Ltd. 
Tourism Economics
Visitor Spending Benefits Marylanders

Each household would need to pay an additional $1,010 in taxes to replace the tax revenue generated by visitors.

Source: Tourism Economics
Visitor Spending Benefits
Marylanders

- Tourism supported 140,288 employees – a 1.2 percent increase.
- These employees earned $5.4 billion in wages. An overall wage increase of 6 percent.
- Tourism is the 10th largest private sector employer in Maryland.

Source: Tourism Economics
WE ARE COMMERCE.
WE ARE COMMERCE.

Listening Tour with Secretary Gill
LET'S TALK

Please join me on my Statewide Listening Tour.
The Friends of Fort McHenry honored Bill Pencek, acting managing director, Maryland Division of Tourism, Film and the Arts, with its Francis Scott Key Award.
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All Five Senses – Regional B-Roll

Click to view video
Visit Maryland Responsive Website

- Adapts to all devices & provides visitors with the information they seek in the most convenient way, whether they’re at home or on the go.
Visit Maryland Responsive Website

- User-friendly: Improved, more intuitive navigation and structure
- Engaging: Depth of content that informs and inspires
- Supportive: Draws attention to partner and event listings
- Working: 1 million unique visitors have come to the site since its launch in the spring. Length of stay has increased 12 percent this month.
Visit Maryland Website Award

Outstanding Website
2015 WebAward

Maryland Tourism Development Board
Destination Maryland
Award-Winning

2015 Gold ADDY Award
Welcome to the Maryland Blogger Bash!
#MDBloggerBash
Consumers:
Who are we marketing to?
• Adults – 25 – 54 strongly aligned to women
• Household income of $75,000 and more
• Attended college
• And, have traveled within the United States over the last year
Visitors:
What are they doing?
Demographic Characteristics

- Males make up 51 percent of the day trippers while women make up 53 percent of the overnight visitors.

- Nearly 50 percent of day trippers and those that stay overnight are more than 45 years old.

- Nearly 40 percent of day trippers and overnight visitors have a household income under $50,000, while 40 percent of both day trippers and overnight visitors have a household income of $75,000 and more.
Where do they come from?

- Most day trippers and overnight visitors come from Washington, D.C.
- New York, NJ/PA/CT make up 11 percent of overnight visitors and 7 percent of day trips.
- Philadelphia makes up 10 percent of day trips and overnights.
- Baltimore makes up 7 percent of day trips and 9 percent of overnights.
- Three percent of overnight visitors are from Pittsburgh while no day trips originate from here.
What are they doing?

- Large percentage of overnight visitors are visiting friends and family (48 percent).

- Thirty-seven percent of overnight travelers trend toward water-based activities.

- They arrive by car.

- Nearly 70 percent are staying in paid accommodations.
Where are they going?

- 48 percent to the Central Region
- 21 percent to the Eastern Shore
- 20 percent to the Capital Region
- 7.5 percent to Western Maryland
- 3.5 percent to Southern Maryland
Consumers: What do they think of Maryland?
The research was designed to provide:

- **Strategic image data**

- **What are the image factors and attributes that are important in destination selection?**

- **What is Maryland’s image as a travel destination versus its key competitors: New Jersey, New York, Pennsylvania, Virginia, Washington, D. C.?**

- **Awareness and usage of various Maryland towns/cities and activities**
MARYLAND IMAGE AND AWARENESS

Those that had not been to the state thought:

• Maryland ranked lowest among its competitors as it relates to being seen as an exciting destination.

• Maryland ranked lowest than among its competitors as it relates to being seen as a popular destination.

• But, those that had been to Maryland....
  Loved Maryland!
MARYLAND IMAGE AND AWARENESS

• This is essentially the difference between the expectations of those who have not been to Maryland vs. the experiences of those who have. When the experience falls short of expectations, there may be a problem with the product.

• When experience exceeds expectations, there is a great opportunity to educate those who don’t know how wonderful Maryland is.
CONNECTING INSIGHT, TRENDS AND ASSETS

Travel Trends
Experiential, Culinary
Multi-Generational,
Authentic experiences,
Adventure/Eco

Insight
“There isn’t a lot to
see and do in Maryland.”

Assets
Water, Urban Oasis,
Outdoor Rec,
Mountains,
Culinary, Beach,
Shopping, Arts,
Authentic people
The combination and volume of natural beauty, geography, shopping, culinary delights, outdoor recreation, arts venues and authentic people found in Maryland create visitor experiences that will stimulate every sense and leave visitors wanting more.
Touch

See

Taste and Hear
Indulge All Five Senses in Maryland

Click to view video
Delight All Five Senses in Maryland

Click to view video
Savor Maryland with all Five Senses

Click to view video
INDULGE ALL 5 SENSES
IN MARYLAND

HEAR

TOUCH

TASTE

SMELL

SEE

There's no shortage of things to see here. There's no shortage of things to taste, touch, smell and hear, either. Come to Maryland and indulge all 5 senses. Go to VISITMARYLAND.ORG to plan your next trip.

WESTERN MARYLAND
Let your thrill-seeking spirit soar on the slopes of Wisp or the whitewater of the Youghiogheny River and the Adventure Sports Center International. Lose yourself in the remote forests and parks along the Eastern Continental Divide, or immerse yourself in Maryland's Civil War history at Antietam and Harpers Ferry. Take a driving tour of Western Maryland wine country, ride aboard the Western Maryland Scenic Railroad or hit the Autumn Glory Festivals and see why Oakland was named the number one town in America for Fall Foliage by Travel and Leisure. Whatever you thought you knew about Western Maryland, there's so much more just waiting to be discovered.

CAPITAL REGION
Spend a weekend in National Harbor with its amazing nightlife, the spectacular Capital Wheel, numerous restaurants and fantastic shopping at the Tanger Outlets. Get a glimpse of untouched Maryland at the Great Falls of the Potomac. Catch a concert at The Filmore in Silver Spring. Experience a little small-town charm in Fanny Frederick. Of course, in the diverse and happening Capital Region, that's just the tip of the iceberg. Why not come on out and let us show you why visiting is a capital idea.

CENTRAL MARYLAND
With amazing attractions like the National Aquarium, historic Fort McHenry, hip downtown Annapolis and the beautiful Sympony Woods and Merriweather Post Pavilion of Columbia, there's a lot to do in the Central Region. Scratch the surface a bit more for amazing wineries and local vineyards like Boordy, Royal Rabbit and Flore. Visit iconic favorites like the Union Hotel Restaurant & Tavern, a legendary motorcycle destination. Stay at Conowingo Dam and try to count the bald eagles. Maryland's Central Region is the heart of it all.

SOUTHERN MARYLAND
Head out on the bay for a great day of fishing or play on sandy beaches and beat the heat with a dip in the cool Chesapeake waters. At the water's edge, enjoy a Maryland crab feast. Dig for fossils and explore Maryland's ancient cultures and ecosystems at the Calvert Marine Museum or Jefferson Patterson Park and Museum. Experience Maryland's colonial days at Historic St. Mary's City, and explore important sites of the Civil War and the War of 1812. It's all waiting for you in beautiful Southern Maryland.

EASTERN SHORE
Home to legendary seafood, gorgeous beaches, and an endless supply of hidden treasures and surprises, the eastern shore offers a world of possibilities. From beaches, oceans and waterways hours for a relaxing yet adventurous vacation. Charter boat captains are happy to take you where the fish are biting and a visit to the Chesapeake Bay Maritime Museum showcases the region's ties to the water. Bird-watch, explore the historic lighthouses, walk along the nature preserves and marshlands, or just let the time slip away on its sandy beaches.

MARYLAND OFFICE OF TOURISM
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VisitMaryland.org
Cast your line in Somerset County... and discover some of Maryland's premier fishing! With 600 miles of shoreline, bountiful Chesapeake Bay, easy access to the Tangier Sound and our professional Charter Boat Captains, everything you need is waiting for you here.

VISITSOMERSET.CO
800-521-9189

There are thousands of things for your group to do in Frederick County, just let your senses lead the way. See, taste, touch, smell and hear. Maryland. Come to Frederick County, and indulge all 5 senses. Go to VISITFREDERICK.ORG to plan your next trip.

VISITFREDERICK.ORG
800-999-3613
OTD Receives
Robert G. Stanton Award
Interagency Coordination and Cooperation
On-the-Road Technical Assistance
What is Excellence?
Thank You

You are a Rockstar
Theresa Belpulsi
VP of Tourism at Destination DC