

Press Release



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MARYLAND TOURISTS INFUSE STATE ECONOMY WITH \$13.6 BILLION DURING 2007 *Industry provides jobs for 141,000 state residents*

BALTIMORE, MD (November 11, 2008) – Governor Martin O’Malley announced that visitors to Maryland pumped a record \$13.6 billion into the State’s economy during calendar year 2007 – an increase of 2.9 percent over the previous calendar year. The Governor cited the results of a study released today by the Maryland Office of Tourism Development, an agency of the Maryland Department of Business and Economic Development.

The report also showed that the tourism industry generated an estimated \$1.7 billion in state and local taxes in 2007, while employing nearly 141,000 state residents – mainly in the areas of foodservice, public transportation and lodging – with a payroll of \$3.8 billion. Transportation and food represent the largest share of the \$13.6 billion in visitor spending, followed by shopping, lodging and entertainment.

“Tourism continues to be one of Maryland’s top economic engines,” said Governor O’Malley. “In addition to boosting the state’s economic health through revenue generation and job creation, tourism is essential for providing Marylanders with a superior quality of life.”

Earlier this year, the Governor announced that Maryland welcomed an estimated 27.2 million visitors during calendar year 2007 – a decrease of 3.8 percent from 2006. More than 75 percent were leisure visitors and the other 24 percent were business travelers.

This year’s report uses a new measurement system, the Tourism Satellite Account (TSA), which is endorsed by the U.S. Office of Travel and Tourism Industries and the World Tourism Organization. Currently, only TSA provides measurements of tourism that are designed to facilitate direct comparisons to other industry accounts (such as technology or manufacturing). Key highlights of the study can be found in the recently released *Tourism Development Annual Report*.

To learn more about Maryland’s tourism industry, go to visitmaryland.org.

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