

Maryland Tourism Monitor

A monthly report of Maryland travel and tourism trends as monitored by the Office of Tourism Development
Data as of April 30, 2010

Web Marketing Results

March's web site visitation was down 1.5 percent compared to March 2009. Success in previous months still brings the year to date visits to more than one million – an increase of 41.8 percent compared to last year. More than 16,000 of the visits to VisitMaryland.org in March can be attributed to OTD's internet advertising and more than 3,400 requests for travel kits were received via the web site.

	March FY 10	March FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Unique Web Users	115,377	117,171	(1.5)	1,165,434	822,163	41.8
Web Advertising Responses/ Clicks	16,172	18,675	(13.4)	193,653	156,918	23.4
Web Site Travel Kit Requests	3,494	4,569	(23.5)	20,418	23,427	(12.8)
Online Advertising Budget				\$224,142	\$206,753	8.4

E-newsletters

Consumer – More than 37,600 prospective visitors received the e-newsletter in March, which has increased 86 percent compared to March 2009.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 7,700 subscribers in March – 26 percent more than March 2009.

Requests for Travel Information

OTD also receives requests for travel kits in response to print, radio, and TV advertising. This year responses to print advertising garnered 38.5 percent more responses than last year at this time and broadcast requests rose 12.5 percent, with a budget 21 percent lower for print advertising and 68.6 percent lower for broadcast advertising. OTD's advertising expenditures this year reflect more than \$128,000 from the Federal Highway Administration for the cooperative Historic National Road campaign. OTD also continued its annual "Maryland Minute" radio sponsorship in FY10, which drives prospective visitors to the VisitMaryland.org web site for more information.

ADVERTISING GENERATED REQUESTS

	March FY 10	March FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Total Print Requests	3,467	4,614	(24.9)	37,734	27,238	38.5
Consumer Label Requests	2,874	3,931	(26.9)	34,351	25,415	35.2
Print Advertising Requests	593	683	(13.2)	3,383	1,823	85.6
Total Print Budget				\$223,493	\$282,805	(21)
Broadcast (TV/Radio) Requests	186	228	(18.4)	2,054	1,825	12.5
Broadcast Budget				\$106,175	\$338,555	(68.6)

Welcome Centers

This March, 26,910 travelers visited Maryland Welcome Center locations. The four operating Welcome Centers served 30.4 percent fewer visitors compared to last March and 16.8 percent fewer visitors for the fiscal year to date. Due to budget constraints, Welcome Center hours and days of operation were cut back in December 2009 to 8:30 am to 4:30 pm, Thursday through Sunday.

Lodging

According to the latest data from Smith Travel Research, Inc., Maryland's lodging industry saw more demand for hotel rooms and revenue growth in March, compared to March 2009. Maryland's increase in these categories compared favorably to the nation. The number of rooms sold in March grew 12.3 percent, compared to a national growth in demand of 8.8 percent – a 3 and a half point advantage for Maryland. For the year to date, room demand grew 7.2 percent in Maryland and 5.3 percent across the country. In March, revenues were up 6.8 percent in Maryland compared to the national revenue growth of 6.6 percent– a slight advantage for Maryland. For the year to date, revenues are down 3.2 percent in Maryland, compared to a 0.7 percent growth across the U.S.

Amtrak

In March, the Amtrak train system in Maryland recorded 73,700 non-commuter arrivals, 9 percent more travelers compared to last March.

Airports

In March, BWI served 875,777 domestic passenger arrivals, up 3.7 percent compared to last March. The airport served 22,748 international arrivals, up 26 percent from last March. The number of total arrivals grew by 4.1 percent compared to last March.

Leisure and Hospitality Employment

March's preliminary employment estimates from the U.S. Bureau of Labor Statistics indicate a net gain of 1,600 jobs in Maryland's leisure and hospitality sector compared to March FY 2009. The number of arts, entertainment, and recreation jobs grew by 1 percent; accommodations jobs declined by 2.3 percent; and the food services sub-sector added

1.1 percent more jobs. On a national level, the leisure and hospitality industry saw a 0.7 percent loss in net jobs. Arts, entertainment and recreation jobs declined 2.2 percent; accommodations jobs declined 2.3 percent; and food services declined 0.1 percent.

	Maryland Jobs			U.S. Jobs		
	March FY 10	March FY 09	% Change	March FY 10	March FY 09	% Change
Total Leisure and Hospitality	219,700	218,100	0.7	12,664,200	12,747,600	(0.7)
Arts, Entertainment, Recreation	30,300	30,000	1	1,738,600	1,778,000	(2.2)
Accommodation	21,200	21,700	(2.3)	1,669,800	1,709,200	(2.3)
Food Services	168,200	166,400	1.1	9,255,800	9,260,400	(0.1)

Tourism Sales Taxes

February sales and use tax data was published in the previous edition of OTD's *Tourism Monitor*. March sales and use tax data is expected to be available in the next issue of the *Tourism Monitor*.