

# Maryland Tourism Monitor

A monthly report of Maryland travel and tourism trends as monitored by the Office of Tourism Development  
Data as of October 31, 2009

## Web Marketing Results

September's web site visitation was up 101 percent compared to September 2008. More than 37,500 visits to *VisitMaryland.org* in September can be attributed to OTD's internet advertising and more than 2,000 requests for travel kits were received via the web site.

	Sept FY 10	Sept FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Unique Web Users	168,409	83,872	100.8	506,546	248,849	103.6
Web Advertising Responses/ Clicks	37,556	16,712	124.7	80,536	16,712	381.9
Web Site Travel Kit Requests	2,113	2,229	-5.2	7,696	7,631	0.9
Online Advertising Budget				\$84,302	\$32,725	157.6

## E-newsletters

Consumer – More than 38,000 prospective visitors received the e-newsletter in September, a 4.5 percent decline compared to the previous month as OTD staff members cleanse the database.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 7,800 subscribers in September – more than three times the number of subscribers last September.

## Requests for Travel Information

OTD also receives requests for travel kits in response to print, radio, and TV advertising. This September responses to print advertising rose 45 percent compared to last September. OTD's print advertising budget reflects nearly \$78,000 from the Federal Highway Administration for the cooperative Historic National Road campaign. OTD also sponsored the Maryland Public Television "The National Parks: America's Best Idea" program in September 2009 and 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

	Sept FY 10	Sept FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Total Print Requests	4,905	3,386	44.9	14,320	10,222	40.1
Consumer Label Requests	4,507	3,229	39.6	1,2971	9,572	35.5
Print Advertising Requests	398	157	153.5	1,349	650	107.5
Total Print Budget				\$130,624	\$71,686	82.2
Broadcast (TV/Radio) Requests	283	291	(2.7)	909	929	(2.2)
Broadcast Budget				\$49,943	\$106,220	(53.0)

## Welcome Centers

This September, 90,856 travelers visited Maryland Welcome Center locations. Welcome Centers that are operating on the same capacity as last year experienced a 7 percent decline in visitation.

## Lodging

According to the latest data from Smith Travel Research, Inc., Maryland lodging continued to outperform the country. The number of rooms sold through September grew 0.6 percent this year, compared to a 7 percent loss of demand across the country – a nearly 8 point advantage for Maryland. Revenues are down 4.1 percent for the year to date in Maryland compared to the national revenue loss of 15.5 percent– an 11 point advantage for Maryland. In September demand increased 3.1 percent in Maryland compared to last September (outperforming the nation's 3.3 percent decline), while revenue was down 4.7 percent (compared to the 13.2 percent decline across the U.S.).

## Amtrak

In September the Amtrak train system in Maryland recorded 68,800 non-commuter arrivals, a decline of 5.4 percent compared to last September.

## Airports

In September BWI served 821,838 domestic passenger arrivals, up 11 percent compared to last September. The airport served 19,402 international arrivals, down 8.2 percent from last September. Total arrivals increased by 10.5 percent compared to last September.

## Leisure and Hospitality Employment

September's preliminary employment estimates from the U.S. Bureau of Labor Statistics indicate a net decline of 1,200 jobs (or less than one percent) in Maryland's leisure and hospitality sector compared to September FY 2009, with the greatest loss in the food services sector. The number of arts, entertainment, and recreation jobs stayed the same, accommodations jobs grew by 1.2 percent, while the food services sub-sector declined by less than one percent. On a national level, the leisure and hospitality industry saw a 1.8 percent loss in net jobs. Arts, entertainment and recreation jobs dropped 1.9 percent; accommodations jobs dropped 7.3 percent; and food services dropped 0.8 percent.

	Maryland Jobs			U.S. Jobs		
	September FY 10	September FY 09	% Change	September FY 10	September FY 09	% Change
<b>Total Leisure and Hospitality</b>	<b>239,000</b>	<b>240,200</b>	<b>(0.5)</b>	<b>13,349,800</b>	<b>13,598,800</b>	<b>(1.8)</b>
Arts, Entertainment, Recreation	37,800	37,800	0	1,970,700	2,008,100	(1.9)
Accommodation	25,800	25,500	1.2	1,744,00	1,880,500	(7.3)
Food Services	175,400	176,900	(0.9)	9,635,100	9,710,200	(0.8)

## Tourism Sales Taxes

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