

Maryland Tourism Monitor

A monthly report of travel, trade and tourism trends in Maryland as monitored by the Office of Tourism Development
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Visitmaryland.org

The month of October saw a jump in unique users who turned to visitmaryland.org to get information about tourism in Maryland. More than 170,000 prospective travelers visited the web site, a 16.6 percent increase over last October. This likely reflects the targeted web marketing campaign that launched in September.

Advertising-generated Inquiries

In October, OTD responded to 80,810 requests - - by mail, phone and visitmaryland.org - - for information. Most of the inquiries are generated by online advertising, which influenced 72,255 consumers to click to visitmaryland.org.



Literature Distribution

Printed materials – 90,123 pieces of literature were distributed in October to consumers by mail and to Welcome Centers for consumption.

E-newsletters

A monthly consumer e-newsletter highlighting upcoming events throughout Maryland reached 13,500 subscribers in October, while the industry partner newsletter reached 2,621 subscribers.

Welcome Centers

The Maryland Welcome Centers served 145,060 visitors in October. For this fiscal year to date, the busiest Welcome Centers have been U.S. 13 North in Pocomoke City, Chesapeake House on I-95, and the BWI airport.

Lodging

This October, the lodging industry in Maryland outperformed the rest of the country. While room demand decreased 0.6 percent in Maryland, the state fared better than the 3.7 percent decline for the U.S. overall, according to a Smith Travel Research, Inc. report. For the calendar year to date, rate per room increased 2.6 percent and room demand is up 0.8 percent, creating a total room revenue increase of 3.4 percent (higher than the national average of 2.3 percent).

Tourism Sales Taxes

The Maryland Comptroller's Office recently released September's sales and use tax revenues. The table shows tax collections in tourism-related categories for Quarter 1 of FY 2008 and FY 2009. Overall, sales tax collections lagged 4.6 percent compared to the same time last year.

Categories	Q1 FY 2009 Collections (\$)	5% Sales Tax Equivalent (\$)*	Q1 FY 2009 Collections Adjusted for Tourism Factor (\$)	Q1 FY 2008 Collections Adjusted for Tourism Factor (\$)	Year to Date Percent Change FY 08-09
Hotels, Motels, Apartments, Cottages	26,556,809	21,923,845	21,923,845	22,476,002	-2.5%
Hotels, Motels Selling Food - W/Beer, Wine, Liquor	11,020,470	9,097,896	9,097,896	8,965,967	1.5%
Restaurants, Lunchrooms, Delicatessens - WO/BWL	74,989,266	61,907,026	20,635,675	20,411,661	1.1%
Restaurants and Nite Clubs - W/BWL	52,949,806	43,712,457	14,570,819	15,318,011	-4.9%
General Merchandise	29,362,514	24,240,082	1,212,004	1,120,926	8.1%
Automobile, Bus and Truck Rentals	16,997,846	14,032,490	12,629,241	15,788,331	-20.0%
Airlines - Commercial	81,626	67,386	33,693	15,638	115.5%
Recreation and Amusement Places	2,478,031	2,045,727	1,022,864	909,952	12.4%
Total	214,436,368	177,026,909	81,126,037	85,006,488	-4.6%

*To find total revenues, divide tourism impact 6%, multiply by .99. Multiply total revenues by 5% to get equivalent.

Amtrak

In October, the Amtrak train system in Maryland served 75,929 non-commuter arrivals, a decrease of 1.5 percent from last October.

Airports

BWI domestic passenger arrivals decreased 5.9 percent and international arrivals fell 20.9 percent this October compared to the same period last year. In total, 849,606 passengers flew into BWI in October.