

TOURISM WORKS *for* MARYLAND

Greater Investment = Greater Return



Tourism creates **JOBS**

150,000 jobs are supported by Maryland tourism.

Tourism sustains **SMALL BUSINESS**

Visitors spend nearly \$18.1 billion in Maryland each year: 95% of tourism businesses are small businesses.

Tourism generates **REVENUE**

Visitors to Maryland generate close to \$2.5 billion in state and local taxes.

Tourism supports **OUR FUTURE**

The tourism industry supports a payroll of \$6.5 billion annually.

Become a tourism advocate.



**MARYLAND
TOURISM
COALITION**

MARYLAND



Association of
Destination Marketing Organizations

mdtourism.org

Economic Impact of Tourism in Maryland – Calendar Year 2018
Tourism Satellite Account, report from Tourism Economics

TOURISM WORKS FOR MARYLAND

Across the state — county-to-county and no matter the region — visitor spending makes a significant impact. The following chart details how tourism supported the tax base in Maryland's 23 counties and Baltimore City in FY 2019, broken out by geographic region.

COUNTIES	ADMISSION & AMUSEMENT TAXES	ROOM TAXES	TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT
ALLEGANY	\$287,174	\$1,093,136	\$5,118,797	\$6,499,107
GARRETT	\$1,088,766	\$3,093,760	\$4,081,872	\$8,264,398
WASHINGTON	\$693,748	\$2,259,680	\$7,314,539	\$10,294,967
WESTERN REGION	\$2,069,688	\$6,446,576	\$16,542,208	\$25,058,472
FREDERICK	\$578,853	\$2,506,978	\$14,111,096	\$17,196,927
MONTGOMERY	\$6,220,141	\$116,867	\$78,240,274	\$84,577,282
PRINCE GEORGE'S	\$17,891,137	\$33,062,861	\$74,160,698	\$125,114,696
CAPITAL REGION	\$24,690,131	\$35,686,706	\$166,512,067	\$226,888,904
ANNE ARUNDEL	\$7,466,104	\$20,414,062	\$72,863,603	\$100,743,769
BALTIMORE CITY	\$8,527,323	\$33,016,707	\$53,168,769	\$94,712,799
BALTIMORE COUNTY	\$6,298,845	\$9,923,401	\$49,560,458	\$65,782,704
CARROLL	\$652,457	\$339,686	\$6,590,657	\$7,582,801
HARFORD	\$1,010,086	\$3,097,307	\$12,710,303	\$13,720,389
HOWARD	\$3,476,665	\$5,358,425	\$20,168,952	\$29,004,042
CENTRAL REGION	\$27,431,480	\$69,052,281	\$215,062,743	\$311,546,504
CALVERT	\$968,351	\$743,849	\$4,589,542	\$6,301,742
CHARLES	\$921,337	\$1,185,403	\$7,117,670	\$9,224,410
ST. MARY'S	\$159,082	\$1,053,142	\$5,715,547	\$5,874,629
SOUTHERN REGION	\$2,048,770	\$1,929,253	\$17,422,759	\$21,400,782
CAROLINE	\$2,492	\$38,656	\$1,553,733	\$1,594,881
CECIL	\$134,866	\$899,706	\$4,816,657	\$5,851,229
DORCHESTER	\$82,401	\$348,544	\$3,107,481	\$3,538,426
KENT	\$52,565	\$312,685	\$1,068,820	\$1,434,070
QUEEN ANNE'S	\$168,220	\$649,625	\$3,470,037	\$4,287,882
SOMERSET	\$17,844	\$82,826	\$451,559	\$552,229
TALBOT	\$140,527	\$1,432,228	\$4,028,401	\$5,601,156
WICOMICO	\$593,797	\$1,017,728	\$6,793,595	\$8,405,120
WORCESTER	\$2,277,841	\$1,062,884	\$29,174,932	\$32,515,657
OCEAN CITY		\$16,191,326		\$16,191,326
EASTERN SHORE	\$3,470,553	\$22,036,208	\$54,465,214	\$63,780,649
STADIUM AUTHORITY	\$9,089,758			
TOTAL DIRECT CONSUMER TAXES	\$68,800,380	\$135,151,023	\$470,004,992	\$648,675,311

* Comptroller designated tourism taxes

BECOME A TOURISM ADVOCATE.

Contact your elected officials to say that
Tourism Works for You.



**MARYLAND
TOURISM
COALITION**



Association of
Destination Marketing Organizations

MDTOURISM.ORG