VISIT MARYLAND
MONTHLY TOURISM MONITOR
(Data through June 2019)

Tourism generates economic benefits for Maryland through visitor spending.
Or put more simply: More Customers. More Revenue. More Jobs.

Economic Impact 2018:

41.9 Million Visitors

$18.1 Billion in Visitor Spending

150,000 FTE-Jobs

$2.5 Billion in State & Local Taxes

$6.5 Billion in Payroll

$499 Million in Sales & Use Taxes FY19

Goals:

1. Inspire travel to Maryland by strengthening awareness of the state as a leisure destination by increasing customer interactions; building awareness of the opportunities available; capitalizing on owned assets and through media outreaches.

Customer Interactions*	Year over Year			Fiscal Year		
	June 2019	June 2018	Percent Change	YTD-19	YTD-18	Percent Change
Unique Web Visitors*	357,656	391,293	-8.6%	2,931,358	2,510,102	16.8%
Advertising Interactions	17,169	6,415	167.6%	119,785	48,160	148.7%
Public Relations/Earned Media Effectiveness**	16.0	13.5	18.5%	16.1	11.2	43.8%
Social Media Followers	1,023	4,147	-75.3%	119,785	144,213	-16.9%
Welcome Center Visitors	33,963	39,671	-14.4%	337,578	424,951	-20.6%
Advertising Expenditures	869,739	640,616	35.8%	1,845,206	2,038,449	-9.5%

*This number includes traffic to all OTD-managed websites: the industry site and Fish & Hunt
**Evaluation of 3rd party placements, max score=18

2. Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

	Year over Year			Fiscal Year		
	June 2019	June 2018	Percent Change	YTD-19	YTD-18	Percent Change
BLS Leisure and Hospitality Employment (Thousands)	283.0	282.3	0.2%	283.0	280.5	0.9%

Numbers not seasonally adjusted and subject to revision by the BLS

3. Increase sales tax revenues from categories deemed attributable to tourism by the MD Comptroller with emphasis on tax codes 111 and 901. These codes make up 30% of overall tourism-related collections and are directly attributable to overnight stays.

ADJUSTED SALES AND USE TAXES ATTRIBUTABLE TO TOURISM ($Millions)						
	Year over Year			Fiscal Year		
Sales Tax Code & Category	June 2019	June 2018	Percent Change	YTD-19	YTD-18	Percent Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	$13.3	$13.2	0.3%	$144.0	$137.0	5.2%
111 Hotels, Motels Selling Food - W/BWL	**$4.1**	**$4.3**	**-4.9%**	**$35.5**	**$37.8**	**-6.2%**
112 Restaurants and Nite Clubs - W/BWL	$9.3	$9.1	2.6%	$95.4	$93.4	2.2%
306 General Merchandise	$1.8	$1.5	14.9%	$18.3	$15.9	15.6%
407 Automobile, Bus and Truck Rentals	$6.8	$6.2	9.6%	$72.4	$66.0	9.6%
706 Airlines - Commercial	$.02	$.01	72.0%	$.15	$.19	-19.3%
901 Hotels, Motels, Apartments, Cottages	**$14.9**	**$14.4**	**3.5%**	**$128.6**	**$125.0**	**2.9%**
925 Recreation and Amusement Places	$.49	$.49	-1.1%	$4.6	$4.5	1.1%
Tourism Tax Categories Subtotal	**$50.7**	**$49.3**	**2.8%**	**$499.0**	**$479.8**	**4.0%**
All Sales Tax Collections	$449.1	$443.4	1.3%	$4,900.9	$4,725.7	3.7%

Numbers may not sum due to rounding

4. Provide resources to the tourism industry so that they can maximize access to consumers and grow revenue for their businesses.

	Year over Year			Fiscal Year		
	June 2019	June 2018	Percent Change	YTD-19	YTD-18	Percent Change
Digital referrals to industry partners (outbound links)	38,449	40,722	-5.6%	398,842	405,261	-1.6%