



# MARYLAND

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FISCAL YEAR 2020

TOURISM DEVELOPMENT BOARD ANNUAL REPORT







## Governor's Message

### DEAR FRIENDS:

One of the most important jobs I have as Governor is promoting Maryland as an exceptional place to live, work, and visit. Each year, we welcome nearly 42 million travelers to enjoy our famous seafood, tour our historic cities and towns, and explore our state's natural beauty from the Eastern Shore's beaches to the Appalachian mountains.

In addition to being a critical part of our culture and quality of life, tourism is also a critical part of our economy. Since I took office in 2015, we have been working hard to share Maryland's success story—Maryland truly is open for visitors and Open for Business.

Until March 2020, we continued to see Maryland tourism grow every year over the last decade. Visitor spending increased by 3 percent in 2019, reaching \$18.6 billion. It also generated \$2.6 billion in state and local taxes, saving each household in Maryland \$1,175 in annual taxes. In 2019, we had the fastest growth in visitor spending since 2015.

The COVID-19 pandemic hit our tourism industry hard, and required new approaches to help support our industry partners across the state. As part of our "Maryland Strong: Roadmap to Recovery," we established a Tourism Recovery Task Force led by tourism industry business leaders and an associated advisory group that delved into best practices for safely reopening. The Maryland Office of Tourism also reviewed its grants process to make it easier for industry partners to use funding for much-needed support and promotion.

Over the past year, we continued to evolve our "Maryland: Open" television, print, and digital advertising campaign. We added components to support Maryland's position as the strongest Underground Railroad storytelling destination in the world, and I again officially proclaimed September as International Underground Railroad Month. We also continued successful initiatives such as celebrating the Chesapeake Bay, promoting our trail system, and declaring "The Year of the Woman" in Maryland in recognition of the 100th anniversary of the 19th Amendment, which gave women the right to vote in the United States.

This past year has been a challenge on many fronts, but we remain committed to balancing the critical goals of saving lives and rebuilding our economy. I want to thank our tourism professionals, as well as our Maryland Tourism Development Board, for their continued dedication to making our state a premier travel destination. We're all in this together, and we're going to do whatever it takes to ensure Maryland remains open for business.

Sincerely,

LARRY HOGAN  
Governor



# Director's Message

## DEAR TOURISM INDUSTRY PARTNERS:

Each year the Maryland Office of Tourism, a unit of the Maryland Department of Commerce, in conjunction with the Maryland Tourism Development Board reports on the contributions made by the travel and tourism industry to the state's economy.

This year's Annual Report highlights the economic impact of Maryland's tourism industry from the Economic Impact of Tourism in Maryland – Calendar Year 2019 Tourism Satellite Account report by Tourism Economics, a leading tourism industry research firm. More than \$18.6 billion in visitor spending and \$2.6 billion in state and local taxes was reported.

Another measurement highlighted in the Annual Report is the direct result of the passage of the Tourism Promotion Act of 2008 and its performance-based formula. Eight key tourism tax codes are tracked, reported and considered in calculating budgets. These FY 2020 Direct Tourism Taxes are also included in this report.

Economic Impact and visitation are generally reported by calendar year; all other metrics in the Annual Report are Fiscal Year 2020. While the results of a Tourism Satellite Account are available only on a delayed annual basis, many performance metrics, including the tourism tax codes, are available on a more frequent basis.

Since the COVID pandemic began in March 2020, our office has worked with our industry partners to develop strategies for reopening the state under Governor Hogan's thoughtful leadership. We look forward to keeping that dialogue open so the Maryland Office of Tourism can work to flatten the economic downturn curve. We commit to doing our very best to invite people to be open for Maryland because we are open for them, which benefits all Marylanders through economic and community development.

Pursuant to Section 5 of Chapter 471 Acts of 1997 (HB 685), I am pleased to present the Fiscal Year 2019 Tourism Development Board Annual Report. I am proud of the work of the Board and the Maryland Office of Tourism and the positive impact that tourism has on our State.

Sincerely,



LIZ FITZSIMMONS  
Executive Director  
Maryland Tourism Development Board





# HIGHLIGHTS FROM FISCAL YEAR 2020

## 'OPEN FOR IT'

The Maryland Office of Tourism continued its use of the successful “Maryland: Open for It” campaign. Television spots featuring the state’s water-based and culinary experiences ran in target markets including the New York metro area, Philadelphia, Harrisburg, Pittsburgh, Cleveland, Washington, D.C., and Baltimore. Consumer research conducted post-campaign showed that a statistically significant 17 percent of respondents recalled seeing the ads, and overall the campaign delivered a \$31-to-\$1 return on investment. Print advertising in national and regional magazines, as well as companion radio, digital, and social media campaigns, continued to be part of the media mix.



In early 2020, it was announced that the “Open For It” campaign had been recognized with a Gold ADDY award, presented by The American Advertising Federation of Baltimore. The awards are given for excellence in advertising, design and promotion. The category—Consumer Integrated Campaign—recognizes a regional/national advertising campaign using more than one medium that appears in multiple markets. “Open For It” was recognized for its TV broadcast spots, print and digital ads, affiliated website landing pages, and print collateral elements.

Shifts were made to the campaign in response to the pandemic, with messaging changed to focus more on the phrasing “When you’re open for travel, Maryland will be open for you.” The launch of the spring/summer campaign was shifted from late April to mid-June, and ran throughout the summer. The year-over-year attributable hotel bookings from the campaign increased from a 7:1 Return on Investment to 7.6:1 Return on Investment.

## SUMMARY OF KEY FINDINGS: CAMPAIGN ROI & ECONOMIC IMPACT

Below are key statistics derived from this research. These economic impact estimates are based on incremental visitation to Maryland that occurred between the months of April and September 2019:

**16.8%**

of all respondents recalled seeing one or more Maryland ads tested

**123,204**

Incremental Trips Generated

**31:1 ROI**

For every dollar spent on this advertising, \$31 flowed back into the state's economy.

**53,567**

Incremental Trips Generated

**\$45.4 Million**

in direct spending in Maryland generated by incremental visitors

**\$6.2 Million**

in taxes generated for local government from the direct visitor spend

(Source: Destination Analysts Post-campaign Ad Effectiveness & ROI Study, Oct. 2019)



## DIGITAL ADVERTISING

For the second year, the Maryland Office of Tourism produced “Home for the Holidays,” a seven-week digital marketing campaign targeted to encourage visitors coming to Maryland for the holiday season to stay in a hotel rather than on the family couch or crowding into a childhood bedroom. Tourism partnered with the hotel community to develop special holiday overnight packages, which were listed on the VisitMaryland.org website and promoted through a quirky, fun, creative digital campaign. Hotel room bookings were tracked through Adara and TripAdvisor. Combined, for a total expenditure of \$29,000, nearly 10,000 room nights were booked with a total attributable revenue of \$1,186,661.



## PUBLIC RELATIONS OUTREACH

As part of a collaborative effort, OTD and Focus Features co-hosted a group media visit to tie the film “Harriet,” to several sites along the Harriet Tubman Underground Railroad Scenic Byway. In FY 2020, OTD’s CRUSA efforts welcomed several individual media fans, along with a couple of group FAMs. The UK group media FAMs in October 2019 had a theme “Small Towns & Unique Neighborhoods,” which highlighted Annapolis, Havre de Grace, and Chesapeake City. In November 2019, the Germany group media FAM highlighted Baltimore and Annapolis, which focused on 2020 as “The Year of the Woman”. Throughout FY 2020, there were several individual media visits from Germany and the UK that focused on Maryland’s beauty, history, cuisine, and more. Major media stories garnered by the office included a feature story on CBS Sunday Morning, “Harriet Tubman’s Road to Freedom,” as well as articles in *Forbes*, *AAA World*, and other national media outlets. Fiscal year dollar equivalencies in earned media totaled more than \$12 million.





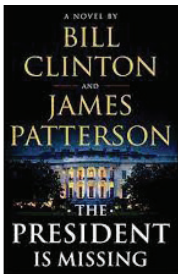
## NEW WEBSITE

OTD introduced an all-new version of its website, VisitMaryland.org. Visually, the site offers a bold new design, a comprehensive collection of exciting new photography from across the state, handsome, easily readable fonts, and sharp, engaging graphics that leverage the state's iconic colors of red, black, and gold. Functionally, the site's architecture is intuitively designed for easy and effective navigation, quick to load and react, and works seamlessly across browsing platforms and devices—including mobile devices, tablets, or desktop computers.. All content is either new or thoroughly refreshed and organized around 40 initial topic hubs, each a major differentiator for the state.

These hubs act as the center of content wheels with related subtopics branching off as spokes from the central theme.

## NEW PROMOTIONAL VIDEOS

With an eye toward social media promotion, OTD produced 15 new short, lively videos focusing on Maryland's Scenic Byways and specific, targeted areas of interest such as Maryland's culinary offerings and the Chesapeake Bay. Aside from social media, the videos were also featured in OTD's weekly newsletters, and were made available to industry partners for promotion.



## ON FILM

In FY 2020, production began on the Showtime series The President is Missing, based on the best-selling book of the same name by Bill Clinton and James Patterson. Production was shut down after the first week of filming due to the COVID-19 pandemic. Four productions from local filmmakers, Hope's Legacy," "Cyst," "A Comedy of Horrors," and "Strawberry Mansion," were filmed utilizing the Maryland Small Film Tax Credit Program. The projected economic impact of these productions is approximately \$1.4 million.

## NEW INITIATIVES

In December of 2019, Governor Hogan declared 2020 as "The Year of the Woman" in Maryland, to celebrate the 100th anniversary of the ratification of the 19th amendment, which gave women the right to vote. This was marketed with attention to attractions, events, activities, trails, exhibits, and experiences that honor women throughout the state.

For the second year in a row, Governor Larry Hogan proclaimed September as International Underground Railroad Month, which recognizes Maryland as the most powerful Underground Railroad storytelling destination in the world. Several other states have now joined Maryland in this designation for the month of September.

OTD developed the Chesapeake Bay Storytellers program to maximize opportunities for promoting the Chesapeake Bay as a travel destination through the tour products of trained Chesapeake Bay water-based tour guides and partners. As part of the program, OTD conducted training workshops for participants, and developed web pages and content to showcase the water-based tours available through our trained Storytellers.







# MARYLAND STRONG

## ROADMAP TO RECOVERY

## COVID-19: RECOVERY MARKETING RESPONSE

### RECOVERY TASK FORCE

As part of the Governor's 'Maryland Strong: Roadmap to Recovery' program, OTD set up a Tourism Recovery Task Force that was composed of tourism industry business leaders and an associated advisory group that delved into eight industry-specific protocols and suggestions for reopening Maryland. These recommendations were integral to the Governor's Roadmap to Recovery phase-in re-opening strategies.

Other initiatives deployed to help the tourism industry in its recovery included:

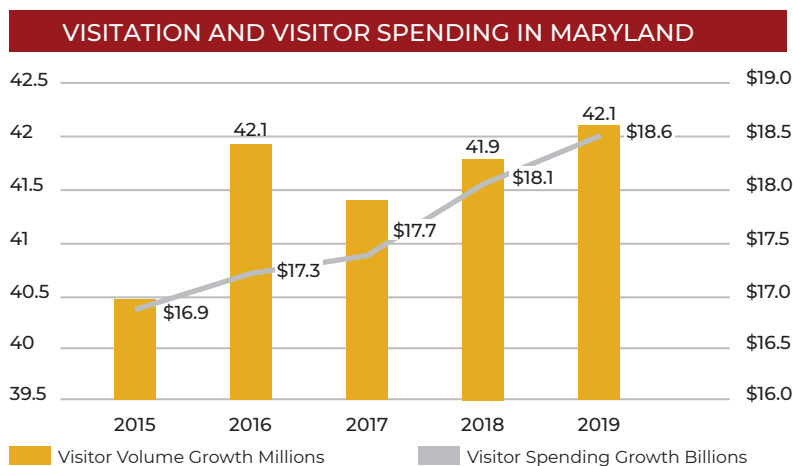
- Deployed team members from multiple departments and Welcome Centers to assist the Maryland Department of Commerce disperse loans and grants
- Eased restrictions and deadlines for tourism partners use of OTD grants
- Deployed an employee to the statewide Joint Information Center (JIC) to assist with information processing, rumor control, and language translation
- Created new web pages for restaurant carry-out information, virtual tours of Maryland attractions, and Maryland-centric virtual games for people to play at home
- Prior to re-opening, the team developed new media executions to encourage consumers to be open for travel to Maryland. The campaign timing pivoted to be ready when the gradual reopening began in mid-June and ran through the summer.
- Replaced regular 'Maryland Minute' radio spots with special messages from Commerce Secretary Kelly M. Schulz
- Developed and produced a series of radio PSAs to promote the "Masks On Maryland" messaging that ran for a two-month period and featured Maryland celebrities such as Torrey Smith, Brenda Frese, Mark Turgeon, and Mark Andrews. Also featured were people that work in the tourism industry, banking, association management, and utility workers to ask people to keep socially distanced, wash hands, and wear a mask to Keep Maryland Open for Business.
- Pivoted focus of consumer and industry newsletters to be more situation-specific



# TOURISM: A REVENUE GENERATOR

## \$18.6 BILLION IN VISITOR SPENDING IN CALENDAR YEAR 2019

In calendar year 2019 visitor spending reached \$18.6 billion, growing three percent. It has increased more than 10 percent over 2015 results.



Visitor spending in Maryland grew three percent in 2019, its fastest growth since 2015, registering \$18.6 billion. Visitor spending increased by over \$500 million in 2019 and has grown by more than \$1.7 billion since 2015.

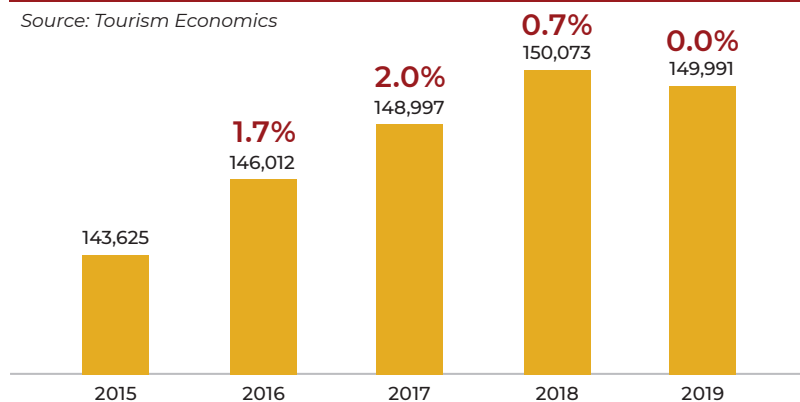
By growing more than \$1.7 billion since 2015, cumulative growth of visitor spending surpassed 10 percent.

Maryland welcomed 42.1 million domestic and international visitors in 2019. Visitation rebounded in 2019, increasing 0.6 percent—more than 200,000 person-trips.

## TOURISM SUPPORTED EMPLOYMENT IN MARYLAND

Amounts in number of jobs and year-on-year percentage growth

Source: Tourism Economics



## VISITOR SPENDING DIRECTLY SUPPORTED 150,000 JOBS

Tourism business employed 150,000 employees in 2019. Direct tourism employment has grown by more than 6,400 jobs since 2015.

These 150,000 jobs represent 4.1 percent of all jobs in Maryland. One out of every 25 jobs is directly supported by visitor spending.

TOURISM INDUSTRY SALES (MILLIONS)						
SECTOR	2015	2016	2017	2018	2019	2019 GROWTH
LODGING	\$3,162	\$3,351	\$3,434	\$3,432	\$3,550	3.4%
FOOD & BEVERAGES	\$3,697	\$3,853	\$4,014	\$4,141	\$4,343	4.9%
RETAIL	\$2,411	\$2,383	\$2,370	\$2,394	\$2,413	0.8%
RECREATION	\$2,254	\$2,391	\$2,373	\$2,404	\$2,378	-1.1%
TRANSPORTATION**	\$5,401	\$5,346	\$5,491	\$5,678	\$5,906	4.0%
<b>TOTAL</b>	<b>\$16,925</b>	<b>\$17,323</b>	<b>\$17,682</b>	<b>\$18,050</b>	<b>\$18,590</b>	<b>3.0%</b>

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## \$18.6 BILLION IN VISITOR SPENDING

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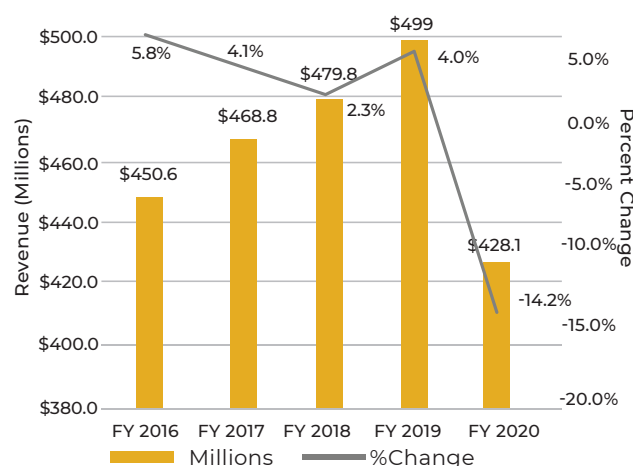
# Fiscal Year 2020 Tourism Sales Tax Revenue

## TOURISM SALES REVENUE CRUSHED BY COVID-19

The passage of the Tourism Promotion Act of 2008 enacted the potential for enhanced funding appropriations based on the tourism sector's growth year over year. This funding formula provides a quantitative, policy-backed way to report the impact that visitor spending has on sales tax revenue in Maryland. Eight sales tax codes are tracked and multiplied by a tourism factor—the amount deemed attributable to visitor spending—by the Maryland Comptroller. The Board qualifies for additional funding if this tourism tax increment exceeds three percent of the tourism tax revenues from the previous year.

The tourism sales and use taxes in January 2020 increased nearly 12 percent. Due to the impact of the pandemic, the tourism sales and use taxes decreased 14.2 percent over FY 2019. The Bureau of Revenue Estimates reported adjusted tourism expenditures of \$428.1 million for FY2020. The total revenues for Tourism taxes categories amounted to \$1.2 billion.

## TOURISM SALES & USE TAX REVENUE FY 2016 TO 2020



Source: MD Comptroller

SALES TAX CODE & CATEGORY (MILLIONS)	TOTAL FY 2019	TOTAL FY 2020	FACTOR	ADJUSTED FY 2019	ADJUSTED FY 2020	% CHANGE
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$432.1	\$399.6	33%	\$144.0	\$133.2	-7.5%
111 Hotels, Motels Selling Food - W/BWL	\$35.5	\$24.1	100%	\$35.5	\$24.1	-32.2%
112 Restaurants and Nite Clubs - W/BWL	\$286.2	\$237.7	33%	\$95.4	\$79.2	-17.0%
306 General Merchandise	\$366.6	\$394.1	5%	\$18.3	\$19.7	7.5%
407 Automobile, Bus and Truck Rentals	\$80.4	\$71.0	90%	\$72.4	\$63.9	-11.8%
706 Airlines - Commercial	\$0.3	\$0.3	50%	\$0.2	\$0.1	-3.8%
901 Hotels, Motels, Apartments, Cottages	\$128.6	\$104.0	100%	\$128.6	\$104.0	-19.1%
925 Recreation and Amusement Places	\$9.2	\$7.7	50%	\$4.6	\$3.8	-16.5%
Tourism Tax Categories Total	\$1,338.9	\$1,238.4		\$499.0	\$428.1	-14.2%
All Sales Tax Collections	\$4,900.9	\$4,937.7				0.8%

## OFFICE OF TOURISM DEVELOPMENT CONSUMER INTERACTIONS

One of OTD's key goals is to inspire prospective visitors in specific markets to plan a trip to Maryland. Marketing activities are then developed with the objective of increasing web visits and quality leads from potential visitors. Consumer interactions across four channels—advertising, web activities, public relations, and face-to-face customer interactions at Welcome Centers—are measured against this objective. Despite the COVID-related impact on the last four months of the fiscal year, social media engagement was up by 17 percent, and consumer advertising requests rose.

FY20 CUSTOMER INTERACTIONS			
Performance Metrics FY2020	FY2020	FY2019	% CHANGE
Overall Marketing Budget (millions)	\$2.8	\$2.6	9.7%
Overall Advertising requests	33,471	33,187	0.9%
Travel Media Exposure (millions)	\$18.2	\$18.8	-3.2%
Welcome Center Visitation**	200,407	337,578	-40.6%
Website Unique Visitors (visitmd.org only)*	2,749,653	2,809,580	-2.1%
Partner Referrals (Web Outbound Clicks)*	398,842	405,261	-1.6%
Social Network Followers	198,754	169,864	17.0%

\* Google Analytics data

\*\* Due to COVID, the Welcome Centers were closed for six months.

(Note: Overall Advertising requests = Print advertising requests + Broadcast leads + Web travel kit requests. Overall Marketing Budget = Print advertising budget + Broadcast ad budget + Online advertising budget)





# Calendar Year 2019 Analysis

SEGMENT	ROOM DEMAND % CHANGE	ROOM SUPPLY % CHANGE	ROOM REVENUE % CHANGE	AVERAGE ROOM RATE (\$)	ROOM RATE % CHANGE	OCCUPANCY RATE	OCCUPANCY % CHANGE	ROOMS SAMPLED
UNITED STATES	2.0	2.0	3.0	131.21	1.0	66.1	-0.0	4,052,803
DC-MD-VA-DE REGION+	1.1	1.3	2.9	131.28	1.7	66.2	-0.1	323,348
MARYLAND	3.2	2.3	4.3	122.90	1.1	64.6	0.9	70,200
MD COUNTIES								
ALLEGANY COUNTY	-0.5	2.1	0.9	93.07	1.4	57.2	-2.6	1,142
ANNE ARUNDEL COUNTY	4.2	2.4	5.5	108.54	1.2	72.9	1.8	10,283
BALTIMORE COUNTY	-0.7	-2.5	-1.7	93.85	-1.0	63.6	1.9	5,614
BALTIMORE CITY	4.3	2.5	4.5	155.37	1.8	63.8	1.8	9,339
CALVERT COUNTY	-1.5	0.0	-2.1	103.57	-0.6	55.5	-1.5	771
CECIL COUNTY	7.1	0.5	7.2	86.38	0.1	60.6	6.6	770
CHARLES COUNTY	-0.5	0.0	-1.9	94.70	-1.4	63.4	-0.5	975
DORCHESTER COUNTY	9.0	0.0	9.7	161.83	0.7	58.7	9.0	600
FREDERICK COUNTY	0.8	1.9	-0.4	89.53	-1.2	63.4	-1.0	2,589
HARFORD COUNTY	4.7	1.1	4.8	91.27	0.1	63.5	3.5	2,523
HOWARD COUNTY	2.6	2.6	2.0	96.55	-0.6	68.9	0.0	3,403
MONTGOMERY COUNTY	1.2	1.1	2.5	132.73	1.3	67.9	0.1	9,671
PRINCE GEORGE`S COUNTY	4.1	5.3	5.5	134.80	1.3	65.5	-1.2	11,395
QUEEN ANNE`S COUNTY	6.8	3.5	10.4	161.22	3.4	51.5	3.1	448
ST MARY`S COUNTY	-0.3	-0.3	0.6	91.87	0.9	62.9	-0.0	1,063
TALBOT COUNTY	3.3	0.9	2.8	173.35	-0.4	52.7	2.3	714
WASHINGTON COUNTY	-1.8	3.2	-0.1	83.98	1.8	59.6	-4.9	2,141
WICOMICO COUNTY	-1.0	0.0	1.2	101.90	2.3	55.1	-1.0	1,235
WORCESTER COUNTY	7.9	5.1	9.6	165.97	1.5	58.7	2.7	3,924
MD REGIONS								
WESTERN REGION+	-2.0	2.4	-0.2	87.66	1.8	57.7	-4.3	3,449
CAPITAL REGION+	2.5	3.2	3.7	129.14	1.2	66.2	-0.7	23,655
CENTRAL REGION+	3.5	1.5	3.8	114.94	0.3	67.3	2.0	32,350
SOUTHERN REGION+	-0.7	-0.1	-1.1	95.58	-0.4	61.3	-0.5	2,809
UPPER EASTERN SHORE+	5.7	0.9	6.1	136.69	0.4	55.8	4.8	2,726
LOWER EASTERN SHORE+	6.4	4.2	8.7	155.72	2.1	58.0	2.1	5,211

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent, and Somerset counties. Data for these counties is included in their respective regions.



# Fiscal Year 2020 Direct Tourism Taxes and MTDB Grant Awards

Across the state, county to county, 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, broken out by geographic region, and the state's MTDB investment in local marketing plans.

COUNTIES	ADMISSION AND AMUSEMENT TAXES	ROOM TAXES COLLECTED BY THE COUNTY	ADJUSTED TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT	COUNTY TOURISM BUDGET FY 2020	MD TOURISM DEVELOPMENT BOARD GRANT AWARDED FY 2020
ALLEGANY	\$118,658	\$1,112,658	\$4,388,970	\$5,620,286	\$550,000	\$27,288
GARRETT	\$1,065,819	\$3,230,035	\$3,993,671	\$8,289,525	\$1,338,476	\$79,336
WASHINGTON	\$489,291	\$1,825,364	\$6,540,758	\$8,855,413	\$1,265,782	\$60,161
WESTERN REGION	\$1,673,768	\$6,168,057	\$14,923,399	\$22,765,224	\$3,154,258	\$166,785
FREDERICK	\$542,651	\$1,967,562	\$12,571,465	\$15,081,677	\$2,734,512	\$242,870
MONTGOMERY	\$5,309,798	\$15,142,910	\$64,956,049	\$85,408,757	\$1,934,260	\$102,915
PRINCE GEORGE'S	\$14,092,433	\$24,431,785	\$60,158,014	\$98,682,232	\$1,700,325	\$294,556
CAPITAL REGION	\$19,944,882	\$41,542,257	\$137,685,528	\$199,172,667	\$6,369,097	\$640,341
ANNE ARUNDEL	\$6,761,530	\$15,759,296	\$60,802,439	\$83,323,265	\$3,604,128	\$152,956
BALTIMORE CITY	\$6,182,901	\$25,162,453	\$39,496,920	\$70,842,274	\$14,997,630	\$241,410
BALTIMORE COUNTY	\$5,243,200	\$10,314,483	\$41,958,304	\$57,515,987	\$1,722,000	\$25,037
CARROLL	\$551,756	\$275,650	\$5,699,906	\$6,527,312	\$408,210	\$48,504
HARFORD	\$683,070	\$1,835,077	\$11,542,457	\$14,060,603	\$640,000	\$95,686
HOWARD	\$3,158,595	\$4,893,785	\$16,733,407	\$24,785,787	\$11,351,677	\$44,577
CENTRAL REGION	\$22,581,052	\$58,240,745	\$176,233,432	\$257,055,229	\$32,723,645	\$608,170
CALVERT	\$721,459	\$575,803	\$4,047,006	\$5,344,268	\$460,673	\$30,734
CHARLES	\$640,870	\$950,531	\$6,401,980	\$7,993,381	\$838,650	\$28,459
ST. MARY'S	\$110,579	\$828,150	\$5,030,371	\$5,969,100	\$400,000	\$26,646
SOUTHERN REGION	\$1,472,908	\$2,354,484	\$15,479,358	\$19,306,749	\$1,699,323	\$85,839
CAROLINE	\$2,256	\$41,551	\$900,534	\$944,341	\$89,842	\$20,700
CECIL	\$118,376	\$12,653,750	\$4,479,823	\$17,251,949	\$449,702	\$42,602
DORCHESTER	\$76,459	\$941,895	\$2,827,659	\$3,846,013	\$376,544	\$81,621
KENT	\$68,142	\$218,827	\$959,901	\$1,246,870	\$375,693	\$42,752
QUEEN ANNE'S	\$155,040	\$530,001	\$2,957,166	\$3,642,208	\$228,000	\$50,770
SOMERSET	\$20,413	\$77,569	\$405,178	\$503,159	\$281,641	\$22,379
TALBOT	\$137,347	\$1,131,324	\$3,568,933	\$4,837,604	\$605,894	\$88,005
WICOMICO	\$419,594	\$1,306,605	\$5,952,614	\$7,678,813	\$1,244,506	\$75,811
WORCESTER	\$2,066,435	\$1,243,989	\$26,575,119	\$29,885,543	\$985,208	\$200,998
OCEAN CITY		\$15,168,258		\$15,168,258	\$7,003,000	\$373,225
EASTERN SHORE	\$3,064,062	\$33,313,769	\$48,626,927	\$85,004,758	\$11,640,030	\$998,863
STADIUM AUTHORITY	\$9,664,063					
OTHER			\$35,123,370			
TOTAL DIRECT CONSUMER TAXES	\$58,400,735	\$141,619,311	\$428,072,015	\$628,092,061	\$55,586,353	\$2,500,000

\*Comptroller designated tourism taxes

TOURISM IN MARYLAND GENERATED MORE THAN \$628 MILLION IN TAXES







PUBLISHED BY THE MARYLAND  
DEPARTMENT OF COMMERCE

Larry Hogan ♦ Governor  
Boyd K. Rutherford ♦ Lt. Governor  
Kelly M. Schulz ♦ Secretary

Maryland Office of Tourism and Film

World Trade Center  
401 East Pratt St., 14th Fl.  
Baltimore, MD 21202  
[www.VisitMaryland.org](http://www.VisitMaryland.org)

