



Fiscal Year 2022 Tourism Marketing and Development Plan

MARYLAND TOURISM DEVELOPMENT BOARD AND THE OFFICE OF TOURISM DEVELOPMENT

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Chairman's Letter



What a year!

As Chair of the Maryland Tourism Development Board, I want to thank and commend you for everything you did to continue providing a positive Maryland Tourism experience to our customers in the face of such challenging circumstances. As we return to a degree of normalcy in

the Tourism landscape in Maryland, our marketing plan has evolved to reflect this.

After a year of pandemic-related downturn, the numbers are on an upward path as we enter a new fiscal year. As the owner of a Maryland-based small business, I know the importance of the visitor-driven economy. In a "normal" year, some 150,000 employees in Tourism-related jobs around the state earn approximately \$6.6 billion in wages. That makes Tourism the 11th largest private sector employer in the state, and one that is leading the rest in rate of job recovery.

And on behalf of the Maryland Tourism Development Board, I would like to thank Governor Hogan for his continuing support of the Tourism industry in Maryland. We appreciate and thank him for his sustained investment of \$10.6 million for the Maryland Tourism Development Board in FY 2022. With the Governor's leadership, the Maryland Department of Commerce and the Office of Tourism have the opportunity to highlight Tourism's role in creating economic benefit for the citizens of Maryland through customer spending, and the amenities that

the Tourism industry brings to the state for both its residents and its visitors.

This work plan has been developed by the staff of the Maryland Office of Tourism with the support of the Maryland Tourism Development Board. It serves as a master plan for all staff activities and programs in the upcoming fiscal year. And it introduces some of the important new partnership initiatives that will drive our endeavors in the coming year, including helping Tourism-related businesses and partners in their path to recovery. Some of those initiatives include continuing to promote Maryland as The Most Powerful Underground Railroad Storytelling Destination in the World, touting our Second-To-None Trail System, and launching the Chesapeake Bay Storytellers program in partnership with the National Park Service.

I am proud of this board's continuing work with the Office of Tourism, and am pleased to present the Fiscal Year 2022 Tourism Marketing and Development Plan. The objectives and strategies in this plan are designed to enhance Tourism's positive impact in Maryland.

The board and I look forward to working with you, our Tourism industry partners, to continue to increase Maryland's Tourism expenditures, tax revenues and job opportunities.

Sincerely,

Judy Long Bixler

Chair, Maryland Tourism Development Board
Owner/Captain, Oxford Bellevue Ferry



How To Use This Marketing Plan



The first part of this marketing plan details our annual situational analysis, including visitor statistics, industry insights, lodging trends, and product and visitor analyses. It also lays out our fiscal year objectives and strategies by the individual programs within the Office of Tourism Development.

The Maryland Office of Tourism measures its programs against four strategic objectives:

- MARKET EXPANSION
- LEVERAGING PARTNERSHIPS
- MAXIMIZING OPPORTUNITIES
- TRANSACTIONABLE OUTCOMES

Each department within the Office of Tourism Development has outlined their strategies within these four strategic objectives in the plan.

Situational Analysis



Prelude to the Fiscal Year 2022 Marketing Plan

Marketing plans are always fluid documents. They exist to provide organizations with a road map of promising new opportunities, or offer ways to creatively build upon previously untried but potentially successful approaches. As such, this marketing plan has been built with an eye toward the future, strengthened by knowledge gleaned over the last year.

The Maryland Office of Tourism continued marketing throughout the pandemic and saw real success in website visits, social media engagement and public relations outreach. We also offered trainings for the industry to better serve the traveling public, and continued to deepen stakeholder engagement through the welcome and call center program.

We never stopped building upon “The Big Four:” The Most Powerful Underground Railroad Storytelling Destination in the World; The Chesapeake Bay Storytellers; Trail System Second-to-None; and Open Road Scenic Byways.

As it turns out, both “The Big Four” and the “OPEN” campaign resonate with actions and values our consumers find meaningful: learning lessons from the past makes for a better tomorrow; outside is better than inside; and the road trip will continue to drive visitation.

The challenge is that as travelers get ready to go, many Tourism entities are competing for their dollars. Virginia will be spending \$10 million on summer and fall advertising. New York is spending \$30 million this summer. And they’re not alone.

The reality is that, in our footprint, we will be seeing much of this advertising because our residents have weathered the pandemic rather well. Many of our residents are employed in industries that were able to pivot to remote work during the pandemic; thereby, continuing to work and build cash reserves. For those reasons and more, Maryland is a target-rich environment for other travel destinations.

Throughout this marketing plan, you will learn how the team plans to continue building upon success, remain alert to sustainable trends, build product offerings that differentiate Maryland, and market effectively and efficiently. We will build upon our successful “OPEN” campaign because we know that consumers are Open for Travel and that we are Open to Welcome them to Maryland.

Situational Analysis



Annual OTD Marketing Plan Visitor Profile

The Tourism industry was hit hard in 2020. Maryland's overall visitor volume decreased by 40.5 percent due to the pandemic, compared to a nearly 29 percent decrease in visitors at the national level. Maryland welcomed 24.54 million domestic travelers in 2020 according to a national survey of U.S. travelers conducted by D.K. Shifflet & Associates, a leading Tourism industry research firm. Year-over-year direct spending decreased by 43 percent, down to \$8.24 billion. Leisure travel accounted for nearly 86 percent of all trips, approximately 21.15 million visitors. The remaining 14 percent of trips, nearly 3.4 million, was due to business travel. Overnight travelers represented 46 percent of the state's total visitation, or 11.3 million trips.



D.K. Shifflet defines a visitor as either someone visiting overnight or someone who travels 50 miles or more from their home outside of their daily activity

VISITOR VOLUME ESTIMATES (PERSON-TRIPS IN MILLIONS)

	MARYLAND			U.S.		
	2018	2019	2020	2018	2019	2020
TOTAL	40.57	41.23	24.54	2,886.47	2,984.23	2,124.57
BUSINESS	6.18	6.26	3.38	550.98	566.55	342.99
LEISURE	34.39	34.97	21.15	2,335.49	2,417.67	1,781.58
DAY	21.57	22.33	13.19	1,572.70	1,638.64	1,244.88
OVERNIGHT	19.00	18.90	11.34	1,313.77	1,345.59	879.69

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-trips

Situational Analysis



Annual OTD Marketing Plan Visitor Profile

For the purpose of conversation with our customers, Maryland is broken down into five regions, which are outlined below.

VISITATION TO MARYLAND DESTINATION REGIONS		2020	2019
CENTRAL REGION	Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard counties	30.3%	55.2%
EASTERN SHORE	Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester counties	37.9%	18.8%
CAPITAL REGION	Frederick, Montgomery, Prince George's counties	20.9%	17.5%
WESTERN MARYLAND	Allegany, Garrett, Washington counties	8.2%	5.1%
SOUTHERN REGION	Calvert, Charles, St. Mary's counties	2.7%	3.4%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays

Situational Analysis

Trends and Comparisons

National travel volume had a dramatic decline due to COVID-19. As measured in person-trips, total domestic U.S. visitor volume dropped 40.5 percent nationwide and in Maryland compared to 2019. Leisure travel represented more than 83.9 percent of all person-trips, with day trips representing 58.6 percent and overnight 41.4 percent of visitor volume.

In 2020, the breakdown of visitors to Maryland by day and overnight travel segments was similar to that of the national level (53.8 percent day and 46.2 percent overnight); nevertheless, the share of the state's leisure travel segment was slightly larger than the national share (86.2 percent vs. 83.9 percent).

PERCENT CHANGE IN PERSON-STAYS VISITOR VOLUME 2019-2020: At the person-stays level, we saw a 41.1 percent net difference decrease in Maryland compared to 2019, a slightly higher negative net difference than the average U.S. destination (-39.5 percent). This started in Q1 with a negative 22 percent net difference, continued to rise in Q2 (-59.6 percent), and then decreased slightly into Q3 (-39.7 percent) and Q4 (-36.4 percent). Business travel displayed a larger year-over-year negative difference than leisure (-49.6 percent).

	U.S.	MD	D.C.	DE	PA	VA	WV
TOTAL	-39.5%	-41.1%	-42.8%	-38.0%	-38.0%	-40.3%	-40.5%
BUSINESS	-48.6%	-49.6%	-47.2%	-47.9%	-44.7%	-46.1%	-45.4%
LEISURE	-37.3%	-39.2%	-40.2%	-35.6%	-36.7%	-38.5%	-39.6%
DAY	-38.2%	-40.2%	n/a	n/a	-38.4%	-37.6%	-38.4%
OVERNIGHT	-40.9%	-42.4%	-46.0%	-40.2%	-37.6%	-42.7%	-43.5%

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-stays

Situational Analysis



What is Maryland's Competitive Advantage: Product Analysis and Access

Maryland offers visitors and residents a range of vacation experiences. In addition, Maryland's mid-Atlantic location and moderate climate offer visitors the best of all four seasons and a host of year-round outdoor activities.

ACCESS

Five interstate highways and several improved national highways provide easy access within a 400-mile radius. There is excellent rail service from major cities throughout the northeast corridor and points north and south. Baltimore/Washington Thurgood Marshall International Airport (BWI) and three regional airports provide outstanding air service. Additionally, many Maryland destinations are accessible by boat and bicycle.

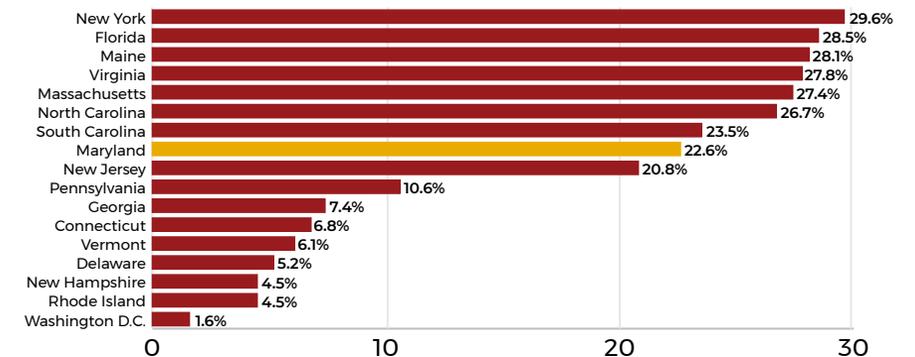
WHAT IS THE COMPETITIVE LANDSCAPE TO EARN CONSUMERS' DISCRETIONARY DOLLARS?

Since COVID-19 shut down many businesses, many industries have faced decreased revenue as consumers adapt to the new ways of purchasing or have held off on purchases due to an uncertain future. Research from eMarketer anticipates that worldwide travel and transport ad sales will grow by 30 percent in 2021, the strongest level of growth for any of their tracked industries. Within the U.S. alone, the travel industry is anticipated to spend \$3.74 billion on digital advertising

alone, with the aim of attracting consumers (and their discretionary dollars) to them.

Prior to launching the Open advertising campaign, Maryland commissioned Destination Analysts to measure impact and awareness of Maryland as well as key motivators for overnight visitation to the state. The research showed that when consumers were asked about East Coast destinations, which of those states came to mind. As the chart shows, Maryland is not a top-of-mind destination.

TOP-OF-MIND EAST COAST DESTINATIONS WITH MARYLAND'S ATTRIBUTES (UNAIDED)



Question: How do you typically get ideas for destinations to visit for leisure? (Select all that apply) Base: All respondents, 1,605 responses

Situational Analysis



What is Maryland's Competitive Advantage: Product Analysis and Access

ADVERTISING IS COMPETITION FOR CONSUMER HEARTS AND WALLETS

Competition for consumer's discretionary dollars has always been competitive. After COVID-19 shut down many businesses, many industries are facing decreased revenue as consumers adapt to the new ways of purchasing or have held off on purchases due to an uncertain future. Even still, advertising/media spend in the United States is expected to increase by 22 percent in 2021, up to \$279 billion across all sectors.

Nationally, the average state tourism budget is \$21.2 million. The Fiscal Year 2022 budget for the Maryland Tourism Development Board is \$10.6 million. The Tourism Promotion Act legislated that \$2.5 million be distributed to the Destination Marketing Organization in each county. The remainder—representing the state's purchasing power—is \$8.1 million.

Situational Analysis

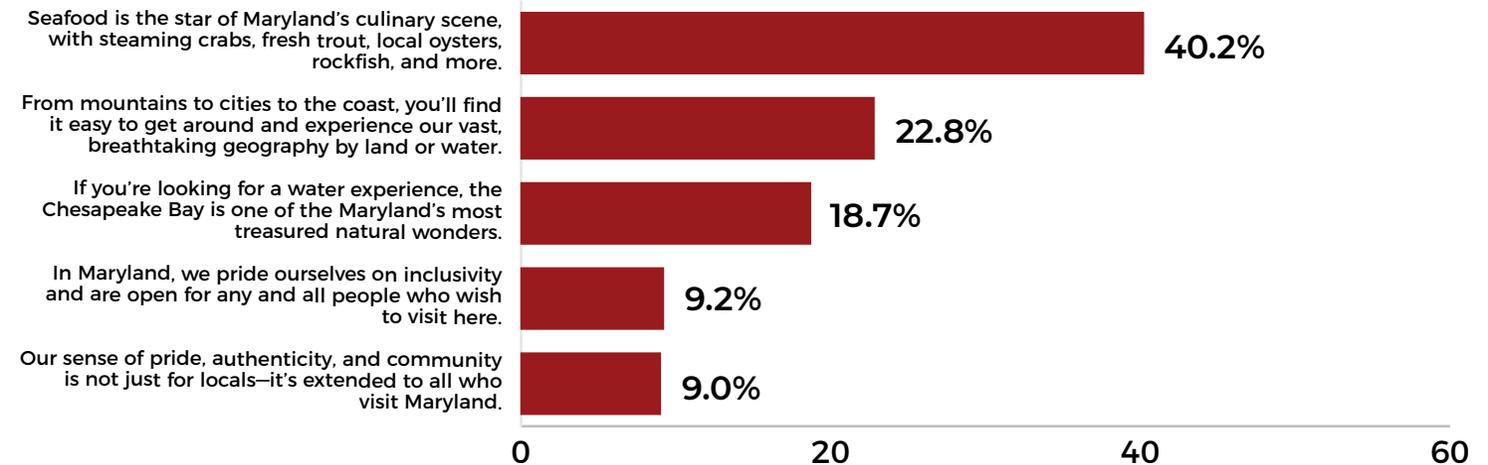


What is Maryland's Competitive Advantage: Product Analysis and Access



Research shows what inspires travel to Maryland. Our seafood is at the top of the chart.

INSPIRING TRAVEL TO MARYLAND—% OF RESPONDENTS WHO RANKED EACH STATEMENT #1 IN TERMS OF INSPIRING VISITATION TO THE STATE



Situational Analysis

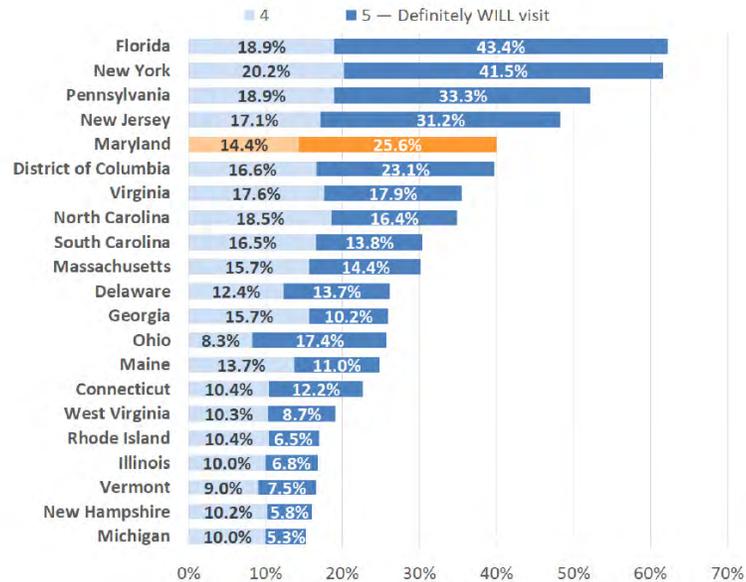


What is Maryland's Competitive Advantage: Product Analysis and Access

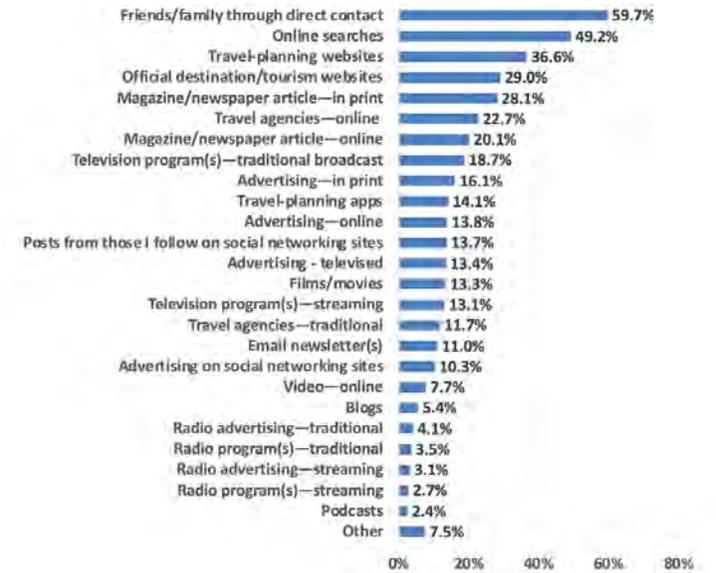


Maryland is not a top-of-mind destination, but Maryland does rank in the top 5 of places that people will visit within the next year.

Likelihood to Visit in the Next Year



Sources of Destination Inspiration. The likelihood factor can be swayed by word of mouth, search, web, articles and advertising



Situational Analysis



Maryland Visitor Analysis: Who Are Our Visitors, What Are They Like, and What Do They Want To Do

TRAVEL DECISION MAKER/TARGET AUDIENCE DEFINITIONS

Historically, women are the travel decision makers—if not the final decision makers. They generally determine which destinations are in the consideration set. Maryland’s media buys are targeted to adults 25-64 with a strong skew to women; household income (HHI) \$75,000+; well-educated; and working in managerial and professional occupations. They have made a trip averaging about one day’s duration within the United States in the past 12 months, which includes business, vacation, weekend travel and short trips.

The following tables compare the demographics and trip profiles for Maryland day-trippers and overnight travelers.

- Day trip: any journey for business or pleasure, outside your community and not part of your normal routine that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- Overnight trip: any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.

Situational Analysis

Demographic Characteristics

DAY TRIP V. OVERNIGHTS – INDIVIDUAL		
	DAY	OVERNIGHT
GENDER		
MALE	60%	59%
FEMALE	40%	41%
AGE		
18 - 34	20%	19%
35 - 49	11%	10%
50 - 64	28%	41%
65+	42%	30%

- During the pandemic males took the majority of trips, increasing nearly 10 percent in day trips and nearly 14 percent in overnight trips.
- People 65 and older made up 36 percent of all travelers and took 42 percent of all day trips.
- Visitors ages 50-64 represented the largest share of overnight trips.
- More than 70 percent of all visitors are ages 50 or older and they represent the majority of all overnight trips.

DAY TRIP V. OVERNIGHTS – FAMILIES		
HOUSEHOLD SIZE	DAY	OVERNIGHT
1 Member	17%	12%
2 Members	59%	36%
3 Members	15%	22%
4 Members	4%	27%
5+ Members	5%	4%
Children Present in Household	10%	36%
Children Present in Travel Party	54%	33%

- More than half of day trips (59 percent) are taken by two-member parties and they represent the largest share of overnight trips (36 percent).
- The share of day trips taken by two-member parties nearly doubled from 2019 (31 percent) to 2021 (59 percent).
- Approximately 44 percent of households traveling to Maryland have children present.

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – MARITAL STATUS		
RACE	DAY	OVERNIGHT
Married/with Partner	78%	75%
Never Married	17%	11%
Divorced/Widowed	6%	14%

- Most of the day and overnight trips (76.5 percent) are taken by married individuals.

DAY TRIP V. OVERNIGHTS – INCOME		
INCOME	DAY	OVERNIGHT
Under \$50K	12%	19%
\$50K-\$74.9K	23%	11%
\$75K-99.9K	13%	12%
\$100K-\$149.9K	15%	43%
\$150K+	37%	19%

- Visitors to Maryland are affluent, with 28 percent of visitors having a household income of \$150,000 or more.
- Households with an annual income greater than \$75,000 comprise 70 percent of visitors.

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – EDUCATION		
EDUCATION LEVEL	DAY	OVERNIGHT
High School Graduate	24%	21%
Some College	23%	16%
College Graduate	19%	41%
Post-Graduate	33%	23%

- Visitors to Maryland are well educated: 57.5 percent of day and overnight visitors have at least a college degree.
- More than 77 percent of visitors have attended an institution of higher learning.

DAY TRIP V. OVERNIGHTS – EMPLOYMENT TYPE		
EMPLOYMENT	DAY	OVERNIGHT
Full-time/Self-Employed	48%	67%
Not Employed/Retired	52%	33%

- About 58 percent of day and overnight visitors are employed full time or self-employed. It decreased nearly 15 percent compared to 2019.

TIME FRAME OF TRAVEL		
	DAY	OVERNIGHT
January-March	18%	22%
April-June	30%	25%
July-September	27%	31%
October-December	25%	22%

- Most day trips occur in the spring from April to June while most overnight trips occur during the summer from July to September.

Situational Analysis



Demographic Characteristics

WHERE DO OUR VISITORS COME FROM?

DAY TRIP V. OVERNIGHTS – TOP STATES OF ORIGIN			
STATE	DAY	STATE	OVERNIGHT
Maryland	63%	Maryland	39%
Virginia	13%	Pennsylvania	20%
Delaware	11%	Virginia	6%
Pennsylvania	6%	New Jersey	6%
Washington, D.C.	1%	New York	5%
West Virginia	1%	Indiana	4%
North Carolina	1%	Ohio	3%
New Jersey	1%	Delaware	2%

- 89 percent of day travelers come from Maryland and bordering states while 59 percent of overnight travelers come from these same states.
- Overnight travelers are a little more diversified, with 14 percent coming from longer-haul states such as Florida, Ohio and Indiana.

Situational Analysis

Demographic Characteristics

TOP 10 DMA OF ORIGIN

DAY TRIP V. OVERNIGHTS – DMA OF ORIGIN			
DMA ORIGIN	DAY	DMA ORIGIN	OVERNIGHT
Washington, D.C. (Hagerstown, MD)	48%	Washington, D.C. (Hagerstown, MD)	32%
Baltimore, MD	28%	Philadelphia, PA	10%
Philadelphia, PA	10%	Baltimore, MD	10%
Salisbury, MD	4%	Philadelphia, PA	7%
Johnstown-Altoona, PA	2%	New York, NY	7%
Richmond-Petersburg, VA	2%	Harrisburg-Lancaster-Lebanon-York, PA	5%
Harrisburg-Lancaster-Lebanon-York, PA	1%	Indianapolis, IN	4%
Pittsburgh, PA	1%	Salisbury, MD	2%
Norfolk-Portsmouth-Newport News, VA	1%	Raleigh-Durham (Fayetteville), NC	2%
Wheeling, WV-Steubenville, OH	1%	Nashville, TN	1%

- A DMA region is a group of counties that form an exclusive geographic area in which the home market television stations hold a dominance of total hours viewed. OTD is interested in visitor DMAs of origin for the purpose of targeting marketing and advertising efforts.
- Most day and overnight visitors are coming from the Washington, D.C. (Hagerstown, MD) DMA.
- The Philadelphia, Pittsburgh, and New York DMAs are key feeder markets for overnight trips.

Situational Analysis

Demographic Characteristics

WHERE DO OUR VISITORS STAY AND HOW DO THEY GET HERE?

ACCOMMODATIONS & MODE OF TRANSPORTATION (ALL OVERNIGHT TRAVELERS)			
ACCOMMODATIONS		MODE OF TRANSPORTATION	
Standard Hotel (Not Resort)	47%	Personal Auto	86%
Friends/Relatives Dwelling	20%	Air Travel	5%
Suite and Resort Hotel	9%	Rental Car	5%
Other Paid Accommodation (B&B, Campsite, Cabin/Lodge, Timeshare, Rented Home, Apartment, Condo)	7%	Taxi or Ride Sharing Service	2%

- Personal automobile firmly established itself as the preferred mode of transportation for Maryland visitors during the pandemic, jumping from 76 percent in 2019 to 86 percent in 2020.

Situational Analysis



Demographic Characteristics

WHAT DO OUR VISITORS DO WHEN THEY COME TO MARYLAND?

DAY TRIP V. OVERNIGHTS – TOP 15 ACTIVITIES OF LEISURE TRAVELERS			
ACTIVITY	DAY	ACTIVITY	OVERNIGHT
Visit Friends/Relatives	25%	Visit Friends/Relatives	29%
Culinary/Dining Experience	21%	Culinary/Dining Experience	26%
Shopping	19%	Beach/Waterfront	19%
Historic Sites	11%	Shopping	17%
Beach/Waterfront	9%	Historic Sites	10%
Birthday	8%	Nightlife	10%
Historic Sites	8%	Touring/Sightseeing	8%
Touring/Sightseeing	7%	Live Music	7%
Other Personal Celebrations	6%	Birthday	7%
Business/Work	5%	Business/Work	7%
Museum, Art Exhibits, etc.	5%	Other Personal Celebrations	7%
Nightlife	5%	Parks: National/State, etc.	6%
Parks: National/State, etc.	5%	Museum, Art Exhibits, etc.	6%
Medical/Health/Doctor Visit	4%	Festivals/Fairs	5%
Professional Sports Event	4%	Gambling (slots, cards, horses, etc.)	5%

- The top four activities for day and overnight travelers both are: visiting friends and relatives, culinary/dining experiences, shopping and beach/waterfront.
- Other popular activities include: historic site visits, touring/sightseeing, national/state parks, live music and festivals/fairs.

Departments



ADVERTISING & CONTENT

The goal of the Advertising & Content unit is to raise consumer awareness of and interest in Maryland as a travel destination. OTD uses research to focus the state's marketing efforts on consumers, time periods and markets with the highest propensity of delivering a return on those efforts.

High-quality and informative print and digital publications are designed to maximize the opportunity to inspire consumers to choose Maryland as a travel destination, encourage longer stays and motivate repeat visits. We also produce web-first content and video products that support customer experiences, our marketing initiatives and highlight Maryland as a must-see destination.

STRATEGIC PARTNERSHIPS & PUBLIC RELATIONS

The Strategic Partnerships and Public Relations office focuses on working with corporations, organizations, associations and other state agencies to identify and publicize public/private ventures and programs that are mutually beneficial and attract more visitors to partners' destinations or events, and to Maryland in general.

Securing third-party editorial coverage and online conversations about Maryland as a premier travel destination is accomplished by collecting, creating and curating compelling editorial content for communications outlets, including VisitMaryland.org and other related sites, and developing social media conversations for journalists and the public. The third-party endorsement of Maryland as a travel destination is a compelling motivator for consumers planning their leisure and business activities.

TOURISM DEVELOPMENT

The Tourism Development Unit (TDU) advances statewide and regional programs that leverage partnerships with public and private sector stakeholders to develop assets that maximize opportunities in the domestic and international marketplace. The TDU supports market expansion and increases transactional outcomes through customer interactions at eight Welcome Centers, the Maryland Call Center, fulfillment services and Google optimization.

TRAVEL TRADE SALES

Travel Trade Sales utilizes trade association partnerships, marketplace participation and sales missions to function as a third-party sales facilitator to tour operators, student travel planners, group leaders, meeting and incentive planners. It leverages media buys in new markets with public relations efforts and client meetings. And it fosters a strong Capital Region USA international marketing partnership with Destination DC and Virginia Tourism, and by expanding relationships with Korean tour operators and receptive tour operators.

Strategic Objectives



Market Expansion

- Maintain a communications platform that can be leveraged and enhanced by DMOs and the private sector to increase awareness of Maryland as a compelling, must-see destination offering lots to do.
- Continue to work with advertising/marketing agencies to expand our “OPEN” advertising campaign across multiple platforms in the near future.
- Continue efforts to appeal to and address diverse audiences with custom messaging, imagery and media buys, including further development of the “Storytellers” radio series.
- Continue to invest in specific campaigns that inspire overnight travel in Maryland, such as “Home for the Holidays,” “Open for Overnights” and “Deals and Discounts.”
- Continue to invest in outer drive markets to encourage overnight driving trips from Ohio, Pennsylvania and the New York City metro area.
- As borders open back up, continue to work with Capital Region USA on international marketing efforts in its trade markets of the U.K., France and Germany, and with Brand USA on international marketing efforts such as Canada, as these markets reopen.
- Continue to develop cooperative advertising programs that can be purchased by Maryland destinations, accommodations, tour services and attractions.
- Continue to produce and launch new scenic byways videos and sizzle reels across multiple platforms to grow our collection of assets that showcase the routes as a viable way to explore Maryland. Make these videos accessible to partners.
- Administer OTD grant programs to drive domestic and international demand for Maryland travel businesses, products and services.
- Increase customer interactions through participation in trade and consumer shows.

Strategic Objectives

Market Expansion

- Coordinate development of regional tour products and participate in promotional opportunities to highlight Maryland as a preferred tour destination.
- Coordinate efforts for a stronger sales presence in Canada.
- Continue participation in Capital Region USA through targeted U.S.-based international travel marketplaces, FAM tours and other promotional activities.
- Work with the Destination International Global Marketing Committee to showcase Maryland as a desirable U.S. destination.
- Target Maryland's core feeder markets of Washington, D.C., Philadelphia, Pittsburgh and New York City through social media engagement, FAM tours, press outreach and missions.
- Develop and manage a comprehensive media relations program that generates print, broadcast and electronic coverage with a target earned-media value of at least \$1 million annually.
- Support Canada-centric PR opportunities with our Canadian PR partner, REACH Global.
- Continue working with Capital Region USA to promote Maryland's Scenic Byways, culinary, history and outdoor recreation offerings to international markets when they are able to travel.
- Target national media to increase coverage from lifestyle outlets and other third-party endorsers such as Food Network, Southern Living, Garden & Gun and Travel Channel.



Strategic Objectives



Maximizing Opportunities

- Promoting, via owned and purchased media channels, Maryland's Scenic Byways as the premier way to experience the state's variety of destinations and authentic cultural and heritage sites such as the Harriet Tubman Underground Railroad Visitor Center, Maryland's Crab & Oyster Trail and the Great Chesapeake Loop.
- Continue to redesign and upgrade our state Welcome Centers as storytelling destinations.
- Work with OTD Interactive team and our content vendor to maintain the VisitMaryland.org website, and a new industry site to be launched later this year.
- Work with publishing partner to develop engaging content with an increased focus on driving tours for Destination Maryland, the state's inspirational travel magazine. Optimize usage of CrowdRiff platform to increase amount of user-generated content and imagery within the guide.
- Continue to develop new spinoff communication platforms that showcase specific office initiatives and inspire travel, such as the newest guide, Stories of Maryland's Chesapeake Bay.
- Work with Research and Product Development units to guide the development of future outreach and publications by determining how consumers engage with information on Maryland travel products and the most effective analytical methods to measure their interest.
- Deploy and cross-purpose our evolving video assets to strategically integrate with ongoing messaging and social media outreach.
- Ensure that all curated content for the office's customer outreach is amplified through social media platforms.
- Promote Maryland travel products through media missions, trade shows, desksides, media fam tours, educational seminars and consumer promotions.

Strategic Objectives



Maximizing Opportunities

- Develop products and programs that link and showcase Maryland's differentiating visitor experiences and businesses. Products and programs include but are not limited to:
 - Appalachian Forest National Heritage Area
 - Chesapeake Bay Storytellers and the Great Chesapeake Bay Loop
 - Maryland Scenic Byways, Civil War Trails and the Crab & Oyster Trail
 - Maryland: The Most Powerful Underground Railroad Storytelling Destination in the World
 - Maryland's Indigenous Peoples
 - Maryland's Trail System Second to None
- Organize participation in trade shows and marketplaces that support sales of Maryland travel products to tour operators and receptive tour operator clients.
- Maintain industry involvement to produce more business for Maryland venues and facilities by meeting, convention, conference and other group event planners.

Strategic Objectives



Leveraging Partnerships

- Continue to develop the advertising co-op program for Fish & Hunt Maryland to allow increased participation with DMOs, partners and stakeholders.
- Continue to build engaging content to support Chesapeake Bay Storytellers, Watermen’s Heritage, C&O Canal Experience and other new areas for growth.
- Continue to capture, catalog and appropriately credit new photo/video assets in the Digital Asset Management system (WebDAM) and make assets available to Tourism partners and media.
- Lead content development for a new Maryland Public Television hybrid series focused on the Tourism industry. Content will include social media, community events, virtual events and a 12-episode, 30-minute television show to be aired on MPT.
- Provide marketing, event support and media coverage for new partner programming and special events including the third annual International Underground Railroad Month, Harriet Tubman 200th Birthday Celebration, Horse Month and the 95th Anniversary of the C&O Canal.
- Expand upon current “How Tourism Can Help Your Business” marketing and customer service training and create a new “PR Academy” offering courses to Destination Marketing Organizations, and affiliate and corporate partners. Additionally, provide a new PR and Social Media Toolkit for partners to use throughout the year.

PUBLICATION	AUDIENCE	DISTRIBUTED	QUANTITY
<i>Visit Maryland Now!</i> e-newsletter	Consumer	Monthly	140,000+
<i>Insights</i> e-newsletter	Industry/Gov’t	Bi-weekly	9,500
Product Development collateral	Consumer	As needed	As needed
Profile Sheets	Trade and Media	As needed	As needed
<i>Destination Maryland</i>	Consumer	January 2022	250,000

Strategic Objectives



Leveraging Partnerships

- Advance Maryland as a diverse and inclusive destination through workforce development, destination development and communications strategies that convey we are “Open for All.”
- Recruit and work with stakeholders to maximize participation in OTD Initiatives.
- Seek alternative funding sources through federal programs and national organizations.
- Provide support for inter-agency, Tourism-related programs through grant review and technical assistance as needed/requested.
- Manage a visual assets program that best serves internal and external stakeholders.
- Partner with Fish & Hunt Maryland to promote Maryland and partner destinations at the Great American Outdoor Show to reach individuals in targeted geographic markets.
- Support efforts of the American Bus Association coming to Baltimore in 2025. Assist with FAM tours, sightseeing and other opportunities to showcase Maryland.

Strategic Objectives

Transactional Outcomes

- Continue assisting Maryland's Tourism industry during the COVID-19 recovery by capturing recommendations and addressing questions from stakeholders, following the "Maryland Road Map to Recovery" document, and communicating health and business recovery actions through the media.
- Work with the Baltimore Orioles organization, the Maryland Horse Industry Board and the Maryland Horse Council to create ticket discount packages specifically for visitmaryland.org users.
- Operate eight Maryland Welcome Centers, the Maryland Call Center and fulfillment services to increase the number of visitors, their length of stay and their spending.
- Administer database programming in support of OTD marketing and development activities, businesses, events and deals.
- Integrate Google marketing into OTD's place-based products such as Welcome Centers, Scenic Byways, Civil War Trails, Network to Freedom members, etc.
- Coordinate industry promotional deals to help drive traffic, including itineraries and tour packages to support the packaged travel sector.

Events Calendar



JULY 2021

Receptive Tour Operator Summit-East	Jun 30-Jul 1 New York, NY
Destinations International Annual Convention	13-15 Baltimore, MD
Mason-Dixon Outdoor Writers Association (M-DOWA) Conference	16-18 Clear Spring, MD
Pennsylvania Outdoor Writers Association (POWA) Meeting	29-Aug 1 West Middlesex, PA

AUGUST 2021

International Motorcoach Group Strategic Alliance Meeting	3-6 Greenville, SC
Virginia, North Carolina & South Carolina Motorcoach Marketplace	8-11 Harrisonburg, VA
Educational Seminars for Tourism Organizations (ESTO)	15-17 Los Angeles, CA
Student Youth & Travel Association (SYTA) Marketplace	16-19 Virtual
Maryland Association of Counties (MACo) Conference	18-21 Ocean City, MD
Harbor to Harbor Tour Operator FAM	20-23 National Harbor & Baltimore

SEPTEMBER 2021

International Pow Wow (IPW)	18-22 Las Vegas, NV
Maryland Motorcoach Association (MMA) Group Leader Event	27 York, PA

OCTOBER 2021

Outdoor Writers Association of America (OWAA) conference	3-6 Jay Peak, VT
Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Media Marketplace	4-6 Altoona & State College, PA
Greater New Jersey Motorcoach Association Marketplace	6-7 Atlantic City, NJ

Southeastern Outdoor Press Association (SEOPA) Conference	6-9 Southern WV
Maryland Five-Star Event	14-17 Fair Hill, MD
Pennsylvania Bus Association Sales Retreat	24-27 Bethlehem/Lehigh Valley, PA

NOVEMBER 2021

Ontario Motorcoach Association Marketplace	Oct 31-Nov 3 Virtual & Mississauga, ONT
Maryland Tourism & Travel Summit	8-10 Hanover, MD
National Tour Association Travel Exchange	14-17 Cleveland, OH

JANUARY 2022

American Bus Association Marketplace	7-11 Grapevine, TX
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FEBRUARY 2022

Great American Outdoor Show	5-13 Harrisburg, PA
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MARCH 2022

Pennsylvania Bus Association (PBA) Marketplace	21-22 Williamsport, PA
Maryland Motorcoach Association (MMA) Marketplace	23-24 York, PA

APRIL 2022

Destination Capitol Hill	6-7; Washington, D.C.
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MAY 2022

National Travel & Tourism Week	1-7; National
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JUNE 2022

International Pow Wow (IPW)	4-8; Orlando, FL
Pennsylvania Bus Association Meeting	19-22 State College, PA

OTD Checklist



LET'S BE OPEN FOR MORE CUSTOMERS BY WORKING TOGETHER.

There are many ways to partner with the Maryland Office of Tourism in order to market your destination/attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you.

- Visit with a Travel Counselor at any of the eight Maryland Welcome Centers and your local Visitor Center. info@visitmaryland.org
- Distribute your brochures and display marketing materials at Maryland Welcome Centers. info@visitmaryland.org
- Send your press releases to us and participate in travel media familiarization tours (FAM tours). Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- Review VisitMaryland.org to make sure your business listing is up to date. info@visitmaryland.org
- Get help with your business listing content. Jim Meyer, 410-767-6325, jmeyer@visitmaryland.org
- Add your events to the VisitMaryland.org calendar. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram). Use our hashtag #MDinFocus on social media.
- Provide tickets/prizes for Maryland Mondays giveaways. Ana Hall-Defoor, 410-767-6298, ahall-defoor@visitmaryland.org
- Utilize the resources and information on the Maryland Office of Tourism industry website, industry.VisitMaryland.org.
- Have a photo we can use to promote tourism? Submissions are welcome. We will send you a photo release. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- Create group tour opportunities and let us know about them. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Get help reaching the travel trade market—group tours, student groups, reunions, and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Use “Open For It” branding and creative assets in your advertising. Brian Lawrence, 410-767-6299, blawrence@visitmaryland.org
- Nominate your site to be a National UGRR Network to Freedom and/or a Smithsonian affiliate. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- Host Maryland Office of Tourism staff for a tour of your district or industry. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- Promote yourself worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Scott Balyo, 540-450-7593, sbalyo@capitalregionusa.org
- Know your Destination Marketing Organization, Heritage Areas, Main Streets, and Arts & Entertainment Districts.