



# MARYLAND

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FISCAL YEAR 2021

TOURISM DEVELOPMENT BOARD ANNUAL REPORT



PUBLISHED BY THE MARYLAND TOURISM DEVELOPMENT BOARD  
AND THE MARYLAND DEPARTMENT OF COMMERCE

# Governor's Message

## DEAR FRIENDS:

Each year, Maryland welcomes millions of travelers to enjoy our famous seafood, tour our vibrant cities and towns, and explore our beaches and mountains and all of the charming places and variety of activities in between. Tourism is a significant economic driver in our state and we have worked hard to create a positive business environment and promote all that Maryland has to offer to visitors from around the globe.

In response to the impacts caused by the COVID-19 pandemic on our state's tourism industry, we developed new approaches to help support our industry partners. The Maryland Department of Commerce Office of Tourism made changes to allow us to be more flexible in assisting businesses around the state and reviewed its grants process to make it easier for industry partners to use the funding for much-needed support and promotion.

Over the past year, we continued to evolve our "Maryland: OPEN" television, print, and digital advertising campaigns. We added components to support Maryland's position as "The Most Powerful Underground Railroad Storytelling Destination in the World," and I again proclaimed September as International Underground Railroad Month.

In partnership with the National Park Service, we continued successful initiatives such as developing our Chesapeake Bay Storytellers program and our Trail System Second-to-None.

I want to thank our Maryland Tourism Development Board and our state's tourism professionals for all of their hard work and dedication to making our state a destination of choice. As our state continues to recover from the pandemic, we have started to see an increase in tourism and we are working to support Maryland's tourism economy as we strive to achieve pre-pandemic levels.

Working together, we can ensure that Maryland continues to be truly "Open for Business" with a bright future ahead.

Sincerely,



LARRY HOGAN  
Governor

# Director's Message

## DEAR TOURISM INDUSTRY PARTNERS:

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

This year's annual report highlights the economic impact of Maryland's tourism industry as outlined in the Economic Impact of Tourism in Maryland – Calendar Year 2020 Tourism Satellite Account report from Tourism Economics, a leading tourism industry research firm. They reported more than \$11.6 billion in visitor spending and \$1.7 billion in state and local taxes.

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 2021 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 FY 2021. 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. The Office of Tourism Development distributes a monthly electronic

Tourism Monitor, which reports trends and key performance metrics on a regular basis.

Since the pandemic began in 2020, our office has worked with 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 learn from the industry and work towards rebuilding the economy. We commit to doing our very best to invite people to be Open to Maryland because we are Open for Them, which benefits all Marylanders through economic and community development.

And so, pursuant to Section 5 of Chapter 471 Acts of 1997 (HB 685), I am pleased to present the Fiscal Year 2021 Tourism Development Board Annual Report. I am proud of the work of the Board and the Office of Tourism Development, and the positive impact that tourism has on our state.

Sincerely,



LIZ FITZSIMMONS  
Executive Director  
Maryland Tourism Development Board





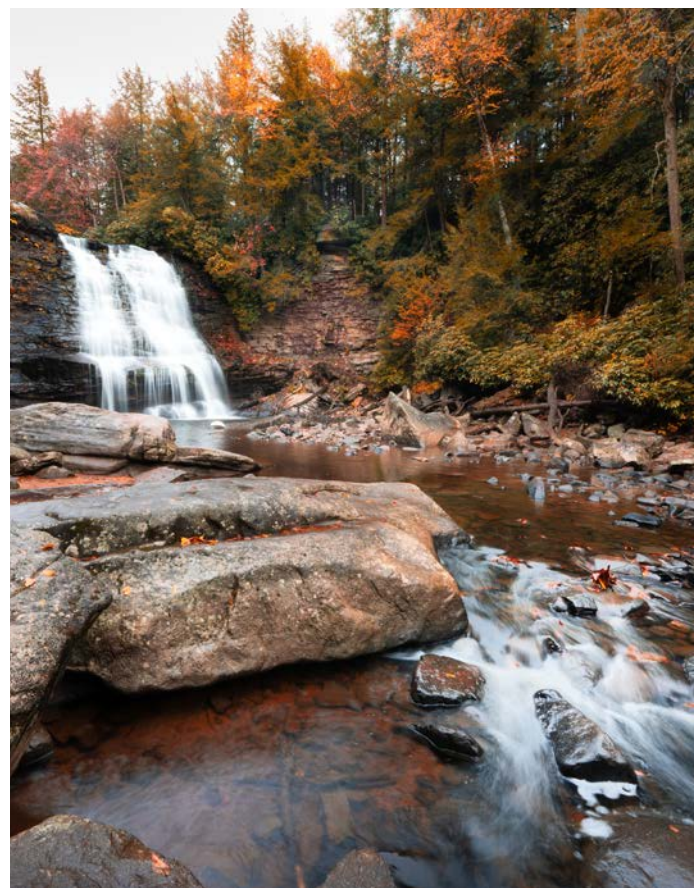
## OPEN FOR THE CHALLENGE

As we look back at the 2021 Fiscal Year in this annual report, we must look at both the effects of a global pandemic on our economy as well as the glimmers of hope on the road to recovery, strengthened by knowledge gleaned over the last year.

The Maryland Office of Tourism continued marketing throughout the pandemic and saw real success measured by 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 Five: The Most Powerful Underground Railroad Storytelling Destination in the World, The Chesapeake Bay Storytellers, Trail System Second-to-None, Open Road Scenic Byways, and Fish & Hunt Maryland. And, as always, we looked at our efforts through the lenses of our four core strategic objectives: Market Expansion, Maximizing Opportunities, Leveraging Partnerships, and Transactionable Outcomes.

We will continue to 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.





# HIGHLIGHTS FROM FISCAL YEAR 2021

## MARKET EXPANSION

### 'MARYLAND: OPEN'

The Maryland Office of Tourism Development (OTD) continued its use of the successful "Maryland: OPEN" branding. Television spots featuring the state's water-based experiences, outdoor collection, and culinary differentiators ran in target markets including Philadelphia, Harrisburg, Pittsburgh, Washington, D.C., and Baltimore. 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.

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 to the campaign increased from a 7:1 Return on Investment (ROI) to a 7.6:1 ROI.

In addition, a new "Open Roads" campaign was developed in connection with our Destination Marketing Organization to run in the fall months to encourage in-state travel via Maryland's Scenic Byways. The five-week digital and television campaign delivered an ROI of 7.5:1. A revamped version of "Open Roads" ran in the spring of 2021.



### NEW PROMOTIONAL VIDEOS

With an eye towards social media promotion, OTD produced 15 new short and 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.



**Photos:** (clockwise from bottom right) Strolling in Chestertown, Baltimore Broadway City Pier, Outdoor fun in Frederick County (Justin Tsucas)



# MAXIMIZING OPPORTUNITIES

## DIGITAL ADVERTISING: ROI 8 to 1

For the third year, the OTD produced “Open for the Holidays,” a digital marketing campaign targeted to encourage visitors coming to Maryland for the holiday season to stay in a hotel rather than with family. OTD 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 attributable hotel revenue was \$1,186,661, for an ROI of 8:1.



## TOURISM PROVIDES PROMOTIONAL CAMPAIGN TO SUPPORT INDUSTRY

To help support travel and tourism-related businesses and attractions during a challenging year, OTD introduced a Deals & Discounts program. The program provides a platform for businesses to advertise and promote discount offerings to attract commerce. The program is supported by the VisitMaryland.org website, digital ads, and social media postings. In June of 2021, the Deals & Discounts program expanded to include the state's GoVAX incentive program.





# LEVERAGING PARTNERSHIPS

## CHESAPEAKE COUNTRY SCENIC BYWAY DESIGNATED ONE OF THE BEST DRIVING TOURS IN THE NATION

In March 2021, Maryland's Chesapeake Country Scenic Byway was designated as an All-American Road by the U.S. Department of Transportation's Federal Highway Administration – the highest designation a road can receive. This honor was announced along with 49 new designations to the America's Byways® collection. The nomination was researched, written, and submitted to showcase the national and international significance of the byway's history and outdoor recreation via a collaborative effort by OTD, the State Highway Administration, and partners from the Chesapeake Country Scenic Byway Alliance. Achieving the designation elevates the image of the byway to consumers and helps to market Maryland as a world-class travel destination.



## AFRICAN-AMERICAN HISTORY FELLOWSHIPS ADVANCE MARYLAND AS THE MOST POWERFUL UGRR STORYTELLING DESTINATION IN THE WORLD

In July 2020, OTD was awarded a \$20,000 grant from the federal 400 Years of African American History Commission to fund Maryland Underground Railroad research. OTD used the grant to award four fellowships to emerging scholars who worked with OTD, the Legacy of Slavery in Maryland program at the Maryland State Archives, and other public and private organizations across the state to research specific individuals and locations related to Maryland's Underground Railroad. All of the findings are part of a special collection at the Maryland State Archives and are available for further research.



## MARYLAND HORSE PARTNERSHIP

The Maryland Horse Partnership was launched to revive interest in equestrian-related events in a year when no in-person racing was permitted. Celebrated in October 2020, Maryland Horse Month promoted horse-related activities and assets, and was created jointly by the Maryland Horse Industry Board and the Maryland Office of Tourism.



**Photos:** (clockwise from top left) Chesapeake City (Jon Bilous), Frederick Douglass Park, Schooner Woodwind Chesapeake Bay, Williamsport Aqueduct (John Gensor), Preakness (Jim McCue), Bucktown Store (Visit Dorchester)

## NEW FREDERICK DOUGLASS PARK ON THE TUCKAHOE EXHIBITS UNVEILED

On September 1, 2020, the first day of Maryland's second annual International Underground Railroad Month celebration, Lt. Governor Boyd Rutherford joined Assistant Secretary of Commerce Tom Riford and other state and local leaders for the unveiling of new outdoor exhibits at the Frederick Douglass Park on the Tuckahoe. The exhibits were produced by OTD, Talbot County Economic Development and Tourism, Talbot County Department of Recreation and Parks, and members of the Frederick Douglass Park on the Tuckahoe Advisory Committee. The exhibits interpret the park's importance with significant stories of Douglass's life and legacy in Talbot County, Maryland, Washington, D.C., and internationally.

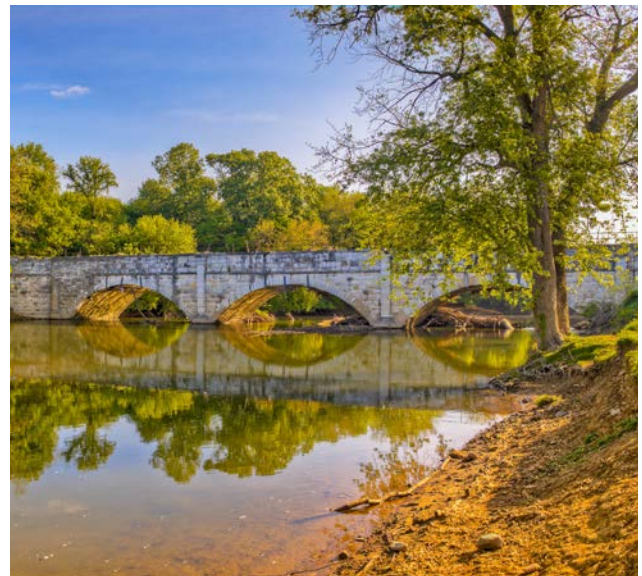


## CHESAPEAKE BAY STORYTELLERS PROGRAM LAUNCHES EXCITING NEW PRODUCTS

Work on the Chesapeake Bay Storytellers Program, a partnership between OTD and the National Park Service's Chesapeake Bay Program Office, culminated with the launch of several new products that highlight the bay as a fun and exciting travel destination. New products include Stories of Maryland's Chesapeake Bay, a print and digital travel guide and a two-and-a-half minute inspirational travel video. Workforce training brought the total number of graduating Storytellers to 38 people representing 28 businesses or organizations. The Chesapeake Bay Certified Host Program was presented to more than 50 participants from the tourism industry who were trained about the Storyteller tours and other Chesapeake Bay travel information. Marketing highlights included eight Storyteller-related interviews with media outlets and the implementation of a summer-long digital advertising campaign.

## PUBLIC RELATIONS OUTREACH

Two successful virtual FAM tours were produced in partnership with several DMOs and partners where gift baskets containing food, historical, and collectible items were sent to travel writers in advance of the event. First was a culinary tour of the Eastern Shore for Canadian writers where participants cooked along with a top chef to make authentic crab cakes and learned about Smith Island cakes and Maryland's "Hook and Cook" experiences. The second was a "C&O Canal Experience" virtual FAM showcasing arts and culture, historical, culinary, family fun, and the outdoors.

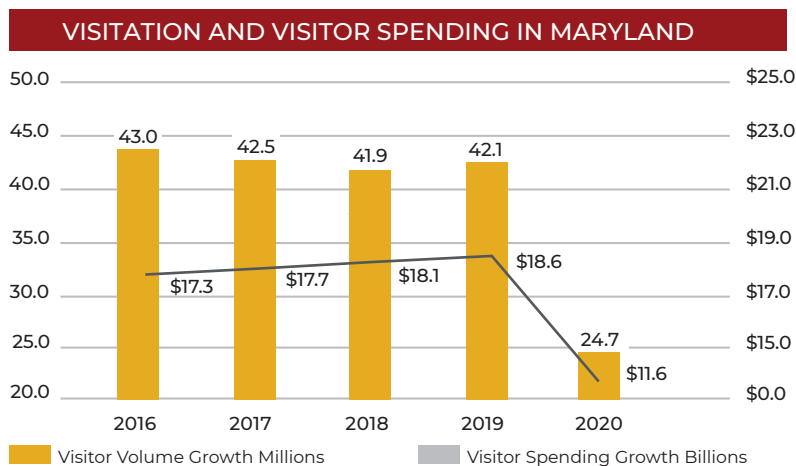




# TOURISM: A REVENUE GENERATOR

## \$11.6 BILLION IN VISITOR SPENDING IN CALENDAR YEAR 2020

In calendar year 2020 visitor spending in Maryland was \$11.6 billion, representing a 37.6 percent year-over-year decline compared to 2019. Pandemic losses reached \$7 billion, dropping 2020 visitor spending levels to below those seen in the 2009 recession. The pandemic eliminated a decade of visitor spending growth.



Source: D.K. Shifflet; Tourism Economics

## MARYLAND WELCOMED 24.7 MILLION DOMESTIC AND INTERNATIONAL VISITORS IN 2020.

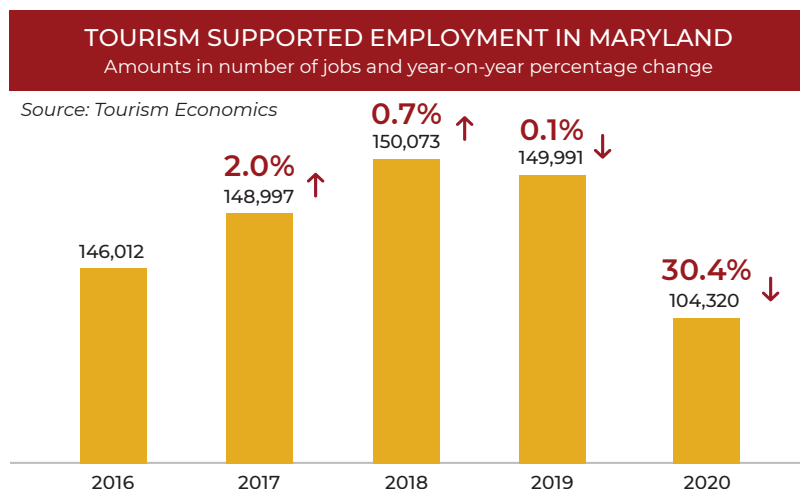
Limitations on travel and business closures affected travel across the country. Travel to urban destinations was hit harder than other types of travel. With Maryland travel affected by both Baltimore and Washington D.C. destinations, Maryland visitation fell more sharply than the U.S., dropping over 40 percent to 24.7 million visitors in 2020, a decline of 17.4 million.

## VISITOR SPENDING DIRECTLY SUPPORTED 104,328 JOBS

The pandemic's impact in Maryland resulted in a loss of more than 45,600 jobs that directly interact with visitors, over 30 percent of all jobs directly supported by visitor activity.

Even with those losses, visitor activity in Maryland still directly supported 104,328 jobs. This is 2.9 percent of all jobs in the state.

**In 2020, tourism ranked as the 12th largest private industry employer in Maryland.**



TOURISM INDUSTRY SALES (MILLIONS)						
SECTOR	2016	2017	2018	2019	2020	2020 GROWTH
LODGING *	\$3,351	\$3,434	\$3,432	\$3,550	\$2,230	-37.2%
FOOD & BEVERAGES	\$3,853	\$4,014	\$4,141	\$4,343	\$2,987	-31.2%
RETAIL	\$2,383	\$2,370	\$2,394	\$2,413	\$1,711	-29.1%
RECREATION	\$2,391	\$2,373	\$2,404	\$2,378	\$1,393	-41.4%
TRANSPORTATION**	\$5,346	\$5,491	\$5,678	\$5,906	\$3,298	-44.2%
TOTAL	\$17,323	\$17,682	\$18,050	\$18,590	\$11,619	-37.5%

Source: D.K. Shifflet; Tourism Economics

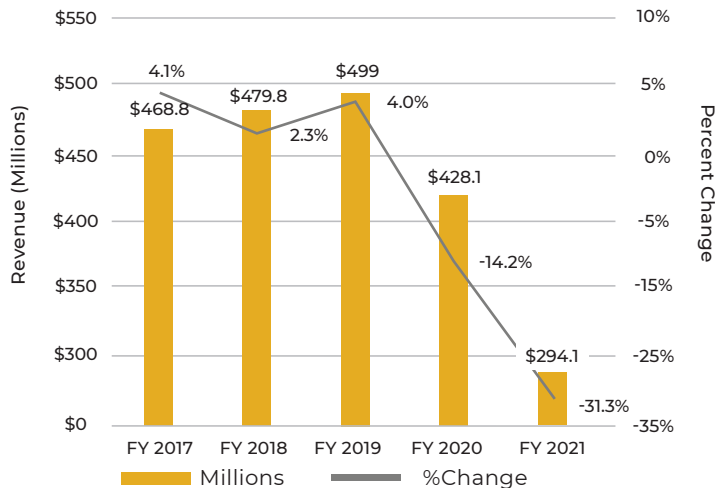
\* Lodging includes second-home spending.

\*\* Includes both ground and air transportation.

**\$11.6 BILLION IN VISITOR SPENDING IN CALENDAR YEAR 2020**



## TOURISM SALES & USE TAX REVENUE FY 2017 TO 2021



Source: MD Comptroller

## Tourism Sales Revenue Crushed by COVID

### FISCAL YEAR 2021 TOURISM SALES TAX REVENUE

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.

SALES TAX CODE & CATEGORY (MILLIONS)	TOTAL FY 2020	TOTAL FY 2021	FACTOR	ADJUSTED FY 2020	ADJUSTED FY 2021	% CHANGE
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$399.6	\$307.7	33%	\$133.2	\$102.6	-23.0%
111 Hotels, Motels Selling Food - W/BWL	\$24.1	\$10.7	100%	\$24.1	\$10.7	-55.4%
112 Restaurants and Nite Clubs - W/BWL	\$237.7	\$171.6	33%	\$79.2	\$57.2	-27.8%
306 General Merchandise	\$394.1	\$375.4	5%	\$19.7	\$18.8	-4.7%
407 Automobile, Bus, and Truck Rentals	\$71.0	\$51.3	90%	\$63.9	\$46.1	-27.8%
706 Airlines - Commercial	\$0.3	\$0.1	50%	\$0.1	\$0.1	-51.1%
901 Hotels, Motels, Apartments, Cottages	\$104.0	\$56.1	100%	\$104.0	\$56.1	-46.1%
925 Recreation and Amusement Places	\$7.7	\$5.1	50%	\$3.8	\$2.5	-34.0%
<b>Tourism Tax Categories Total Subtotal</b>	<b>\$1,238.4</b>	<b>\$978.0</b>		<b>\$428.1</b>	<b>\$294.1</b>	<b>-31.3%</b>
<b>All Sales Tax Collections - Subtotal</b>	<b>\$4,937.7</b>	<b>\$4,546.5</b>				

Comptroller designated tourism taxes

## 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 fiscal year, social media engagement was up by 17 percent, and consumer advertising requests rose.

FY 21 CUSTOMER INTERACTIONS			
Performance Metrics	FY 2021	FY 2020	% CHANGE
Overall Marketing Budget	\$5,191,541	\$2,798,489	85.5%
Overall Advertising Requests	3,353,962	1,818,053	84.5%
Travel Media Exposure (millions)	\$14.9	\$18.2	-18.1%
Welcome Center Visitation*	137,282	200,407	-31.5%
Website Unique Visitors (visitmd.org only)**	3,326,249	2,749,653	21.0%
Partner Referrals (Web Outbound Clicks)	447,477	398,842	12.2%
Social Media Followers	228,711	198,754	15.1%

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

\*\* Google Analytics data

(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 2020 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	-35.7	-3.6	-49.4	103.25	-21.3	44.0	-33.3	3,968,889
D.C.-MD-VA-DE REGION+	-41.3	-6.1	-55.9	98.53	-25.0	41.3	-37.5	303,490
MARYLAND	-37.8	-6.4	-49.6	99.54	-19.0	42.9	-33.5	63,810
MD COUNTIES								
ALLEGANY COUNTY	-31.1	-3.3	-38.3	83.43	-10.4	40.7	-28.8	1,142
ANNE ARUNDEL COUNTY	-37.3	-2.8	-49.1	88.18	-18.9	46.9	-35.5	10,426
BALTIMORE COUNTY	-23.6	-3.2	-36.0	78.50	-16.3	50.2	-21.0	5,361
BALTIMORE CITY	-60.3	-16.0	-71.0	113.35	-27.0	30.2	-52.7	7,782
CALVERT COUNTY	-38.6	-1.8	-41.9	98.13	-5.4	34.7	-37.5	770
CECIL COUNTY	-15.9	0.0	-25.4	77.06	-11.4	50.5	-15.9	770
CHARLES COUNTY	-23.5	0.0	-29.4	87.33	-7.7	48.5	-23.5	975
DORCHESTER COUNTY								600
FREDERICK COUNTY	-26.7	1.3	-39.2	74.43	-17.1	45.8	-27.6	2,682
HARFORD COUNTY	-24.1	-2.4	-35.9	77.04	-15.5	49.4	-22.2	2,524
HOWARD COUNTY	-25.0	-6.1	-41.1	75.77	-21.5	55.0	-20.1	2,942
MONTGOMERY COUNTY	-54.6	-10.5	-65.7	100.42	-24.3	34.4	-49.3	8,243
PRINCE GEORGE'S COUNTY	-44.7	-13.5	-59.2	99.31	-26.3	41.8	-36.1	8,983
QUEEN ANNE'S COUNTY	-34.6	-12.1	-41.4	144.22	-10.4	38.4	-25.5	397
ST MARY'S COUNTY	-25.2	-1.1	-29.5	86.55	-5.7	47.6	-24.4	891
TALBOT COUNTY	-29.3	-1.3	-32.3	166.29	-4.2	37.7	-28.4	674
WASHINGTON COUNTY	-27.0	0.8	-32.3	76.61	-7.2	42.7	-27.6	1,947
WICOMICO COUNTY	-25.0	-0.6	-32.0	92.29	-9.3	41.6	-24.5	1,357
WORCESTER COUNTY	-23.0	0.3	-25.7	160.23	-3.5	45.1	-23.2	3,759
MD REGIONS								
WESTERN REGION+	-28.4	-0.7	-34.4	79.46	-8.4	-27.8	-27.8	3,255
CAPITAL REGION+	-46.9	-10.7	-60.5	96.08	-25.6	-40.5	-40.5	19,908
CENTRAL REGION+	-37.9	-6.8	-52.9	87.22	-24.1	-33.4	-33.4	30,223
SOUTHERN REGION+	-27.5	-0.8	-32.4	89.03	-6.8	-26.8	-26.8	2,593
UPPER EASTERN SHORE+	-28.7	-4.1	-36.7	121.66	-11.2	-25.6	-25.6	2,635
LOWER EASTERN SHORE+	-23.2	0.1	-26.2	149.51	-4.0	-23.3	-23.3	5,196

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 2021 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 2021	MD TOURISM DEVELOPMENT BOARD GRANT AWARDED FY 2021**
ALLEGANY	\$81,678	\$1,281,848	\$3,492,631	\$4,856,156	\$600,000	\$80,203
GARRETT	\$1,722,261	\$7,058,672	\$4,875,625	\$13,656,558	\$1,199,127	\$104,001
WASHINGTON	\$291,995	\$1,995,634	\$5,175,437	\$7,463,066	\$871,387	\$59,721
WESTERN REGION	\$2,095,934	\$10,336,154	\$13,543,692	\$25,975,781	\$2,670,514	\$243,925
FREDERICK	\$548,071	\$1,721,036	\$9,688,913	\$11,958,020	\$2,040,956	\$96,358
MONTGOMERY	\$2,044,579	\$6,409,450	\$40,221,528	\$48,675,557	\$710,766	\$163,610
PRINCE GEORGE'S	\$4,534,267	\$6,267,561	\$35,463,756	\$46,265,584	\$1,383,400	\$120,764
CAPITAL REGION	\$7,126,917	\$14,398,047	\$85,374,196	\$106,899,161	\$4,135,122	\$380,732
ANNE ARUNDEL	\$5,649,961	\$10,898,655	\$41,171,461	\$57,720,077	\$1,623,016	\$371,447
BALTIMORE CITY	\$1,696,796	\$7,767,810	\$18,750,044	\$28,214,650	\$8,481,410	\$299,523
BALTIMORE COUNTY	\$3,561,082	\$7,567,726	\$31,996,566	\$43,125,374	\$1,197,411	\$25,760
CARROLL	\$507,326	\$263,591	\$4,439,308	\$5,210,225	\$405,632	\$84,399
HARFORD	\$375,157	\$1,690,032	\$8,591,258	\$10,656,447	\$645,000	\$56,629
HOWARD	\$1,246,174	\$2,824,021	\$11,719,343	\$15,789,538	\$1,491,635	\$102,026
CENTRAL REGION	\$13,036,496	\$31,011,836	\$116,667,979	\$160,716,311	\$13,844,104	\$939,784
CALVERT	\$1,105,696	\$493,868	\$3,036,991	\$4,636,555	\$460,673	\$65,713
CHARLES	\$331,004	\$1,083,116	\$5,360,289	\$6,774,410	\$671,941	\$31,096
ST. MARY'S	\$30,759	\$742,240	\$3,952,731	\$4,725,730	\$400,194	\$156,568
SOUTHERN REGION	\$1,467,459	\$2,319,224	\$12,350,012	\$16,136,695	\$1,532,808	\$253,377
CAROLINE	\$230	\$36,845	\$707,687	\$744,762	\$87,842	\$26,975
CECIL	\$158,038	\$860,230	\$3,675,742	\$4,694,010	\$799,702	\$35,111
DORCHESTER	\$71,601	\$772,663	\$2,143,915	\$2,988,179	\$686,544	\$47,598
KENT	\$50,537	\$257,057	\$716,400	\$1,023,994	\$306,121	\$38,935
QUEEN ANNE'S	\$198,954	\$599,131	\$2,308,638	\$3,106,723	\$571,464	\$29,152
SOMERSET	\$20,388	\$81,979	\$229,546	\$331,913	\$285,251	\$29,377
TALBOT	\$155,598	\$1,574,936	\$2,757,641	\$4,488,174	\$605,894	\$62,977
WICOMICO	\$165,357	\$1,313,680	\$4,637,653	\$6,116,690	\$937,628	\$54,572
WORCESTER	\$2,041,208	\$1,237,963	\$19,678,754	\$22,957,925	\$1,005,677	\$86,709
OCEAN CITY		\$18,654,180		\$18,654,180	\$6,763,049	\$395,776
EASTERN SHORE	\$2,861,911	\$25,388,663	\$36,855,977	\$65,106,551	\$12,049,173	\$807,182
STADIUM AUTHORITY	\$914,603					
OTHER			\$29,310,438			
TOTAL DIRECT CONSUMER TAXES	\$27,503,320	\$83,453,925	\$294,102,295	\$405,059,540	\$34,231,720	\$2,625,000

\* Comptroller-designated tourism taxes

\*\* The Governor provided an additional \$3 million to the DMO to aid in support of marketing activities to drive traffic to their communities.

TOURISM IN MARYLAND GENERATED MORE THAN \$405 MILLION IN TAXES







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

**Maryland Office of Tourism and Film**

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