



WELCOME

TOURISM DEVELOPMENT AND MARKETING PLAN

FISCAL YEAR 2009

MARYLAND TOURISM DEVELOPMENT BOARD
AND THE OFFICE OF TOURISM



Executive Director's Message

Dear Tourism Partner:

It has been such a pleasure for me to work with so many of you this past year in my new role as Executive Director of the Office of Tourism Development (OTD). Your insight and input were invaluable as we prepared this Fiscal Year 2009 Marketing and Development Plan.

The objectives and strategies outlined in this plan were developed to help focus OTD's efforts on those programs that deliver the greatest return on investment. We received cogent guidance from the Maryland Tourism Development Board and the O'Malley-Brown Transition Report.

This year, we included an expanded Destination Situation Analysis in the plan. One of my favorite expressions – "Information is Power" – rings particularly true during challenging economic times. Reviewing the type of data included in the Destination Situation Analysis helped us to refocus our spring marketing efforts – the fact that Marylanders have historically represented the largest number of "visitors" to the State led us to modify our media-market buys to include Washington, D.C. and Baltimore. I know many of you refocused your marketing efforts geographically, as well.

I'd like to highlight just a few of the new initiatives included in the plan:

- Review new research tools that help quantify the efforts of OTD as well as determine the most effective selling messages and target audiences.
- Work with OTD's new advertising agency to use this learning to develop compelling marketing materials.
- Focus greater emphasis on public relations outreach in order to secure more third-party editorial coverage.
- Develop an effectiveness study for the re-engineered consumer web site, visitmaryland.org.
- Identify and assess sports marketing assets statewide and develop a strategic marketing plan. These efforts will be the responsibility of the new Director of the Maryland Office of Sports Marketing, Terry Hasseltine, who joined the Department of Business & Economic Development in August 2008.
- Ensure that upcoming commemorations have appropriate visitor-ready product and market appropriately. This is especially applicable to the War of 1812 Bicentennial Commission efforts as well as the Civil War sesquicentennial, the anniversary of Harriet Tubman's death, and the 375th anniversary of the founding of Maryland.

I join Maryland Tourism Development Board Chair Dave Meloy in encouraging you to review the partner marketing and advertising opportunities, and the calendar of events detailed in this plan. We all will need to market aggressively during these challenging times – and working collaboratively is one way to make all our marketing dollars go further.

Once again, I thank all of you for your continued commitment to our industry. I look forward to working together in the coming year to market Maryland as the premier tourism destination in the region.

All the best,



Margot A. Amelia
Executive Director
Maryland Office of Tourism Development



WELCOME

OFFICE OF TOURISM DEVELOPMENT FISCAL YEAR 2009 MARKETING & DEVELOPMENT PLAN and Partner Opportunity Program

TABLE OF CONTENTS

- 1 Executive Director's Letter
- 2 Mission Statement
- 2 Chairman's Message
- 3 Destination Situation Analysis:
 - 3 Travel Industry Trends
 - 3 Maryland Visitor Statistics
 - 4 Lodging Sector Statistics
 - 7 Maryland Visitor Spending
 - 7 Product Analysis and Access
 - 7 Travel Decision Maker/Target Audience Definition
 - 8 Feeder Markets
 - 9 Competitive Analysis
- 10 Objectives & Strategies by Marketing Program
- 21 Partner Marketing & Advertising Opportunities
- 34 OTD Events Calendar
- 35 Maryland Tourism Development Board Roster
- 36 Maryland Office of Tourism Staff Roster
- 38 Maryland Destination Marketing Organizations



MISSION STATEMENT: The Maryland Office of Tourism Development (OTD)'s mission is to increase tourism expenditures (visitor spending) to the State by:

- Promoting Maryland's attractions, accommodations and visitor services;
- Providing resident and out-of-state visitors with information and services to ensure a positive trip experience; and
- Positioning Maryland as a competitive destination worldwide.

Maryland Tourism Development Board Chairman's Message

Dear Tourism Industry Partner:

As chair of the Maryland Tourism Development Board, I am proud of this body's continuing work with the high-energy team at the Maryland Office of Tourism. And, I am especially pleased to now present the Fiscal Year 2009 Tourism Development and Marketing Plan.

This past year, in order to take better advantage of the expertise of our board members, three work groups were developed: strategic planning and marketing; workforce development; and legislative affairs.

The plan's development is a product of extensive discussion and input from the board's strategic planning and marketing work group, as well as our executive committee. Members have analyzed past marketing programs in order to build on successful components. We have also prepared initiatives that we expect will lead to our target audience selecting Maryland as a destination.

The workforce development group has been equally busy working in conjunction with the Governor's Workforce Investment Board (GWIB) and its Hospitality and Tourism Industry initiative. I encourage you to go to the "About Maryland Tourism" section of www.visitmaryland.org to view the web portal we created to highlight hospitality and tourism industry educational opportunities, as well as sources of financial assistance.

Last but certainly not least, the legislative affairs work group, led by Senator John Astle, successfully introduced the Tourism Promotion Act of 2008, which will add a performance-based formula to the



development of annual state funding for tourism. The importance of tourism as an economic development engine was extremely well communicated and recognized during the 2008 legislative session.

To comply with the accountability-related goals of Governor Martin O'Malley's administration, the Office of Tourism aligns this marketing plan to performance-based success measurements. Such standards provide both our board and the Tourism Office with the tools to better quantify marketing successes, while providing a road map for attaining higher returns on future marketing efforts.

The same level of scrutiny has gone into the development of the partner opportunities included in this plan. Past performance was analyzed as well as industry trends in order to ensure that only the most effective programs are offered. Please take the time to review these opportunities – it just makes good business sense to leverage our marketing resources.

Governor O'Malley's vision of One Maryland – where every Marylander has the capacity to prosper – is congruent with the economic prosperity that the tourism industry can generate. I know I speak for the board when I say we look forward to working with you, our tourism industry partners, in working to increase tourism expenditures, tax revenues and employment.

Sincerely,

David Meloy, Chairman
Maryland Tourism Development Board
President, Merit Hotel Group

TRAVEL INDUSTRY TRENDS

According to a 2007 Travel Industry Association of America (TIA) outlook, the U.S. travel industry was expected to post moderate gains in nearly all sectors in 2008. Travel spending by domestic and international visitors in 2008 was forecast to increase more than 5 percent to \$778.2 billion, up from projected 2007 travel spending of \$740 billion. Domestic leisure trips are expected to continue an upward trend of modest growth in 2008 and a slight increase in travel for business is expected.

As high energy prices impacted consumer wallets in 2008, travel marketers began to adjust their strategies accordingly. However, TIA recently reported that gas prices are not likely to affect travel plans of most American travelers. Six of ten (59 percent) Americans who are currently planning a trip with their car, truck or SUV during the 2008 summer will not change their travel plans even with additional increases in the price of gas, according to *travelhorizons*, coauthored by TIA and Ypartnership.

One of six (16 percent) of those expecting a tax rebate as part of the economic stimulus package approved by Congress were planning to spend their rebate on an overnight or day trip for leisure purposes, according to the same survey. These trips correlate to a projected \$12.1 billion in travel spending.

Among the 41 percent of respondents who stated their plans would change if gas prices rise further, the greatest percentage would simply drive a shorter distance to their vacation destination.

Tourism marketers will be offering discounts, freebies and other marketing ploys to draw visitors who might be reluctant to open their purse strings. It is imperative that Maryland destinations market aggressively to maintain, if not grow, their market share in these difficult economic times.

MARYLAND VISITOR STATISTICS

For calendar year 2007, D.K. Shifflet & Associates reports that Maryland hosted an estimated 27.2 million visitors, down 3.8 percent from 2006. More than 75 percent, or 20.59 million, were leisure visitors, and the remaining 24 percent, or 6.61 million, were business travelers.

Trips were almost evenly split between overnights and day trips, with 13.59 million day trippers and 13.61 million overnight travelers. Overnight leisure travelers represented 10.45 million travelers (38 percent overall), and overnight business travelers represented 3.16 million travelers (12 percent overall).

The previous statistics define a visitor as either someone visiting overnight or someone who travels 50 miles or more.

Maryland Person-Trips Visitor Volume Estimates (in Millions)

	2007	2006	2005
TOTAL	27.20	28.28	27.78
Business	6.61	7.15	6.86
Leisure	20.59	21.13	20.92
Overnight	13.61	13.58	13.54
Overnight Business	3.16	3.80	4.22
Overnight Leisure	10.45	9.78	9.32
Day-Trip	13.59	14.70	14.24
Day-Trip Business	3.45	3.35	2.64
Day-Trip Leisure	10.14	11.35	11.60

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System



Trends and Comparisons

National travel volume was relatively flat from 2006. Specifically, total U.S. visitor volume, as measured in person-trips, fell .07 percent from 2006 to 2007. This decrease was driven by decreases in day trips and overall business trips. Leisure travel continues to grow and now represents 74.8 percent of all person-trips; overnight and day-trips are relatively evenly split with 49.5 and 50.5 percent respectively.

Maryland mirrored the national trends, with decreases in day trips and overall business trips, but at a greater rate of decline. The growth in Maryland's overnight leisure segment negated the decline in overnight business, resulting in a small gain in all overnights.

Maryland's surrounding states, with the exception of Pennsylvania, also saw declines from 2006. West Virginia had a dramatic decline in both day trips and overall business.

It is unknown how much of the increase in Pennsylvania's visitor volume (and the decrease in West Virginia's) is attributable to the opening of casinos in Pennsylvania in late 2006.

Percent Change in Person-Trip Volume 2006-2007

Travel Segment	U.S.	MD	DE	PA	VA	WV
Total	-0.07%	-3.81%	-3.22%	10.40%	-3.28%	-9.51%
Business	-1.15%	-7.49%	-0.65%	5.53%	-8.82%	-21.67%
Leisure	0.30%	-2.58%	-4.01%	11.78%	-1.00%	-6.62%
Day	-2.11%	-7.96%	-2.50%	9.56%	-4.43%	-12.50%
Overnight	2.11%	0.94%	-4.29%	11.38%	-2.18%	-4.22%

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System

LODGING SECTOR TRENDS

The lodging sector is an important barometer of the health of the Maryland tourism industry. The Office of Tourism receives information from Smith Travel Research (STR), a leading lodging industry research company, to provide monthly and annual lodging

data for the State of Maryland and regions pre-defined by STR. This data provides a level of detail that allows for nearly complete coverage of the State.

The following lodging measurements are detailed below:

- 1) Room Demand – reflects the percentage change in the number of rooms sold
- 2) Room Supply – reflects the percentage change in the number of rooms available
- 3) Room Rates – reflects the average cost per room
- 4) Room Revenue – reflects the percentage change in the amount of revenue collected
- 5) Occupancy Percent – reflects the percentage of rooms occupied

Maryland's room supply growth was twice the national growth and almost three times the regional growth.

Calendar Year 2007 Analysis

Lodging room demand was up slightly (.8 percent) compared to 2006, but Maryland's demand growth lagged both the DC/MD/VA region and the U.S. overall. The room supply grew by 2.9 percent from 2006; Maryland's room supply growth was twice the national growth and almost three times the regional growth.

Average room rates for the state as a whole have increased 4.3 percent to \$114.96; while Maryland's room rates exceed the national average, Maryland's room rate growth lagged the region and the U.S. overall, most likely reflecting the increase in supply. Room revenues, which are tied to room demand and room rates, have increased 5.2 percent from 2006; again, this growth lags the region. State occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 62.7 percent, a decline of 1.9 percent from 2006.

The ten regions break down as follows:

Baltimore City – aligns closely with Baltimore City

Baltimore Suburbs – aligns closely with Baltimore County

BWI Airport/Annapolis – aligns closely with Anne Arundel County

Baltimore Area – includes Harford, Carroll, Howard and Queen Anne's counties

Cecil County – aligns closely with Cecil County.

Maryland West/Hagerstown – includes Washington, Allegany and Garrett counties

Chesapeake/Ocean City – includes St. Mary's, Kent, Caroline, Talbot, Dorchester, Wicomico, Somerset and Worcester counties

Bethesda/College Park – includes parts of Montgomery and Prince George's counties

Maryland South & East – includes Calvert and Charles counties, and the rest of Prince George's County

Frederick/Rockville – includes Frederick County and the rest of Montgomery County

The following table details the five metrics for the U.S., Maryland, the Washington, D.C./Maryland/Virginia region and the ten STR pre-defined Maryland regions.

2007 Lodging Performance Comparison

Calendar Year 2007	Room Demand Percent Change	Room Supply Percent Change	Average Room Rate	Average Room Rate Percent Change	Room Revenue Percent Change	Occupancy	Occupancy Percent Change
Segment							
United States	1.2%	1.4%	\$103.64	5.9%	7.2%	63.2%	-0.2%
Maryland	0.8%	2.9%	\$114.96	4.3%	5.2%	62.7%	-1.9%
Washington, D.C.-MD-VA	1.4%	1.1%	\$149.10	5.3%	6.8%	68.5%	0.3%
Baltimore City	1.3%	2.9%	\$159.97	5.4%	6.7%	65.5%	-1.7%
Baltimore Suburbs	-3.9%	-0.6%	\$95.64	5.3%	1.2%	63.4%	-3.4%
BWI Airport/Annapolis	6.6%	10.3%	\$114.53	4.1%	11.0%	67.5%	-3.3%
Baltimore Area	0.4%	4.3%	\$93.24	3.7%	4.1%	63.1%	-3.8%
Cecil County	7.7%	5.0%	\$72.63	3.4%	11.4%	59.2%	2.5%
MD West/Hagerstown	1.9%	3.7%	\$75.04	7.0%	9.0%	57.0%	-1.9%
Chesapeake/Ocean City	-0.4%	0.5%	\$124.01	3.5%	3.1%	57.8%	-0.9%
Bethesda/College Park	-2.2%	-2.0%	\$134.58	4.9%	2.6%	66.1%	-0.3%
Maryland South & East	2.4%	3.0%	\$99.37	5.4%	7.9%	61.8%	-0.6%
Frederick/Rockville	-0.2%	3.9%	\$104.99	2.2%	2.0%	62.2%	-3.9%

Source: Smith Travel Research

First Half 2008 Analysis

Unlike most visitor data, the STR lodging data is available on almost a real-time basis. This is extremely helpful from a destination situational analysis basis as it's important to continuously track trends so that we can make appropriate recommendations and adjustments.



Lodging room demand statewide was up 1.1 percent year-to-date, compared to the same six-month period in 2007. Maryland outperformed the nation but lagged behind the region. The number of rooms available (room supply) grew by 5.2 percent, reflecting a continued increase in the building or expansion of new rooms across the state. This growth was more than twice the national average, and predominantly occurred in Baltimore City, BWI Airport/Annapolis and Maryland South & East.

Average room rates for the State as a whole have increased 3.5 percent to \$115.14. This increase is on par with the DC/MD/VA region, but slightly less than the national rate's percentage of growth. Room revenues, which are tied to room demand and room rates, are up 4.6 percent compared to the same six-month period in 2007; while rooms sold have been somewhat flat, the higher room rates offset any revenue loss. Room revenues grew faster than the national average at BWI Airport/Annapolis and Maryland South & East.

Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 60.1 percent, down 3.9 percent from the 2007 six-month period. While occupancy rates are down across the U.S. overall, Maryland's occupancy lags behind the region and the U.S. Five regions outperformed the national occupancy average – Baltimore City, BWI Airport/Annapolis, Bethesda/College Park, Maryland South & East and Frederick/Rockville.

First Half 2008 Lodging Performance Comparison

First Half 2008	Room Demand Percent Change	Room Supply Percent Change	Average Room Rate	Average Room Rate Percent Change	Room Revenue Percent Change	Occupancy	Occupancy Percent Change
Segment							
United States	-0.3%	2.3%	\$107.64	4.2%	3.9%	61.4%	-2.6%
Maryland	1.1%	5.2%	\$115.14	3.5%	4.6%	60.1%	-3.9%
Washington, D.C.-MD-VA	1.7%	3.3%	\$157.68	3.4%	5.2%	69.7%	-1.5%
Baltimore City	-0.9%	5.8%	\$155.73	0.0%	0.9%	62.5%	-4.6%
Baltimore Suburbs	-7.2%	1.0%	\$96.22	1.6%	-5.8%	58.7%	-8.1%
BWI Airport/Annapolis	4.7%	10.3%	\$112.35	-0.5%	4.2%	65.6%	-5.1%
Baltimore Area	-2.9%	2.7%	\$93.07	-0.2%	-3.2%	59.7%	-5.5%
Cecil County	-16.6%	0.0%	\$74.53	1.7%	-15.2%	49.8%	-16.6%
MD West/Hagerstown	-1.0%	0.4%	\$75.18	4.9%	3.8%	53.6%	-1.4%
Chesapeake/Ocean City	-3.0%	1.5%	\$109.63	2.5%	-0.5%	50.5%	-4.4%
Bethesda/College Park	-3.8%	-2.9%	\$141.50	5.4%	1.4%	67.5%	-1.0%
Maryland South and East	20.4%	25.4%	\$115.85	17.5%	41.4%	62.0%	-4.0%
Frederick/Rockville	2.0%	1.3%	\$110.39	3.7%	5.8%	63.9%	0.7%

Source: Smith Travel Research

MARYLAND VISITOR SPENDING

Spending by Maryland travelers increased in all travel categories from 2005 to 2006 (the last full year that data is available).

Travel Expenditures (\$ millions)	2006	2005	2004	2003	2002
DOMESTIC					
Public Transportation	\$2,605.00	\$2,393.00	\$2,345.00	\$2,221.20	\$2,139.40
Auto Transportation	\$2,034.50	\$1,840.10	\$1,637.70	\$1,456.10	\$1,288.50
Lodging	\$2,028.50	\$1,904.60	\$1,760.60	\$1,617.20	\$1,585.20
Food Service	\$2,750.60	\$2,617.40	\$2,511.40	\$2,309.70	\$2,171.80
Entertainment & Recreation	\$772.20	\$728.70	\$702.10	\$685.40	\$616.70
General Retail Trade	\$842.90	\$805.40	\$777.70	\$722.70	\$674.80
Domestic Total	\$11,033.70	\$10,289.20	\$9,734.50	\$9,012.30	\$8,476.40
International	\$402.60	\$386.70	\$341.80	\$319.00	\$337.30
TOTAL	\$11,436.30	\$10,675.90	\$10,076.30	\$9,331.30	\$8,813.70
U.S. Market Share	1.63%	1.63%	1.66%	1.56%	1.64%

Source: Travel Industry Association of America

Overall travel expenditures in Maryland increased 7.1 percent from 2005 to 2006, from more than \$10 billion to more than \$11 billion. Visitor spending in Maryland has increased 30 percent since 2002, keeping pace with the national increase of 30.2 percent. Maryland's market share has held steady at 1.63 percent.

PRODUCT ANALYSIS AND ACCESS

From the family friendly seaside resort of Ocean City to the majestic mountains in Western Maryland, from exciting and cultural downtowns to charming and historic small towns, Maryland offers visitors and residents a range of vacation experiences. In addition, Maryland's mid-Atlantic location and agreeable 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.

TRAVEL DECISION MAKER/TARGET AUDIENCE DEFINITION:

Historically, women are the travel decision-makers – if not the final decision-makers – as they generally determine which destinations are in the consideration set. Therefore, our media is targeted to women, 25-64, Household Income (HHI) \$75K+, well educated and working in managerial and professional occupations. They have made a trip of more than one day's duration within the United States in the past 12 months, which includes business, vacation, weekend travel and short trips.

While the average travel party size is 2.1 persons in Maryland, 30 percent of those trips are taken with children. The media purchased for the spring/summer 2008 campaign targeted women both with and without children, in order to reach a wider pool of prospective travelers.

This audience is further defined by special interests in Maryland's travel products, which may include but are not limited to: Civil War and the Underground Railroad; Maryland and America's Byways; other cultural heritage programs; outdoor recreation and sporting events; and multicultural sites/events. The spending for marketing to the multicultural audience comprises 13 percent of all advertising, development, and sales and marketing activities.

Another important component of Maryland's audience is the travel trade. This audience consists of group travel leaders, meeting



planners, association managers, tour operators, travel agents, and sporting event managers. Generally, these are not mass market media audiences but are targeted through domestic and international sales programs.

PRIMARY FEEDER MARKETS

The primary geographic market is generally described as the 400-mile radius from the geographic center of the state, but principally within the mid-Atlantic states of Pennsylvania, New Jersey, Virginia, Delaware, West Virginia, as well as parts of New York, Ohio, Indiana and North Carolina.

Marylanders have historically represented the largest number of Maryland tourists. In 2007, for instance, 31 percent of all travelers to Maryland were from within the state, compared to 17 percent from Pennsylvania and 11 percent from Virginia. Therefore, given budget constraints and the cost-prohibitive nature of the New Jersey-New York media markets, recent broadcast media purchases have focused on the Washington, D.C. market (which represented 23 percent of travelers to Maryland in 2007); Baltimore (which represented 15 percent) and Philadelphia (which represented 13 percent). Internet and print media still target the broader 400-mile geography.

SECONDARY FEEDER MARKETS

However, distant secondary markets, including Toronto and Montreal in Canada, the European markets of England, Germany, France, the Benelux region and selected markets in Latin America, offer tremendous growth opportunities and a higher-per-capita expenditure because of the increased length of stay. The drop in the value of the dollar makes the United States a very attractive choice

Targeting Maryland's Primary Geographic Market



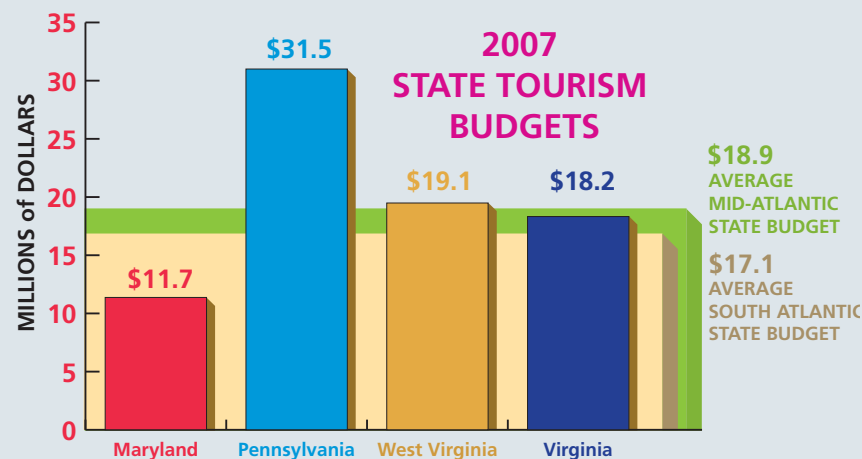
for these international travelers. Therefore, OTD will continue to concentrate on building this increasingly important consumer base through sales programs and promotions, often in conjunction with Capital Region USA (CRUSA), Maryland's collaborative marketing effort with Washington, D.C. and Virginia.

COMPETITIVE ANALYSIS

Competition for the consumer's discretionary dollar is fierce. In the United States more than \$149 billion is spent on consumer media. There are many other items consumers can choose to purchase besides travel, and many other marketers are outspending us.

The Travel Industry Association of American (TIA) reported that tourism in the United States generated \$700 billion in 2006, a seven percent increase from 2005. In the race for consumer travel dollars, states spent \$305 million in domestic advertising and sales promotion in 2007 to encourage travelers to choose their particular destination.

In our regional competitive (South Atlantic) set, TIA reported that the average state tourism budget in 2007 was \$17.1 million; while the mid-Atlantic region's average state tourism budget was \$18.9 million. Maryland's closest regional competitors – Pennsylvania, West Virginia and Virginia – had budgets of \$31.5 million, \$19.1 million, \$18.2 million, respectively.



million and \$18.2 million, respectively. Maryland's 2007 reported budget was \$11.7 million.

TIA also provides a ranking of the subset of state domestic advertising and sales promotion expenditures. It is important to note that two of Maryland's regional competitors are ranked in the Top 20: Virginia was 20th with \$6.1 million, while Pennsylvania was seventh with \$6.9 million. Maryland's \$3.7 million ranked 27th and West Virginia's \$3.5 million ranked 28th. (West Virginia chooses not to include its \$11.5 million matching grant program in the TIA report).

In our region, not only are states investing in tourism advertising and promotion, but cities are increasing their spending on advertising as well. Philadelphia historically spends at least \$10 million annually in leisure marketing efforts. New York City just launched its new "This is New York City" global marketing campaign with a budget of \$30 million (\$4.75 million in cash and \$25.5 million in city-bartered media assets). Destination DC just launched their new campaign "Create your own Power Trip" after spending more than a year in brand strategy development to determine their most compelling marketing platform.

Obviously, the competition for tourism, convention and investment dollars is relentless. Many other destinations have recently increased their efforts significantly to head off potential downturns in travel due to the economy.

This competitive marketplace means that OTD has to work more creatively to continue to build upon its recent successes in generating interest in Maryland tourism. We need to continue to track performance measurements, and adjust marketing strategies accordingly. But, like other destinations, the time is right to invest in a brand strategy process to determine Maryland's unique selling proposition so we can focus our energies on the most valuable prospects with the most compelling messages.



MARYLAND TOURISM DEVELOPMENT BOARD

The work of the Office of Tourism Development (OTD) is guided and supported by a gubernatorially appointed board, representing leadership from the hospitality industries of lodging, retail, transportation, food service and attractions, as well as representation from Destination Marketing Organizations and Maryland's General Assembly.

The goal of the Maryland Tourism Development Board (MTDB) is to provide statewide leadership in policy development, management and competitiveness to ensure that Maryland enjoys greater economic benefits from travel and tourism spending.

OBJECTIVES

- Provide leadership and routine review of the budget, staff and other resources allocated to OTD for tourism development purposes.
- Ensure future growth and stability of statewide tourism expansion development through the management of the MTDB Strategic Plan and Marketing/Development Plan.

KEY STRATEGIES FOR FISCAL 2009

- Restructure the Office of Tourism budget into seven key areas, based upon Travel Industry Association of America categories: Personnel & Administration; Advertising & Communications; Visitor Experience (formerly Product Development); County Cooperative Grant Programs; Welcome Centers; Domestic and International Sales Promotion; and Research.
- Review best practices in grant programs and adjust accordingly in preparation for the increased funding in FY 2011.
- Continue utilizing board members' particular expertise through the three work groups of strategic planning and marketing; workforce development; and legislative affairs.
- Hold a strategic planning retreat in September 2008 to begin the process for the next five-year plan (2011 -2015) as well as focus on industry best practices in metrics and marketing, specifically:
 - To review market research options that would help to quantify the efforts of the Office of Tourism – such as consumer perceptions of Maryland as a tourism destination as well as advertising effectiveness studies. Utilize these tools as benchmarks for strategic planning as well as the foundation for the State's next branding and image campaign, working in conjunction with OTD's new advertising and media planning partners.

OFFICE OF TOURISM

Administrative Management

The goal of the Administrative Management team is to provide the necessary organizational supervision and direction to ensure that the resources of staff, time and budget are properly used to produce measurable results in accordance with the department's core mission.

OBJECTIVES

- Manage and monitor the OTD staff, prioritizing and balancing the workload in order to maximize efficiency and effectiveness. Ensure that sufficient staff are deployed to accomplish the mission and the recommendations of the O'Malley-Brown Transition Report.
- Provide and maintain an internal work environment that is efficient, effective and responsive to the mission.
- Establish and maintain relationships with other agencies, tourism industry associations, organizations and institutions to ensure that Maryland's tourism development activities are best-in-class as well as delivering the highest return on investment.

KEY STRATEGIES FOR FISCAL 2009

- Maintain full staffing. Add contractual employees as necessary, to assist in the planning preparation and implementation (outreach, partner and sponsor relations) for the War of 1812 Bicentennial Commission efforts. In collaboration with the Maryland Stadium Authority, recruit the Director of Sports Marketing position recommended in the Transition Report.
- Relocate the office to the World Trade Center in FY 2009.
- Track the effectiveness of the temporary Welcome Center at Prime Outlets Hagerstown.
- Maintain membership and active leadership in state and national organizations.
- Maintain ongoing relationships with Maryland Association of Destination Marketing Organizations (MADMO), Arts and Entertainment Districts and Maryland Heritage Areas to ensure proper state and local coordination.
- Foster cooperation between local, state, and national agencies.



ADVERTISING AND COMMUNICATIONS

Domestic Advertising – Media & Production

The goal of the Domestic Advertising program is to raise the awareness of and interest in Maryland as a travel destination. Given limited resources, OTD must focus the state's marketing efforts on those targets, time periods and markets that will reap the highest return on investment.

Marketing efforts have historically been measured by conversion studies, which are based on lead generation from telephone inquiries, reader service labels and web site requests. Given that the Internet is now the chief source of travel information, many consumers are no longer requesting travel information. Other means to measure OTD's advertising effectiveness must be researched and implemented.

OBJECTIVES

- Focus all communication efforts on Maryland's most compelling tourism messages, as determined by consumer research.
- Market to the highest-value prospects, based upon target audience research.

KEY STRATEGIES FOR FISCAL 2009

- Undertake an image and awareness study to determine the most effective communication platform. Use this learning in developing the State's next branding and image campaign, working in conjunction with OTD's new advertising and media planning partners.
- Utilize learning from the image and awareness study to determine Maryland's highest-value visitor prospects. Utilize existing and new media strategies to target these prospective visitors.
- Institute an advertising effectiveness study to ensure that Maryland's marketing message is placed in the proper media outlets and that the creative is raising awareness of and interest in Maryland as a travel destination.
- Continue to leverage the State's marketing dollars by offering strategic cooperative programs.



ADVERTISING AND COMMUNICATIONS

Public Relations

The Public Relations team works to secure third-party editorial coverage of the State as a travel destination. This work is accomplished through outreach to and servicing the needs of respected travel editorial professionals in the print and electronic media.

The third-party endorsement of Maryland as a travel destination is a compelling motivator for consumers planning their leisure and business activities. Increased coverage of Maryland as a destination correlates to increased visitation and more tourism-related revenue to the State.

OBJECTIVES

- Secure media placements that will have a value of at least \$20 million with at least a quarter of that coverage specifically generated by OTD efforts.
- Continue to promote the significant impact that the tourism industry has on the economic health of Maryland.

KEY STRATEGIES FOR FISCAL 2009

- Work with in-state media outlets to promote Maryland as a travel destination to residents.
- Provide top-notch service to the travel media by continued outreach and fulfilling the travel editorial professionals' need for materials and information.
- Strategically target those travel editorial professionals that represent print, broadcast and electronic outlets in our primary and secondary markets.
- Continue to work with CRUSA's international representatives and public relations firms.
- Engage external public relations counsel to expand national publicity efforts.





ADVERTISING AND COMMUNICATIONS Publications



High-quality, creative and informative print and electronic publications are designed to inspire consumers to choose Maryland as a travel destination, encourage them to stay longer and motivate them to return as repeat visitors.

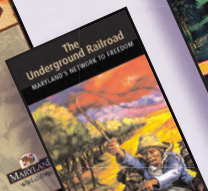
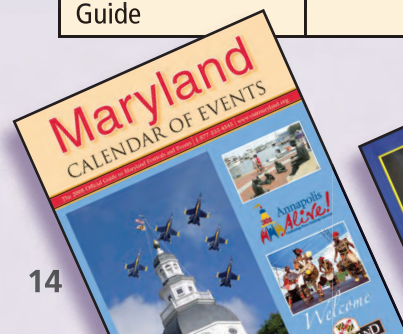
Additional vehicles target the tourism industry, communicating OTD's results and marketing programs.

OBJECTIVES

- Develop, create and publish high-quality publications, which are compelling to OTD's primary audiences. (Utilize the learning from the upcoming advertising effectiveness study to readjust accordingly.)
- Inform the travel industry of OTD's activities, and promotional and marketing opportunities through regular communication, both in print and electronically.
- Develop and create high-quality communications vehicles that support priority visitor experiences and other marketing initiatives. Work with private sector partners, offsetting expenditures and increasing distribution (Golf Guide and Field Trip Guide).

KEY STRATEGIES FOR FISCAL 2009

PUBLICATION	AUDIENCE	DISTRIBUTION DATE	QUANTITY
This Month in Maryland	Consumer	Monthly e-newsletter	15,000
Maryland Field Trip and Teachers' Guide	Educators	September 2008	20,000
Profile Sheets	Tour & Travel Trade	October 2008	500
Maryland Calendar of Events	Consumer	December 2008	300,000
Golf Guide Annual	Consumer	January 2009	50,000
Destination MD	Consumer	March 2009	300,000
African American Heritage Guide	Consumer	June 2009	50,000
MD Underground Railroad Network to Freedom Map-Guide	Consumer	TBD, based upon NPS grant award	TBD, based upon NPS grant award



ADVERTISING AND COMMUNICATIONS Web Site Development/Maintenance

Continue to enhance OTD's technology in order to best support marketing strategies, Call Center and fulfillment procedures. Utilize the latest information technology hardware and software, the Internet, and other technical resources. Maryland's customers are increasingly using technology to make their travel decisions.

OBJECTIVES

- Ensure that Maryland has the most effective consumer web site to engage those researching Maryland as a travel destination.
- Continue to maintain the most up-to-date travel information resources for the OTD web site, Call Center, Welcome Centers and publications.
- Manage and maintain a fully integrated technology program and infrastructure for internal (Welcome Centers) and external (Call Center) use.

KEY STRATEGIES FOR FISCAL 2009

- Investigate new web-based and technology-based marketing opportunities, and integrate into the new *visitmaryland.org* web site.
- Monitor contracts to maintain, enhance, manage and host OTD's web site and database to ensure flexibility, reliability and better performance, thereby increasing customer satisfaction.
- Develop a consumer web site effectiveness survey; adjust site accordingly.

Inquiry Fulfillment: Telemarketing and Fulfillment Services

Respond to all tourism inquiries with the highest level of customer service, delivering the services and/or resources the customer requires.



OBJECTIVES

- Respond to consumers interested in learning more about Maryland's travel opportunities and aid them in selecting Maryland as a travel destination.
- Provide the most persuasive information on tourism products and events.

KEY STRATEGIES FOR FISCAL 2009

- Analyze the Call Center Program and determine the most efficient and cost-effective management.
- Determine the most cost-effective and efficient means to fulfill all requests for information during the RFP process for fulfillment services.
- Ensure that county tourism offices can take advantage of a full complement of services and qualitative reports when participating in the Maryland Call Center Program.



VISITOR EXPERIENCE

Product Development Initiatives

The newly titled Visitor Experience team coordinates programs to recognize, develop and integrate new tourism resources. The team provides counsel on technical and/or financial assistance for targeted thematic initiatives, as well as administration of the Welcome Center program and the County Cooperative Grant Program.

Working with local stakeholders through cooperative alliances and partnerships, the Visitor Experience team develops consumer-focused products that will provide sustainable competitive advantage in the marketplace. Outcomes include the attainment of alternative funding sources, introduction of “new” product in the marketplace, and a safer, more consistent directional signage program.

OBJECTIVES

- Ensure that upcoming commemorations (Maryland’s 375th Anniversary, Civil War Sesquicentennial, War of 1812 Bicentennial, Harriet Tubman Centennial) have appropriate visitor-ready product, and market appropriately.
- Consistently address the need for tourism signing statewide.

KEY STRATEGIES FOR FISCAL 2009

- Manage the Maryland Civil War Trails Initiative, including administration of transportation enhancement funds.
- Provide administrative support for the War of 1812 Bicentennial Commission and manage the Star-Spangled Banner Trail and Byway.
- Manage the Maryland Underground Railroad (UGRR) Initiative, including the development and planning for the Harriet Tubman Underground Railroad State Park.
- Coordinate with other State agencies on the development and marketing of the State’s collection of Maryland and America’s Byways.
- Coordinate with State Highway Administration, the DMOs and local stakeholders to implement the Tourism Areas and Corridor (TAC) Sign Program.
- Continue to seek out and secure funding for key projects from alternative funding sources, such as the federal government and corporations.

VISITOR EXPERIENCE

County Cooperative Grant Program

The Visitor Experience team is responsible for the administration of the County Cooperative Grant Program, working under the direction of the Maryland Tourism Development Board and the Department of Business and Economic Development.

OBJECTIVES

- Support financially those political subdivisions that have presented viable marketing plans consistent with the State's annual tourism marketing plan.
- Leverage the investment in grant program: for every dollar granted, aim for at least a \$4 to \$1 return in county advertising expenditures.

KEY STRATEGIES FOR FISCAL 2009

- Continue to administer the program, which includes, but is not limited to, preparing programmatic reports; participating in the MADMO Grant Review Committee meetings; reconciling reimbursement requests; administering grant documents; updating the on-line program, etc.
- Support the Maryland Tourism Development Board and the Secretary of the Department of Business and Economic Development in reviewing best practices in grant programs and making recommendations to improve the program.

Welcome Centers

To provide comprehensive and high-quality information and services to individuals and groups who visit any of Maryland's 13 Welcome Center locations (12 locations will be open in FY09) and to educate those visitors to Maryland's quality attractions, accommodations and services, generating additional economic impact for the region and the State. Welcome Center staff serviced more than 1.7 million visitors in FY08.

OBJECTIVES

- Manage and monitor all aspects of facility operations related to Welcome Centers and ensure that the State's investment in this program is deployed efficiently.
- Manage, supervise and train staff and volunteers at 13 Welcome Centers (12 in FY09).
- Manage and administer the tourism components of the I-70 Welcome Center construction project.

KEY STRATEGIES FOR FISCAL 2009

- Coordinate the design and procurement of exterior exhibits for the reconstructed I-70 Welcome Centers, scheduled to open fall 2009. These exhibits will impact Rest Area visitors who may not take the time to enter the Welcome Center.
- Hire a consultant to evaluate Welcome Center operations and make recommendations on opportunities to commercialize and generate revenue. Align with the spring 2008 SHA Welcome Center Condition Assessment.
- Collaborate with Department of General Services, Department of Legislative Services, Maryland Archives and private-sector stakeholders to determine long-term operations for the State House Visitor Center.
- Analyze the effectiveness of the temporary Welcome Center at Prime Outlets, Hagerstown.



SALES PROMOTION

North American Sales

The North American Sales team promotes Maryland's travel products to trade and consumer markets. Predominately third-party sales channels – targeting tour operators, student travel providers, retail travel agents, group leaders, travel wholesalers, meeting planners, incentive travel planners, sporting event rights holders, reunion planners, AAA Clubs and other travel planners – through trade association partnerships, marketplace participation and sales missions.

OBJECTIVES

- Expand and strengthen tourism marketing alliances with Maryland's private-sector business partners and local tourism offices.
- Market Maryland's travel and tour products directly to a variety of third-party distribution channels through participation at trade shows, sales meetings and marketplaces.
- Coordinate marketing partners, maximizing sales of Maryland destinations to potential clients through sales promotions and lead distribution.



KEY STRATEGIES FOR FISCAL 2009

- Coordinate marketing partners' sales efforts to meeting and sporting events planners through the management of a strategically-focused tradeshow cooperative booth program. Continue to leverage OTD staff and financial resources with county and private-sector partners.
- Coordinate the efforts to maximize the American Bus Association's selection of Maryland as its meeting location for 2010. Work with Destination DC and the Northern Virginia Visitors Consortium on a dinner presentation at the 2009 ABA Marketplace.
- Create a team of Maryland partners to market the State as a destination for the reunion market.
- Arrange for Maryland marketing partners to have direct contact with clients through sales "blitz" promotions including Maryland on the Road Enterprises (MORE), and Mini-MORE.
- Research and review opportunities to reach the Canadian travel trade.



SALES PROMOTION

International Sales

The devaluation of the U.S. dollar has resulted in America becoming the world travel bargain. Therefore, International Sales will continue to work with Capital Region USA (CRUSA), the international marketing coalition combining the resources of OTD, the Virginia Tourism Corporation and the Washington, D.C. Convention and Tourism Corporation, to promote Maryland's tourism assets to consumers and the travel trade in key overseas target markets.

OBJECTIVES

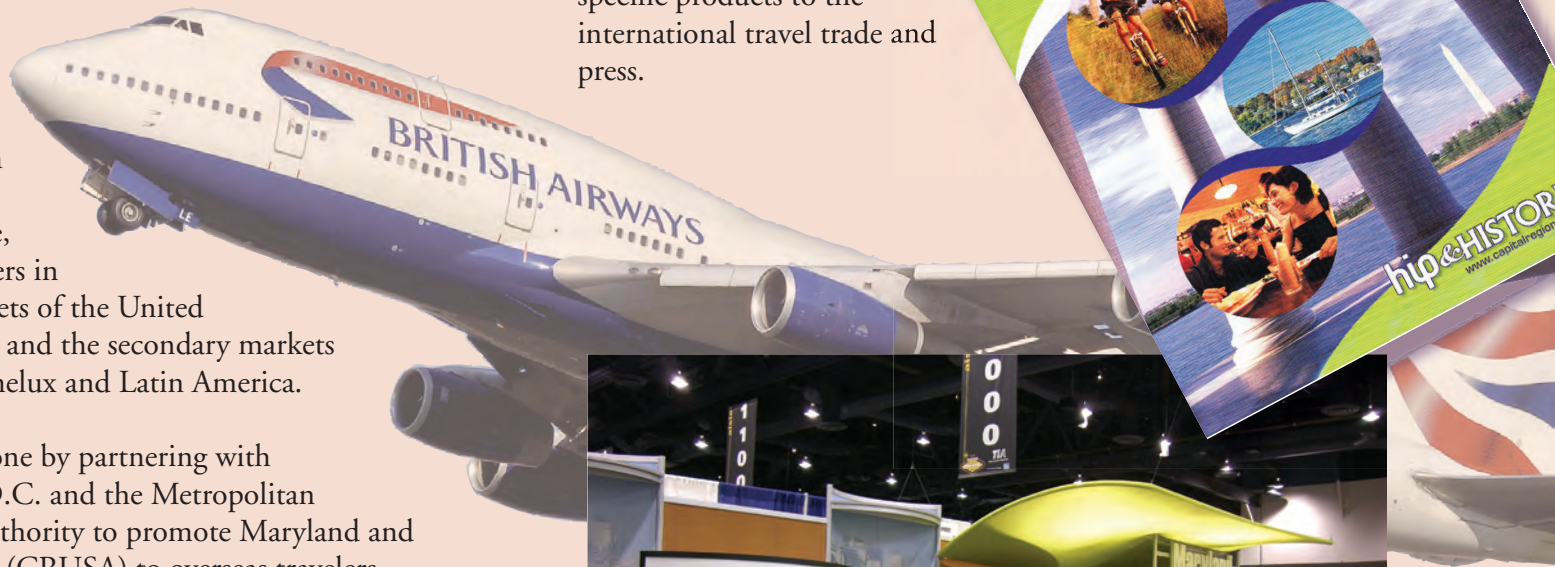
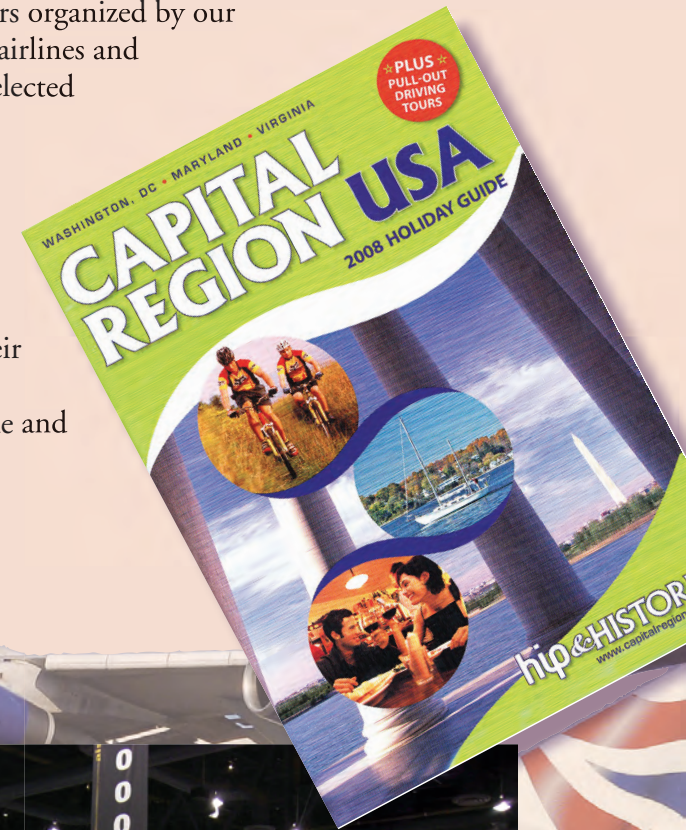
- Maximize Maryland's exposure as a destination of choice for the international travel trade, travel press and consumers in our primary target markets of the United Kingdom and Germany, and the secondary markets of France, Germany, Benelux and Latin America.
- Leverage funds four-to-one by partnering with Virginia, Washington, D.C. and the Metropolitan Washington Airports Authority to promote Maryland and the Capital Region USA (CRUSA) to overseas travelers.
- Continue to work, within budget parameters, to develop market share in emerging markets such as China.

KEY STRATEGIES FOR FISCAL 2009

- Participate in targeted U.S.-based international travel marketplaces, targeting both the trade and consumer in our primary and secondary markets.
- Showcase Maryland's tourism assets to the travel trade and travel

press through FAM tours organized by our partner tour operators, airlines and representatives in our selected markets.

- Create and produce programs that solicit the involvement of our U.S.-based partners to promote their specific products to the international travel trade and press.





RESEARCH

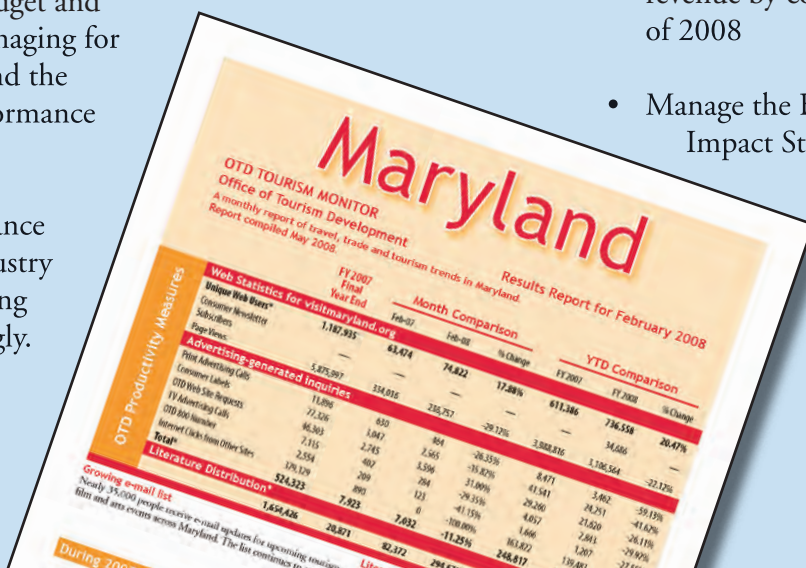
The Research Unit provides quantitative and qualitative research analysis to support OTD's mission of continued economic growth from the tourism industry.

OBJECTIVES

- Provide an annual benchmark of the importance of the tourism industry to Maryland's economy.
- Track the visitor volume, trip trends and visitor profile of consumers that inquire about and visit Maryland, as well as national trends.
- Track performance of the Maryland Office of Tourism to ensure the highest return on the State's investment, and report via the Department of Budget and Management's Managing for Results program and the new StateStat performance reporting system.
- Track the performance of the tourism industry and adjust marketing strategies accordingly.

KEY STRATEGIES FOR FISCAL 2009

- Procure, design and implement an image and awareness study to determine the most effective communication platform.
- Procure, design and implement an advertising effectiveness study, to more effectively analyze the performance of OTD's marketing efforts.
- Continue in partnership with the DMOs to conduct an economic impact study that will provide greater details at the local level.
- Utilize alternate research tools from others sources such as Smith Travel Research, the Comptrollers' office and national travel trend sources to benchmark Maryland's tourism economy's performance. Begin to track the performance of tourism tax revenue by county as determined for the Tourism Promotion Act of 2008
- Manage the Byway Market Study and the Byway Economic Impact Study.





FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *AAA Car & Travel*

Circulation: 939,000; Readership (1,878,000)

Market: NY Metro. 53% women with HHI of \$113,500; mailed 11 times a year to AAA households in the greater NY City area.

Issue: April 2009

Deadline: January 10, 2009-insertion order
February 12, 2009-materials

Benefits: Minimum of one full page of editorial/advertorial covering Maryland. Reader service for one full year, each co-op participant will receive reader service in two issues; opportunity to meet face-to-face with AAA travel agents; distribution of Maryland brochures in AAA travel offices the month the ad is in magazine; online events calendar and ability to utilize electronic brochure fulfillment program.

Costs:	Unit	Cost
	1"	\$900
	2"	\$1,800
	3"	\$2,600
	4"	\$3,100
	1/6 Page	\$3,900
	1/3 Page	\$7,700
	1/2 Page	\$10,000
	Full Page	\$19,000

All prices are NET.

Needs: 6 advertisers

Representative: Jonathan Lewkowicz
914-328-3600, Ext. 18
jlewkowicz@salesmgt.net

Publication: *AAA Traveler*
(published as a Tabloid Newspaper 6x per year)

Circulation: 225,000

Market: Northern NJ; 60% women with HHI of \$92,800

Issue: March/April 2009

Deadline: December 20, 2008-insertion order
January 3, 2009-materials

Benefits: Minimum of 1/2 page of editorial/advertorial covering Maryland; reader service in two issues; opportunity to meet AAA agents in NJ; distribution of Maryland brochures in AAA offices the month that the ad ran; each co-op participant will receive user name and password to post their events on AAA online events center; and each participant will be able to utilize electronic brochure fulfillment program.

Costs:	Unit	Cost
	1/8 Page	\$1,100
	1/4 Page	\$2,100
	1/2 Page	\$3,900
	Full Page	\$6,900

All prices are NET.

Needs: 6 advertisers

Representative: Jonathan Lewkowicz
914-328-3600, Ext. 18
jlewkowicz@salesmgt.net



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *AAA World*

Circulation: 1,812,000

Market: PA (Philadelphia Metro/Harrisburg, Lancaster, York), Metro Washington DC (Northern VA, Suburban MD and DC)

Issue: March/April 2009

Deadline: January 11, 2009-insertion order
January 25, 2009-materials

Benefits: Space for editorial provided within co-op section; brochure distribution for participants and OTD in all mid-Atlantic AAA offices (53 offices between NJ and VA); Web banner on AAASWorld.com and year-round reader service provide to OTD at no charge. A drawing(s) promoted through the magazine and perhaps in AAA offices sparking interest in Maryland; reader response and complimentary design/production services are part of this co-op.

History: DMO favorite.

Costs:	Unit	Cost
	1/6 Page	\$2,775
	1/3 Page	\$5,125
	1/2 Page	\$5,890
	Full Page	\$9,850
	All prices are NET.	

Needs: 6 advertisers

Representative: Joe Fernandez
703-222-4102
jfernandez@aaamidatlantic.com

Publication: *America's Best Vacations*

Circulation: 2,778,000

Market: Mid-Atlantic Region; HHI 75K

Issue: April 2009

Deadline: February 2009-insertion order
March 2009-materials

Benefits: Reader service leads forwarded in three batches over six weeks; three month's presence on vacationplanning and freetravel brochures web sites; Maryland will get a featured destination on vacationplanning.net.

Costs:	Unit	Cost
	1/8 Page	\$ 3,500
	1/4 Page	\$5,000
	1/2 Page	\$9,000
	Full Page	\$17,000
	All prices are NET.	

Needs: 6 advertisers

Representative: Lonnie Milligan
770-582-9700
lonnie@collinsonpublishing.com



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Audubon*

Circulation: 400,000

Market: HHI 63K+, educated, involved outdoor enthusiasts

Issue: March 2009

Deadline: January 2, 2009-insertion order
January 5, 2009-materials

Benefits: Sweepstakes: win a trip to Maryland; contest promotion on Audubon.com, vacationplanning.net, freetravelbrochure.net; matching edit for all partners.

History: A long-time favorite of everyone. This section has grown larger each year.

Costs:

Unit	Cost
1/3 Page	\$3,150
1/2 Page	\$5,250
Full Page	\$9,450

All prices are NET.

Needs: 6 advertisers

Representative: Lonnie Milligan
770-582-9700
lonnie@collinsonpublishing.com

Publication: *Blue Ridge Outdoors*

Circulation: 60,000

Market: Outdoor sports and recreation, adventure travel enthusiasts in VA, DC and MD

Issue: Three issues: April/May/June 2009

Deadline: February 28, 2009-insertion order
April 3, 2009-materials

Benefits: Inclusion in the "Maryland Mountain Madness" reader promotion; links at the promotion page and the Maryland State Road Trips site.

Costs:

Unit	Cost
1/4 Page	\$789
1/2 Page	\$1,315
Full Page	\$2,192

All prices are NET.

Needs: 6 advertisers

Representative: Charles Leonard
434-817-2755, Ext 25
charles@blueridgeoutdoors.com



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Budget Travel*

Circulation: 374,500

Market: East of Mississippi

Issue: May 2009

Deadline: February 14, 2009-insertion order
February 14, 2009-materials

Benefits: Reader service program; hyperlink on budgettravel.com

Costs:

Unit	Cost
1/6 Page	\$2,644
1/4 Page	\$3,256
1/3 Page	\$3,868
1/2 Page	\$5,410
Full Page	\$9,074

All prices are GROSS.

Needs: 6 advertisers

Representative: Patricia Kreuther
646-695-6736
patricia.kreuther@budgettravel.com

Publication: *Coastal Living*

Circulation: 450,000; Readership (2,100,000)

Market: East of Mississippi

Issue: April 2009

Deadline: January 22, 2009-insertion order
January 23, 2009-materials

Benefits: Reader service program, web site listing with 4C logo and 30 words copy with a hyperlink to each site on the coatallivingvacations.com web site. Maryland section featured online with a link to each advertiser. The Experience CL Destination travel page - MD tourism received the background image & 75 words of copy in the March issue promoting the travel guide and web site.

History: OTD and the DMOs have been onboard with this publication since its inception. It has performed very well throughout the years.

Costs:

Unit	Cost
1/6 Page	\$3,703
1/4 Page	\$5,247
1/2 Page	\$11,198
Full Page	\$22,397

All prices are NET.

Needs: 6 advertisers

Representative: Susan Seifert
410-377-3007
susanseifert@verizon.net



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Great Vacations Getaways*

Circulation: 3,850,000 (Fall-1,650,000 & Spring-2,200,000)

Market: Greater mid-Atlantic Region (Boston to Atlanta and west to Ohio)

Issue: Fall 2008 and Spring 2009

Deadline: July 11, 2008-insertion order & materials (fall)
February 13, 2009-insertion order & materials (spring)

Benefits: Advertisers web sites can be linked from our gvinfo.com web site in multiple ways and there is an interactive calendar of events; reader service response leads are provided by e-mail free of charge; e-mail blast and e-brochures directory.

History: This has been very popular with the DMOs.

Costs:

	FALL	SPRING
Unit	Cost	Cost
1/12 Page	\$2,830	\$3,587
1/6 Page	\$5,660	\$7,174
¼ Page	\$8,490	\$10,761
1/3 Page	\$11,320	\$14,348
½ Page	\$16,980	\$21,522

All prices are NET.

Representative: Ken Tabacca
410-531-2924
kent115@aol.com

Publication: *Group Tour*

Circulation: 15,000

Market: National – Professional Group Tour Planners

Issue: Quarterly
February, May, August and November 2009

Deadline: November 1, 2008-insertion order
November 15, 2008-materials

Benefits: Each co-op partner will receive quarterly reader service leads, the opportunity to submit editorial quarterly for the Maryland section, a full web page on www.grouptour.com and free ad design.

Costs:

Unit	Cost	4X Annual Investment
1/12 Page (co-op block)	\$536 per insertion	\$2,144 per year
1/6 Page (co-op block)	\$1,072 per insertion	\$4,288 per year
1/3 Page (co-op block)	\$1,530 per insertion	\$6,120 per year

All prices are NET.

Co-op will appear in each quarterly edition of Group Tour Magazine

Needs: 6 advertisers

Representative: Sara Plummer
859-273-6464
sara@gomedia.com



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Group Travel Leader*

Circulation: 30,056

Market: Group and Package Travel Industry

Issue: January 2009 (Annual)

Deadline: November 23, 2008- insertion order
November 30, 2008- materials

Benefits: Advertisers in the print issue will be included in the online E-pub version of the magazine and ad will be linked directly to each advertisers web site; advertisers will have a free one-year link (including logo) on www.grouptravelleader.com; featuring "Maryland" editorial in the January 09 issue.

Costs:	Unit	Cost
	1/6 Page	\$445.00
	1/3 Page	\$890.00
	¾ Page	\$1,335.00
	½ Page	\$1,780.00
	Full Page	\$3,553.00

All prices are NET.

Needs: 6 advertisers

Representative: Kelly Tyner
888-253-0455
Kelly@grouptravelleader.com

Publication: *Group Travel Planet*

Circulation: 16,000

Market: Nationwide
(Group Leaders/Tour Operators)

Issue: September/October 2008, January/February 2009 and May/June 2009

Deadline: July 20, 2008-insertion order & materials (Sept-Oct)
November 19, 2008-insertion order & materials (Jan-Feb)
March 24, 2009-insertion order & materials (May-June)

Benefits: 2x e-blast to 5,000 group leaders; production and design of tip-on cover.

Costs:	Unit	Cost
	1/3 Page	\$2,665
	½ Page	\$3,465
	Full Page	\$5,000

All prices are NET.

Needs: 6 advertisers

Representative: Lonnie Milligan
770-582-9700
lonnie@collinsonpublishing.com



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: Meredith Magazines
(*Better Homes & Gardens, Ladies Home Journal, Country Home, More, Midwest Living*)

Circulation: 3.528 million

Market: CT, NY, NJ, PA, DE, MD, DC, OH

Issue: April 2009

Deadline: January 4, 2009-insertion order
January 9, 2009-materials

Benefits: Reader service listing in each publication; duplicate listing and hot link for each advertiser on Meredithtravel.com web site.

History: A long-time favorite of everyone. This section has grown larger each year.

Costs:	Unit	Cost
	2" ad 4c (2 1/4X2)	\$7,006
	3" Large Brochure (2 1/4 X3)	\$11,575
	1/3 P4c	\$26,294
	1/2 Page	\$36,701
	Full Page	\$54,781

All prices are NET.

Needs: 6 advertisers

Representative: Michael DeAnzeris, III
518-580-4500
miked@strategicmediasalesgroup.com

Publication: *Natural History*

Circulation: 250,000

Market: National

Issue: March 2009

Deadline: December 22, 2008-insertion order
January 4, 2009-materials

Benefits: Each advertiser will receive a free reader service listing with responses e-mailed weekly for fulfillment; advertisers receive customized editorial inside section.

History: This publication has been in the cooperative program for several years and has performed well.

Costs:	Unit	Cost
	1/6 Page	\$1,480
	1/3 Page	\$3,425
	1/2 Page	\$9,475
	Full Page	\$11,835

All prices are NET.

Needs: 6 advertisers

Representative: Ed Harrison
646-356-6597
eharrison@nhmag.com



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *New York Times Magazine*

Circulation: 1,077,256 (weekday); 1,476,400 (Sunday)

Market: National

Issue: May 2009

Deadline: March 20, 2009-insertion order
April 6, 2009-materials

Benefits: Web site listing of 10 words of copy; reader service; bonus distribution of 1,500 copies to ASTA members.

Costs:

Unit	Cost
1/6 Page	\$3,542

All prices are NET.

Needs: 6 advertisers

Representative: Janis Lowen
202-862-0438
jlowen@nytimes.com

Publication: *Preservation*

Circulation: 270,000

Market: National

Issue: March/April 2009 (Treasures of Historic Maryland)
May/June 2009 (Civil War Trails)

Deadline: November 14, 2008-insertion order (March/April)
November 21, 2008-materials (March/April)

February 2, 2009-insertion order (May/June)
February 9, 2009-materials (May/June)

Benefits: OTD opener, headline, four photos, closing logo; DMOs 200-word editorial and two photos; reader service & web site link for OTD for 365 day and DMO for 60 days per insertion & OTD web site banner. OTD 150-word editorial/photos "Maryland Civil War Trails"; reader service & web site link for OTD for 365 days and DMOs 60 days per insertion

Costs:

MARCH/APRIL		MAY/JUNE	
Unit	Cost	Unit	Cost
1/6 Page	\$1,615	1/6Page	\$1,615
1/3 Page	\$4,590	1/3Page	\$4,590

All prices are NET.

Needs: 6 advertisers

Representative: Jim Cooke
240-264-6525
jameswcooke@comcast.net



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Rejuvenate*

Circulation: 5,000

Market: National Religious Planners

Issue: October 2008 and February 2009

Deadline: August 25, 2008-insertion order (October & February issue)
September 1, 2008-materials (October issue)
January 3, 2009-materials (October issue)

Benefits: Ten guaranteed sales leads with each insertion; one month exposure on time2rejuvenate.com, lead banner

Costs:

Unit	Cost
1/6 Page	\$ 1,395
1/3 Page	\$ 2,160
1/2 Page	\$ 2,830
Full Page	\$ 4,250

All prices are NET.

Needs: 6 advertisers

Representative: Lonnie Milligan
770-582-9700
lonnie@collinsonpublishing.com

Publication: *Southern Living*

Circulation: 365,000

Market: MD, VA, PA, NJ, NY, DC, DE
(Mid-Atlantic Region)

Issue: March 2009

Deadline: November 19, 2008-insertion order
November 25, 2008-materials

Benefits: Participants receive an in-book reader service listing that goes to full circulation; online listing during month of March (image, copy and link to site); Maryland will receive spot on travel E-newsletter (30,000 subscribers).

History: This has been a long-time good lead generator.

Costs:

Unit	Cost
1/6 Page	\$4, 990

All prices are NET.

Needs: 6 advertisers

Representative: Cynthia Cavanaugh
410-296-7443
cavmediasales@comcast.net



FY09 COOPERATIVE ADVERTISING OPPORTUNITIES

Publication: *Student Group Tour*

Circulation: 15,000

Market: National-qualified student group tour planners

Issue: A year run (3x); beginning October 2008

Deadline: July 15, 2008-insertion order
August 1, 2008-materials

Benefits: Each co-op partner will receive reader service leads for each issue; free ad design; submit editorial and full web page on www.studentgrouptourmagazine.com with photos and links.

Costs:	Unit	Cost	3X Annual Investment
	1/12 Page	\$555 per insertion	\$2,220 per year
	1/6 Page	\$1,055 per insertion	\$4,220 per year
	¼ Page	\$1,582 per insertion	\$6,328 per year
	All prices are NET.		

Needs: 6 advertisers

Representative: Sara Plummer
859-273-6464
sara@gomedia.com

Publication: *USA Weekend*

Circulation: 4,489,600

Market: Mid-Atlantic

Issue: March 13, 2009

Deadline: January 3, 2009-insertion order and materials

Benefits: Free fulfillment for two months - sent weekly on label, disk or e-mail, and free web link from [USA Weekend.com](http://USAWeekend.com) to your web site for two months.

Costs:	Unit	Cost
	Unit w/in co-op (1/6 Page)	\$2,490
	¼ Page	\$17,650
	1/3 Page	\$24,635
	½ Page	\$28,400
	Full Page	\$49,725
	All prices are NET.	

Needs: 9 advertisers

Representative: Alan Beer (Lynn Kaplan)
212-715-2116 (212-715-2124)
abeer@usaweekend.com (lkaplan@usaweekend.com)



FY'09 PARTNER MARKETING AND ADVERTISING OPPORTUNITIES

Sales and Marketing

Marketing Target: Consumer

Opportunity: Brochure distribution program

Description: Your brochures will be distributed to consumers at the Eastern Sport, Travel & Outdoor Show in Harrisburg.

Benefits: Show attendance is estimated at 450,000. Direct exposure of the marketing partner's travel product(s) will reach more than 20,000 consumers in our target markets.

Cost: \$100

Marketing Target: Tour Operator

Opportunity: Maryland on the Road Enterprise (MORE)

Description: Five-day sales blitz targeting motorcoach and tour operators in a target market area, which includes about 25 pre-scheduled sales calls.

Benefits: Increased exposure of partner's marketing products to tour operators visited. Involvement in promotional opportunities developed by participating partners.

Cost: \$995 (includes lodging, airfare, and motorcoach transportation)

Marketing Target: Tour Operator

Opportunity: Mini-Maryland on the Road Enterprise (Mini-MORE)

Description: Three-day sales blitz targeting motorcoach and tour operators in a target market area, which includes about 18 pre-scheduled sales calls.

Benefits: Increased exposure of partner's marketing products to tour operators visited. Involvement in promotional opportunities developed by participating partners.

Cost: \$550 (includes lodging and motorcoach transportation)

Marketing Target: Tour Operator

Opportunity: Maryland on the Road-in Maryland (MORE-MD)

Description: Two-day sales blitz targeting motorcoach and tour operators in a target market area, including around 12 pre-scheduled sales calls.

Benefits: Increased exposure of partner's marketing products to tour operators visited. Involvement in promotional opportunities developed by participating partners.

Cost: Approximately \$295 (includes lodging and motorcoach transportation)

Marketing Target: Tour Operator

Opportunity: American Bus Association Marketplace

Description: With Maryland set to host the ABA 2010 Marketplace, join Maryland, Washington, D.C. and northern Virginia in sponsoring the final night dinner function at the ABA Marketplace in Charlotte, N.C..

Benefits: Increased exposure of your product to tour operators. You will also have involvement in promotional opportunities developed by participating partners.

Cost: TBD, plus travel costs.

Marketing Target: Group Leaders

Opportunity: GLAMER marketing partnership

Description: Each participating partner agrees to market Maryland and the products of this partnership at one show. All partners share leads and distribute material at each show. OTD supplies the door prize and coordinates sales efforts. Booth space is assigned on a first-come basis and rates are negotiated with GLAMER.

Benefits: Exposure at many group leader shows to many potential clients. Potential leads of 1,500 group leaders.

Cost: \$500 and travel expenses associated with one trade show

FOR MORE INFORMATION CONTACT:

Rich Gilbert

PHONE: 410-767-6288

E-MAIL: rgilbert@visitmaryland.org



FY'09 PARTNER MARKETING AND ADVERTISING OPPORTUNITIES

Sales and Marketing

Marketing Target: Group Leaders

Opportunity: Trade Show Booth Co-ops

Description: Maryland purchases booth space in trade shows that offer exposure to group leaders and tour operators in OTD's target market. You can share in that booth space at a reduced cost. All booth partners must agree to promote the State as well as their own product and will share all leads. Potential shows include: Travel Expo-New York, Greater New Jersey Motorcoach Association and others.

Benefits: Exposure to potential clients.

Cost: Varies (\$250 – \$525 + travel)

Marketing Target: Reunion Planners

Opportunity: The Reunion Network (TRN) marketing partnership

Description: Each participating partner agrees to market Maryland and the products of this partnership at one show. All partners share leads and distribute material at each show. OTD supplies the door prize and coordinates sales efforts. Booth space is assigned on a first-come basis and rates are negotiated with TRN.

Benefits: Exposure at several military reunion planners. Potential leads of 250 reunion planners.

Cost: \$895 and travel expenses associated with one trade show

Marketing Target: Student Travel

Opportunity: Trade Show Booth Co-op

Description: Maryland purchases booth space at Maryland State Teachers Association, which offers exposure to Maryland educators. You can share in that booth space at a reduced cost. All booth partners must agree to promote the State as well as their own product and share all leads.

Benefits: Exposure to potential clients.

Cost: \$150 plus travel expenses.

Marketing Target: Meeting Planners/ Sports Planners

Opportunity: Meetings, Conventions & Sports Trade Show Co-ops

Description: Maryland purchases booth space in trade shows that offer exposure to meeting and sports planners in certain target markets. You can share in that booth space at a reduced cost. All booth partners must agree to promote the State as well as their own product and share all leads. Potential shows include: Meeting Professionals International, American Society of Association Executives, Affordable Meetings-DC, Quest-DC, Affordable Meetings-Chicago and TEAMS.

Benefits: This opportunity allows you to more cost-effectively promote your travel product.

Cost: TBD

FOR MORE INFORMATION CONTACT:

Rich Gilbert

PHONE: 410-767-6288

E-MAIL: rgilbert@visitmaryland.org

FOR MORE INFORMATION CONTACT:

Sandy Stilling

PHONE: 410-767-6270

E-MAIL: sstilling@visitmaryland.org



FY'09 PARTNER MARKETING AND ADVERTISING OPPORTUNITIES

International

Marketing Target: Central and South America

Opportunity: La Cumbre Trade Show, Miami, FL

Description: Join the CRUSA sales team at La Cumbre, the premier marketplace for travel professionals from Central and South America. Nearly 30 countries are represented, with the largest buyer delegations traditionally from Argentina, Brazil, Colombia and Mexico.

Benefits: The show is a structured marketplace incorporating 30 computer-matched appointments with onsite scheduling. La Cumbre is an invitation-only event and the ratio of buyers to suppliers is closely monitored. For more details on the show, visit www.lacumbre.com.

Dates: September 3-5, 2009

Cost: Approximately \$1500 + travel expenses

Contact: Pete Chambliss

Marketing Target: International

Opportunity: 2010 Capital Region USA Holiday Guides

Description: The CRUSA Holiday Guide is the primary response piece distributed to consumers and the travel trade in our target markets of the U.K., Ireland, Germany, France, and the BeNeLux countries.

Benefits: Your advertisement will be in 190,000 copies distributed in 2010 in English and German. UK

distribution includes insertions in the *Daily Telegraph*, *Essentially America* and consumer/travel trade shows.

All guides are posted to the CRUSA web site and receive approximately 15,000 downloads per year (links are established to all advertiser's web sites).

Ad closing/copy due date: July 30, 2009

Publish date: November 2009

Cost: Rates begin at approx \$2000

Contact: Larry Cohen, Northeast Media Group

PHONE: 203-255-8800

E-MAIL: toprep@aol.com

Marketing Target: International

Opportunity: TIA International Pow Wow Show, Miami, FL

Description: The Travel Industry Association's (TIA) International Pow Wow is the travel industry's premier international marketplace and is the largest generator of American travel - it is NOT a typical trade show.

Benefits: In three days of intensive pre-scheduled, business appointments, we meet with international tour operators, receptive operators and media from our target markets as well as other countries. At Pow Wow, the Maryland, Virginia and Washington, D.C. booths are located together to create a unified "Capital Region USA" aisle. CRUSA members share their leads with all of our suppliers.

For more information on TIA see www.tia.org

Cost: Approximately \$2,200 plus travel

Dates: May 16-19, 2009

Contact: Pete Chambliss

Marketing Target: International

Opportunity: Receptive Operator Sales Mission, New York

Description: Join the CRUSA sales team for a sales blitz and promotional event targeting receptive operators who sell to tour operators around the world.

Benefits: Tentative plans call for three days of sales calls on receptives in the New York area and an evening event to promote your business to the product managers with the goal being to create more CRUSA product in their programs.

Dates: June 2009

Cost: Approximately \$1,500 + travel expenses

Contact: Pete Chambliss

FOR MORE INFORMATION CONTACT:

Pete Chambliss

PHONE: 410-767-6294

E-MAIL: pchambliss@visitmaryland.org



OTD EVENTS CALENDAR			
DATES	ACTIVITY	LOCATION	CONTACT
July 08			
11	Welcome Center FAM Tour	Charles County	Jennifer Jones
13-17	Maryland on the Road Enterprise (MORE)	Long Island, NY	Rich Gilbert
Aug. 08			
1-9	Mid-Atlantic Tourism PR Alliance Media Marketplace (MATPRA)	Annapolis, MD	Connie Yingling
9-12	Meeting Professionals International (MPI)	Las Vegas, NV	Sandy Stilling
16-19	American Society of Association Executives	San Diego, CA	Sandy Stilling
23-26	Educational Seminar for Tourism Organizations (ESTO)	Bonita Springs, FL	Margot Amelia Rebecca Dougherty
26-27	Travel Expo New York	Buffalo, NY	Rich Gilbert
Sept. 08			
2-5	Travel Media Showcase	Kansas City, MO	Connie Yingling
3-5	LaCumbra Trade Show	Miami, FL	Pete Chambliss
4-6	Pennsylvania Outdoor Writers Association	Carlisle, PA	Connie Yingling
5-9	Student Youth Travel Association Marketplace	San Antonio, TX	Rich Gilbert
11	UGRR Program Training	Annapolis, MD	Kisha Wiggins
9-11	HSMAT's Affordable Meetings - National	Washington, DC	Sandy Stilling
12-15	Virginia Motorcoach Association Marketplace	National Harbor, MD	Rich Gilbert
15-20	National UGRR Network to Freedom Conference	Philadelphia, PA	Marci Ross
23-25	MINI Maryland on the Road Enterprise	Central PA	Rich Gilbert
Oct. 08			
5-7	Welcome Center Fall FAM Tour	Garrett County	Jennifer Jones
17-18	Maryland State Teachers Association Trade Show	Ocean City, MD	Rich Gilbert
19-22	Ontario Motor Coach Association Marketplace	Ottawa, ONT	Rich Gilbert
21-25	Travel, Events and Management in Sports	Pittsburgh, PA	Sandy Stilling
27-30	TIA's Marketing Outlook Forum	Portland, OR	Rebecca Dougherty

OTD EVENTS CALENDAR			
DATES	ACTIVITY	LOCATION	CONTACT
Nov. 08			
10-12	Maryland Governor's Tourism Industry Conference	Gaylord National Harbor, MD	Denise Konopacki
14-18	National Tour Association Marketplace	Pittsburgh, PA	Rich Gilbert
20	HSMAT Meeting Quest-DC	Harrisburg, PA	Rich Gilbert
TBD	Greater NJ Motorcoach Association	Atlantic City, NJ	Rich Gilbert
Jan. 09			
7-12	American Bus Association Marketplace	Charlotte, NC	Rich Gilbert
Feb. 09			
2-10	Eastern Sport, Travel & Outdoor Show	Harrisburg, PA	Rich Gilbert
22-25	Welcome Center Workshop	Southern MD	Jennifer Jones
Mar. 09			
20-22	Mason-Dixon Outdoor Writers Association	Hampton, VA	Connie Yingling
24-25	Pennsylvania Bus Association Marketplace	Harrisburg, PA	Rich Gilbert
TBD	Maryland Motorcoach Association Marketplace	Baltimore, MD	Rich Gilbert
April 09			
15	Civil War Trails Annual Meeting	Lynchburg, VA	Marci Ross
30-May 3	Pennsylvania Outdoor Writers Association	Oil City, PA	Connie Yingling
TBD	Red Hat Group Leader Event	TBD	Rich Gilbert
TBD	African-American Travel Conference	Milwaukee, WI	Rich Gilbert
May 09			
16-20	International Pow Wow	Miami, FL	Pete Chambliss
TBD	Pentagon Travel Extravaganza	Arlington, VA	Rich Gilbert
June 09			
4-6	National Tour Association Spring Exchange	Monterey, CA	Rich Gilbert
13-16	Outdoor Writers Association of America	Grand Rapid, MI	Connie Yingling
TBD	Travel Alliance Partners (TAP Dance)	Rapid City, SD	Rich Gilbert
TBD	CRUSA Receptive Operator Sales Mission	New York, NY	Pete Chambliss



MARYLAND TOURISM DEVELOPMENT BOARD

The work of the Office of Tourism is guided and supported by hospitality industry leadership under an appointed board of executives representing destinations, lodging, retail, transportation, food service and attractions, and six members of Maryland's General Assembly.

Executive Committee

David Meloy
Chair

President
Merit Hotel Group

Kathleen Cloyd Sher
Vice Chair - Attractions

Deputy Director of External Affairs
National Aquarium in Baltimore

Greg Shockley
Vice Chair - Food Service

Owner
Shenanigan's Irish Pub

Michael E. Haynie
Vice Chair - Lodging

Vice President and Managing Director
Tremont Suite Hotels

Peggy Maher
Vice Chair - Transportation
Vice President, Sales
Veolia Transportation Services, Inc.

Christopher S. Schardt
Secretary/Treasurer
Senior General Manager
General Growth Properties
Harborplace, The Gallery at
Harborplace and Owings Mills Mall

Members at Large

Paul J. Bales
Owner
Culinary Concepts, LLC
Crossing at Casey Jones Restaurant

Connie Del Signore
President and CEO
Annapolis & Anne Arundel County CVB

Deborah Dodson
Director
Talbot County Office of Tourism

Kelly Groff
Executive Director
CVB of Montgomery, MD, Inc.

Gary Jobson
Owner
Jobson Sailing, Inc.

Khaled Said
Marketing Research Analyst & VP
Operations
Northstar Hotel Management LLC

Matthew M. Taylor
Executive Director
Adventure Sports Center International

Andrew L. Vick
Executive Director
Allegany Arts Council, Inc

Legislative Appointees:

The Honorable John C. Astle
Senator, Maryland District 30
Anne Arundel County

The Honorable Wendell R. Beitzel
Delegate, District 1A
Garrett & Allegany counties

The Honorable Ann Marie Doory
Delegate, District 34
Baltimore City

The Honorable Jennie M. Forehand
Senator, Maryland District 17
Montgomery County

The Honorable Nancy Jacobs
Senator, District 34
Cecil and Harford counties

The Honorable James N. Mathias, Jr.
Delegate, District 38 B
Wicomico and Worcester counties



DIVISION OF TOURISM, FILM AND THE ARTS

Office of the Assistant Secretary

217 East Redwood Street, 9th Floor
Baltimore, MD 21202
410-767-3400
1-877-209-5883
FAX: 410-333-3400
Web site: www.choosemaryland.org

Hannah Lee Byron

Assistant Secretary,
410-767-6266
hbyron@choosemaryland.org

Andrea Vernot

Deputy Assistant Secretary
410-767-6272
avernot@choosemaryland.org

Terry Hasseltine

Director of Sports Marketing
410-767-3373
thasseltine@choosemaryland.org

Denise Konopacki

Assistant Director
410-767-6273
denisek@choosemaryland.org

Fay Short

Budget Officer
410-767-6326
fshort@choosemaryland.org

Okeena Stephenson

Administrative Assistant
410-767-6267
ostephenson@choosemaryland.org

MARYLAND OFFICE OF TOURISM

Same address, phone and fax as
Office of the Assistant Secretary
Web site: www.visitmaryland.org

Administration

Margot A. Amelia

Executive Director
410-767-6299
mamelia@visitmaryland.org

Bill Pencek

Director of Cultural and Heritage
Tourism
410-767-6289
bpencek@visitmaryland.org

Denise Reed

Administrative Specialist
410-767-6293
dreed@visitmaryland.org

Advertising and Communications

Liz Fitzsimmons

Assistant Director
410-767-6331
lfitzsimmons@visitmaryland.org

Nichele Belton

Administrative Aide
410-767-6278
nbelton@visitmaryland.org

Greg Bird

Information Technology Asst. Manager
410-767-6292
gbird@visitmaryland.org

Claude Brooks

Publications Design Manager
410-767-6274
cbrooks@visitmaryland.org

Lucy Chittenden

Web Marketing Manager
410-767-6275
lichittenden@visitmaryland.org

Camila Clark

Public Relations & Promotions Manager
410-767-6298
cclark@visitmaryland.org

Kat Evans

Traffic Coordinator
410-767-6330
kevans@visitmaryland.org

Vanessa Jenkins

Database Specialist
410-767-6282
vjenkins@visitmaryland.org

Gerald Levin

Writer/Editor
410-767-6325
glevin@visitmaryland.org

Connie Yingling

Public Relations Coordinator
410-767-6329
cyingling@visitmaryland.org

Research

Rebecca Dougherty

Research Manager
410-767-6285
rdougherty@visitmaryland.org

Sales Promotion

Pete Chambliss

Assistant Director
410-767-6294
pchambliss@visitmaryland.org

Rich Gilbert

Sales & Marketing Senior Manager
410-767-6288
rgilbert@visitmaryland.org

Sandy Stilling

Management Associate
410-767-6270
sstilling@visitmaryland.org

Visitor Experience

Marci Ross

Assistant Director
410-767-6286
mross@visitmaryland.org

Jennifer Jones

Welcome Center Manager
410-767-6296
jjones@visitmaryland.org

Anne Kyle

Product Development Manager
410-767-0696
akyle@visitmaryland.org

Kisha Wiggins

Product Development Coordinator
410-767-6295
kwiggins@visitmaryland.org



Welcome Centers

**Youghiogheny Overlook
Welcome Center**
301-746-5979

Sideling Hill Exhibit Center
301-678-5442

**I-70 at Prime Outlets –
Hagerstown**
301-293-2526

Mason-Dixon Discovery Center
301-447-2553

I-95 South Welcome Center
301-490-2444

I-95 North Welcome Center
301-490-1333

**Chesapeake House Welcome
Center**
410-287-2313

BWI Welcome Center
410-691-2878

State House Visitors Center
(closed due to renovations –
temporarily located at House of
Delegates Office Building)
410-974-3400

Crain Memorial Welcome Center
301-259-2500

Bay Country Welcome Center
410-758-6803

U.S. 13 Welcome Center
410-957-2484



DESTINATION MARKETING OFFICES

ALLEGANY COUNTY

Allegheny County Dept. of Tourism
13 Canal Place, Rm 306
Cumberland, MD 21502
301-777-5134; 800-425-2067
Fax: 301-777-5137
www.mdmountainside.com

ANNAPOLIS/ANNE ARUNDEL COUNTY

Annapolis & Anne Arundel County CVB
26 West Street
Annapolis, MD 21401
410-280-0445
888-302-2852
Fax: 410-263-9591
www.visitannapolis.org

BALTIMORE CITY

Baltimore Area Convention & Visitors
Association
100 Light Street, 12th Floor
Baltimore, MD 21202
410-659-7300
Fax: 410-727-2308
www.baltimore.org

BALTIMORE COUNTY

Baltimore County CVB
P.O. Box 5426
Lutherville, MD 21094-5426
Deliveries: 825 Dulaney Valley Rd.,
Space 135
Towson, MD 21204
410-296-4886
800-570-2836 (toll free-office)
Fax: 410-296-8618
877-782-9636 (info/call ctr)
www.visitbacomd.com

CALVERT COUNTY

Calvert County Department of
Economic Development
205 Main Street, 2nd Floor
Prince Frederick, MD 20678
410-535-4583
800-331-9771
Fax: 410-535-4585
www.ecalvert.com

CAROLINE COUNTY

Caroline County Office of Tourism
15 S. Third Street, Suite B
Denton, MD 21629
410-479-2730
Fax: 410-479-5563
www.tourcaroline.com

CARROLL COUNTY

Carroll County Visitor Center
210 E. Main Street
Westminster, MD 21157
1-800-272-1933
410-848-1388
Fax: 410-876-1560
Email: cctourism@ccg.carr.org
www.carrollcountytourism.org

CECIL COUNTY

Cecil County Tourism
Perryville Outlet Center
68 Heather Lane, Suite #43
Perryville, MD 21903-2554
1-800-CECIL-95
410-996-6299
Fax: 410-642-6286
www.SeeCecil.org

CHARLES COUNTY

Charles County Economic Development
103 Centennial St., Suite C
La Plata, MD 20646
301-645-0551
Fax: 301-885-1341
www.VisitCharlesCounty.com

DORCHESTER COUNTY

Dorchester County Tourism
2 Rose Hill Place
Cambridge, MD 21613
410-228-1000
Fax: 410-221-6545
www.tourdorchester.org

FREDERICK COUNTY

Tourism Council of Frederick County,
Inc.
19 E. Church Street
Frederick, MD 21701
301-600-2888
800-999-3613
Fax: 301-600-4044
www.fredericktourism.org

GARRETT COUNTY

Garrett County Chamber of Commerce
15 Visitors Center Drive
McHenry, MD 21541
301-387-4386 ext. 13
Fax: 301-387-2080
www.visitdeepcreek.com

**HARFORD COUNTY**

Harford County Office of Tourism
220 S. Main Street
Bel Air, MD 21014
410-638-3327
Fax: 410-879-8043
Visitor Info: 410-638-3059
888-544-4695
www.harfordmd.com

HOWARD COUNTY

Howard County Tourism, Inc.
P.O. Box 9; Deliveries: 8267 Main St
Ellicott City, MD 21043
410-313-1900
800-288-8747
Fax: 410-313-1902
www.VisitHowardCounty.com

KENT COUNTY

Kent County Office of Tourism
Development
400 High Street, 2nd Floor
Chestertown, MD 21620
410-778-0416
Fax: 410-778-2746
www.kentcounty.com

MONTGOMERY COUNTY

CVB of Montgomery, MD, Inc.
111 Rockville Pike, Suite 800
Rockville, MD 20850
240-777-2060
877-789-6904
Fax: 240-777-2065
www.visitmontgomery.com

PRINCE GEORGE'S COUNTY

Prince George's County CVB
9200 Basil Court, Suite 101
Largo, MD 20774
301-925-8300
Fax: 301-925-2053
www.visitprincegeorges.com

QUEEN ANNE'S COUNTY

Queen Anne's County Office of Tourism
425 Piney Narrows Road
Chester, MD 21619
410-604-2100
Fax: 410-604-2101
www.discoverqueenannes.com

ST. MARY'S COUNTY

St. Mary's County Department of
Economic & Community Development.
P.O. Box 653; 23115 Leonard Hall Dr.
Leonardtwn, MD 20650
301-475-4200 x1404
Fax: 301-475-4414
www.stmarysmd.com/tourism

SOMERSET COUNTY

Somerset County Tourism
P.O. Box 243; (Deliveries): 11440
Ocean Hwy.
Princess Anne, MD 21853
410-651-2968
800-521-9189
Fax: 410-651-3917
www.visitsomerset.com

TALBOT COUNTY

Talbot County Office of Tourism
11 S. Harrison Street
Easton, MD 21601
410-770-8000
Fax: 410-770-8057
www.tourtalbot.org

WASHINGTON COUNTY

Hagerstown-Washington County CVB
16 Public Square
Hagerstown, MD 21740
301-791-3246
Fax: 301-791-2601
www.marylandmemories.com

WICOMICO COUNTY

Wicomico County CVB
8480 Ocean Highway
Delmar, MD 21875
410-548-4914
800-332-TOUR
Fax: 410-341-4996
www.wicomicotourism.org

WORCESTER COUNTY

Worcester County Tourism
104 West Market Street
Snow Hill, MD 21863
410-632-3110
800-852-0335
Fax: 410-632-3158
www.visitworcester.org

OCEAN CITY

Ocean City Tourism/Convention Center
4001 Coastal Highway
Ocean City, MD 21842
410-723-8617
1-800-626-2326
Fax: 410-289-0058
www.ococean.com



PUBLISHED BY THE MARYLAND DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT
Martin O'Malley, Governor • Anthony G. Brown, Lt. Governor • David W. Edgerley, Secretary • Clarence T. Bishop, Deputy Secretary