

Maryland of **ENGAGEMENT**.

Fiscal Year | **2014**



TOURISM MARKETING AND DEVELOPMENT PLAN

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Fiscal Year | **2014**

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EXECUTIVE DIRECTOR'S MESSAGE

DEAR TOURISM PARTNER:

On behalf of the staff of the Maryland Office of Tourism Development (OTD), I am proud to share with you some of last year's accomplishments as well as highlight our FY14 goals. ✚ This Tourism Marketing and Development Plan was designed in alignment with the four goals of the Department of Business and Economic Development (DBED). These goals guided the tourism staff in the development of action plan items that are integral components of our annual work plan. Detailed below are the OTD Goals and updates on core Action Plan Key Deliverables, specific FY13 Action Plan Key Deliverables and any new FY14 Key Deliverables:

GOAL 1:

SUSTAIN AND IMPROVE JOBS IN THE TOURISM INDUSTRY

Core Deliverable:

Continue leadership in planning and hosting the Maryland Travel and Tourism Summit, the foremost educational program available to all members of our industry. – *The 2013 conference will be held at the Hotel at Arundel Preserve in Hanover November 6-8.*

FY13 Key Deliverable:

Commission advertising effectiveness study to measure revenues and jobs generated by OTD efforts. – *Calendar Year 2012 study complete; OTD investments generated 2,925 new jobs – one new job for every \$680 invested in advertising. 2013 study to go into field in November; results available for 2014 legislative session.*

GOAL 2:

SUSTAIN AND INCREASE ECONOMIC IMPACT FROM TOURISM

Core Deliverable:

Monitor tourism sales tax codes
– *Report state data monthly, county data quarterly.*

FY13 Key Deliverable:

Promote upcoming commemoration offerings to major tour operators domestically and internationally. Offer Canadian co-op to DMOs and private sector partners. – *OTD promoted commemoration offerings at 15 domestic and international tradeshow and sales missions in FY13; a similar schedule is planned for FY14. Civil War, Harriet Tubman and Star-Spangled itineraries are highlighted in the Maryland Made Easy tour suggestions publication. In FY13 and FY14, OTD contracted for representation in the Visit USA-Canada committee meetings, literature distribution and CAA mailings; Maryland also attended Bienvenue Quebec in October to target the French Canadian market.*

FY14 Key Deliverables:

- » Meet with the Comptroller's Office to explore the impact and relationship between gaming revenues and the tourism tax codes. *Met with Bureau of Revenue Estimates and had follow up conversations with the Maryland Lottery and Gaming Control Agency. OTD will begin to report out gaming revenue in the FY2014 Monthly Tourism Monitor.*
- » Monitor and participate in the Maryland State Department of Education (MSDE)-led task force to study a post-Labor Day school start date.



**GOAL 3:****IMPROVE AWARENESS AND ENHANCE THE POSITIVE PERCEPTION OF MARYLAND*****FY13 Key Deliverables:***

- » Launch Phase II of the VisitMaryland interactive map, adding core tourism businesses such as lodging and sporting venues. Survey users to prioritize new enhancements. – *In Progress.* *Hotel layer added; attractions, dining, sporting venues and other lodging options need to be added, as well as optimizing for mobile usage.*
- » Create custom database of tourism assets as well as a new call center/fulfillment customer management system. – *Complete.* *Finalizing fields for group tour product specifics.*
- » Develop seasonal sweepstakes with statewide partners, packaging and promoting authentic Maryland experiences – *Summer (Deep Creek Lake), holiday (Premium Outlets), and spring (Chesapeake Hyatt) promotions ran in FY13. The Chesapeake Bay Fall Getaway featuring prizes in St. Mary's County ran through October 21. Holiday and spring promotions are also planned for FY14.*
- » Generate and increase video content on Maryland YouTube Channel. – *OTD produced five videos in FY13 and uploaded five more; these 10 videos received more than 70,000 views. Best ways to develop and post video content is under review as part of the next iteration of VisitMaryland.org.*
- » Develop Maryland Civil War Trails mobile app – *Antietam and Gettysburg complete; other trails in progress, as well as new content for the Battle of Monocacy Trail and the Abraham Lincoln storyline.*
- » Commission consumer research on the most compelling and effective tourism website design and content, in preparation for the next iteration of VisitMaryland.org. – *OTD's new agency, Siquis, is gathering competitive information and developing a timeline for design and content consumer testing.*
- » Improve perception and reality of Maryland as a green destination. Increase industry participation in Maryland Green Travel, doubling partners to 240 by 6/30/14. – *In progress.* *170 Maryland Green Travel Partners as of October 2013. New user-friendly application launched in May 2012 generated 33 percent growth in FY13.*

FY14 Key Deliverables:

- » Develop strategies and align investments to bring focus to culinary, outdoor and Chesapeake-themed product development and marketing.
- » Scope and commission an image and awareness study of Maryland.
- » Work with Department of Natural Resources, Chesapeake Bay Gateways Network and the Chesapeake Conservancy to understand the market demand for access to the range of activities the Bay provides.

GOAL 4:**LEVERAGE INVESTMENT IN MARYLAND'S UNIQUE QUALITY OF LIFE ASSETS*****Core Deliverable:***

Administer projects assisted with \$6.1 million in Federal Highway Administration Scenic Byway Grants for the Civil War Sesquicentennial, Harriet Tubman Centennial and the War of 1812 Bicentennial – *On target to spend all grant funds by end of FY14. FY14 efforts include Star-Spangled Banner National Historic Trail interpretive installations; domestic and international byways marketing, as well as the planning and development of the new Star-Spangled Banner Trail and Byway map-guide.*

FY13 Key Deliverable:

Increase investment in Capital Region USA international marketing partnership, in collaboration with Destination DC and the Virginia Tourism Corporation. Scenic Byways marketing efforts continues to produce impressive results in media exposure. – *Complete and ongoing.*

FY14 Key Deliverables:

- » Maximize opportunities with the National Museum of American History for the 2014 Star-Spangled Summer.
- » Explore opportunities for regional partnerships with private sector tourism industry interests.

I join Maryland Tourism Development Board Chair, Greg Shockley, in encouraging you to review the OTD Events Calendar as well as the partner marketing and new cooperative advertising opportunities detailed in this plan. Working collaboratively with a unified message 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 to market our "Maryland of wonder".

All the best,

MARGOT A. AMELIAEXECUTIVE DIRECTOR > *Maryland Office of Tourism Development*



MARYLAND TOURISM DEVELOPMENT BOARD CHAIRMAN'S MESSAGE

MISSION STATEMENT

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

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

Dear Tourism Industry Partner:

As Chair of the Maryland Tourism Development Board, I want to thank you for the hard work you do every day to provide a positive trip experience for Maryland visitors. Our tourism industry is a powerful economic engine and job generator, employing more than 131,000 Marylanders from Oakland to Ocean City.

On behalf of the Maryland Tourism Development Board, I would like to thank Governor O'Malley for his continuing support of the tourism industry. We appreciate his strong support this past legislative session and thank him for funding the Maryland Tourism Development Board at \$9.5 million in FY 2014. The Board is truly honored that you recognized tourism's strong sales tax code performance and we are proud that tourism has been a revenue bright spot during the O'Malley-Brown Administration.

Tourism generates and continues to grow significant revenue integral to Maryland's economic vitality. The Bureau of Revenue Estimates has reported more than \$381 million in revenues attributable to tourism in FY13, an increase of 1 percent over FY12. Tourism revenue has grown 27.9 percent since the passage of the Tourism Promotion Act in 2008, far outpacing the 10.1 percent growth in overall sales tax collections.

This increase in revenue is no doubt driven by the fact that Maryland welcomed 35.4 million domestic visitors in 2012, an increase of 2.9 percent from 2011, and an increase of 30 percent from 2007's 27.2 million visitors, according to D.K. Shifflet and Associates, a leading tourism industry research firm.

Maryland's 30 percent increase – representing an additional 8.2 million visitors from 2007 to 2012 – was substantially greater than the 9.2 percent growth the United States saw during this time period, and significantly greater than the performance of other Mid-Atlantic states. Maryland has increased market share 19.1 percent since 2007, outperforming national and regional trends during this challenging economic climate.

We are proud of this Board's continuing work with the Office of Tourism, and are pleased to present the Fiscal Year 2014 Tourism Marketing and Development Plan. The objectives and strategies of this plan are designed to enhance tourism's positive economic impact.

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

It is the power of partnerships that help drive the industry forward. Please take the time to review the Partner Marketing and Advertising Opportunities at the back of the plan. The Maryland Destination Marketing Organization and Maryland Tourism Council members can benefit from reduced marketing costs and great consumer exposure.

I know I speak for the Board when I say we look forward to working with you, our tourism industry partners, to increase tourism expenditures, tax revenues and employment.

Sincerely,

GREG SHOCKLEY

CHAIR » *Maryland Tourism Development Board*
OWNER » *Shenanigan's Irish Pub, Ocean City*





TRAVEL INDUSTRY TRENDS

In line with industry forecasts, travel grew in 2012. The U.S. Travel Association reported that domestic travelers spent 4.4 percent more nationwide in 2012 than they had in 2011 and continued growth in visitation and revenue are expected in 2013. The U.S. Travel Association forecasts modest visitation growth for domestic travel overall through 2016: 1.3 percent in 2013, 1.8 percent in 2014, 1.8 percent in 2015 and 1.3 percent in 2016. Domestic travel expenditures are expected to increase at a faster rate: 3.6 percent in 2013, 3.9 percent in 2014, 4.4 percent in 2015 and 4.1 percent in 2016.

The size and importance of the international travel market also continues to grow – with forecasts between 5.8 and 7.3 growth in visitor spending over the next four years. According to the U.S. Department of Commerce, close to 67 million international visitors traveled to the U.S. in 2012. Overseas arrivals totaled 29.8 million, up 6.7 percent compared to 2011. International visitors spent a record-breaking \$128.6 billion on U.S. travel and tourism-related goods and services in 2012, up 10.7 percent from 2011.

State tourism offices around the country responded to the increased demand with increased marketing budgets. According to the U.S. Travel Association, state tourism office budgets increased 4.5 percent on average in FY13 to \$14.9 million per state. (Maryland's FY13 budget was reported at \$10.4 million).

Recent leisure and business travel surveys compiled by the U.S. Travel Association detail continued growth in leisure travel, a slower recovery in business travel and declines in government travel:

- » Nearly six out of ten (59%) U.S. adults expect to take at least one leisure trip between July 2013 and January 2014, according to the quarterly travelhorizons™ survey conducted by MMGY Global.
- » Priceline.com's annual Travel Summer Survey concluded that "the staycation is dead" with 83 percent of Americans intending to take a vacation away from home this year, very different from recent years when as much as 50 percent of respondents said they intended to vacation closer to home.
- » Recovery in business travel continues to lag that of leisure travel. For example, in the second quarter of 2013, U.S. and international consumer travel sales for American Express rose three percent and five percent, respectively, while its global corporate travel sales declined two percent year over year, the sixth consecutive quarter of such decline.

- » Government travel remains the industry's greatest challenge. Five months after across-the-board federal budget cuts, much of the U.S. government is grounded. Federal travel-card spending is down 17 percent so far in fiscal 2013 compared with the same period last year, following a six percent decline in 2012.

Another new study provides interesting details on the growing culinary travel market. Conducted by Mandela Research and sponsored by the World Food Travel Association, the study reports that almost one-third (30 percent) deliberately choose destinations based on the availability of activities related to local food and drink, whether it's a beer or wine festival, a farmers market or a farm-to-table experience.

Maryland is poised to benefit from the projected growth in tourism due to its strong tourism and lifestyle products – local cuisine, waterfront destinations, cultural heritage and driving tours within short distance of many top-rated tourism attractions.

Maryland tourism marketers will need to be more nimble than ever as they deal with increased marketing competition from other states, consumers' desires to expand their travel options and move away from staycations, and deal with the impact of reduced government spending. Successful travel promotion will require, as always, the best possible understanding of the consumer and the factors influencing their travel decision, as well as the best channels of communication that can deliver the highest return on investment on their advertising and promotional dollars.

As this publication went to press, the U.S. Travel Association reported in its September 2013 *U.S. Travel Outlook* that the outlook for travel remains somewhat clouded by rising mortgage rates, the threat of renewed budget battles in Washington D.C., weaker foreign markets and a Mideast crisis that is pushing up oil prices.



MARYLAND VISITOR STATISTICS

For calendar year 2012, D.K. Shifflet & Associates reports that Maryland hosted more than 35 million estimated domestic visitors, up 2.9 percent from 2011, outperforming the 1 percent growth in domestic person-trips nationwide. 🗝️ Eighty percent, or more than 28 million, were leisure visitors, and the remaining 20 percent, or nearly 7 million, were business travelers. Overnight and day trips were roughly split the same – with more than 17 million each in 2012.

VISITOR VOLUME ESTIMATES (PERSON-TRIPS IN MILLIONS)

	Maryland			United States		
	2012	2011	2010	2012	2011	2010
TOTAL	35.37	34.37	32.17	2,182.95	2,160.30	2,021.86
BUSINESS	6.73	7.52	7.36	447.70	433.88	429.52
LEISURE	28.64	26.85	24.81	1,735.26	1,726.42	1,592.34
DAY TRIP	17.54	17.38	16.06	1,098.34	1,097.03	1,019.65
OVERNIGHT	17.83	16.98	16.11	1,080.61	1,063.26	1,002.21

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

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

MARYLAND DESTINATION REGIONS

		SHARE OF MARYLAND VISITATION IN 2012
CENTRAL REGION	(ANNE ARUNDEL, BALTIMORE CITY, BALTIMORE, CARROLL, HARFORD, HOWARD COUNTIES)	46.8%
EASTERN SHORE	(CAROLINE, CECIL, DORCHESTER, KENT, QUEEN ANNE'S, SOMERSET, TALBOT, WICOMICO, WORCESTER COUNTIES)	21.0%
CAPITAL	(FREDERICK, MONTGOMERY, PRINCE GEORGE'S COUNTIES)	20.2%
WESTERN MARYLAND	(ALLEGANY, GARRETT, WASHINGTON COUNTIES)	7.9%
SOUTHERN	(CALVERT, CHARLES, ST. MARY'S COUNTIES)	4.0%

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



TRENDS AND COMPARISONS

National domestic travel volume grew slightly in 2012, with total domestic U.S. visitor volume, as measured in person-trips, growing 1.0 percent from 2011. Leisure travel represented more than 79 percent of all person-trips, with overnight and day-trips evenly split at 50 percent each.

Maryland saw growth in leisure, as well as both day trips and overnights. Maryland outperformed national trends, and led the region with the largest percent growth in the leisure and overnight segments. In comparison to 2007 net traveler volume, Maryland realized more growth than any state in the region, both overall and in the leisure segment.

Maryland has welcomed an additional 8.2 million visitors since 2007 – an increase of 30 percent, outperforming national and regional trends during this time, and growing market share 19.1 percent.

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PERCENT CHANGE IN PERSON-TRIP VOLUME 2011-2012

TRAVEL SEGMENT	U.S.	MD	DC	DE	PA	VA	WV
TOTAL	1.0%	2.9%	[12.9%]	[8.2%]	3.1%	[3.5%]	0.1%
BUSINESS	3.2%	[10.5%]	[14.3%]	[21.2%]	4.5%	[12.5%]	10.1%
LEISURE	0.5%	6.7%	[11.9%]	[5.5%]	2.9%	[0.7%]	[1.9%]
DAY TRIP	0.1%	0.9%	[29.1%]	[14.7%]	7.9%	[9.0%]	8.7%
OVERNIGHT	2.0%	5.0%	0.2%	[1.4%]	[2.1%]	1.3%	[10.2%]

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism

PERCENT CHANGE IN PERSON-TRIP VOLUME SINCE 2007

TRAVEL SEGMENT	U.S.	MD	DC	DE	PA	VA	WV
TOTAL	9.2%	30.0%	11.4%	3.6%	12.3%	5.6%	10.1%
BUSINESS	[11.0%]	1.7%	4.9%	[35.8%]	[18.2%]	[17.0%]	22.0%
LEISURE	16.0%	39.1%	16.0%	16.2%	20.4%	14.1%	7.8%
DAY TRIP	8.8%	26.3%	29.0%	[20.2%]	15.0%	[3.9%]	5.9%
OVERNIGHT	9.6%	34.0%	3.1%	39.7%	9.2%	14.4%	16.9%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism



TOP TEN TOURISM ACTIVITIES

The top ten tourism activities in Maryland are almost the same as the U.S. overall, with slight differences in ranking. Culinary/Dining Experience ranked first in Maryland (second nationally); shopping ranked second (first nationally); nightlife ranked fourth (fifth nationally); historic sites ranked fifth (sixth nationally); touring/sightseeing ranked sixth (fourth nationally); museum/art exhibits ranked eighth (ninth nationally); movies ranked ninth (tenth nationally); and holiday celebrations ranked tenth in Maryland (eleventh nationally). Gambling was ranked eighth nationally and eleventh in Maryland.

TOP TEN TOURISM ACTIVITIES PER STAY, 2012

<i>Maryland</i>		<i>United States</i>	
CULINARY/DINING	30%	SHOPPING	29%
SHOPPING	23%	CULINARY/DINING	29%
BEACH/WATERFRONT	22%	BEACH/WATERFRONT	14%
NIGHTLIFE	12%	TOURING/SIGHTSEEING	12%
HISTORIC SITES	12%	NIGHTLIFE	10%
TOURING/SIGHTSEEING	11%	HISTORIC SITES	10%
PARKS (NATIONAL/STATE)	8%	PARKS (NATIONAL/STATE)	10%
MUSEUM, ART EXHIBITS	8%	GAMBLING	8%
MOVIES	7%	MUSEUM, ART EXHIBITS	8%
HOLIDAY CELEBRATION	6%	MOVIES	7%

Source: D.K. Shifflet & Associates, Ltd., based on domestic trips to Maryland and U.S.

TOP TWO DESTINATIONS

The top two destinations visited in Maryland are Baltimore and Ocean City.

The chart below details numbers of visitors, average travel party size, trip length, spending per trip, and top feeder markets for those two destinations and for Maryland overall.

MARYLAND AND TOP TWO DESTINATIONS TRAVELER SUMMARY, 2012

	<i>Maryland</i>	<i>Baltimore</i>	<i>Ocean City</i>
ESTIMATED SHARE OF VISITS	--	31%	13.0%
ESTIMATED PERSON-STAYS	44.8 million	13.9 million	5.8 million
AVERAGE TRAVEL PARTY SIZE	1.8	1.8	2.4
AVERAGE LENGTH OF STAY (DAYS)	1.3	1.2	2.7
AVERAGE SPENDING PER PERSON PER DAY	\$118	\$125	\$138
SPENDING PER GROUP STAY	\$276	\$270	\$894
TOP 3 DMAS OF ORIGIN	Washington, D.C. (32%) Baltimore (15%) Philadelphia (11%)	Washington, D.C. (29%) Baltimore (14%) Philadelphia (13%)	Baltimore (26%) Washington, D.C. (20%) Philadelphia (13%)

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism



\$14.3 BILLION IN VISITOR SPENDING IN MARYLAND IN 2011, A NEW RECORD

Tourism Economics' 2011 Economic Impact of Tourism in Maryland shows that travelers in Maryland spent \$14.3 billion in 2011. Local (non air) transportation, food and beverage and lodging each represent about 20 percent of tourism industry sales, with retail closely following at 15 percent. Overall travel expenditures in Maryland grew 7.8 percent from 2010 to 2011, from a revised \$13.3 billion in 2010 to \$14.3 billion in 2011. The \$14.3 billion in 2011 tourism industry sales surpassed Maryland's pre-recession high.

The 2012 spending analysis, available in November 2013, is likely to report a continued recovery based on the growth in visitor volume, including increased international spending.

TRAVEL EXPENDITURES (IN MILLIONS)

	2011	2010	2009
LOCAL TRANSPORTATION	\$3,192.0	\$2,788.4	\$2,704.0
FOOD & BEVERAGE	\$2,878.6	\$2,754.0	\$2,655.3
LODGING	\$2,721.2	\$2,615.2	\$2,476.0
RETAIL	\$2,093.2	\$1,933.0	\$1,822.2
ENTERTAINMENT/RECREATION	\$1,210.7	\$1,116.2	\$1,078.8
AIR	\$1,533.3	\$1,439.0	\$1,369.2
OTHER	\$657.0	\$607.4	\$600.5
TOTAL	\$14,286.0	\$13,253.2	\$12,706.0

Source: *Tourism Economics*, an Oxford Economics company



CALENDAR YEAR 2012 LODGING PERFORMANCE COMPARISON

	room demand percent change	room supply percent change	room revenue percent change	average room rate (\$)	average room rate revenue percent change	occupancy rate	occupancy percent change	RevPAR	RevPAR percent change	hotel rooms	sample
SEGMENT											
UNITED STATES	3.0%	0.5%	7.3%	\$106.10	4.2%	61.4%	2.5%	\$65.17	6.8%	4,833,499	3,472,153
MARYLAND	1.3%	0.8%	3.4%	\$113.23	2.0%	61.1%	0.5%	\$69.15	2.5%	72,228	64,064
MD-VA-DC-DE REGION	1.4%	0.2%	1.8%	\$116.61	0.4%	61.8%	1.2%	\$72.01	1.6%	338,104	296,976
MD COUNTIES											
BALTIMORE CITY	1.3%	0.8%	3.7%	\$141.82	2.4%	62.6%	0.5%	\$88.81	3.0%	9,742	9,274
ALLEGANY	3.1%	[0.1%]	[0.2%]	\$84.93	[3.2%]	54.0%	3.2%	\$45.85	[0%]	1,013	714
ANNE ARUNDEL	0.1%	0.4%	3.4%	\$100.41	3.3%	69.4%	[0.2%]	\$69.70	3.1%	10,608	9,856
BALTIMORE	3.5%	1.1%	4.4%	\$89.14	0.9%	62.4%	2.4%	\$55.61	3.3%	5,888	5,117
CALVERT	[4.9%]	0%	[4.1%]	\$102.92	0.9%	53.4%	[4.9%]	\$54.92	[4.1%]	772	772
CECIL	2.3%	0.2%	6.1%	\$74.40	3.7%	52.8%	2.1%	\$39.30	5.9%	1,081	870
CHARLES	[2.6%]	[1.0%]	[1.8%]	\$83.01	0.9%	57.2%	[1.7%]	\$47.45	[0.8%]	1,379	978
DORCHESTER	0.7%	[0.1%]	5.3%	\$174.46	4.5%	50.0%	0.9%	\$87.26	5.4%	680	600
FREDERICK	0.6%	1.2%	7.3%	\$87.91	6.7%	66.2%	[0.6%]	\$58.22	6.0%	2,323	2,199
HARFORD	[0.1%]	4.7%	3.1%	\$82.48	3.2%	59.4%	[4.6%]	\$49.02	[1.6%]	2,694	2,513
HOWARD	[2.1%]	0.4%	0.2%	\$89.37	2.4%	63.3%	[2.5%]	\$56.58	[0.2%]	3,641	3,335
MONTGOMERY	[1.3%]	[0.2%]	[1.7%]	\$122.55	[0.4%]	64.4%	[1.1%]	\$78.94	[1.5%]	9,531	9,382
PRINCE GEORGE'S	2.1%	[0.1%]	3.0%	\$125.17	0.9%	63.0%	2.2%	\$78.87	3.1%	9,980	9,526
QUEEN ANNE'S	[1.2%]	0%	3.8%	\$118.26	5.1%	49.9%	[1.2%]	\$58.98	3.8%	469	403
ST MARY'S	8.4%	12.1%	7.0%	\$93.43	[1.3%]	49.4%	[3.3%]	\$46.11	[4.6%]	1,172	1,105
TALBOT	3.6%	0%	5.8%	\$152.59	2.2%	46.8%	3.6%	\$71.38	5.8%	950	630
WASHINGTON	9.3%	[1.7%]	12.1%	\$74.98	2.6%	55.0%	11.1%	\$41.20	14.0%	2,025	1,924
WICOMICO	1.1%	0%	6.6%	\$89.03	5.4%	47.2%	1.1%	\$42.03	6.6%	1,625	1,234
WORCESTER	3.1%	0.8%	7.7%	\$146.16	4.5%	53.1%	2.3%	\$77.62	6.9%	5,531	3,122
MD REGIONS											
WESTERN	7.1%	[1.0%]	7.4%	\$78.85	0.3%	54.3%	8.2%	\$42.79	8.5%	3,570	2,809
CAPITAL	0.4%	0%	1.2%	\$120.05	0.7%	64.0%	0.4%	\$76.78	1.1%	21,834	21,107
CENTRAL	1.2%	1.5%	3.6%	\$107.88	2.4%	64.6%	[0.3%]	\$69.67	2.1%	32,719	30,188
SOUTHERN	[0.1%]	3.2%	0.2%	\$90.57	0.3%	53.7%	[3.2%]	\$48.67	[2.9%]	3,323	2,855
UPPER EASTERN SHORE	2.0%	0%	5.6%	\$122.78	3.5%	49.5%	2.0%	\$60.74	5.5%	3,466	2,697
LOWER EASTERN SHORE	2.8%	0.6%	7.7%	\$136.31	4.7%	51.9%	2.2%	\$70.69	7.0%	7,316	4,408

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.



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 firm, to provide monthly, bi-annual and annual lodging data for the State of Maryland and its counties. This data provides a level of detail that allows for nearly complete coverage of the State.

The following lodging measurements are detailed:

- 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 Revenue – reflects the percentage change in the amount of revenue collected
- 4) Room Rates – reflects the average cost per room
- 5) Occupancy Percent – reflects the percentage of rooms occupied
- 6) RevPAR – reflects total room revenue divided by total number of available rooms

CALENDAR YEAR 2012 ANALYSIS

Demand for Maryland's hotel rooms grew 1.3 percent, comparable to the region (up 1.4) and lower than the nation's 3 percent growth rate. The number of rooms available (room supply) remained relatively flat across the state (up 0.8 percent), region (up 0.2 percent), and nation (up 0.5 percent).

Average room rates for the state as a whole grew slightly to \$113.23; compared to the average U.S. room rate of \$106.10 and the region at \$116.61. Room revenues, which are tied to room demand and room rates, grew 3.4 percent from 2011; the regional revenue growth rate was 1.8 percent; the national revenue growth was 7.3 percent. Revenue per available room was up 2.5 percent in Maryland, one point higher growth than the region (up 1.6), and four points lower than the national growth (up 6.8).

Occupancy rates, which reflect changes in supply and demand for rooms, averaged 61.1 percent, 0.5 percent more than 2011, compared to 61.4 percent occupancy rate and 2.5 percent growth for the U.S., and 61.8 percent occupancy rate and 1.2 percent growth for the region.

The following table details the six metrics for the U.S., Maryland, Maryland's counties (when available), and the MD-VA-DC-DE region.

FIRST HALF 2013 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 declined 1.6 percent, compared to the same six-month period in 2012. Maryland's demand was comparable with the region, and grew at a slower pace than the nation's. The number of rooms available (room supply) remained relatively flat across the state (up 0.4 percent), region (up 0.3 percent), and nation (up 0.8 percent).

Average room rates for Maryland grew slightly to \$112.11 for this six-month period. The rate was higher than the nation's \$109.49 room rate, but behind the national growth rate of 4.0 percent. The regional room rate was \$119.80, and grew at the same pace as Maryland's (up 1.3). Total room revenue for the state decreased slightly compared to the same six-month period in 2012 (down 0.3 percent). Revenue per available room declined 0.7 percent for the state, while the region was flat, and the U.S. grew 5.6 percent. Occupancy rates, which reflect changes in supply and demand for rooms, averaged 59.3 percent, 1.9 percent less than last year, compared to 1.5 percent growth for the U.S. and 1.3 percent decline for the region.



JANUARY–JUNE 2013 LODGING PERFORMANCE COMPARISON

	room demand percent change	room supply percent change	room revenue percent change	average room rate (\$)	average room rate percent change	occupancy rate	occupancy percent change	RevPAR	RevPAR percent change	hotel rooms	sample
SEGMENT											
UNITED STATES	2.3%	0.8%	6.4%	\$109.49	4.0%	61.8%	1.5%	\$67.69	5.6%	4,918,727	3,510,767
MARYLAND	(1.6%)	0.4%	(0.3%)	\$112.11	1.3%	59.3%	(1.9%)	\$66.44	(0.7%)	76,302	65,113
MD-VA-DC-DE REGION	(1.0%)	0.3%	0.3%	\$119.80	1.3%	60.8%	(1.3%)	\$72.90	(0%)	345,295	299,896
MD COUNTIES											
BALTIMORE CITY	0.9%	0%	4.1%	\$151.33	3.2%	63.4%	0.9%	\$95.99	4.0%	8,580	8,538
ALLEGANY	(0%)	(1.7%)	(1.3%)	\$82.00	(1.2%)	48.3%	1.7%	\$39.57	(1.3%)	997	913
ANNE ARUNDEL	(0.8%)	0.8%	(0.7%)	\$98.78	0.1%	68.9%	(1.6%)	\$68.05	(1.5%)	10,608	9,856
BALTIMORE	(1.7%)	0.9%	1.1%	\$91.46	2.8%	60.0%	(2.5%)	\$54.86	0.2%	5,995	5,224
CALVERT	(13.0%)	0%	(14.8%)	\$99.29	(2.1%)	48.7%	(13.0%)	\$48.36	(14.8%)	772	772
CECIL	4.6%	0.4%	9.7%	\$76.00	4.9%	52.2%	4.2%	\$39.65	9.3%	1,081	870
CHARLES	(7.7%)	(12.5%)	(7.4%)	\$83.21	0.3%	61.6%	5.4%	\$51.26	5.7%	1,370	969
DORCHESTER	(7.3%)	(0%)	(9.5%)	\$163.38	(2.3%)	45.1%	(7.2%)	\$73.75	(9.4%)	680	600
FREDERICK	(2.9%)	5.4%	(3.4%)	\$87.77	(0.5%)	59.2%	(7.9%)	\$51.94	(8.4%)	2,323	2,199
HARFORD	(9.2%)	(0.9%)	(6.5%)	\$83.84	2.9%	54.1%	(8.3%)	\$45.32	(5.7%)	2,630	2,449
HOWARD	(0.6%)	3.5%	(0.2%)	\$90.48	0.5%	60.9%	(4.0%)	\$55.11	(3.5%)	3,641	3,335
MONTGOMERY	1.2%	(0.1%)	0.8%	\$124.41	(0.4%)	66.0%	1.3%	\$82.12	0.9%	9,530	9,220
PRINCE GEORGE'S	(3.7%)	1.4%	(2.0%)	\$127.50	1.8%	61.2%	(5.0%)	\$78.08	(3.4%)	10,155	9,777
QUEEN ANNE'S	1.7%	0.0%	5.1%	\$116.55	3.3%	46.9%	1.7%	\$54.68	5.1%	469	403
ST MARY'S	(5.3%)	4.1%	(6.0%)	\$90.95	(0.8%)	46.1%	(9.0%)	\$41.97	(9.7%)	1,172	1,105
TALBOT	(5.9%)	0%	(1.4%)	\$146.93	4.7%	40.3%	(5.9%)	\$59.20	(1.4%)	976	630
WASHINGTON	(0.9%)	(7.0%)	(0.2%)	\$75.23	0.7%	54.8%	6.7%	\$41.21	7.4%	2,025	1,924
WICOMICO	2.9%	(0%)	1.3%	\$82.16	(1.5%)	44.0%	2.9%	\$36.15	1.3%	1,625	1,234
WORCESTER	(3.2%)	1.3%	(1.9%)	\$124.98	1.4%	46.0%	(4.4%)	\$57.47	(3.1%)	9,375	3,752
MD REGIONS											
WESTERN	(0.3%)	(4.6%)	0.1%	\$78.14	0.4%	51.8%	4.5%	\$40.46	4.9%	3,554	3,008
CAPITAL	(1.4%)	1.2%	(0.8%)	\$122.16	0.6%	63.1%	(2.6%)	\$77.07	(2.0%)	22,008	21,196
CENTRAL	(1.1%)	0.7%	1.0%	\$109.02	2.1%	63.4%	(1.8%)	\$69.13	0.3%	32,774	30,328
SOUTHERN	(8.2%)	(4.3%)	(8.9%)	\$89.01	(0.8%)	53.1%	(4.0%)	\$47.30	(4.8%)	3,314	2,846
UPPER EASTERN SHORE	(0.9%)	0.1%	(0.5%)	\$117.06	0.4%	46.0%	(1.0%)	\$53.89	(0.6%)	3,492	2,697
LOWER EASTERN SHORE	(2.1%)	1.0%	(1.5%)	\$116.92	0.6%	45.4%	(3.1%)	\$53.11	(2.5%)	11,160	5,038

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.



PRODUCT ANALYSIS AND ACCESS

From the family friendly seaside resort of Ocean City to the majestic mountains in Western Maryland to exciting and cultural downtowns 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 DEFINITIONS

Historically, women are the travel decision makers – if not the final decision makers. They generally determine which destinations are in the consideration set. Maryland's media buys are targeted to adults 25-64 but with a strong skew to women; household income (HHI) \$75,000+; well-educated; and working in managerial and professional occupations. They have made a trip 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. OTD has adjusted its media buys during the Spring 2012 – Spring 2015 commemoration time period to target the touring travelers who are more likely to visit landmarks and historic sites – these travelers are more likely to be male, slightly older with higher household incomes, and are more likely to live in Illinois and Ohio than Maryland's day trip and overnight visitors.

The average travel party size to Maryland is two people. Twelve percent of trips in 2012 were taken with children in tow – compared to 15 percent in 2011. The media purchased for the fall 2012 and the spring/summer 2013 campaign targeted adults, with a skew to women both with and without children, in order to reach a wide pool of prospective travelers.

This audience is further defined by special interest in Maryland's products, which may include but is not limited to the Civil War and the Underground Railroad; Maryland and America's Byways; other cultural heritage programs; outdoor recreation and sporting events; and multicultural sites/events. Marketing efforts targeting multicultural audiences comprise 13 percent of all advertising, development and sales and marketing activities.

Another important component of Maryland's target audience is the travel trade. This audience includes group travel leaders, meeting planners, tour operators, travel agents and sporting event managers. Generally, these are not mass-media audiences but are targeted through domestic and international sales programs.

PRIMARY FEEDER MARKETS

Marylanders have historically represented the largest number of Maryland tourists. In 2012, for instance, 36 percent of all trips to Maryland were from within the state, compared to 15 percent from Pennsylvania and 12 percent from Virginia.

Broadcast media purchases have focused strongly on the Washington, D.C. market (which represented 32 percent of travelers to Maryland in 2012); Baltimore (which represented 15 percent) and Philadelphia (which represented 11 percent). Internet and print media still target the broader 400-mile geography.



SECONDARY FEEDER MARKETS

However, Toronto and Montreal in Canada, the European markets of England, Germany and France, selected markets in Latin America and the emerging market of China, offer tremendous growth opportunities and a higher-per-capita expenditure because of the increased length of stay. 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 international marketing effort with Washington, D.C. and Virginia.

COMPETITIVE ANALYSIS

Competition for the consumer's discretionary dollar is fierce. There are many other items consumers can choose to purchase besides travel, and other marketers are outspending us.

The U.S. Travel Association anticipates that in 2013, tourism in the United States will generate more than \$889.1 billion in visitor spending, 3.9 percent more than in 2012. In the race for consumer travel dollars, states invested more than \$654 million in travel marketing offices in FY 2012.

For FY 2013, the U.S. Travel Association reported that Maryland's tourism budget was \$10.4 million -- \$9.1 million in general funds and \$1.3 million in special and reimbursable funds, and that \$2.6 million of Maryland's budget was dedicated to domestic advertising and sales promotion. The states that compete most heavily with Maryland -- with similar beach, urban, cultural heritage or mountain destinations -- have historically had larger tourism budgets and targeted the same prospective visitors: in FY 2013 both Virginia and North Carolina allocated more than \$5.8 million to domestic advertising and sales promotion, in comparison to Maryland's \$2.6 million. Adjusted for inflation, FY 2013's dollar amount has 21 percent less buying power than the FY 2003 appropriation and eight percent less buying power than the FY 2008 appropriation.

The ongoing competition for tourism, convention and investment dollars means that OTD has to work more creatively to continue to build upon its recent successes in generating interest in Maryland as a destination. OTD will need to continue to track performance measurements, measure advertising effectiveness and adjust marketing strategies accordingly in order to achieve the mission of increasing visitor spending.

USING RESEARCH TO ENSURE ADVERTISING EFFECTIVENESS

The Office of Tourism strives to make informed decisions regarding advertising placements and expenditures. Following the 2012 Maryland of _____ campaign, the Maryland Tourism Development Board commissioned a leading market research company, Strategic Marketing and Research, Inc. (SMARI) to measure the recognition and effectiveness of OTD's 2012 advertising placements. SMARI found that OTD's return on invested advertising dollar compared favorably to other studies -- and was, in fact, the highest return on each dollar that they have ever measured compared to other destinations.

The study concluded that OTD-placed advertisements that included the Maryland of _____ images and content generated \$317 million in visitor spending and \$44.4 million in state and local taxes. 265,067 trips to Maryland can be attributed to this campaign. These trips supported 2,925 additional jobs.

One dollar spent on the Maryland of _____ campaign by the Maryland Office of Tourism returned \$160 dollars in visitor spending, more than \$22 in state and local revenue, and nearly \$5 in state sales tax revenue.

One new tourism job was supported for every \$680 in Maryland Office of Tourism advertising.

2012 ADVERTISING CAMPAIGN EFFECTIVENESS RESULTS

MEDIA BUDGET	\$1,988,518
INCREMENTAL TRIPS GENERATED	265,067
VISITOR SPENDING	\$317 million
STATE SALES TAX GENERATED	\$9.5 million
STATE/LOCAL TAX GENERATED	\$44.4 million
ADDITIONAL JOBS	2,925
VISITOR SPENDING PER AD DOLLAR	\$159.56
STATE SALES TAX REVENUE PER AD DOLLAR	\$4.79
STATE & LOCAL TAX REVENUE PER AD DOLLAR	\$22.34

2,925 NEW JOBS

EQUALS 1 JOB FOR EVERY \$680 IN ADVERTISING





MARYLAND TOURISM DEVELOPMENT BOARD

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

The mission 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 development through the management of the MTDB Strategic Plan and Marketing/Development Plan.

KEY STRATEGIES FOR FISCAL 2014

Continue to implement the FY2010 – 2015 Five-Year Strategic Plan, including the following strategies and tactics:

Continue efforts to ensure long-range funding stability for both the Office of Tourism and the Maryland Tourism Development Board funds.

Develop public/private partnerships to supplement General Funds appropriated to OTD and the MTDB fund.

Ensure grant guidelines annually align with evolving marketing priorities and promote the Maryland brand.

Ensure that OTD maximizes competitive position through technology. Identify and secure leading edge technologies to extend the brand and maximize ROI on all programs.

Develop comprehensive industry-wide communications plan to educate the public and public officials of the value of the tourism industry and its impact on the quality of life for all citizens of the state. Support the formation of a grassroots industry advocacy campaign promoting the value and importance of industry generated employment.

OFFICE OF TOURISM DEVELOPMENT

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 deployed 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 is deployed to accomplish the mission and the recommendations of the DBED FY2014 Action Plan.

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 2014

Maintain full staffing. Add contractual employees as necessary to assist in the plan preparation and implementation (outreach, partner and sponsor relations) for the War of 1812 Bicentennial Commission efforts.

Continue to implement FY 2010–2015 Five-Year Maryland Tourism Development Board Strategic Plan.

Maintain membership and active leadership in state, regional and national organizations.

Maintain ongoing collaborative relationships with Destination Marketing Organizations, Arts and Entertainment Districts, Main Streets and Maryland Heritage Areas to ensure proper State and local coordination.

Monitor and participate in the MSDE-led task force to study a post-Labor Day school start date.

Continue leadership in planning and sponsoring the Maryland Tourism & Travel Summit, the only education program available to all of Maryland's tourism community.

Foster interagency cooperation between local, State and national agencies.



COMMUNICATIONS AND MARKETING SERVICES

DOMESTIC ADVERTISING—MEDIA AND PRODUCTION

The goal of the Domestic Communications and Marketing 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 consumers, time periods and markets that will reap the highest return on investment. ✚ A special focus will be taken on the unique, time-sensitive opportunity to position Maryland as a "must-see" destination through the remainder of the 2011-2015 commemoration time period.


OBJECTIVES

Focus communication efforts on Maryland's most compelling tourism messages, as determined by recent consumer research (both quantitative and qualitative).

Target the highest-value prospects, based upon consumer research and economic conditions, such as the touring traveler detailed in the Travel Decision Maker/Target Audience section on page 15.



KEY STRATEGIES FOR FISCAL 2014

Continue to leverage the State's marketing dollars by offering strategic advertising co-operative programs. Expand county co-op advertising program utilizing the consumer research-driven "Maryland of  " thematic creative.

Continue to maintain a Maryland marketing presence year-round, including annual online search efforts and "Maryland Minute" radio sponsorships in Baltimore and Washington, D.C. Explore other media outlets to further expand reach for this year-round strategy, recognizing that five of the richest counties in the United States are less than a 90 minute drive from Maryland.

Review new media opportunities to target Maryland's highest value prospects. In 2012, leisure travelers to Maryland were 32 percent couples and 17 percent families. More than 31 percent of couples spent \$500 more per trip while 23 percent of families spent \$500 or more.

Run the recently produced Chesapeake Campaign/Star-Spangled Banner National Historic Trail, Civil War Trails, Harriet Tubman Underground Railroad Byway and Scenic Byways TV spots to continue to build awareness of Maryland as the premier location to visit during this commemoration time period; offer cooperative opportunities to DMOs and sponsors.

Promote Maryland's Scenic Byways as an ideal way for the touring traveler to experience not only commemoration events and sites, but also the variety of Maryland's destinations and authentic cultural heritage.

*Maryland Tourism
Civil War Trails
TV Commercial*



COMMUNICATIONS AND MARKETING SERVICES

COMMUNICATIONS

The Communications team works to secure third-party editorial coverage and on-line conversations of Maryland as a travel destination. Additionally, they consult/develop compelling web-based and editorial content for VisitMaryland.org and other related sites and develop social media conversations for journalists and the public. ➦ The third-party endorsement of Maryland as a travel destination is a compelling motivator for consumers planning their leisure and business activities. Increased coverage of Maryland as a destination correlates to increased visitation and more tourism-related revenue to the State.

OBJECTIVES

Secure "Destination Maryland" media placements that have a value of at least \$15 million.

Continue to promote the significant impact the tourism industry has on the economic health of Maryland and position the division's leadership as subject matter experts to the media.

KEY STRATEGIES FOR FISCAL 2014

Continue to highlight timely and thematic tourism activities through the "Spotlight" program. Consider revamping program to four to six regular communications that have relevance and appeal to the Maryland tourism industry, prospective visitors and journalists.

Target both in-state media outlets and travel editorial professionals in Maryland's primary and secondary feeder markets through press outreach, social media engagement, familiarization tours and press missions to Chicago, New York, Philadelphia and Washington, D.C.

Target Canadian media outlets, with a focus on Toronto and Quebec, to coordinate press outreach with enhanced travel trade sales efforts.

Continue to work with Capital Region USA's international representatives and public relations firms, with a particular focus on promoting Maryland's Scenic Byways.

Collaborate with outdoor outfitters and specialists to continue efforts targeting outdoor journalists and broadcasters by participating in regional organizations that specialize in outdoor recreation media.

Develop and build social media engagement with journalists.

Develop an ongoing communications program specific to the information and planning needs of the travel trade.



Chesapeake Bay Magazine » March 1, 2013

Baltimore Sun » October 19, 2012

The New York Times » August 20, 2013

AAA World » September/October 2013



COMMUNICATIONS AND MARKETING SERVICES

PRINT AND DIGITAL PUBLICATIONS

High-quality and informative print and digital publications are designed to inspire consumers to choose Maryland as a travel destination, encourage longer stays and motivate repeat visits. This “owned” media channel allows OTD to communicate brand messaging in more detail than paid media (advertising) or earned media (communications). Additional vehicles target the tourism industry communicating OTD’s results and marketing programs.

OBJECTIVES

Produce high-quality print and online vehicles that support priority visitor experiences and other marketing initiatives, such as collateral and online content to support the Bicentennial of the War of 1812 and its legacy product, the Star-Spangled Banner National Historic Trail.

Inventory and review all product development collateral to ensure proper quantities are available, updating when necessary. An update and reprint of the Antietam Civil War Trail map-guide and the development of an 1864 Monocacy Trail map-guide are in progress.

Develop and coordinate the state’s procurement process to secure a publications/content development company well qualified in the production, editorial services and content development for consumer communications delivered through a variety of platforms.

Continue to combine the state’s two primary publications, *Destination Maryland* and the *Maryland Calendar of Events*, creating efficiencies in production/printing/fulfillment as well as maximizing revenue opportunities. Develop strategic advertising sales opportunities for all properties – *Destination Maryland*, printed and online *Calendar of Events*, mobile website, etc.

Inform the travel industry of OTD’s activities and promotional/marketing opportunities through regular communication, both in print and electronically.

Continue to develop easy-to-use and downloadable alternatives to printed publications.

KEY STRATEGIES FOR FISCAL 2014

FISCAL YEAR 2014 PUBLICATIONS

PUBLICATION	AUDIENCE	DISTRIBUTED	QUANTITY
THIS MONTH IN MARYLAND E-NEWSLETTER	CONSUMER	MONTHLY	GOAL: 150,000
PRODUCT DEVELOPMENT COLLATERAL	CONSUMER	AS NEEDED	AS NEEDED
MARYLAND CALENDAR OF EVENTS	CONSUMER	DECEMBER 2013	50,000
PROFILE SHEETS	TRAVEL TRADE	JANUARY 2014	500
DESTINATION MARYLAND	CONSUMER	MARCH 2014	200,000
STAR-SPANGLED BANNER NHT MAP-GUIDE	CONSUMER	JUNE 2014	100,000
ANTIETAM/MONOCACY CWT MAP-GUIDES	CONSUMER	JULY 2014	100,000



COMMUNICATIONS AND MARKETING SERVICES

DIGITAL MARKETING AND DATABASE SERVICES

In addition to paid advertising and publications, and “earned” public relations efforts, a complementary social media and digital marketing strategy is deployed to interact and build relationships with consumers in the Maryland brand and to use technology to differentiate Maryland from its competitors. ➤ Maintain the “Visit Maryland” database of tourism assets for the OTD web site, refreshing and enhancing the content on a consistent basis. Ensure that the “Visit Maryland” database can be easily integrated for use across office programs -- Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications and publications.

OBJECTIVES

Influence visits to the state by interacting and connecting with potential travelers and Maryland fans online via popular social platforms such as Facebook, YouTube and Twitter.

Increase the number and quality of unique individuals touched by online marketing efforts, including digital advertising and social media engagement.

Provide the most persuasive and comprehensive information on Maryland tourism products and events. Ensure that information is readily available to prospective visitors at every travel planning opportunity – pretrip and during trip.

KEY STRATEGIES FOR FISCAL 2014

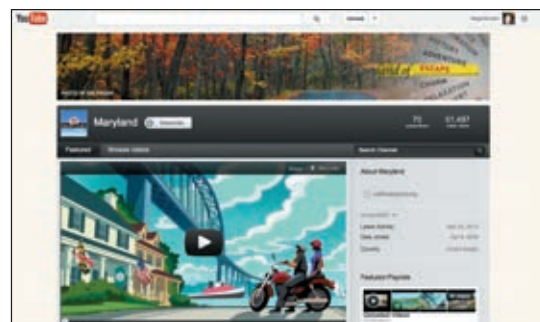
Develop and coordinate robust content that is aligned with OTD priorities and/or programs. Continue to develop mobile apps that complement and enhance the visitor’s experience of Civil War Trails and investigate electronic tools to support the Scenic Byways product.

Develop social media engagement tools to determine platforms that deliver best ROI conversions. Monitor development of new social media platforms to identify brand-appropriate opportunities.

Generate robust video content for Maryland’s YouTube Channel. YouTube is now the second most used search engine for travel planning.

Launch database content for VisitMaryland.org that is tailored to the needs of the travel trade.

Engage the industry/DMO/CVB social media platforms for follower sharing and cross promotion.





INTERACTIVE SERVICES

WEBSITE DEVELOPMENT/MAINTENANCE

The Interactive Services team enhances the Division of Tourism, Film and the Arts' web and mobile applications. Maryland's customers are increasingly using technology to make their travel decisions, and it is imperative to the State's revenue goals to provide the best that technology has to offer.

OBJECTIVES

Ensure that Maryland has the most effective consumer website to engage those researching Maryland as a travel destination.

Increase the number and quality of unique individuals touched by interactive marketing efforts, including visitors to Maryland's suite of websites and newsletter subscribers.

Extend marketing reach and frequency through new technologies and e-mail communications.

KEY STRATEGIES FOR FISCAL 2014

Continue to move website content from old page layouts to new design templates.

Continue to enhance VisitMaryland.org as a proactive consumer trip planning tool, investigating and integrating new interactive opportunities, as well as new and enhanced OTD programs.

Begin process for next generation of VisitMaryland.org, as well as an enhanced Maryland tourism industry site. Conduct a full site content audit with stakeholder input and commission research on the most compelling and effective website design and content.

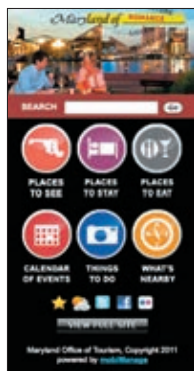
Expand VisitMaryland.org's web presence by taking advantage of strategic alliances and partnerships with Brand USA, Capital Region USA and Trip Advisor.

Survey users to prioritize new enhancements to the Visit Maryland Interactive Map. Update and refresh current content, with a particular emphasis on optimizing for mobile usage, adding more photography and video, and adding core tourism businesses such as dining and sporting venues.

Continue to work with customer acquisition firm to grow subscriber base of monthly consumer e-newsletter (54 percent increase from FY12 to 125,000+ subscribers).

Expand upon the popularity and success of the seasonal sweepstakes by collaborating with statewide partners to establish sweepstakes themes that package and promote authentic Maryland experiences. Promote sweepstakes on VisitMaryland.org home page as well as via public relations, social media and advertising, if appropriate. The Chesapeake Bay Fall Getaway featuring prizes in St. Mary's County ran through October 21. Holiday and spring promotions are also planned for FY14.

Screenshot
of Mobile Website




Screenshot of VisitMaryland.org



TOURISM DEVELOPMENT

PRODUCT DEVELOPMENT INITIATIVES

The Tourism Development team coordinates programs that recognize, develop, integrate and market new and existing tourism resources. The team provides counsel on technical and/or financial assistance and incentives to tourism partners statewide, including the Maryland Green Travel Program. Additional objectives include the promotion of Maryland's travel products via direct sales, Call Center, Fulfillment operations and Welcome Centers, securing alternative funding for priority tourism initiatives, advocacy for appropriate tourism signage and management of the County Cooperative Grant Program.  Working with local stakeholders through cooperative alliances and partnerships, the Tourism Development team develops consumer-focused products that will provide a sustainable competitive advantage in the marketplace.

OBJECTIVES

Ensure that upcoming commemorations for the Civil War Sesquicentennial and the War of 1812 Bicentennial have viable visitor-ready product and market appropriately.

Provide support for the products and services associated with Maryland's Underground Railroad heritage.

Consistently address the need for tourism signage Statewide.



Provide tourism development technical assistance to agencies and stakeholders as requested to ensure optimal visitor-ready tourism products.

*Civil War Trails
Mobile App Home Screen*



KEY STRATEGIES FOR FISCAL 2014

Manage the Maryland Civil War Trails (CWT) Initiative, including technical assistance for the Civil War Sesquicentennial such as the update/reprint of the Antietam Trail map-guide and the development of the 1864 Battle of Monocacy Trail map-guide. Continue to develop the CWT mobile app, enhancing content for the Antietam and Gettysburg Trails and adding new content for the Battle of Monocacy Trail and the Abraham Lincoln storyline.

Manage the Maryland Underground Railroad (UGRR) Initiative, including technical assistance for the Harriet Tubman Underground Railroad State Park, Byway and National Monument. Coordinate the development of the Maryland-Delaware UGRR Network to Freedom guide.

Coordinate with other state agencies on the development and marketing of the State's collection of Maryland and America's byways, including international marketing efforts in conjunction with Capital Region USA and the new Star-Spangled Banner Trail & Byway map-guide.

Coordinate with OTD staff, other state agencies and industry stakeholders on a strategic plan outline for new culinary and water-themed Product Development Initiatives.

Coordinate with State Highway Administration, the DMOs and local stakeholders to implement the Tourism Area and Corridor (TAC) Sign Program, Agri-Tourism Sign Program, Winery Sign Program, Byway Sign Program and the Attractions Sign Program.

Continue to seek out and secure funding for key projects from alternative funding sources, such as the federal government and corporations/foundations.

Coordinate with other state agencies and industry stakeholders on enhancing the VisitMaryland interactive map, including adapting the map for use on mobile devices.

Provide tourism development technical assistance as requested --- e.g., the Maryland Sportsmen's Marketing Initiative, Statewide Trails Committee, Scenic Byway Advisory Committee, Arts and Entertainment Districts, the Canal Towns and Trail Towns Programs, Maryland Heritage Areas, Sustainable Communities, etc.





WAR OF 1812 BICENTENNIAL COMMISSION

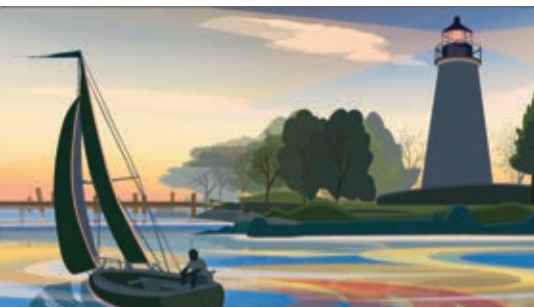
A Maryland War of 1812 Bicentennial Commission was established by Executive Order in September 2007, with the mission to stimulate and coordinate investment in the commemoration of the bicentennial of the War of 1812 for maximum benefit to Marylanders. ➡ The Commission is staffed by members of the Division of Tourism, Film and the Arts and is an important partner of the Tourism Development unit in developing and marketing this exciting opportunity to elevate Maryland globally as a premier location to live, work and visit, and to increase economic opportunities for Marylanders.

OBJECTIVES

- To ensure all Marylanders have the opportunity to participate, learn and benefit from bicentennial activities.
- To ensure all resources in Maryland related to the War of 1812 are identified, protected, sustainably developed and interpreted.
- To ensure all Marylanders have engaging opportunities to learn and that Maryland is recognized as the most important portal to understanding the significance and relevance of the events of the War of 1812.
- To ensure increased tourism investments and expenditures from which all Marylanders have the opportunity to benefit.

KEY STRATEGIES FOR FISCAL 2014

- Provide administrative support for the War of 1812 Bicentennial Commission and manage the Star-Spangled Banner Trail and Byway, including projects funded with Scenic Byways grants.
- Collaborate with Star-Spangled 200, Inc., the not-for-profit 501c3 entity that supports the fundraising goals of the Maryland War of 1812 Bicentennial Commission.
- Continue planning for signature events, including collaboration with the communities producing Bicentennial events under the Chesapeake Campaign banner.
- Partner with the Maryland Historical Society, National History Day and the National Museum of American History on the 2014 Star-Spangled Summer/Star-Spangled Journey and Reunion, the first time-ever uniting of the original manuscript and the flag at the Smithsonian.
- Launch the four animated maps that will highlight the Battles at Baltimore, North Point, Bladensburg and St. Leonard Creek as well as the four "Key Cams" – live streaming cameras at various points in Baltimore's harbor.



Star Spangled Banner National Historic Trail TV Spot



TOURISM DEVELOPMENT

SUSTAINABLE TOURISM –THE MARYLAND GREEN TRAVEL PROGRAM

Responding to consumer demand, many segments of the hospitality and tourism industry in Maryland (e.g., lodging, food service, attractions, etc.) already encourage and have adopted green and sustainable practices. The Maryland Office of Tourism, in partnership with sister State agencies, industry associations and environmental leaders, developed the Maryland Green Travel program to recognize and encourage eco-friendly practices.

OBJECTIVES

Improve the perception and reality of Maryland as a green destination.

Recognize, promote and expand green and sustainable practices in Maryland's tourism industry.

Reduce environmental impacts from tourism operations.

KEY STRATEGIES FOR FISCAL 2014

Continue to collaborate with industry partners and environmental leaders in the development and execution of Maryland Green Travel. Goal is to double participation in program to 240 by June 30, 2014.

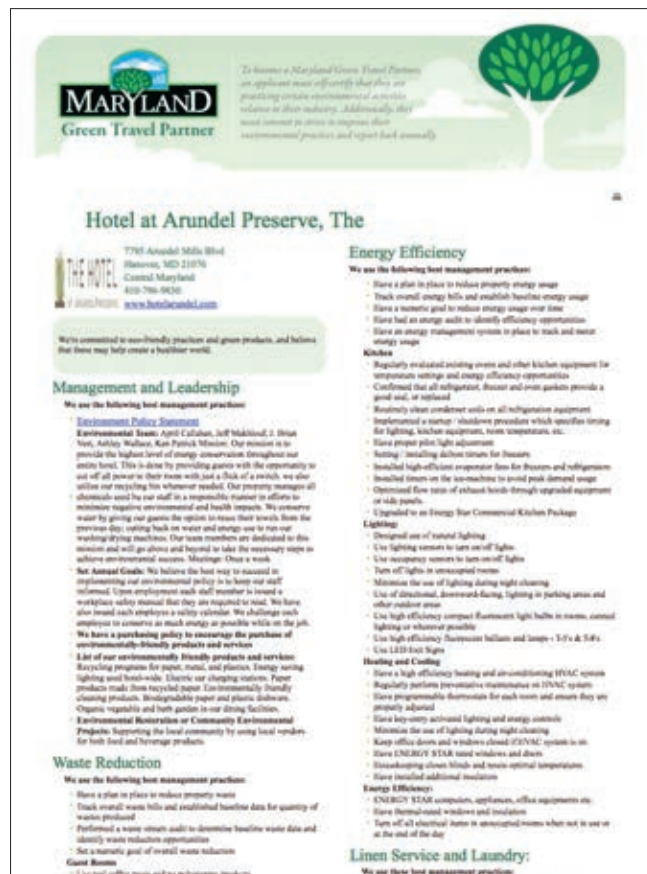
Continue a comprehensive and sustained outreach to public and private sector partners to ensure statewide participation in the self-certification program.

Take the Maryland Green Travel "help desk" on the road to local tourism meetings as well as offering training via conference calls or webinars.

Continue to collaborate with the Maryland Department of the Environment and the Maryland Department of Natural Resources to align the Office of Tourism's Green Travel program with other Governor's Smart, Green and Growing initiatives—such as the Maryland Green Registry and the Clean Marina program. Certified Clean Marina facilities receive a free listing on VisitMaryland.org, and are recognized as Green Travel Partners.

Continue to encourage Destination Marketing Organizations and other groups to take the Maryland Green Travel Supporting Partner pledge promising to support, promote and encourage participation in Maryland Green Travel.

Continue to promote participating facilities on the tourism website/publications. Develop and launch a special section on the tourism website which highlights Maryland Green Travel partners and allows consumers to search for green facilities.



Profile of The Hotel at Arundel Preserve



TOURISM DEVELOPMENT

COUNTY COOPERATIVE GRANT PROGRAM

The Tourism Development team is responsible for the management 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.

Support financially those political subdivisions that have increased tourism tax revenues from the Comptroller-determined Tourism Tax Codes (an Office of Tourism performance metric).

Ensure grant guidelines align with evolving marketing priorities and promote Maryland's core brand attributes.

KEY STRATEGIES FOR FISCAL 2014

Continue to administer the program, which includes, but is not limited to: preparing programmatic reports; participating in the Maryland Destination Marketing Organizations' Grant Review Committee meetings; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees, etc.

Support the Maryland Tourism Development Board and the Secretary of the Department of Business and Economic Development in developing new guidelines and marketing cooperative programs in recognition of the increase in allocated funds as set forth in the Tourism Promotion Act.

Measure effectiveness of program – leveraging of funds; increases in county performance metrics (taxes/advertising inquiries/hotel rooms sold, etc.)

Continue to work with DMO committee to develop new cooperative programs to attract visitors to Maryland.





TOURISM DEVELOPMENT

CUSTOMER CONTACT PROGRAM – CALL CENTER, WELCOME CENTERS AND FULFILLMENT OPERATIONS

Welcome Centers, the Maryland Call Center and Fulfillment Operations provide comprehensive and high-quality information and services to individuals and groups who inquire about the State's tourism assets, educating these prospective visitors about Maryland's quality attractions, accommodations and services, generating additional economic impact for the region and the State. 🗝️ Utilize best-in-class customer relationship management systems to efficiently respond to tourism inquiries, delivering the services and/or resources that the prospective visitor requires.

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. Engage other state, federal and county visitor centers to share best practices and marketing messages.

Manage and administer the in-house Maryland Call Center, and align with OTD marketing activities.

Manage and administer the in-house fulfillment operation, quickly and efficiently responding to consumers and organizations who request Maryland travel information via the call center, the VisitMaryland.org website or print advertising reader response cards.

Utilize the Welcome Centers as "out-of-home" media outlets—promoting marketing initiatives on an ongoing basis, particularly the Monthly Spotlights and Commemoration events.

KEY STRATEGIES FOR FISCAL 2014

Manage, supervise, and train staff and volunteers at five Welcome Centers – I95 North, I95 South, I70 East, I70 West and Mason Dixon.

Manage, supervise and train staff for both the in-house Maryland Call Center and Fulfillment Operations Center

Promote upcoming Commemorations and the Scenic Byways that link these experiences, as well as other statewide and regional initiatives at the OTD-operated Welcome Centers.

Review and recommend partnership and advertising opportunities at the five Welcome Centers – both individually and as a whole.

Track and collect Welcome Center, Rest Area and Fulfillment Operations Center data monthly, which includes, but is not limited to, fulfillment operations, bathroom door counts, Welcome Center visitor counts, motorcoach usage, hotel reservation revenue, staff outreach and marketing promotions. Develop a simple "monitor" of this activity and its impact on the community.

Track and collect Call Center data monthly, which includes, but is not limited to, call volume, call source, call type, brochure orders and information requests.

Conduct interactive workshops with staff from other state, federal, county and city travel information centers to share best practices and marketing messages. Continue annual customer service training, including a Maryland tourism track, for these front-line travel information center staff as well as Customer Contact staff.



Mason Dixon Welcome Center



TRAVEL TRADE SALES

DOMESTIC AND INTERNATIONAL SALES

Travel Trade Sales promotes Maryland's travel products to domestic and international trade and consumer markets, predominantly through trade association partnerships, marketplace participation and sales missions. These are often third-party sales channels—and include AAA Clubs, tour operators, travel planners, group leaders, reunion planners, meeting planners and incentive travel planners, receptive tour operators, retail travel agents, student travel providers, travel wholesalers, consumers and other travel planners.

OBJECTIVES

Expand and strengthen marketing alliances with Maryland's private-sector business partners and local tourism offices. Coordinate marketing partners, maximizing sales of Maryland destinations to potential clients through sales promotions and lead distribution.

Market Maryland's travel and tour products directly to a variety of third-party distribution channels through trade shows, sales missions and marketplaces.

Leverage funds \$8 to \$1 by partnering with Virginia, Washington, DC and the Metropolitan Washington Airports Authority to promote Maryland and Capital Region USA (CRUSA) to overseas travelers.

KEY STRATEGIES FOR FISCAL 2014

Arrange for Maryland partners to have direct contact with clients through sales "blitz" promotions, including Maryland on the Road Enterprises (MORE), and Mini-MORE.

Participate in the IPW (International PowWow) Marketplace, targeting international trade and press in our primary overseas target markets of the United Kingdom, Germany and Canada, and the secondary markets of France, China and Brazil.

Continue to expand efforts internationally. Continue contract for representation in the Visit USA-Canada committee meetings, literature distribution in Canada storefront welcome center and for CAA mailings. Add additional travel shows, CAA reception and Montreal sales calls, as budget and program success warrants.

Encourage and support regional marketing initiatives and familiarization (FAM) tours developed by Maryland's tourism partners.

Coordinate marketing partners' sales efforts to outdoor enthusiasts through the management of a strategically focused consumer show cooperative booth program. Maximize opportunities from the joint Visit Maryland/Maryland Marine Trades Association booth at the U.S. Sailboat Show.



Top: IPW 2013

Bottom: Maryland on the Road Enterprises (MORE)



RESEARCH

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

OBJECTIVES

Provide benchmarks of the importance of the tourism, travel, leisure, hospitality and recreation industries to Maryland's economy.

Track and analyze Maryland and U.S. visitor volume, trip trends and visitor profiles.

Assess the performance of Maryland's tourism-related industries in order to benchmark Maryland against other states and the nation as a whole.

Track performance and measure the effectiveness of the Maryland Office of Tourism programs to ensure the highest return on the State's investment.

Assist tourism industry partners and agencies on collaborative tourism research projects.

KEY STRATEGIES FOR FISCAL 2014

Continue in partnership with the Destination Marketing Organizations to commission an economic impact study that will provide comprehensive data on the impact of Maryland tourism in terms of expenditures, jobs, payroll and tax revenue.

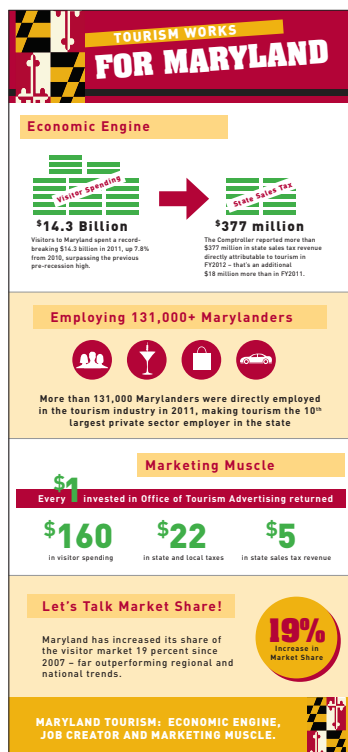
Utilize data from other sources such as Smith Travel Research, the Comptroller's office and national travel trend sources to benchmark Maryland's tourism economy's performance. Continue to track the performance of tourism tax revenue by county as determined by the Tourism Promotion Act of 2008.

Track, analyze and report key tourism performance indicators via the Monthly Tourism Monitor, the monthly Governor's StateStat report, the Department of Budget and Management's Managing for Results program and other reporting mechanisms as needed.

Provide ongoing research support to OTD staff, stakeholders and State agencies. In Fiscal 2014, this includes project management for a new image and awareness study as well as a new contract for an advertising effectiveness study.

Use visitor profile data to determine OTD's markets, trip trends and most valuable prospects on annual basis.

Monitor research conducted for the Capital Region USA (CRUSA).







DATES	ACTIVITY	LOCATION	CONTACT
<i>July</i>	14-18 Maryland on the Road Enterprise (MORE)	Michigan	<i>Rich Gilbert</i>
<i>August</i>	9 Maryland Bicycle & Pedestrian Advisory Committee Meeting	Hanover, MD	<i>Jennifer Jones</i>
	10-11 Battle of St. Michael's War of 1812 Bicentennial	St. Michael's, MD	<i>Bill Pencek</i>
	13-16 MATPRA Media Marketplace	Arlington, VA	<i>Connie Yingling</i>
	15-18 National Association of Motorcoach Operators (NAMO)	Columbia, MD	<i>Rich Gilbert</i>
	17-20 USTA Educational Seminar for Tourism Organizations (ESTO)	Richmond, VA	<i>Margot Amelia</i>
	23-27 Student Youth & Travel Association Marketplace (SYTA)	Los Angeles, CA	<i>Rich Gilbert</i>
	24 Grand Tactical & Encampment	Riverdale, MD	<i>Kathi Ash</i>
	31 Caulk's Field Wreath Laying & Caulk's Field Remembered at Mitchell House	Chestertown, MD	<i>Kathi Ash</i>
<i>September</i>	7 Defender's Day at North Point	Baltimore County, MD	<i>Kathi Ash</i>
	9-12 Virginia/North Carolina Motorcoach Marketplace	Pigeon Forge, TN	<i>Rich Gilbert</i>
	11 SHA District 7 Rest Area Meeting	Dayton, MD	<i>Jennifer Jones</i>
	13-15 Defender's Day Weekend at Fort McHenry	Baltimore, MD	<i>Bill Pencek</i>
	14-16 Outdoor Writers Association of America Annual Conference	Lake Placid, NY	<i>Connie Yingling</i>
	17 Post-Labor Day School Start Date Task Force	Odenton, MD	<i>Margot Amelia</i>
	18 1864 Trail History Retreat	Monacacy, MD	<i>Anne Kyle</i>
	28 1812 Fair & Reenactment and War of 1812 Exhibit	St. Leonard, MD	<i>Bill Pencek</i>
<i>October</i>	12 Post-Labor Day School Start Date Task Force	Odenton, MD	<i>Margot Amelia</i>
	15-17 Mini-Maryland on the Road Enterprise (Mini-MORE)	New Jersey	<i>Rich Gilbert</i>
	21 Network to Freedom Program Training	Annapolis, MD	<i>Anne Kyle</i>
	22 Maryland Bed & Breakfast Association Annual Meeting	Hollywood, MD	<i>Jennifer Jones</i>
	27-30 Bienvenue Quebec	Saguenay, QC	<i>Rich Gilbert</i>
	27-30 Travel and Tourism Research Alliance (TTRA) Global Marketing Outlook Forum	Chicago, IL	<i>Diana Chen</i>
	30 National Council of State Travel Directors	Chicago, IL	<i>Margot Amelia</i>
<i>November</i>	2 Ontario Motorcoach Association (OMCA)-Access Buyers' Reception	Toronto, ON	<i>Rich Gilbert</i>
	2-6 OMCA Marketplace	Toronto, ON	<i>Rich Gilbert</i>
	6-8 33rd Annual Maryland Tourism and Travel Summit	Hanover, MD	<i>Chanda Miller</i>
	12 Post-Labor Day School Start Date Task Force	Odenton, MD	<i>Margot Amelia</i>
	19 Greater New Jersey Motorcoach Association	Atlantic City, NJ	<i>Rich Gilbert</i>
<i>December</i>	13 Maryland Bicycle & Pedestrian Advisory Committee Meeting	Dayton, MD	<i>Jennifer Jones</i>



	DATES	ACTIVITY	LOCATION	CONTACT
<i>January</i>	11-15	American Bus Association (ABA) Marketplace	Nashville, TN	<i>Rich Gilbert</i>
	31	Maryland Tourism Day	Annapolis, MD	<i>Chanda Miller</i>
<i>February</i>	2	Post-Labor Day School Start Date Task Force	Odenton, MD	<i>Margot Amelia</i>
	4-5	Receptive Services Association of America (RSSA)	Washington, D.C.	<i>Rich Gilbert</i>
	16-20	National Tour Association (NTA) Travel Exchange	Los Angeles, CA	<i>Rich Gilbert</i>
	25-26	National Council of State Travel Directors	Washington, D.C.	<i>Margot Amelia</i>
	26-27	Destination: Capitol Hill	Washington, D.C.	<i>Margot Amelia</i>
<i>March</i>	17-18	Pennsylvania Bus Association	Valley Forge, PA	<i>Rich Gilbert</i>
	19	Maryland Motorcoach Association Marketplace	Valley Forge, PA	<i>Rich Gilbert</i>
	19-22	Professional Outdoor Media Association Annual Conference	Knoxville, TN	<i>Connie Yingling</i>
	20-21	AASLH Project Management Workshop	Tempe, AZ	<i>Anne Kyle</i>
	TBD	Mason-Dixon Outdoor Writers Annual Conference	TBD, MD	<i>Connie Yingling</i>
	TBD	ABA/OMCA Joint Tour Operator Summit	TBD	<i>Rich Gilbert</i>
<i>April</i>	5-9	International Pow Wow (IPW)	Chicago, IL	<i>Rich Gilbert</i>
	11	Maryland Bicycle & Pedestrian Advisory Committee Meeting	Hanover, MD	<i>Jennifer Jones</i>
<i>May</i>	TBD	For Whom it Stands: The Flag and The American People	Reginald Lewis Museum Baltimore, MD	<i>TBD</i>
	20	Tourism Information Center Workshop (TIC)	TBD	<i>Jennifer Jones</i>
	23-25	Outdoor Writers Association of America Annual Conference	McAllen, TX	<i>Connie Yingling</i>
<i>June</i>	TBD	Travel Alliance Partners (TapDance)	Reno, NV	<i>Rich Gilbert</i>
	TBD	Star-Spangled Banner Manuscript Travels to the Smithsonian and returns to Baltimore	Baltimore, MD & Washington, D.C.	<i>Bill Pencek</i>
	6-8	Raiders & Invaders Weekend	Leonardtown, MD	<i>TBD</i>
	8-11	Public Relations Society of America/ Society of American Travel Writers Conference	Tampa Bay, FL	<i>Connie Yingling</i>





PRINT ADVERTISING OPPORTUNITIES

AAA WORLD

The publication is mailed to all AAA members in the Philadelphia Metro, Harrisburg/Lancaster/York Metro and Washington, D.C. Metro (Northern Virginia, Suburban Maryland and D.C.) areas.

- » Issue Date: March/April 2014
- » Space Reservation: January 14, 2014
- » Materials Due: January 17, 2014
- » Web banner on AAASWorld.com, year-round reader service, distribution of brochures in AAA office and online events calendar.
- » 3-6 Page Section inclusive of advertising and edit.
- » Circulation: 2,400,000

COST TO PARTICIPATE:

- » \$5,495 for a 1/3 page 4C
- » \$2,995 for a 1/6 page 4C

AMERICA'S BEST VACATIONS

Full color newspaper insert to run in CT, DC, MA, MD, NJ, NY, OH, PA, VA, WV.

- » Issue Date: March 2014
- » Space Reservation: February 3, 2014
- » Materials Due: February 17, 2014
- All price points include 700,000 in print circulation as well as online impressions. Online impressions vary depending on commitment.
- » Circulation: 700,000

COST TO PARTICIPATE:

- » \$23,900 for a FP 4C
- » \$14,900 for a 1/2 page 4C
- » \$7,900 for a 1/4 page 4C
- » \$4,975 for a 1/8 page 4C

ARRIVE MAGAZINE

Exclusive onboard magazine for Amtrak's business and leisure travelers throughout the Northeast Corridor.

Minimum of a 4-page section consisting of advertising and "State Guide".

- » Issue Date: May/June 2014
- » Space Reservation: March 19, 2014
- » Materials Due: March 21, 2014
- » Full distribution in each seatback on Amtrak trains in the Northeast
- » Circulation: 200,000

COST TO PARTICIPATE:

- » \$5,000 for a FP 4C
- » \$2,500 for a 1/2 page 4C
- » \$1,250 for a 1/4 page 4C

Representative:

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

Representative:

Giles Roberts
groberts@collinsonmedia.com
678-987-9905

Representative:

Matthew Chervin
Matt.chervin@mcmurry.com
212-574-4389



COASTAL LIVING

Multiple page, full-color dedicated Maryland section to run east of the Mississippi with print and online reader service.

- » Issue Date: April 2014
- » Space Reservation: January 25, 2014
- » Materials Due: January 27, 2014
- » Multiple page, multi-state insert with edit
- » Includes online and print reader service form
- » Circulation: 450,000

COST TO PARTICIPATE:

- » \$4,000 for a 1/6 page 4C

FOOD NETWORK MAGAZINE

Full-color, dedicated Maryland magazine insert to run in CT, DC, MA, MD, NY, OH, PA, VA and WV.

- » Issue Date: May 2014
- » Space Reservation: December 8, 2013
- » Materials Due: January 8, 2014
- » Dedicated Maryland insert with edit
- » Includes May reader service page in "A Taste for Travel" with header and 30 words of copy, three months on travel.foodnetmag.com (two photos, 300 words and URL) and FNM tweet
- » Circulation: 390,000

COST TO PARTICIPATE:

- » \$2,300 for a 1/6 page 4C
- *LIMIT OF SIX

GREAT VACATIONS GETAWAYS

Full-color newspaper insert to run in greater mid-Atlantic, Boston to Atlanta and west to Ohio.

- » Issue Date: Spring 2014 (mid-April 2014)
- » Space Reservation: February 10, 2014
- » Materials Due: February 10, 2014
- » Direct link to DMO websites and strong coverage on gvginfo.com website for Maryland
- » Circulation: 2,000,000

COST TO PARTICIPATE:

- » \$7,195 for a 1/6 page 4C
- » \$3,695 for a 1/12 page 4C

Representative:

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

Representative:

Erin McDonnell
erin@mcdonnellmedia.com
917-589-7533

Representative:

Ken Tabacca
Kent115@aol.com
410-531-2924



HEARST WOMAN'S GROUP

Circulation concentrated in CT, DE, MD, MA, ME, NH, NJ, NY, PA, RI and VT.

- » Issue Date: May 2014
- » Space Reservation: February 14, 2014
- » Materials Due: February 21, 2014
- » Includes Reader Service Card

Section offered in the following publications:

- » *Country Living Magazine* (Circ: 337,876)
- » *Good Housekeeping* (Circ: 951,831)
- » *Woman's Day* (Circ: 896,928)

Total Circulation: 2,186,635

COST TO PARTICIPATE:

- » \$37,982 for a FP 4C
- » \$19,100 for a 1/2 page 4C
- » \$12,741 for a 1/3 page 4C
- » \$6,359 for a 1/6 page 4C

MEREDITH PUBLICATIONS

Circulation concentrated in CT, DC, DE, MD, NJ, NY, PA, OH, VA and WV.

Multiple page section consisting of advertising and editorial.

- » Issue Dates: May 2014 Issue
- » Space Reservation: January 10, 2014
- » Materials Due: January 10, 2014

Section offered in the following publications:

- » *Better Homes and Gardens* (Circ: 1,581,400)
- » *Ladies Home Journal* (Circ: 692,300)
- » *Family Circle* (Circ: 1,152,300)
- » *More* (Circ: 287,900)

Total Circulation: 3,685,000

COST TO PARTICIPATE:

- » \$27,047.90 for a 1/3 page 4C
- » \$11,922.25 for a 2 1/4" x 3" brochure 4C
- » \$7,216.18 for a 2 1/4" x 2" ad 4C

O, THE OPRAH MAGAZINE

Circulation concentrated in CT, DC, DE, FL, GA, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, VA, VT, WV.

Multi-page—multi-state travel section with reader response form.

- » Issue Date: May 2014
- » Space Reservation: January 24, 2014
- » Materials Due: January 31, 2014
- » Editorial Due: January 31, 2014

Circulation: 700,000

COST TO PARTICIPATE:

- » \$4,290 for 1/8 page 4-color with a maximum of 8 co-op partners

Representative:

Nick Romano
njromano@optonline.net
203-847-0448

Representative:

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

Representative:

Julie Armstrong
jarmstrong@maddenmedia.com
804-467-1464



PRESERVATION MAGAZINE

Multiple page section consisting of advertising and editorial. Delivered to members of the National Trust for Historic Preservation.

- » Issue Date: Spring 2014
- » Space Reservation: January 13, 2014
- » Materials Due: January 28, 2014
- » Circulation: 158,246

COST TO PARTICIPATE:

- » \$6,270 for a FP 4C, 120 words and 2 images
- » \$4,600 for a 1/3 page 4C, 60 words and 1 image
- » \$2,300 for a 1/6 page 4C, 45 words and 1 image

SOUTHERN LIVING

Multiple page Maryland section consisting of advertising and editorial runs in Mid-Atlantic Region (DC, DE, MD, NJ, NY, PA and VA).

- » Issue Dates: April and June 2014
- » Space Reservation:
April - December 14, 2013
June - January 13, 2014
- » Materials Due:
April - December 20, 2013
June - January 28, 2014
- » Includes reader service listing on Points South page, plus online listing with link on SLvacations.com
- » Circulation: 365,000

COST TO PARTICIPATE:

- » \$5,100 for a 1/6 page 4C

WASHINGTON POST

One full page, 4-color Discover Maryland section ad in the Sunday Travel Section.

- » Issue Dates: April 13, 2014, May 18, 2014 and June 15, 2014
- » Space Reservation Deadline:
April 13 » February 21, 2014
May 18 » March 28, 2014
June 15 » April 25, 2014
- » Materials Due Date:
April 13 » February 28, 2014
May 18 » April 4, 2014
June 15 » May 2, 2014
- » 1/2 page of editorial
- » 1/2 page of paid advertising
- » Circulation: 780,849

COST TO PARTICIPATE:

- » \$3,162 for a 2 col x 4 1/4" Limited to 6 participants 4C

Representative:

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

Representative:

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

Representative:

Cheryl Wood
cheryl.wood@washpost.com
202-815-6280



WEIDER HISTORY GROUP

Multipage section in each of the publications below.
The rates cited are for an ad in all four publications.

Issue Dates:

Civil War Times: June
America's Civil War: July (on sale 5/6)
American History: June
1864 Special Issue: On sale 7/1

Includes a spot in Heritage Travel and Lifestyle
Showcase page with BRC, MD advertorial spread will
appear on Weider Heritage Travel landing page for six
months and 300,000 impressions
on www.historynet.com.

COST TO PARTICIPATE:

\$4,545 for a 2/3 page 4C
\$3,750 for a 1/2 page 4C
\$2,500 for a 1/3 page 4C
\$1,250 for a 1/6 page 4C

Civil War Times and America's Civil War

Editorial is concentrated more on the personalities
and issues that caused the Civil War.

Civil War Times

» Issue Date: June

» Space Reservation: February 4, 2014

» Materials Due: February 11, 2014

» Circulation: 53,000

America's Civil War

» Issue Date: July

» Space Reservation: March 11, 2014

» Materials Due: March 18, 2014

» Circulation: 37,000

American History

General interest history magazine covering America
and its history from the colonial times to the present.

» Issue Date: June (on sale May 6th)

» Space Reservation: February 4, 2014

» Materials Due: February 11, 2014

» Circulation: 53,000

1864 Special Interest Publication

» Issue Date: On sale July 1st

» Space Reservation: May 6, 2014

» Materials Due: May 13, 2014

» Circulation: 75,000

Representative:

Richard Vincent
richard.vincent@weiderhistorygroup.com
703-779-8388



DIGITAL ADVERTISING OPPORTUNITIES

MILLENNIAL MEDIA MOBILE AD NETWORK

Geo-targeted mobile ad network placements will reach users in CT, DC, MA, MD, NY, OH, PA, RI, VA and WV on smartphones and tablets viewing content specific to Travel, Weather, Dining and Entertainment.

» Flight Dates: May 1 – June 30, 2014

» Space Reservation: March 31, 2014

» Ad Sizes: 320x53; 300x250; 728x90; 300x50; 216x36

COST TO PARTICIPATE:

Option 1 » \$10,000 for 45,000 Clicks

Option 2 » \$5,000 for 22,500 Clicks

Option 3 » \$2,500 for 11,250 Clicks

PRICELINE.COM

Content targeting reaches users in CT, DC, MA, MD, NY, OH, PA, RI, VA and WV, searching travel information for Maryland and surrounding destinations.

» Flight Dates: May 1 – June 30, 2014

» Space Reservation: March 31, 2014

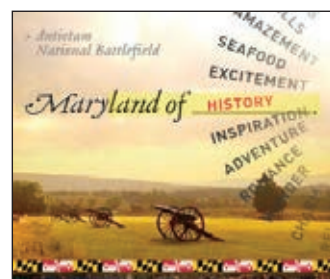
» Ad Sizes: 728x90; 160x600; 300x250

COST TO PARTICIPATE:

Option 1 » \$10,000 for 854,545 Impressions

Option 2 » \$5,000 for 427,273 Impressions

Option 3 » \$2,500 for 227,273 Impressions



Representative:

Brian Kurtzman
bkurtzman@millennialmedia.com
443-844-3893

Representative:

Robyn Augustine
robyn.augustine@priceline.com
203-299-8020



TRIPADVISOR.COM

Content targeting reaches users in CT, DC, MA, MD, NY, OH, PA, RI, VA and WV, searching for travel information for Maryland and surrounding destinations.

- » Flight Dates: May 1 – June 30, 2014
- » Space Reservation: March 31, 2014
- » Ad Sizes: 728x90; 160x600; 300x250

COST TO PARTICIPATE:

- Option 1 » \$15,000 for 877,709 Impressions
- Option 2 » \$10,000 for 438,854 Impressions
- Option 3 » \$5,000 for 292,570 Impressions
- Option 4 » \$1,000 for 61,765 Impressions

WASHINGTONPOST.COM

Geo-targeted rotating banners throughout washingtonpost.com. Roadblock of Lifestyle section with half-page.

- » Flight Dates: May or June 2014
- » Campaign Length: 4 Weeks

COST TO PARTICIPATE:

- Option 1 » \$5,000 for 525,000 Impressions (run of site 1/2 page ad and expanding leaderboards, tile and text on splash page)
- Option 2 » \$3,500 for 367,000 Impressions (run of site expanding leaderboards, tile and text on splash page)
- Option 3 » \$2,000 for 210,000 Impressions (run of site expanding leaderboards, tile and text on splash page)



Maryland Digital Banner Ad

Representative:

Mark Preston
mpreston@tripadvisor.com
617-795-7951

Representative:

Laurie Diamond
laurie.diamond@washpost.com
202-334-9852



TRADE ADVERTISING OPPORTUNITIES

GROUPS TODAY

4-color ad space in May 2014, July 2014, and September 2014 issues – size determined by number of participants.

Each participant receives:

- » Social spotlight
- » Editorial in What's New section
- » Itinerary posting on groupstoday.com
- » eNews editorial
- » Custom web page on groupstoday.com
- » Extended exposure in the digital edition of the magazine

» Space Reservation:

May » February 14, 2014
 July » April 11, 2014
 September » June 13, 2014

» Materials Due:

May » February 28, 2014
 July » April 25, 2014
 September » June 27, 2014

COST TO PARTICIPATE:

Total cost for the 3 issue co-op, option 1 or 2 = \$1,485/each participant

GROUP TOUR MAGAZINE

Ad space with Maryland edit in every issue in February, May and August 2014 issues.

In-Book Features

- » Premier placement with Maryland edit in every issue
- » Leads delivered after each issue (1 lead converted = an average of 46 people per visit)
- » 4x advertisers get guaranteed editorial in one of the issue
- » Inclusion in the Digital Edition of each issue with bonus circulation of over 2,500 inbound international tour operators

On grouptourmagazine.com:

- » 1x and 2x insertions includes a listing on the Maryland suppliers page (Company name, address, phone)
- » 4x insertions feature the advertiser with a full extended profile on the Maryland suppliers page (pictures, 75 word description, group policies, website link, email address, Google map)
- » 4x advertisers get guaranteed online editorial coverage

Deadlines:

- » Space reservation: September 1, 2014
- » Materials due: September 15, 2014

COST TO PARTICIPATE:

1/12 page 4C » \$724 per (2x) or \$615 per (4x)
 1/6 page 4C » \$1,526 per (1x), \$1,373 per (2x) or \$1,221 per (4x)
 1/4 page 4C » \$2,525 per (1x), \$2,273 per (2x) or \$2,020 per (4x)

Representative:

Tim Compton
tim@serendipitymediallc.com
 866-252-7108

Representative:

Greg Jones
greg@goxmedia.com
 859-273-6464



Office of Tourism



SALES COOPERATIVE OPPORTUNITIES

MARKETING TARGET: GROUP LEADERS

Opportunity: GLAMER marketing partnership

Description: OTD coordinates a “Team” approach for Group Leaders of America. GLAMER shows are one-day trade shows held in various cities and last about two hours. Each marketplace may attract between 75–200 group leaders who plan trips for their association, club and/or travel group. Each team member has representation at 12–15 shows via brochure distribution. Each participating partner must pay for and must staff one show, agreeing to market Maryland and the other partners. All partners receive a complete mailing list from each show along with information on the types of tours planned by these group leaders.

Cost: Approximately \$500 and travel expenses associated with one trade show. Booth space is assigned on a first-come basis, and rates are negotiated with GLAMER.

MARKETING TARGET: GROUP LEADERS

Opportunity: Pennsylvania Bus Association (PBA), Maryland Aisle

Description: All Maryland booths are located in one aisle. We will unify the Maryland area with banners and aisle carpet.

Cost: Individual booth space and travel

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 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. Potential shows include Travel Expo-New York, the Greater New Jersey Motorcoach Association (GNJMA), and others.

Cost: Varies (\$250–\$535 plus travel)

MARKETING TARGET: TOUR OPERATOR

Opportunity: Maryland on the Road Enterprise (MORE)

Description: Five-day sales blitz targeting motorcoach operators, tour operators and travel planners in a specific region.

Cost: \$1,250 (includes airfare, transportation and four nights’ lodging)

MARKETING TARGET: TOUR OPERATOR

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

Description: Three-day sales blitz targeting motorcoach operators, tour operators and travel planners close to Maryland. Includes approximately 18 prescheduled sales calls with operators who have the potential for day trips and overnight stays in Maryland.

Cost: \$625 (includes executive motorcoach transportation and two nights’ lodging)

MARKETING TARGET: INTERNATIONAL

Opportunity: U.S. Travel Association’s IPW (International Pow Wow Show), Chicago, IL, April 5–9, 2014.

Description: IPW is the travel industry’s premier international marketplace and is the largest generator of American travel. The marketplace includes three days of intensive prescheduled business appointments with international tour operators, receptive operators and media from Maryland’s top feeder markets. At IPW, the Maryland, Virginia and Washington, D.C., booths are located together to create a unified “Capital Region USA” presence. CRUSA members share their leads with all Maryland suppliers.

Cost: Approximately \$3,000 plus travel—includes booth space and registration

FOR MORE INFORMATION CONTACT:

Rich Gilbert » 410-767-6288 » rgilbert@visitmaryland.org



MARKETING TARGET: INTERNATIONAL

Opportunity: Capital Region USA (CRUSA) programs

Description: The Capital Region USA (CRUSA) is a tourism alliance composed of and funded primarily by the Maryland Office of Tourism, the Virginia Tourism Corporation and Destination DC, with significant support from the Metropolitan Washington Airports Authority. CRUSA strives to increase visitation and economic impact to the Capital Region from selected international markets by implementing innovative marketing programs and public/private sector partnerships.

Cost: Varies by marketing program—includes trade shows, trade and press familiarization tours, co-op advertising opportunities, consumer shows, Web marketing programs and consumer promotions.

FOR MORE INFORMATION CONTACT:

Matt Gaffney » 443-994-1862 » mgaffney@capitalregionusa.org

MARKETING TARGET: INTERNATIONAL

Opportunity: Tourism Center Canadian Marketing

Description: The Maryland Office of Tourism is partnering with the Tourism Center to increase exposure and visitation from Canada. There are available options for DMO and tourism partners as well.

Cost: Varies by marketing program. Contact Tourism Center for custom packages.

FOR MORE INFORMATION CONTACT:

Manny Witt » 1-888-640-3925 » mwitt@ne-tc.com

MARKETING TARGET: AMATEUR AND PROFESSIONAL SPORTS

Opportunity: TEAM Maryland

Description: Join the statewide initiative to collectively market Maryland to the entire sports industry by creating a synergistic approach to promote all of Maryland as a sports destination. Maximize your sports marketing opportunities by being a partner in TEAM Maryland.

Cost: \$4,300 - \$14,500 (Pricing is tier-based)

FOR MORE INFORMATION CONTACT:

Terry Hasseltine » 410-223-4139 » thasseltine@MarylandSports.us



MARYLAND TOURISM DEVELOPMENT
BOARD AND STAFF ROSTER



MARYLAND TOURISM DEVELOPMENT BOARD ROSTER

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Attorney at Law
Retired

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Anne Arundel County

THE HONORABLE PAMELA G. BEIDLE

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Anne Arundel County

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Delegate, District 1A
Garrett and Allegany counties

THE HONORABLE JENNIE M. FOREHAND

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THE HONORABLE DAVID D. RUDOLPH

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Cecil County

OTD

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Executive Director

MS. CHANDA MILLER

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MARYLAND OFFICE OF TOURISM STAFF ROSTER

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301-490-1333
Margie Long, Supervisor

I-95 SOUTH WELCOME CENTER

301-490-2444
Marti Banks, Supervisor

I-70 EAST WELCOME CENTER

301-293-4172
Margie Long, Supervisor

I-70 WEST WELCOME CENTER

301-293-8435
Jennifer Jones, Supervisor

MASON DIXON WELCOME CENTER

301-447-3719
David Yoder, Supervisor





MARYLAND DESTINATION MARKETING ORGANIZATIONS

ALLEGANY COUNTY

Allegany County Tourism
13 Canal Street, Rm 306
Cumberland, MD 21502
301-777-5138; 800-425-2067
Fax: 301-777-5137

www.mdmountainside.com

ANNAPOLIS/ ANNE ARUNDEL COUNTY

Annapolis and 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

Visit Baltimore
100 Light Street, 12th Floor
Baltimore, MD 21202
410-659-7300
Fax: 443-817-0613

www.baltimore.org

BALTIMORE COUNTY

Baltimore County Tourism and Promotion
400 Washington Avenue
Towson, MD 21204
410-887-4289
Fax: 410-337-8496

www.enjoybaltimorecounty.com

CALVERT COUNTY

Calvert County Department
of Economic Development
175 Main Street
Prince Frederick, MD 20678
410-535-4583; 800-331-9771
Fax: 410-535-4585

www.ecalvert.com

CAROLINE COUNTY

Caroline County Office of Tourism
10219 River Landing Road
Denton, MD 21629
410-479-2730
Fax: 410-479-5563

www.tourcaroline.com

CARROLL COUNTY

Carroll County Office of Tourism
225 N. Center Street, Rm. 107
Westminster, MD 21157
410-386-2898; 800-272-1933
Fax: 410-876-1560

www.carrollcountytourism.org

CECIL COUNTY

Cecil County Tourism
Perryville Outlet Center
68 Heather Lane, Suite #43
Perryville, MD 21903-2554
410-996-6299; 800-CECIL-95
Fax: 866-466-7069

www.sececil.org

CHARLES COUNTY

Charles County Government,
Office of Tourism
200 Baltimore Street, P.O. Box 2150
La Plata, MD 20646
800-766-3386; 301-396-5819
Fax: 301-885-1311

www.charlescountymd.gov

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.
151 S. East 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
301-387-8746
Fax: 301-387-2080

www.visitdeepcreek.com





HARFORD COUNTY

Harford County Office of Tourism
220 S. Main Street
Bel Air, MD 21014
410-638-3059
Fax: 410-879-8043

www.harfordmd.com

HOWARD COUNTY

Howard County Tourism and Promotion
8267 Main St., Side Entrance
Ellicott City, MD 21043
410-313-1900; 800-288-8747
Fax: 410-313-1902

www.visithowardcounty.com

KENT COUNTY

Kent County Office of Tourism and
Economic 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

OCEAN CITY

Town of Ocean City
4001 Coastal Highway
Ocean City, MD 21842
410-289-2800; 800-626-2326
Fax: 410-289-0058

www.ococean.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 Tourism
425 Piney Narrows Road
Chester, MD 21619
410-604-2100
Fax: 410-604-2101

www.visitqueenannes.com

ST. MARY'S COUNTY

St. Mary's County Department
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P.O. Box 653; 23115 Leonard Hall Dr.
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301-475-4200, x1403
Fax: 301-475-4414

www.visitstmarysmd.com

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
P.O. Box 2333
Salisbury, MD 21802
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

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