FY2016 TOURISM MARKETING AND DEVELOPMENT PLAN







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MARYLAND TOURISM DEVELOPMENT BOARD CHAIRMAN'S MESSAGE

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 138,682 Marylanders from Oakland to Ocean City.

Tourism generates and continues to grow significant revenue integral to Maryland's economic vitality. Maryland tourists and travelers spent \$15.4 billion on travel expenses in 2013, based on the latest Tourism Satellite Account (TSA) as conducted by Tourism Economics. Visitor spending remains an important generator of revenue for state and local governments. In 2013, visitor spending generated close to \$2.1 billion in state and local taxes.

This increase in revenue is no doubt driven by the fact that Maryland welcomed 38.2 million domestic visitors in 2014, an increase of 5.8 percent from 2013, and an increase of 40 percent from 2007's 27.2 million visitors, according to D.K. Shifflet and Associates, a leading tourism industry research firm.

Maryland's 40 percent increase – representing an additional 11 million visitors from 2007 to 2014 – was substantially greater than the 26 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 12 percent since 2007, far outperforming regional and national trends during this challenging economic climate.

Through Governor Hogan's leadership, the Department of Commerce and the Office of Tourism have the opportunity to showcase tourism's role in creating economic benefit for the citizens of Maryland through visitor spending and the amenities that the tourism industry provides for visitors and residents alike.

I am proud of this Board's continuing work with the Office of Tourism, and am pleased to present the *Fiscal Year 2016 Tourism Marketing and Development Plan.* The objectives and strategies of this plan are designed to enhance tourism's positive economic impact.

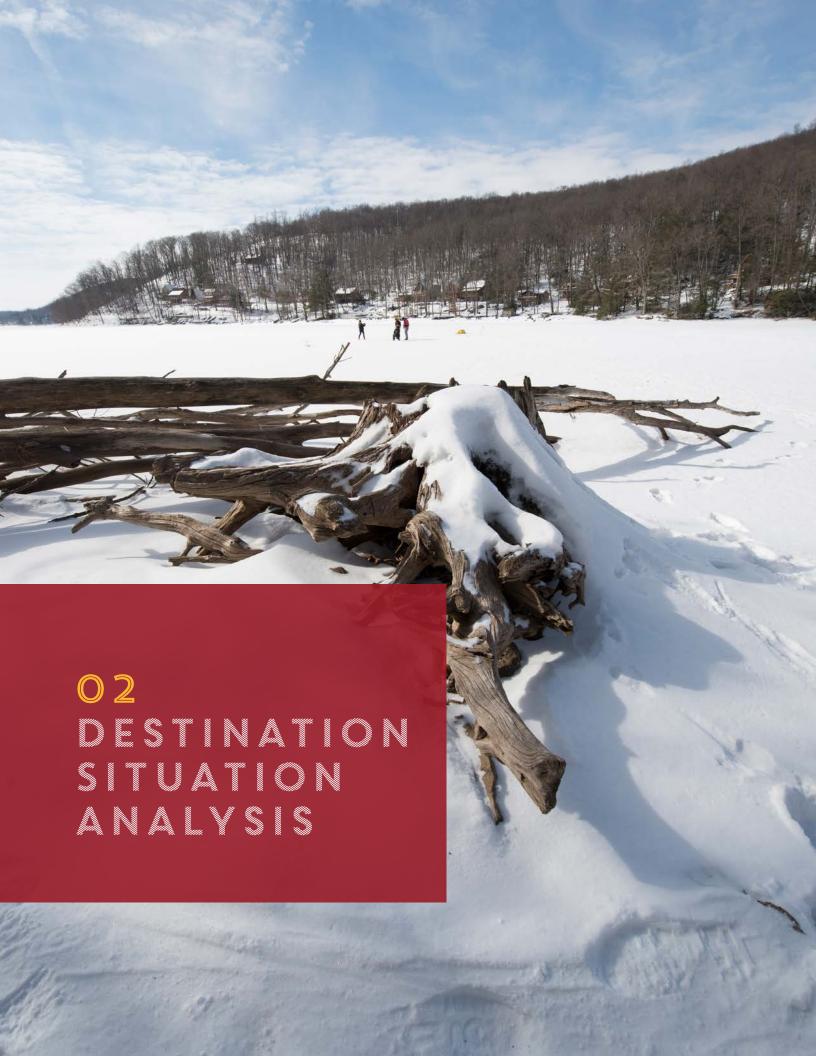
It is the power of partnerships that help drive the industry forward. Please take the time to review the Partner Marketing and Advertising Opportunities at the back of the plan. These programs have been developed in conjunction with the state's advertising agency, Siquis, and Destination Marketing Organizations. These opportunities are available to all tourism businesses in the State that 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 Maryland's tourism expenditures, tax revenues and employment.

Sincerely,

GREG SHOCKLEY

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



TRAVEL INDUSTRY INSIGHTS

The research on the American consumer and their travel expectations is expansive. The news is generally good. Americans remain committed to travel and the improving news on the economic front with the lowest jobless rate since 2008, wages on the rise, and consumers feeling more comfortable about taking on debt indicates that spending on leisure and non-essential goods will increase. This is encouraging news for Maryland's travel industry.

- » Tourism continued to grow in 2014. Direct travel spending in the U.S. by domestic and international travelers grew 4.7 percent to \$927.9 billion in 2014, not adjusted for inflation. Of this total, \$790.9 billion was spent by domestic travelers (5.3 percent increase from 2013) and \$137 billion was spent by international travelers in the U.S. (1.1 percent increase from the \$135.6 billion in 2013). Source: 2014 Travel Economic Impact Overview, U.S. Travel.
- » Consumer spending is up 3.4 percent over 2014 for an estimated \$10.36 trillion in dollars flowing through the U.S. economy. Americans spent half of that on essentials such as food, shelter, transportation and healthcare. The biggest gainers in 2014 in capturing discretionary spending were alcoholic drinks for home use, dining out, vacations and tourism.
- » There are interesting demographic trends among multiple population sectors that have high potential impact on tourism. Millennials are entering their prime earning years and Gen-Xers and Boomers begin to enjoy their long weekends and taking trips of a lifetime.
- » Nearly 70 percent of all travelers are using their personal computer or laptop for their trip planning.
- » For all the good news about travel there is a disconnect with consumers. The average American earns 21 days of Paid Time Off (PTO) each year but uses only 77 percent of that time, forfeiting 4.9 days. American workers lost a total of 169 million PTO days in 2013, which averages to 1.6 days lost per employee.

Maryland's travel options are varied across the state and offer consumers the type of authentic travel that tourists are craving including culinary offerings, engaging destinations, one-of-a-kind experiences, and warm people. As Maryland tourism marketing professionals continue to build upon the success of recent years, understanding our consumer and the wealth of factors that go into making a decision about how they spend their discretionary dollars will be key for delivering the highest return on investment for their advertising and promotional dollars.



Harbor East, Baltimore



MARYLAND VISITOR STATISTICS

For calendar year 2014, D.K. Shifflet & Associates reports that Maryland hosted more than 38 million estimated domestic visitors, up 5.8 percent from 2013, outperforming many regional competitors. Eighty percent, or close to 29 million, were leisure visitors, and the remaining 20 percent, or more than 7 million, were business travelers. Overnight and day trips were roughly split the same – with more than 17 million each in 2014.

VISITOR VOLUME ESTIMATES (PERSON-TRIPS IN MILLIONS)

	M	ARYL	AND	UNI	TED ST	ATES
	2012	2013	2014	2012	2013	2014
TOTAL	35.37	36.14	38.23	2,182.95	2,344.05	2,512.78
BUSINESS	6.73	7.20	7.15	447.70	468.84	517.99
LEISURE	28.64	28.94	31.09	1,735.26	1,875.21	1,994.79
OVERNIGHT	17.83	18.36	19.38	1,084.61	1,181.95	1,340.63
DAY TRIP	17.54	17.78	18.85	1,098.34	1,162.10	1,172.15

[|] 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 2014

48.2%	(ANNE ARUNDEL, BALTIMORE CITY, BALTIMORE, CARROLL, HARFORD, HOWARD COUNTIES)	CENTRAL REGION
20.9%	(CAROLINE, CECIL, DORCHESTER, KENT, QUEEN ANNE'S, SOMERSET, TALBOT, WICOMICO, WORCESTER COUNTIES)	EASTERN SHORE
19.9%	(FREDERICK, MONTGOMERY, PRINCE GEORGE'S COUNTIES)	CAPITAL
7.5%	(ALLEGANY, GARRETT, WASHINGTON COUNTIES)	WESTERN MARYLAND
3.5%	(CALVERT, CHARLES, ST. MARY'S COUNTIES)	SOUTHERN

| 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 increased in 2014, with total domestic U.S. visitor volume, as measured in person-trips, growing 7.2 percent from 2013. Leisure travel represented more than 79 percent of all person-trips, with day trips representing 53 percent and overnight 47 percent of visitor volume. Travel volume increased within Maryland's regional competitive set in 2014, although below the national pace.

In 2014, Maryland saw growth in leisure, as well as day and overnight trips, while business travel remained flat. Maryland outperformed many neighboring states and led the region with the largest percent growth in the leisure and overnight segments.

In comparison to 2007 net traveler volume, Maryland has seen more growth than any state in the region, both overall and in the leisure and day trip segments. Maryland has welcomed an additional 11 million visitors since 2007 – an increase of 40.5 percent, substantially greater than the 25.7 percent increase the United States saw during this time period. Maryland's increase in visitation was significantly greater than the performance of other mid-Atlantic states. Despite the challenging economic climate, Maryland has grown its share of the visitor market 11.8 percent since 2007, outperforming national and regional trends

MARYLAND HAS SEEN MORE GROWTH THAN ANY STATE IN THE REGION, BOTH OVERALL AND IN THE LEISURE AND OVERNIGHT SEGMENTS

PERCENT CHANGE IN PERSON-TRIP VOLUME 2013-2014

TRAVEL SEGMENT	U.S.	MD	D.C.	DE	PA	VA	WV
TOTAL	7.2%	5.8%	1.4%	-2.0%	7.1%	4.7%	6.7%
BUSINESS	10.5%	-0.7%	-2.5%	33.1%	7.2%	7.7%	14.1%
LEISURE	6.4%	7.4%	3.8%	-8.4%	7.0%	3.9%	5.1%
DAY TRIP	13.4%	5.6%	2.0%	10.7%	13.7%	10.5%	14.2%
OVERNIGHT	0.9%	6.0%	1.1%	-13.7%	-0.7%	0.2%	-2.9%

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

PERCENT CHANGE IN PERSON-TRIP VOLUME 2007-2014

TRAVEL SEGMENT	U.S.	MD	D.C.	DE	PA	VA	WV
TOTAL	25.7%	40.5%	19.1%	2.2%	25.7%	13.6%	20.4%
BUSINESS	3.0%	8.1%	5.2%	-10.9%	-8.0%	-5.3%	35.5%
LEISURE	33.3%	51.0%	29.2%	6.3%	34.7%	20.8%	17.3%
DAY TRIP	32.8%	39.6%	33.5%	-7.7%	35.3%	10.4%	16.9%
OVERNIGHT	18.5%	41.6%	12.6%	17.0%	14.8%	16.7%	25.9%

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

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

The chart 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, 2014

	MARYLAND	BALTIMORE	OCEAN CITY
ESTIMATED SHARE OF VISITS		29.5%	13.5%
ESTIMATED PERSON-STAYS	49.1 million	14.5 million	6.6 million
AVERAGE TRAVEL PARTY SIZE	1.9	1.8	2.4
AVERAGE LENGTH OF STAY (DAYS)	1.3	1.4	2.2
AVERAGE SPENDING PER PERSON PER DAY	\$139	\$144	\$132
SPENDING PER GROUP STAY	\$303	\$351	\$701
TOP 3 DMAS OF ORIGIN	Washington, D.C. (24%) Baltimore (22%) New York (12%)	Baltimore (24%) Washington, D.C. (17%) New York (14%)	Baltimore (28%) Washington, D.C. (18%) Philadelphia (14%)

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

Ocean City Boardwalk



LODGING SECTORTRENDS

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 BELOW:

- >> Room Demand reflects the percentage change in the number of rooms sold
- >> **Room Supply** reflects the percentage change in the number of rooms available
- >> Room Rates reflects the average cost per room
- >> Room Revenue reflects the percentage change in the amount of revenue collected
- >> Occupancy Percent reflects the percentage of rooms occupied

CALENDAR YEAR 2014 ANALYSIS

Maryland's lodging performance accelerated during calendar year 2014, with room demand statewide increasing 5.9 percent, compared to calendar year 2013. Maryland's demand grew more than the region's 5.2 percent and the nation's 4.5 percent. The number of rooms available (room supply) remained relatively flat across the state (0.3 percent), region (0.4 percent) and nation (0.9 percent).

The average room rate for Maryland was \$115.60 — slightly higher than the nation's \$115.31 rate but lower than the regional rate of \$119.10. Total room revenue for the state increased 7.6 percent, higher than the region's 6.8 percent growth but lower than the nation's 9.2 percent. At the national level, as a result of increased demand, revenue grew 9.2 percent. Revenue per available room also increased for Maryland and the region by 7.2 and 6.3 respectively, while at the national level it increased 8.3 percent.

Occupancy rates, which reflect changes in supply and demand for rooms, averaged 63.5 percent, 5.5 percent more than last year. The national occupancy rate was 64.4 percent, 3.6 percent more than last year and the region's occupancy rate was 63.3 percent, 4.8 percent more than last year.

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



Gaylord National Resort and Convention Center, National Harbor



Solomons Victorian Inn, Solomons Island

CALENDAR YEAR 2014 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	4.50/	0.9%	9.2%	\$115.30	4.6%	64.4%	3.6%	\$74.30	8.3%	4 011 0E2	3,573,937
UNITED STATES MARYLAND	4.5% 5.9%	0.3 %	7.6 %	\$115.60	1.6%	63.5%	5.5 %	\$74.30	7.2%	72,296	64,388
MD-VA-D.CDE REGION	5.2%	0.4%	6.8%	\$119.10	1.5%	63.3%	4.8%	\$75.40	6.3%	341,795	300,172
MD COUNTIES	J.Z/0	0.470	0.070	ψ113.10	1.570	03.570	4.070	Ψ73.40	0.570	341,733	300,172
BALTIMORE CITY	1.9%	(1.2%)	6.8%	\$161.50	4.7%	68.4%	3.1%	\$110.50	58.0%	8,572	8,261
ALLEGANY	12.4%	0.0%	14.9%	\$89.10	2.3%	63.1%	12.4%	\$56.30	14.9%	997	913
ANNE ARUNDEL	3.6%	(1.6%)	6.5%	\$102.10	2.9%	72.7%	5.3%	\$74.20	8.3%	10,568	9,655
BALTIMORE	8.0%	3.6%	9.3%	\$91.40	1.2%	62.5%	4.2%	\$57.20	5.4%	6,170	5,553
CALVERT	5.5%	0.0%	2.3%	\$97.70	(3.1%)	49.7%	5.5%	\$48.60	2.3%	772	772
CECIL	7.5%	0.0%	12.2%	\$79.30	4.3%	57.4%	7.5%	\$45.50	12.2%	1,081	870
CHARLES	6.1%	(0.2%)	6.8%	\$82.70	0.7%	62.2%	6.3%	\$51.50	7.0%	1,370	969
DORCHESTER	0.3%	0.0%	2.6%	\$174.90	2.4%	48.9%	0.3%	\$85.60	2.6%	680	600
FREDERICK	6.2%	0.1%	5.1%	\$86.80	(1.1%)	64.7%	6.1%	\$56.20	5.0%	2,352	2,228
HARFORD	16.6%	2.6%	19.2%	\$86.90	2.3%	63.7%	13.7%	\$55.30	16.3%	2,713	2,398
HOWARD	6.5%	0.0%	8.4%	\$91.60	1.8%	66.0%	6.5%	\$60.50	8.4%	3,546	3,240
MONTGOMERY	4.5%	0.5%	7.0%	\$122.50	2.4%	66.6%	4.0%	\$81.60	6.5%	9,308	9,308
PRINCE GEORGE'S	9.2%	1.5%	9.6%	\$122.00	(0.4%)	63.9%	7.6%	\$78.00	8.0%	10,451	10,037
QUEEN ANNE'S	(4.1%)	(7.5%)	0.0%	\$126.50	4.3%	50.6%	3.7%	\$64.10	8.1%	434	368
ST. MARY'S	7.0%	(1.3%)	4.7%	\$88.80	(2.2%)	49.0%	8.4%	\$43.50	6.1%	1,110	899
TALBOT	9.3%	4.3%	7.4%	\$159.90	(1.7%)	46.8%	4.7%	\$74.80	2.9%	1,007	687
WASHINGTON	7.8%	1.0%	7.3%	\$75.00	(0.5%)	59.7%	6.7%	\$44.80	6.2%	2,077	1,976
WICOMICO	5.1%	0.0%	6.9%	\$92.50	1.7%	50.0%	5.1%	\$46.20	6.9%	1,625	1,234
WORCESTER	4.5%	0.1%	5.2%	\$150.40	0.6%	54.9%	4.4%	\$82.50	5.1%	5,475	3,223
MD REGIONS											
WESTERN	9.1%	0.6%	9.9%	\$80.60	0.7%	59.9%	8.5%	\$48.30	9.2%	3,606	3,060
CAPITAL	6.8%	0.9%	8.1%	\$118.50	1.2%	65.2%	5.8%	\$77.20	7.1%	22,111	21,573
CENTRAL	5.2%	0.0%	8.0%	\$112.80	2.6%	67.8%	5.2%	\$76.50	8.0%	32,579	29,887
SOUTHERN	6.3%	(0.5%)	5.0%	\$87.80	(1.2%)	54.7%	6.8%	\$48.00	5.6%	3,252	2,640
UPPER EASTERN SHORE	4.7%	0.2%	6.0%	\$126.60	1.3%	50.9%	4.4%	64.40	5.8%	3,488	2,719
LOWER EASTERN SHORE	4.7%	0.1%	5.4%	\$140.20	0.7%	53.8%	4.7%	\$75.50	5.3%	7,260	4,509

[|] 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.



PRODUCTANALYSIS 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 moderate climate offer visitors the best of all four seasons and a host of year-round outdoor activities.

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

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 announced that in 2014, tourism in the United States generated more than \$927.9 billion in visitor spending, 4.7 percent more than in 2013. In the race for consumer travel dollars, it is estimated that states invested more than \$836 million in travel marketing offices in FY 2014.

For FY 2014, the U.S. Travel Association reported that Maryland's tourism budget was \$12.1 million - \$11.02 million in general funds and \$1.1 million in special and reimbursable funds, and that \$3.1 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 comparison, Virginia and North Carolina allocated more than \$5.6 million to domestic advertising and sales promotion as compared to Maryland's \$3.1 million to reach a similar target audience.

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.

Patapsco State Park



MARYLAND VISITORANALYSIS

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.

The following tables compare the demographics and trip profiles for Maryland day-trippers and overnight travelers. The study conducted by Longwoods in 2013 is currently the largest ongoing survey of American travelers to domestic destinations. This study uses the following definitions.

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

DEMOGRAPHICS CHARACTERISTICS

- » Males make up 51 percent of day visitors while females make up 53 percent of overnight visitors.
- » 48 percent of day travelers are over 45 years of age compared 46 percent of overnight travelers.

DAY TRIP VS. OVERNIGHTS - INDIVIDUAL

	ALL MD DAY TRIPS	ALL MD OVERNIGHT
MALE	51%	47%
FEMALE	49%	53%
AGE		
18-24	13%	15%
25-44	40%	40%
45-64	33%	33%
65+	15%	13%
AVERAGE AGE	45	44

» The family composition of a day and overnight trips looks fairly similar. A greater percentage of overnight travelers have a larger household size of 3 or more.

DAY TRIP VS. OVERNIGHTS - FAMILIES

HOUSEHOLD SIZE	ALL MD DAY TRIPS	ALL MD OVERNIGHT
1 MEMBER	20%	19%
2 MEMBERS	33%	33%
3 MEMBERS	18%	17%
4 MEMBERS	14%	17%
5+	14%	14%

- » The largest percentage of day trips are taken by individuals of day and overnight visitors have household incomes of
- with a household income under \$50,000. More than 40 percent \$75,000 and above.
- » The majority of day and overnight trips are taken by married individuals with no children under 18 in the household.
- » Visitors to Maryland are well educated, 58 percent of day and overnight visitors have at least a college degree. Approximately 84 percent of day and overnight visitors have attended some college.
- » Roughly half of day and overnight visitors are employed full-time or self-employed. More day-trippers are not employed full-time - possibly leading to more opportunities to take day trips. Retired individuals are included in the "not employed" category.

DAY TRIP VS. OVERNIGHTS - INCOME

INCOME	ALL MD DAY TRIPS	ALL MD OVERNIGHT
UNDER \$50K	40%	38%
\$50K-\$74.9K	20%	20%
\$75K-\$99.9K	15%	16%
\$100K-\$149.9K	18%	17%
\$150K+	8%	9%

DAY TRIP VS. OVERNIGHTS - MARITAL STATUS

MARITAL STATUS	ALL MD DAY TRIPS	ALL MD OVERNIGHT
MARRIED/WITH PARTNER	58%	58%
NEVER MARRIED	26%	29%
DIVORCED/WIDOWED	16%	14%
NO CHILDREN IN HOUSEHOLD UNDER 18	55%	53%

DAY TRIP VS. OVERNIGHTS - EDUCATION

EDUCATIONAL ATTAINMENT	ALL MD DAY TRIPS	ALL MD OVERNIGHT
HIGH SCHOOL OR LESS	16%	16%
SOME COLLEGE	25%	24%
COLLEGE GRADUATE	36%	39%
POST-GRADUATE	22%	19%

DAY TRIP VS. OVERNIGHTS - EMPLOYMENT TYPE

EMPLOYMENT	ALL MD DAY TRIPS	ALL MD OVERNIGHT
FULL TIME/SELF-EMPLOYED	49%	50%
PART TIME	10%	11%
NOT EMPLOYED	41%	39%



STATE OF ORIGIN

- » 73 percent of day travelers come from Maryland and bordering states while only 46 percent of overnight travelers come from these same states.
- » Overnight travelers are a little more diversified with 16 percent coming from "longer" haul states such as, Florida, North Carolina, California, and Ohio.

DAY TRIP VS. OVERNIGHT - STATE OF ORIGIN

IGHT	ALL MD OVERN	ALL MD DAY TRIPS	
18%	MARYLAND	34%	MARYLAND
16%	PENNSYLVANIA	18%	VIRGINIA
12%	VIRGINIA	17%	PENNSYLVANIA
8%	NEW YORK	5%	NEW JERSEY
7%	NEW JERSEY	4%	NEW YORK
5%	FLORIDA	4%	DELAWARE
5%	NORTH CAROLINA		
3%	CALIFORNIA		
3%	ОНЮ		

THIS INFORMATION IDENTIFIES THOSE MARKETS
WHERE MARYLAND CAN INVEST ITS PROMOTIONAL AND ADVERTISING
EFFORTS TO DELIVER GREATER ECONOMIC IMPACT
AS A RESULT OF INCREASED LENGTH OF STAY
AND GREATER SPENDING.

DMA OF ORIGIN

- » A DMA region is a group of counties that form an exclusive geographic area in which the home market television stations hold a dominance of total hours viewed. OTD is interested in visitor's DMA of origin for the purpose of targeting marketing and advertising efforts.
- » The majority of day and overnight visitors are coming from the Washington, D.C. DMA.
- » The Philadelphia and NY/NJ/PA/CT DMAs are feeder markets for overnight trips.

DAY TRIP VS. OVERNIGHT - DMA OF ORIGIN

ALL MD DAY	rrips	ALL MD OVERNIGH	
WASHINGTON, D.C.	33%	WASHINGTON, D.C. 10	
BALTIMORE, MD	7%	NEW YORK, NY/NJ/PA/CT 119	
PHILADELPHIA, PA	10%	PHILADELPHIA, PA 109	
ARRISBURG-LANCASTER-	8%	BALTIMORE, MD 99	
LEBANON-YORK, PA		HARRISBURG-LANCASTER-	
IEW YORK, NY/NJ/PA/CT	7%	LEBANON-YORK, PA	
SALISBURY, MD	3%	PITTSBURGH, PA 39	



TRIP PROFILE

- » The main purpose for visiting Maryland for both day and overnight visitors is "Visiting Friends and Relatives (VFR)".
- » Day trip visitors traveled for touring activities, special events, city trips and shopping.
- » Overnight visitors traveled to special events, resorts, touring and outdoors activities.

TRIP PROFILE

NIGH:	ALL MD OVER	TRIPS	ALL MD DAY
489	VISITING FRIENDS AND RELATIVES	36%	VISITING FRIENDS AND RELATIVES
89	SPECIAL EVENT	14%	TOURING
89	RESORT	9%	SPECIAL EVENT
79	TOURING	9%	CITY TRIP
49	OUTDOORS	6%	SHOPPING

TRIP CHARACTERISTICS

- » Overnight travelers spend more per trip, take longer trips and travel with more people than day trippers. As a result of increased spending and a larger party size, the amount spent by overnight visitors is more than double that of day visitors.
- » The majority of day trips occur in the spring between April and June while the majority of overnight trips occur during the summer between July and September.

TRIP CHARACTERISTICS

ALL MD OVERNIGHT	ALL MD DAY TRIPS	
\$492	\$171	PER PARTY EXPENDITURES
3.8 nights		AVERAGE NIGHTS
3.3 nights		NUMBER OF NIGHTS IN MD
3.1	2.7	PARTY SIZE
21%	24%	TIME FRAME OF TRAVEL JANUARY-MARCH
27%	27%	APRIL-JUNE
30%	25%	JULY-SEPTEMBER
22%	24%	OCTOBER-DECEMBER

ACCOMMODATIONS AND MODE OF TRANSPORTATION FOR ALL MARYLAND **OVERNIGHT TRAVELERS**

- » Overnight travelers spend more dollars on paid accommodations and close to 70 percent of them stay in hotels, motels, resorts, B&Bs and vacation rentals.
- » The main mode of transportation for 74 percent of overnight visitors is their personal automobile.

ACCOMMODATIONS AND MODE OF TRANSPORTATION FOR ALL MD OVERNIGHT TRAVELERS

ACCOMMODA	ACCOMMODATIONS		
FRIENDS/RELATIVES DWELLING (HOME/COTTAGE/CABIN) NOT PAID FOR	34%	PERSONAL AUTO	74%
HOTEL (NON-RESORT)	31%	AIR TRAVEL	18%
MOTEL	14%	RENTAL CAR	16%
RESORT HOTEL	13%	TAXI CAB	9%
RENTED HOME/CONDO/APARTMENT	6%	BUS	9%
B&B	5%	TRAIN	7%

TOP TEN TOURISM ACTIVITIES PER DAY TRIP, 2014

UNITED STATES

TOP 10 ACTIVITIES » Day and overnight travelers both

MARYLAND

- participate in shopping and dining activities. The top 10 activities for overnight visitors include a greater percentage of outdoor/nature activities that generally require a greater time commitment.
- » Day travelers' activities in include a greater percentage of attractions located in cities such as museums and landmarks; this aligns with the primary trip purposes "city trip" and" touring".
- » Thirty-seven percent of overnight travelers trend toward Maryland water-based activities.

SHOPPING	26%	SHOPPING	27%
FINE DINING	15%	FINE DINING	13%
LANDMARKS/HISTORIC SITES	12%	LANDMARKS/HISTORIC SITES	8%
MUSEUM	12%	CASINO	8%
BEACH/WATERFRONT	10%	MUSEUM	7%
NATIONAL/STATE PARK	7%	BEACH/WATERFRONT	7%
SWIMMING	6%	SWIMMING	7%
Z00	6%	NATIONAL/STATE PARK	6%
BAR/DISCO/NIGHT CLUB	5%	THEME PARK	6%
THEME PARK	4%	Z00	5%

TOP TEN TOURISM ACTIVITIES PER DAY OVERNIGHT TRIP, 2014

MARYLA	ND	UNITED STAT	ES
SHOPPING	39%	SHOPPING	34%
FINE DINING	23%	FINE DINING	22%
BEACH/WATERFRONT	20%	SWIMMING	16%
SWIMMING	17%	BEACH/WATERFRONT	14%
LANDMARKS/HISTORIC SITES	16%	LANDMARKS/HISTORIC SITES	13%
MUSEUM	15%	BAR/DISCO/NIGHT CLUB	11%
NATIONAL/STATE PARK	13%	MUSEUM	10%
BAR/DISCO/NIGHT CLUB	12%	NATIONAL/STATE PARK	10%
Z00	8%	THEME PARK	8%
THEME PARK	8%	ZOO	6%





MARYLAND OFFICE OF DEVELOPMENT TOURISM 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

18

Provide leadership and routine review of the budget, staff and other resources allocated to OTD for tourism marketing and 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 2016

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.

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 to encourage funding support at the city, county and state level. Support the formation of a grass roots industry advocacy campaign promoting the value and importance of industry generated employment.

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.

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 2016

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.

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.

Maintain full staffing and detemine efficiencies in staffing allocations.

Work with members of the Advisory Committee on Multicultural Diversity to elevate inclusivity to the tourism industry.

ADVERTISING AND COMMUNICATIONS

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. OTD must focus the State's marketing efforts on those consumers, time periods and markets that will reap the highest return on investment.

OBJECTIVES

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

Increase visitor revenue volume by targeting consumers with a heightened focus on overnight stays.

KEY STRATEGIES FOR FISCAL 2016

Develop a communications package based on the 5 Senses Campaign. Implement creative units for the DMOs to use to leverage the new destination awareness campaign.

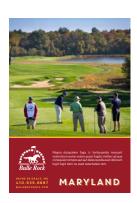
Review media opportunities in light of consumer's desires to get back to travel as the recession worries wane. Overnight visitation from Ohio has been on the rise and provides an opportunity for future growth in tourism tax code revenue.

Explore opportunities for extending advertising reach with private sector tourism industry interests through collaboration and coordination of advertising programs.

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.

Promote Maryland's Scenic Byways as an ideal way to experience all of the natural beauty, geography, shops, culinary delights and arts venues that Maryland has to offer.

Increase conversion rates from lookers to buyers of Maryland travel by harvesting data from newsletter subscribers and those who request travel information and programmatic targeting.











Campaign Creative Samples



ADVERTISING AND COMMUNICATIONS

MEDIA AND DIGITAL COMMUNICATIONS OUTREACH

The Media and Digital Communications Outreach team works to secure third-party editorial coverage and online conversation about Maryland as a travel destination.

Additionally, they consult/develop compelling 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.

OBJECTIVES

Secure "Destination Maryland" media placements that have a value of at least \$14 million.

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

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.

2015 Blogger's Bash



KEY STRATEGIES FOR FISCAL 2016

Continue to utilize the "Spotlight" communications campaign for integrated efforts across OTD-owned properties including VisitMaryland.org, the consumer newsletter, and social channels.

Launch new communications evaluation tool, Maryland Media Measurement (M3), that tracks earned media results based on message inclusion; tonality; presence of graphic, outlet tier; initiative and market. This will help further hone communications outreach.

Realign priorities, including for outside public relations counsel, based on new markets.

Target Maryland's core feeder markets through social media engagement, familiarization tours, and press outreach and missions to Pittsburgh, and select cities in Ohio. (This will be determined after further audience evaluation is conducted.)

Target Canadian media outlets, with a focus on Toronto, to coordinate press outreach with enhanced travel trade sales efforts. Work with BWI Airport on increasing these efforts.

Continue to work with Capital Region USA's international representative and public relations firms, with a focus on promoting Maryland's Scenic Byways, culinary, and outdoor recreation offerings.

Implement "Maryland Storytellers" Program, which will allow locals to share their Maryland travel memories, tips, and expertise through website content and social media features.

Increase video content for deployment on social media channels and for OTD-owned assets to amplify Maryland's content to consumers.



Continue hosting a bi-annual Blogger Bash to introduce vetted bloggers to county tourism offices.

Investigate and implement social media training for (DMOs) and private sector to further amplify OTD's messaging.

ADVERTISING AND COMMUNICATIONS

CONTENT AND MULTIMEDIA VISITOR COLLATERAL

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

OBJECTIVES

Perform strategic publication/collateral inventory to determine which products could be eliminated, combined or further developed. Upon completion, produce high-quality print and online vehicles that support priority visitor experiences and other marketing initiatives.

Grow digital library through the "Five Regions/Four Seasons" image and video acquisition program. Catalog images/videos in new Digital Asset Management system (WebDAM).

Develop content funnels to support marketing initiatives for use throughout OTD's communications channels.

KEY STRATEGIES FOR FISCAL 2016

Work with publishing partner to deliver the state's primary printed travel resource — *Destination Maryland*.

Develop strategic advertising sales opportunities for all OTD-owned properties to offset production costs.

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

Continue to work with Interactive Services to deploy easy-to-use and downloadable alternatives to printed publications.

Work with research unit and product development unit to determine best method to gauge consumer's interaction with content and how they would best consume information on Maryland travel products — mainly scenic byways — to guide development of consumer publications and outreach.



Destination Maryland

FISCAL YEAR 2016 PUBLICATIONS

QUANTITY	DISTRIBUTED	AUDIENCE	PUBLICATION
25,000	SEPTEMBER 2015	CONSUMER	MARYLAND UNDERGROUND RAILROAD & AFRICAN-AMERICAN HERITAGE TRAVEL GUIDE
GOAL: 150,000	MONTHLY	CONSUMER	THIS MONTH IN MARYLAND E-NEWSLETTER
AS NEEDED	AS NEEDED	CONSUMER	PRODUCT DEVELOPMENT COLLATERAL
AS NEEDED	AS NEEDED	TRAVEL TRADE	PROFILE SHEETS
250,000	JANUARY 2016	CONSUMER	DESTINATION MARYLAND

ADVERTISING AND COMMUNICATIONS

DATABASE SERVICES Maintain the "Visit Maryland" database of tourism assets for the OTD website, 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

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 — pre-trip and during trip.

KEY STRATEGIES FOR FISCAL 2016

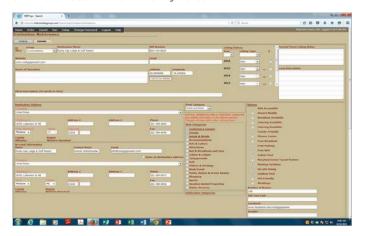
Continue to maintain and further enhance database content to accurately reflect Maryland's tourism assets.

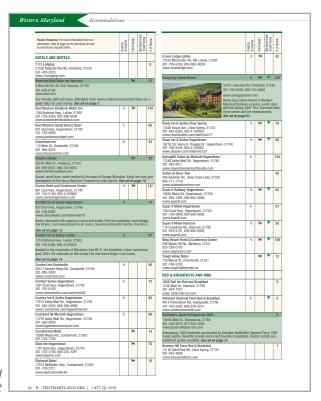
Continue the data hygiene of Maryland data as it drives the web site, and publications. The data is also deployed through various feeds to OTD partners. Develop workflows and procedures for easy assimilation of all data from multiple sources including industry partners, event organizers and county tourism offices.

Develop and coordinate robust business information that is aligned with OTD priorities and/or programs such as culinary, outdoor recreation and Chesapeake-themed products.

Manage and maintain a fully integrated technology program and infrastructure for Call Center, Fulfillment Center, Welcome Centers, kiosks, mobile applications and publications.

OTD Data Base Partner Amenity Screen







Destination Maryland Listings Page Layout

INTERACTIVE SERVICES

WEB SITE DEVELOPMENT/MAINTENANCE

The Interactive Services team enhances the Office of Tourism website. The interactive content provides consumers with inspirational and actionable content in advance of, or during their Maryland trip.

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 individuals touched by interactive marketing efforts, including visitors to Maryland Office of Tourism's websites and newsletters.

Expand marketing reach and frequency through interactive marketing and e-mail communications.

KEY STRATEGIES FOR FISCAL 2016

Create new Maryland Scenic Byways microsite on VisitMaryland.org utilizing immersive and inspiring visuals to tell the story of each byway. The microsite will be a part of VisitMaryland.org: however, the pages will have their own unique look that is complementary to the website. Content will be crossed-linked and promoted across scenic byways pages and the main site.

Expand the reach VisitMaryland.org by taking advantage of strategic alliances and partnerships with Brand USA, Capital Region USA and Trip Advisor.

Continue collaborating with statewide partners to create seasonal sweepstakes themes that package and promote authentic Maryland experiences.

Promote sweepstakes on VisitMaryland.org home page as well as through public relations, social media and advertising.

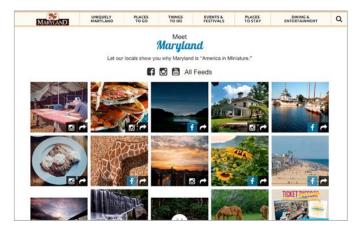
THANKS TO A NOTICE ON THE WEBSITE OF THE MARYLAND STATE TOURISM BOARD, A FAMILY DROVE FROM ST. MARY'S, A DISTANCE OF 181.3 MILES OR 3 HOURS AND 28 MINUTES, TO SEE THE PLAY ON SUNDAY.

New Look and Content on visitmaryland.org









TOURISM DEVELOPMENT

PRODUCT DEVELOPMENT INITIATIVES

The Tourism Development team coordinates programs that evolve existing tourism resources and integrate new products that elevate the state's competitive advantage in the domestic and international marketplace. Through direct engagement, the team ensures the efficient and effective production of distinctive and marketable visitor experiences that positively impact the growth of tourism sales tax revenues.

OBJECTIVES

Ensure that existing initiatives are enhanced through stakeholder engagement and product development (place-based, print, web and digital) are effectively integrated into OTD marketing platforms. Initiatives include Maryland Civil War Trails, Star-Spangled Banner National Historic Trail, Maryland Scenic Byways and the Southern Maryland Indian Heritage Trail.

Provide support for the products and services associated with Maryland's Underground Railroad heritage in preparation for the 2017 opening of the Harriet Tubman Underground Railroad State Park/Visitor Center.

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

KEY STRATEGIES FOR FISCAL 2016

Manage the Maryland Civil War Trails Initiative, including updating digital and print products, executing an annual maintenance contract, and adding Eastern Shore and Southern Maryland sites to the mobile app. Coordinate within OTD to conduct consumer research to evaluate and plan for future digital, print and place-based interpretive products.

Maintain a seat on the multi-state Civil War Trails

Board of Directors.

Coordinate with the State Highway Administration and other stakeholders on the development and marketing of Maryland's 18 Scenic Byways, including the development of new print and digital products. Develop culinary, outdoor recreation and other marketable itineraries for all byways with initial focus on the state's seven federally designated byways. Work with Capital Region USA and Brand USA to continue international marketing efforts of "fly-drive" products and experiences.

Provide technical assistance to the Maryland Historical Trust and the stakeholder working group as part of the planning process for the Southern Maryland Indian Heritage Trail. Evaluate the feasibility of a statewide Native Peoples Product Development Initiative.

Manage the Maryland Underground Railroad (UGRR) Initiative, including technical assistance for the Harriet Tubman UGRR State Park, Byway and National Historical Park in preparation for the 2017 park/byway Visitor Center opening. Recruit potential sites, programs and facilities into the National UGRR Network to Freedom program. Enhance digital and print products to promote Harriet Tubman and Underground Railroad sites throughout Maryland. Research the feasibility of a multi-state partnership for the Harriet Tubman Underground Railroad Byway in Delaware and Pennsylvania.

Provide product development support as needed and required for emerging initiatives.

Continue to seek out and secure funding for key projects from alternative funding sources.



Rendering of the Harriet Tubman Underground Railroad State Park

TOURISM DEVELOPMENT

PARTNERSHIP AND OUTREACH

The Tourism Development Team takes the lead in working directly with the industry to build the economic capacity of destinations and businesses. Through outreach activities and inter-agency coordination, the team assists stakeholders who are working to develop assets and destinations that will positively impact the growth of tourism sales tax revenues.

OBJECTIVES

Provide tourism development technical assistance to agencies, organizations and stakeholders as required or requested to ensure visitor-ready and marketable destinations, products and experiences. Efforts will focus on, but are not limited to, Culinary Tourism, Outdoor Recreation and the National Park Service Centennial.

Provide relevant tourism education and training to private-sector stakeholders statewide to increase industry engagement in OTD programs and with OTD staff.

Consistently address the need for tourism signage statewide.

KEY STRATEGIES FOR FISCAL 2016

Manage the process to develop the statewide tourism strategic plan which includes, but is not limited to, establishing/managing an advisory committee, establishing communication protocols, development of the scope of work, procurement of consultant team, public and private sector engagement, reporting and fiscal/contractual administration.

Coordinate with agency, organization and industry stakeholders and within OTD to implement Phase I of the Culinary Tourism Initiative. Activities include, but are not limited to, database development, education and training activities, evaluation of culinary assets and developing recommendations for Phase II.

Manage the Outdoor Recreation Initiative, which includes but is not limited to, advancing Fish & Hunt Maryland, evaluating cycling products and experiences, supporting the development of unique trail assets such as the Youghiogheny River Trail, working with Maryland Department of Agriculture on equestrian tourism, maintaining a seat on the Department of Natural Resources Boating Task Force and advancing non-motorized boating experiences.

Increase the awareness of OTD partnership opportunities and provide destination marketing expertise through the delivery of high-quality education and training presentations. Presentations will be delivered in the format that best suits stakeholder audiences, which includes but are not limited to, trade associations, businesses, DMO members/constituents, towns, municipalities, agencies, etc.

Provide "hands-on" destination development services as requested by stakeholders to assist with coordination and enhancement of amenities, facilities, products and services.

Develop an inventory of regional, state, federal and private sector resources that support tourism business development.

Establish and implement an inter-agency tourism committee to enhance communication and increase cooperation among agencies vested in tourism development and marketing.

Provide tourism development technical assistance as required for state-authorized programs such as Arts and Entertainment Districts, Maryland Heritage Areas Authority, Maryland Scenic Byways Program, Transportation Enhancement/Alternatives, Recreational Trails, Statewide Trail Committee and Maryland Bicycle and Pedestrian Advisory Committee and others as assigned.

Work with the Maryland Tourism Education Foundation and industry representatives to establish a scholarship program for students to attend the Annual Maryland Travel and Tourism Summit.

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. Research the feasibility of statewide sign programs.



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

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

Reduce environmental impacts from tourism operations.



KEY STRATEGIES FOR FISCAL 2016

Continue to collaborate with industry partners and environmental leaders in the development and execution of Maryland Green Travel. Goal is to increase participation in the program to 300 by June 30, 2016.

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 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 new tourism industry website which facilitates the application process for prospective Maryland Green Travel partners.

TOURISM DEVELOPMENT

MARKETING ASSISTANCE THROUGH GRANT PROGRAMS

The Tourism Development team is responsible for the management of the annual County Cooperative Grant Program, working under the direction of the Maryland Tourism Development Board and the Department of Commerce. Subject to available funds, the team manages other grant programs that focus specifically and directly on growth of tourism sales tax revenues.

OBJECTIVES

County Cooperative Grant Program - awards funds to the DMOs that have presented viable marketing plans consistent with the State's annual tourism marketing plan. Ensure grant guidelines align with evolving marketing priorities and promote Maryland's core destination attributes.

Sports Tourism Grant Program - awards funds to the DMOs who have hosted high-impact sporting events that require bids and/ or license fees. (Subject to available funds)

Private Sector Partnership Grant Program – awards funds to DMOs for the promotion of overnight packages that significantly impact tourism sales tax revenues. (Subject to available funds)

KEY STRATEGIES FOR FISCAL 2016

Continue to administer the County Cooperative Grant 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 and measuring program effectiveness.

In coordination with the Maryland Office of Sports Marketing, implement and administer the Sports Tourism Grant Program, which includes but is not limited to: preparing programmatic reports; assembling a Grant Proposal Evaluation Committee; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees, etc.

Support the MTDB and the Secretary of the Department of Commerce in developing new guidelines and cooperative programs in response to performance metrics of the Tourism Promotion Act.

In coordination with the MTDB, implement and administer the Private Sector Partnership Grant Program, which includes but is not limited to: preparing programmatic reports; assembling a Grant Proposal Evaluation Committee; reconciling reimbursement requests; administering grant documents, and providing technical assistance to grantees.

2015 Food Network Co-Op





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, that educates prospective visitors about Maryland's quality attractions, accommodations and services, thereby generating additional economic impact for the region and the State.

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.

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 such as Monthly Spotlights on a continual basis.

KEY STRATEGIES FOR FISCAL 2016

Operate the I-95 North, I-95 South, I-70 East, I-70 West and Mason Dixon Welcome Centers which includes but is not limited to supervising staff, analyzing and reporting monthly Welcome Center and Rest Area data (bathroom door counts, Welcome Center visitor counts, motor-coach usage, hotel reservation revenue, staff outreach, etc.)

Enhance the Welcome Center experience through new exhibits, window displays and information that promote statewide and regional tourism initiatives.

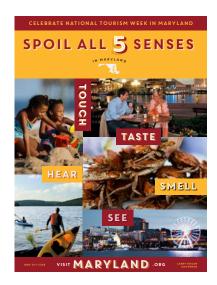
Coordinate with the State Highway Administration on center operations and maintenance through regular communication channels and attending quarterly Rest Area Meetings.

Manage, supervise and train staff of both the in-house Maryland Call Center and Fulfillment Operations Center. Track and collect Call Center data monthly that includes call volume, call source, call type, brochure orders and information requests.

Conduct interactive workshops with staff from other state, federal, and local travel information centers to share best practices and marketing messages.

Continue annual customer service and Maryland tourism training for internal and external front-line staff.

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.





TRAVEL TRADESALES

DOMESTIC AND INTERNATIONAL SALES

Travel Trade Sales promotes the increased development and use of Maryland's travel products to a variety of travel trade markets in North America and selected international markets. These markets include tour operators, student travel providers, receptive tour operators, group leaders, meeting planners, incentive travel planners, consumers, reunion planners, and others.

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



KEY STRATEGIES FOR FISCAL 2016

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

Act as coordinator for the Meeting and Convention Sales Connection and their representation at selected trade shows.

Participate in the IPW 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, Brazil and China.

Work with CRUSA as Washington, D.C. and the region prepare to host IPW 2017.

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.

Organize private-sector partners, attractions and destinations to support the selling of Maryland travel products to third-party sellers of travel. Develop enhanced strategy for group leader trade shows, including reunion planners, for increased referrals and lead generation.

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 as well as collaborative efforts with the Sportsmen Marketing Initiative at the Great American Sport & Outdoor Show.

Coordinate new business strategies to identify sales and marketing opportunities where OTD can support local tourism-related businesses.

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 for 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 profiles.

Assess 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 efforts.



KEY STRATEGIES FOR FISCAL 2016

Continue, in partnership with the Destination Marketing Organizations, to commission an economic impact study that provides comprehensive data in 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 on key tourism indicators via the Monthly Tourism Monitor, the Department of Budget and Management's Managing for Results, and other reporting mechanisms as needed.

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

Monitor research conducted for the Capital Region USA (CRUSA) and procure trip profiles of overnight Canadian visitors to Maryland.

Provide ongoing research support to OTD program staff, contractors, stakeholders and State Agencies. In FY 2016, this includes project management for research on digital, print and place-based interpretive products as well as a new contract to measure the effectiveness of the new advertising campaign launched in 2015.





D.	ATES	ACTIVITY	LOCATION	CONTACT
JULY	14-15	American Association of State and Local History Professionals	Indianapolis, IN	Anne Kyle
AUGUST	11	CRUSA Annual Partners Meeting	Arlington, VA	Liz Fitzsimmons
	12-15	Maryland Association of Counties (MACO)	Ocean City, MD	Rich Gilbert
	14	Maryland Bicycle and Pedestrian Advisory Committee Meeting	Hanover, MD	Jennifer Jones
	19-23	2015 Motorcoach Association Marketplace of South Carolina/North Carolina/Virginia	Columbia, SC	Rich Gilbert
	23-26	USTA Education Seminar for Tourism Organizations (ESTO)	Portland, OR	Marci Ross
	28/9-1	Student Youth & Travel Association Marketplace (SYTA)	Branson, MO	Rich Gilbert
	30	SYTA - D.C./MD Tour Operator Dinner	Branson, MO	Rich Gilbert
SEPTEMBER	TBD	State Highway Administration District 7 Quarterly Rest Area Meeting	Dayton, MD	Jennifer Jones
	15-17	Mini-Maryland on the Road	Virginia	Rich Gilbert
	23-25	2015 MATPRA Marketplace	Erie, PA	Leslie Troy
OCTOBER	TBD	Fall Destination Training	Cecil County, MD	Marci Ross
	5-6	American Bus Association (ABA) Marketplace Advisory Committee	Louisville, KY	Rich Gilbert
	8-12	U.S. Sailboat Show	Annapolis, MD	Rich Gilbert
	9	Maryland Bicycle and Pedestrian Advisory Committee Meeting	Hanover, MD	Jennifer Jones
	14-17	Southeastern Outdoor Press Association Annual Conference (SEOPA)	Eufaula, AL	Connie Yingling
	28-30	35th Annual Maryland Tourism & Travel Summit (MTTS)	Ellicott City, MD	Chanda Miller
NOVEMBER	11	Greater New Jersey Motorcoach Association Marketplace	Atlantic City, NJ	Rich Gilbert
	12	Veteran's Day Open House	MD Welcome Centers	Jennifer Jones
	10-14	National Association for Interpretation National Conference	Virginia Beach, VA	Anne Kyle
	14-18	Ontario Motorcoach Association	London, Ontario, Canada	Rich Gilbert
	15	OMCA Buyers Reception	London, Ontario, Canada	Rich Gilbert
DECEMBER	TBD	SHA District 7 Rest Area Quarterly Meeting	Frederick, MD	Jennifer Jones
	11	Maryland Bicycle and Pedestrian Advisory Committee Meeting	Hanover, MD	Jennifer Jones

D	ATES	ACTIVITY	LOCATION	CONTACT
JANUARY	TBD	Maryland Bike Symposium	Annapolis, MD	Jennifer Jones
	9-12	ABA Marketplace	Louisville, KY	Rich Gilbert
	31/2-4	National Tour Association (NTA)Travel Exchange	Atlanta, GA	Rich Gilbert
FEBRUARY	TBD	Legislative Tourism Day	Annapolis, MD	Chanda Miller
	6-14	Great American Outdoor Show	Harrisburg, PA	Rich Gilbert
	12	Maryland Bicycle and Pedestrian Advisory Committee Meeting	Hanover, MD	Jennifer Jones
MARCH	TBD	Harriet Tubman Organization Banquet	Cambridge, MD	Anne Kyle
	TBD	SHA District 7 Rest Area Quarterly Meeting	Dayton, MD	Jennifer Jones
	TBD	Spring Destination Training	Eastern Shore	Jennifer Jones
	TBD	Mason-Dixon Outdoor Writers Association Annual Conference (M-DOWA)	TBD	Connie Yingling
	23-24	Destination Capitol Hill - Legislative Fly-in	Washington, D.C.	Liz Fitzsimmons
	29-30	Pennsylvania Bus Association Marketplace	Lancaster, PA	Rich Gilbert
	30-31	Maryland Motorcoach Association Marketplace	Lancaster, PA	Rich Gilbert
APRIL	TBD	Volunteer Appreciation Day	TBD	Jennifer Jones
	TBD	Southeast Travel Counselors Alliance Annual Meeting	TBD	Jennifer Jones
MAY	TBD	National Tourism Week Open House	MD Welcome Centers	Jennifer Jones
	TBD	Travel Information Center Workshop	TBD	Jennifer Jones
	TBD	Pennsylvania Outdoor Writers Association Annual Conference (POWA)	Central PA,	Connie Yingling
	22-25	PRSA Travel & Tourism Conference	Houston, TX	Leslie Troy
	23-24	National Council of State Tourism Directors Spring forum (NCSTD)	Washington, D.C.	Liz Fitzsimmons
JUNE	TBD	SHA District 7 Rest Area Quarterly Meeting	Frederick, MD	Jennifer Jones
	3-4	Harriet Tubman Conference	Cambridge, MD	Anne Kyle
	5-9	Travel Alliance Partners (TAP DANCE)	Duluth, MN	Rich Gilbert
	10	Maryland Tourism Development Board Meeting	TBD	Chanda Miller
	14-16	Travel and Tourism Research Association Annual International Conference (TTRA)	Vail, CO	TBD
	18-22	International Pow Wow (IPW)	New Orleans, LA	Rich Gilbert
	22-23	Pennsylvania Bus Association Sales Retreat	Gettysburg, PA	Rich Gilbert





PRINT ADVERTISING OPPORTUNITIES

AAA WORLD

This 3-6 page insert with advertising and edit 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 2016
- » Space Reservation: January 7, 2016
- » Materials Due: January 7, 2016
- » Added Value: Web banner on AAAWorld.com and year-round reader service AND brochure distribution in AAA offices
- » 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

REPRESENTATIVE:

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

CITY MAGAZINES - NEW

Dedicated Maryland Map spread with copy and images to run in City Magazines in target DMAs. Maximum of 6 participants per magazine.

CINCINNATI MAGAZINE

- » Issue Date: May and/orJune 2016
- » Space Reservation: Feb 11/Mar 11, 2016
- » Materials Due: Feb 18/Mar 18, 2016
- » Circulation: 38,135

COST TO PARTICIPATE:

- \$1,350 for 50-60 words and image
- » \$1,050 per issue for running in both issues

REPRESENTATIVE:

Maggie Goecke MWGoecke@ cincinnatimagazine.com 513-562-2783

CLEVELAND MAGAZINE

- » Issue Date: May and/orJune 2016
- » Space Reservation: Feb 20/Mar 20, 2016
- » Materials Due: Feb 29/Mar 28, 2016
- » Circulation: 45.000

COST TO PARTICIPATE:

» \$1,000 for 50-60 words and image

REPRESENTATIVE:

Betsy Brock bbrock@ohiomagazine.com 330-620-5450

COLUMBUS MAGAZINE

- » Issue Date: May and/orJune 2016
- » Space Reservation: Feb 20/Mar 20, 2016
- » Materials Due: Feb 29/Mar 28, 2016
- » Circulation: 21,346

COST TO PARTICIPATE:

» \$838 for 50-60 words and image

REPRESENTATIVE:

Holly Gallucci hgallucci@ columbusmonthly.com 614-410-0422

PHILADELPHIA MAGAZINE

- » Issue Date: May and/orJune 2016
- » Space Reservation: Feb 20/Mar 20, 2016
- » Materials Due: Feb 29/Mar 28, 2016
- » Circulation: 117,688

COST TO PARTICIPATE:

» \$2,500 for 50-60 words and image

REPRESENTATIVE:

Kris Flynn kflynn@phillymag.com 215-979-7478

PITTSBURGH MAGAZINE

- » Issue Date: May and/orJune 2016
- » Space Reservation: Feb 13/Mar 13, 2016
- » Space Reservation: Feb 29/Mar 28, 2016
- » Circulation: 34,667

COST TO PARTICIPATE:

» \$1,512 for 50-60 words and image

REPRESENTATIVE:

Diane Heins dheins@ pittsburghmagazine.com 412-304-0906

PARTNER MARKETING & ADVERTISING OPPORTUNITIES

COASTAL LIVING

Multi-page, full-color dedicated Maryland section to run East of the Mississippi and print and online reader service.

- » Issue Date: April 2016
- » Space Reservation: January 22, 2016
- » Materials Due: January 26, 2016
- » Multiple page, multi-state insert with edit
- » Added Value: Online and print reader service form
- » Circulation: 450,000

COST TO PARTICIPATE:

» \$4,000 for a 1/6 page 4C

REPRESENTATIVE:

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

DESTINATION MARYLAND

- » Issue Date: Annual
- » Space Reservation: October 17, 2015
- » Materials Due: October 12,2015

COST TO PARTICIPATE:

- » \$10,195 for a full page
- » \$6,375 for a 1/2 page
- » \$4,381 for a 1/3 page
- » \$2,321 for a 1/6 page

REPRESENTATIVE:

Carly Stedman Norosky carly.stedman@ milespartnership.com

FOOD NETWORK MAGAZINE

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

- » Issue Date: May 2016
- » Space Reservation: January 8, 2016
- » Materials Due: January 15, 2016
- » Dedicated Maryland insert
- » Added Value: May reader service in "A Taste for Travel" with header and 30 words of copy, three-months on travel.foodnetmag.com (two photos, 300 words and URL)
- » Circulation: 412,000

COST TO PARTICIPATE:

- » \$2,455 for a 1/6 page
- » \$4,910 for a 1/3 page

REPRESENTATIVE:

Erin McDonnell erin@mcdonnellmedia.com 888-410-5220

GREAT VACATIONS GETAWAYS

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

- » Issue Date: Spring 2016 (mid-April 2016)
- » Space Reservation: February 13, 2016
- » Materials Due: February 13, 2016
- » Added Value: 728x90 retargeting banner campaign, E-mail blast and Profile page on greatvacations.travel (1 photo, 2:30 videos, 500 words of copy, brochure and website link)
- » Circulation: 1,500,000

COST TO PARTICIPATE:

- » \$7,095 for a 1/6 page 4C
- » \$3,695 for a 1/12 page 4C

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 2016
- » Space Reservation: February 9, 2016
- » Materials Due: February 12, 2016

Section offered in the following publications:

- » Country Living Magazine (Circ: 314,226)
- » Good Housekeeping (Circ: 936,029)
- » Woman's Day (Circ: 787,411)
- » Circulation: 2,037,666

MEREDITH PUBLICATIONS

Multiple page section consisting of advertising and editorial. Circulation concentrated in CT, D.C., DE, MD, NJ, NY, PA, OH, VA and WV.

- » Issue Dates: May 2016 Issue (All Recipes: June/July 2016 – on sale May 2016)
- » Space Reservation: January 12, 2016
- » Materials Due: January 14, 2016

Section offered in the following publications:

- » All Recipes (Circ: 260,000)
- » Better Homes and Gardens (Circ: 1,581,400)
- » Eating Well (Circ: 176,000)
- » Everyday with Rachel Ray (Circ: 443,000)
- » Family Circle (Circ. 1,152,300)
- » More (Circ: 287,900)
- » Added Value: Reader service listing in Midwest Living
- » Circulation: 3,900,600

NATURE CONSERVANCY - NEW

Dedicated Maryland section including a full page of editorial. (CT, D.C., DE, MA, MD, NJ, NY, OH, PA, RI, VA and WV)

- » Issue Date: April/May 2016
- » Space Reservation: January 8, 2016
- » Materials Due: January 15, 2016
- » Added Value: 50,000 geo-targeted impressions on www.nature.org
- » Circulation: 203,000

COST TO PARTICIPATE:

» \$3,000 for a 1/6 page

REPRESENTATIVE:

Diane Sacken d.sacken@jamesgelliot.com 917-421-9053

PATHFINDERS TRAVEL

Minimum 2 page Maryland section

- » Issue Date: Spring 2016
- » Space Reservation: January 26, 2016
- » Materials Due: February 4, 2016
- » Circulation: 100,000

COST TO PARTICIPATE:

- » \$27,048 for 1/3 page
- » \$11,922 for 2 1/4" x 3" Brochure
- » \$7,216 for a 2 1/4" x 2" ad

COST TO PARTICIPATE:

- » \$7,400 for full page 4C
- » \$3,750 for 1/2 page 4C
- » \$2,550 for 1/4 page 4C
- » \$1,200 for 1/6 page 4C

REPRESENTATIVE:

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

COST TO PARTICIPATE:

» \$21,058 for 1/2 page 4C

» \$14,047 for 1/3 page 4C

» \$7,011 for 1/6 page 4C

REPRESENTATIVE:

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

REPRESENTATIVE:

Weller Thomas wthomas@pathfinderstravel.com 215-266-6855

PARTNER MARKETING & ADVERTISING OPPORTUNITIES

PRESERVATION

Multiple page section consisting of advertising and editorial.

Delivered to members of the National Trust for Historic Preservation

- » Issue Date: Spring 2016
- » Space Reservation: January 8, 2016
- » Materials Due: January 12, 2016
- » Added Value: Print and digital reader service.
- » Circulation: 158.246

COST TO PARTICIPATE:

\$2,400 for a 1/6 page 4C,45 words and 1 image

REPRESENTATIVE:

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

ROAD RUNNER MOTORCYCLE AND TOURING TRAVELER

- NEW

Dedicated Maryland section including editorial.

- » Issue Date: May/June 2016
- » Space Reservation: February 4, 2016
- » Materials Due: February 12, 2016
- » Added Value: 6-month banner campaign on roadrunner.travel
- » Circulation: 80,490

and VA). » Issue Date: April 2016

SOUTHERN LIVING

» Space Reservation: December 11, 2016

Multiple page Maryland section consisting

Atlantic Region (D.C., DE, MD, NJ, NY, PA

of advertising and editorial runs in Mid-

- » Materials Due: December 18, 2016
- » Added Value: Includes reader service listing on Points South page and online listing with link on SLvacations.com.
- » Circulation: 345,000

COST TO PARTICIPATE:

- » \$2,090 for a 1/3 page
- » \$1,325 for a 1/6 page

COST TO PARTICIPATE:

» \$5,150 for a 1/6 page

REPRESENTATIVE:

Mark Thomas mark@roadrunner.travel 336-765-7780 x118

REPRESENTATIVE:

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

WASHINGTON POST

Full page, 4C Discover Maryland Ad in the Sunday Magazine.

- » Issue Dates: March 20, 2016
- » Space Reservation Deadline: January 27, 2016
- » Materials Due Date: February 3, 2016
- » Circulation: 600,000

COST TO PARTICIPATE:

- » \$4,400 for a 1/2 page vertical (limit 2 participants)
- » \$3,360 for a 1/3 page horizontal (limit 2 participants)
- » \$2,100 for 1/6 page (limit 8 participants)

REPRESENTATIVE:

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



TELEVISION ADVERTISING OPPORTUNITIES

Costs are for a :10 spot (art card plus audio). Schedules must run between 3/30 - 6/28/16. Costs shown are for a one week schedule. Two - three minimum recommended.

BALTIMORE

WBAL-TV (NBC)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 11 Spots M-F (5A-10A)
- » 9 Spots SA-SU (5A-12N)
- » MeTV
- » 10 Spots M-SU (5A-12N)
- » Adults 25-54
- » Gross Impressions: 412,000

WBFF-TV (FOX)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 28 Spots M-F (5:00A-9A)
- » 9 Spots SA-SU (7A-11A)
- » Adults 25-54
- » Gross Impressions: 544,700

WMAR-TV (ABC)

OPTION 1: MD ROAD TRIP "ON THE GO"

- » Live Location/Event highlight during Friday 5-5:30 newscast
- » 15:15 Promos M-TH prior
- » On the Go video on the ABC2 Youtube channel
- » 100,000 ABC2news.com impressions
- » Available July-Oct, 2015 and April-June, 2016

WJZ-TV

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 12 Spots M-F (5:00A-9A)
- » 4 Spots SA-SU (6A-10:30A)
- » Adults 25-54
- » Gross Impressions: 339,000

COST TO PARTICIPATE:

» \$3,550 for 30 spots

COST TO PARTICIPATE:

» \$3,525 for 37 spots

COST TO PARTICIPATE:

» \$3,500 for package

COST TO PARTICIPATE:

» \$3,900 for 16 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 5 Spots M-F (5A-9A)
- » 5 Spots SA-SU (5A-12N)
- » MeTV
- » 10 Spots M-SU (5A-12N)
- » Adults 25-54
- » Gross Impressions: 212,500

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 18 Spots M-F (5:30A-9A)
- » 10 Spots SA-SU (7A-11A)
- » Adults 25-54
- » Gross Impressions: 379,700

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 20 Spots M-F (5A-9A)
- » 2 Spots SA-SU (8A-9A)
- » Adults 25-54
- » Gross Impressions: 237,000

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 6 Spots M-F (5A-9A)
- » 1 Spot SA (6A-10A)
- » Adults 25-54
- » Gross Impressions: 149,000

COST TO PARTICIPATE:

» \$1,800 for 20 spots

COST TO PARTICIPATE:

» \$2,500 for 18 spots

COST TO PARTICIPATE:

» \$1,750 for 22 spots

COST TO PARTICIPATE:

» \$1,750 for 7 spots

REPRESENTATIVE:

Katie Walsh kmwalsh@hearst.com 410-338-6420

REPRESENTATIVE:

Tony Mastromatteo amastromatteo@sbgtv.com 410-662-1490

REPRESENTATIVE:

Belinda Lee belinda.lee@wmar.com 410-372-2372

REPRESENTATIVE:

Jennifer Diliberto jdiliberto@wjz.com 410-578-1292

PARTNER MARKETING & ADVERTISING OPPORTUNITIES

PHILADELPHIA - NEW

KYW-TV (CBS)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 20 Spots M-F (5A-9A)
- » 4 Spots SA-SU (6A-10:30A)
- » Adults 25-54
- » Gross Impressions: 308,650

COST TO PARTICIPATE:

» \$2,975 for 24 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 14 Spots M-F (5A-9A)
- » 12 Spots SA-SU (6A-10:30A)
- » Adults 25-54
- » Gross Impressions: 199,800

COST TO PARTICIPATE:

» \$2,321 for 16 spots

REPRESENTATIVE:

John Link link@kyw.com 215-977-5759

WCAU-TV (NBC)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 10 Spots M-F (6A-9A)
- » 6 Spots SA-SU (6A-10A)
- » Adults 25-54
- » Gross Impressions: 658,000

COST TO PARTICIPATE:

» \$4,250 for 16 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 10 Spots M-F (5A-9A)
- » 6 Spots SA-SU (6A-10A)
- » Adults 25-54
- » Gross Impressions: 528,000

COST TO PARTICIPATE:

» \$2,720 for 16 spots

REPRESENTATIVE:

Aaron Zeligson aaron.zeligson@nbcuni.com 610-688-5516

WTXF-TV (NBC)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 15 Spots M-F (5A-9A)
- » 4 Spots SA-SU (8A-10A)
- » Adults 25-54
- » Gross Impressions: 684,500

COST TO PARTICIPATE:

» \$3,846 for 19 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 8 Spots M-F (5A-9A)
- » 2 Spots SA-SU (8A-10A)
- » Adults 25-54

COST TO PARTICIPATE:

» \$1,976 for 10 spots

REPRESENTATIVE:

Stephanie Garofalo stephanie.garofalo@foxtv.com 215-982-5249

WPVI-TV (ABC)

10-SECOND STATION SPOT PACKAGE

- » 7 Spots M-F (4:30A-9A)
- » 7 Spots SA (5:30A-10A) Su (6A-1P)
- » Adults 25-54
- » Gross Impressions: 786,700

COST TO PARTICIPATE:

» \$5,600 for 14 spots

REPRESENTATIVE:

Neal Cuevas neal.s.cuevas@abc.com 215-871-1267



PITTSBURGH - NEW

KDKA-TV (CBS)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 24 Spots M-F (5A-9A)
- » 6 Spots SA-SU (5A-10:30A)
- » Adults 25-54
- » Gross Impressions: 348,600

COST TO PARTICIPATE:

» \$2,856 for 30 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 16 Spots M-F (5A-9A)
- » 4 Spots SA-SU (6A-10:30A)
- » Adults 25-54
- » Gross Impressions: 232,060

COST TO PARTICIPATE:

» \$2,312 for 20 spots

REPRESENTATIVE:

John Link link@kyw.com 215-977-5759

WTAE-TV (ABC)

10-SECOND STATION SPOT PACKAGE

- » 4 Spots M-F (4:30A-9A)
- » 6 Spots SA-SU (5A-10A)
- » Adults 25-54
- » Gross Impressions: 167,000

COST TO PARTICIPATE:

» \$2,210 for 10 spots

REPRESENTATIVE:

Bob Cain bob.cain@katztvgroup.com 215-557-4216

WASHINGTON D.C.

WJLA-TV (ABC)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 22 Spots M-F (4:30A-9A)
- » 2 Spots SA-SU (7A-9A)
- » Adults 25-54
- » Gross Impressions: 210,100

COST TO PARTICIPATE:

» \$3,995 for 24 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 14 Spots M-F (4:30A-9A)
- » 2 Spots SA-SU (7A-9A)
- » Adults 25-54
- » Gross Impressions: 151.900

COST TO PARTICIPATE:

» \$2,890 for 16 spots

REPRESENTATIVE:

Steve Zafiropulos stevez@wjla.com 703-236-9660

WRC-TV (NBC)

OPTION 1: 10-SECOND STATION SPOT PACKAGE

- » 8 Spots M-F (5A-9A)
- » 2 Spots SA-SU (6A-10A)
- » Adults 25-54
- » Gross Impressions: 510,346

COST TO PARTICIPATE:

» \$5,000 for 10 spots

OPTION 2: 10-SECOND STATION SPOT PACKAGE

- » 6 Spots M-F (5A-9A)
- » 2 Spots SA-SU (6A-10A)
- » Adults 25-54
- » Gross Impressions: 405,828

COST TO PARTICIPATE:

» \$3,950 for 8 spots

REPRESENTATIVE:

Lauren Sapienza lauren.sapienza@nbcuni.com 202-885-5084

PARTNER MARKETING & ADVERTISING OPPORTUNITIES

OUT-OF-HOME ADVERTISING OPPORTUNITIES - NEW

CINCINNATI

Digital Billboards:

Four boards on I-75, I-71, I-275 and I-471.

- » 2,520:08 spots per week
- » Location: Exact locations based on availability
- » Timing: May/June

COST TO PARTICIPATE:

\$5,810 per 4-week period (requires5 participants to hold this rate)

REPRESENTATIVE:

CLEVELAND

Digital Billboards:

on availability

» Timing: May/June

» 2,520:08 spots per week

» Location: Exact locations based

Wendy Rauchen » Lamar Advertising wrauchen@lamar.com 610-779-9421

Four boards on I-271, I-480, I-77 and I-90.

COLUMBUS

Digital Billboards:

Four boards on heavily traveled secondary streets throughout Columbus.

- » 2,520:08 spots per week
- » Location: Exact locations based on availability
- » Timing: May/June

COST TO PARTICIPATE:

» \$2,400 per 4-week period (requires 4 participants to hold this rate)

REPRESENTATIVE:

Michael Beatty » Clear Channel *michaelbeatty@clearchannel.com* 240-581-9628

HARRISBURG & LANCASTER

Digital Billboards:

Three boards on RT-30 (Lancaster), US-15 (Harrisburg) and I-83 (Harrisburg).

- » 4,032:06 spots per week
- » Location: Exact locations based on availability
- » Timing: May/June

PHILADELPHIA

Station Domination:

Maryland ownership of all assets in 30th Street Station for one full month.

» April or May depending on availability

COST TO PARTICIPATE:

- » \$450 per Poster (46" H x 60" W)
- » \$700 per Backlit Kiosk (50" H x 26" W)
- » \$1,210 per Backlit Spectacular (68.25" H x 47.375" W)
- » \$5,200 per Floor Graphic (120" x 120")
- » \$2,128 per Mini-Banner (66" H x 120" W or 78" H x 120" W)

REPRESENTATIVE:

Charlie Hurley » Titan360.com charles.hurley@titan360.com 215-827-8689

Digital Billboards:

Two boards on I-76 and I-95.

- » 2,520 :08 spots per week
- » Location: Exact locations based on availability
- » Timing: May/June

COST TO PARTICIPATE:

» \$8,800 per 4-week period (requires 4 participants to hold this rate)

REPRESENTATIVE:

Michael Beatty » Clear Channel *michaelbeatty@clearchannel.com* 240-581-9628

COST TO PARTICIPATE:

» \$3,975 per 4-week period (requires 4 participants to hold this rate

REPRESENTATIVE:

Wendy Rauchen » Lamar Advertising wrauchen@lamar.com 610-779-9421

COST TO PARTICIPATE:

» \$5,750 per 4-week period (requires 4 participants to hold this rate)

REPRESENTATIVE:

Michael Beatty » Clear Channel michaelbeatty@clearchannel.com 240-581-9628

DIGITAL ADVERTISING OPPORTUNITIES

MILLENNIAL MEDIA MOBILE AD NETWORK

Geo-targeted mobile ad network placements will reach users in key DMAs on smartphones and tablets when viewing content specific to Travel, Weather, Dining and Entertainment. This buy also includes specific Culinary and Outdoor audience targeting.

- » Flight Dates: May 1 – June 30, 2016
- » Space Reservation: March 31, 2016
- » Ad Sizes: 320x53; 300x250; 728x90; 300x50; 216x36

COST TO PARTICIPATE:

Option 1 » \$10,000 for 37,364 Clicks and 9,376,623 Impressions

Option 2 » \$7,000 for 27,773 Clicks and 6,961,039 Impressions

REPRESENTATIVE:

Kiley Roohan kroohan@millennialmedia.com 646-652-8212

SCRIPPS NETWORK - FOOD SITES

Geo-targeted rotating banners will run on FoodNetwork.com, Food.com, CookingChannelTV.com and RachelRay.com in key DMAs.

- » Flight Dates: May 1 June 30, 2016
- » Campaign Length: 4 Weeks

COST TO PARTICIPATE:

Option 1 » \$10,000 for 1,443,636 Impressions
Option 2 » \$5,000 for 454,545 Impressions
Option 3 » \$2,500 for 227,273 Impressions

REPRESENTATIVE:

Tim Chandler tchandler@scrippsnetwork.com 865-560-3970

QUANTCAST

Audience behavior targeting to users in key DMAs on smartphones and tablets who are searching for Travel, Dining, Weather and Entertainment content.

» Flight Dates: May 1 – June 30, 2016

COST TO PARTICIPATE:

Option 1 » \$4,000 for 460,015 Flash Banner & Video pre-roll Impressions (requires 5 DMOs)

Option 2 » \$3,000 for 345,011 Flash Banner & Video pre-roll Impressions(requires 5 DMOs)

REPRESENTATIVE:

Alison Young ayoung@quantcast.com 202-772-4167

TRIPADVISOR.COM

Content targeting reaches users in key DMAs who are searching for travel information for Maryland and surrounding destinations.

- » Flight Dates: May 1 June 30, 2016
- » Space Reservation: March 31, 2016
- » Ad Sizes: 728x90; 160x600; 300x250

COST TO PARTICIPATE:

Option 1 » \$15,000 for 877,709 Impressions

Option 2 » \$7,500 for 438,854 Impressions

Option 3 » \$5,000 for 292,570 Impressions

Option 4 » \$1,000 for 61,765 Impressions

REPRESENTATIVE:

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



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. Fiscal Year 2016 MORE will target tour operators in Cleveland and Cincinnati, Ohio, August 19 – 23, 2016.

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. Fiscal Year 2016 Mini- MORE will target tour operators in Virginia, September 15 – 17, 2016.

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



MARKETING TARGET: INTERNATIONAL

Opportunity: U.S. Travel Association's IPW (International Pow Wow Show), New Orleans, LA, June 18 - 22, 2016

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

IPW COMES TO WASHINGTON, D.C. JUNE 3 - 7, 2017

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 D.C., 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 » 888-640-3925 » mwitt@ne-tc.com

Concord Point Lighthouse, Havre de Grace



SECTION 05 PARTNER MARKETING & ADVERTISING OPPORTUNITIES

GROUPS TODAY

Option 1 » Ad space in March/April 2016, and May/June 2016 issues – size determined by number of participants.

Option 2 » Ad space in July/August 2016, September/ October 2016, and November/December 2016 issues – size determined by number of participants.

Option 3 » Ad space in all 5 issues – size determined by number of participants.

With either options, 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:

March/April » December 11, 2015 May/June » February 12, 2016 July/August » April 9, 2016 September/October » June 11, 2016 November/December » August 20, 2016

» Materials Due:

March/April » December 27, 2015 May/June » February 26, 2016 July/August » April 11, 2016 September/October » June 25, 2016 November/December » September 3, 2016

GROUP TOUR MAGAZINE

Ad space with Maryland edit in every issue in February, May, August and November 2016 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: 60 days before issue date
- » Materials due: 45 days before issue date

COST TO PARTICIPATE:

- » Option 1: \$990/each participant
- » Option 2: \$1,485/each participant
- » Option 3: \$2,475/each participant

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@gomedia.com 859-272-6464



FY2016 MARYLAND TOURISM DEVELOPMENT BOARD ROSTER

EXECUTIVE COMMITTEE

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Chair

Owner/Shenanigan's Irish Pub

MR. RICK HOWARTH

Vice-Chair – Attractions
Park President/Six Flags America

MS. JUDY LONG BIXLER

Vice Chair - Transportation Owner/Captain Oxford Bellevue Ferry

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Tourism Council of Frederick County, Inc.

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Executive Director Maryland Soccer Foundation

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Innkeeper Bartlett Pear

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MS. HEATHER RENZ

Director of Marketing Big Steaks Management

MR. VIRA SAFAI

Managing Partner Comfort Inn Shady Grove

RUTH UMBEL

Teacher Retired

LEGISLATIVE APPOINTEES

THE HONORABLE JOHN C. ASTLE

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THE HONORABLE PAMELA G. BEIDLE

Delegate, District 32 Anne Arundel County

THE HONORABLE WENDELL R. BEITZEL

Delegate, District 1A Garrett and Allegany Counties

THE HONORABLE JAMES MATTHIAS

Senator, Maryland District 32 Somerset, Wicomico and Worcester Counties

MR. ADOLPH W. EBERSBERGER, JR.

Insurance and Financial Specialist Retired

MR. VICTOR A. SULIN

Attorney at Law Retired

OTD

MS. LIZ FITZSIMMONS

Executive Director

MS. CHANDA MILLER

Board Liason



MARYLAND OFFICE OF TOURISM STAFF ROSTER

DIVISION OF TOURISM, FILM AND THE ARTS

401 E. Pratt Street, 14th Floor Baltimore, MD 21202 410-767-3400 877-209-5883 410-333-6643 (fax)

choosemaryland.org

MARYLAND OFFICE OF TOURISM

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CONNIE YINGLING

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Tourism Development Manager 410-767-6296 jjones@visitmaryland.org

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

SANDY STILLING

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

Travel Trade Sales

RICH GILBERT

Travel Trade Sales Manager 410-767-6288 rgilbert@visitmaryland.org

Welcome Centers

I-95 NORTH WELCOME CENTER

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 Vickie Grinder, Supervisor

I-70 WEST WELCOME CENTER

301-293-8435 Vickie Grinder, Supervisor

MASON DIXON WELCOME CENTER

301-447-3719 Casey Keyfauver, Supervisor





MARYLAND DESTINATION MARKETING ORGANIZATIONS

ALLEGANY COUNTY

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

mdmountainside.com

ANNAPOLIS/ ANNE ARUNDEL COUNTY

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

BALTIMORE CITY

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

BALTIMORE COUNTY

Baltimore County Tourism and Promotion Office of Communications 400 Washington Avenue Towson, MD 21204 410-887-4289 Fax: 410-337-8496 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 ecalvert.com

CAROLINE COUNTY

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

CARROLL COUNTY

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

CHARLES COUNTY

Charles County Government P.O. Box 2150; 200 Baltimore Street La Plata, MD 20646 800-766-3386; 301-396-5839 Fax: 301-885-1311

DORCHESTER COUNTY

charlescountymd.gov

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

GARRETT COUNTY

Garrett County Chamber of Commerce 15 Visitors Center Drive McHenry, MD 21541 301-387-8746 Fax: 301-387-2080 visitdeepcreek.com

MARYLAND DESTINATION MARKETING ORGANIZATIONS

HARFORD COUNTY

Visit Harford! 108 S. Bond Street Bel Air, MD 21014 410-838-7777 Fax: 410-879-8043 visitharford.com

HOWARD COUNTY

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

KENT COUNTY

Kent County Office of Tourism and Economic Development 400 High Street Chestertown, MD 21620 410-778-0416 Fax: 410-778-2746 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

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 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 visitprincegeorges.com

QUEEN ANNE'S COUNTY

Queen Anne's County Tourism 160 Coursevall Drive Centreville, MD 21617 410-758-4418 Fax: 410-604-2101 visitqueenannes.com

ST. MARY'S COUNTY

St. Mary's County Department of Economic and Community Development P.O. Box 653; 23115 Leonard Hall Dr. Leonardtown, MD 20650 301-475-4200 x1403 Fax: 301-475-4414 visitstmarysmd.com

SOMERSET COUNTY

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

TALBOT COUNTY

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

WASHINGTON COUNTY

Hagerstown-Washington County CVB 16 Public Square Hagerstown, MD 21740 301-745-5770 Fax: 301-791-2601 marylandmemories.org

WICOMICO COUNTY

Wicomico County CVB P.O Box 2333, Salisbury, MD 21802 410-548-4914; 800-332-TOUR Fax: 410-341-4996 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 visitworcester.org







LARRY HOGAN » Governor

BOYD K. RUTHERFORD » *Lt. Governor*

MIKE GILL » Secretary, Department of Commerce

BILL PENCEK » Acting Managing Director, Division of Tourism, Film and the Arts

LIZ FITZSIMMONS » Executive Director, Office of Tourism

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