



Monthly Tourism Monitor

Data through June 2020

VISION: Maryland leads the way as one of America’s most exciting, diverse and welcoming destinations—creating memories and experiences for visitors worldwide to enjoy.

MISSION: OTD stimulates and drives Maryland’s thriving tourism economy, with a primary goal of creating a great place for all Marylanders to live, work and play.

ECONOMIC IMPACT 2019

42.1 million visitors	\$18.6 billion in visitor spending	150,000 full-time equivalent jobs	\$2.6 billion in state & local taxes	\$6.6 billion in payroll
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Source: Tourism Economics, an Oxford Economic Company

Goal #1 Inspire travel to Maryland by strengthening awareness of the state as a leisure destination by increasing customer interactions; building awareness of the opportunities available; capitalizing on owned assets and through media outreaches; provide resources to the tourism industry so that they can maximize access to consumers and grow revenue for their businesses.

CUSTOMER INTERACTIONS	YEAR OVER YEAR			FISCAL YEAR		
	Jun-20	Jun-19	Change	FY-20	FY-19	Change
Advertising expenditures	\$98,357	\$357,656	-72.5%	\$2,798,489	\$2,550,070	9.7%
Advertising interactions	9,353	31,585	-70.4%	351,847	425,713	-17.4%
Unique web visitors*	400,694	309,536	29.4%	2,768,083	\$2,746,743	0.8%
Advertising equivalent values	\$606,945	\$6,550,000	-90.7%	\$18,200,000	\$18,800,000	-3.2%
News Clips Secured	72	21	242.9%	\$1,207	1,283	-5.9%
Social Media followers**	3,032	1,023	196.4%	198,754	169,864	17.0%
Welcome Center visitors***	0	33,963	-100.0%	143,656	214,692	-33.1%
Digital referrals to industry partners (outbound links)	34,313	38,449	-10.8%	325,962	358,677	-9.1%

Sources: Google analytics, OTD Team

*This number includes traffic to all OTD-managed websites: the industry site and Fish & Hunt.

**The numbers shown in YOY are the new followers.

*** Welcome Centers closed due to COVID-19 from March 13 to September 1, 2020.



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Goal #2 Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

	YEAR OVER YEAR			FISCAL YEAR		
	Jun-20	Jun-19	Change	FY-20	FY-19	Change
BLS leisure and hospitality employment*	182.7	304.1	-39.9%	247.8	283	-12.5%

* In thousands. Numbers not seasonally adjusted and subject to revision by the BLS.

Goal #3 Increase sales tax revenues from categories deemed attributable to tourism by the MD Comptroller with emphasis on tax codes 111 and 901. These codes make up 30% of overall tourism-related collections and are directly attributable to overnight stays.

TOTAL SALES AND USE TAXES ATTRIBUTABLE TO TOURISM (\$ Millions)						
SALES TAX CODE & CATEGORY	YEAR OVER YEAR			FISCAL YEAR		
	June -2020	June -2019	Change	FY-20	FY-19	Change
108 Restaurants, lunchrooms, delicatessens – WO/BWL	\$53.3	\$39.8	33.8%	\$399.6	\$432.1	-7.5%
111 Hotels, motels selling food – W/BWL	\$2.1	\$4.1	-49.1%	\$24.1	\$35.5	32.2%
112 Restaurants and nite clubs – W/BWL	\$33.4	\$28.0	19.2%	\$237.7	\$286.2	17.0%
306 General merchandise	\$40.8	\$35.4	15.2%	\$394.1	\$366.6	7.5%
407 Automobile, bus and truck rentals	\$6.3	\$7.6	-16.8%	\$71.0	\$80.4	11.8%
706 Airlines – commercial	\$.03	\$.04	-30.8%	\$.30	\$.31	-3.8%
901 Hotels, motels, apartments, cottages	\$12.7	\$14.9	-15.1%	\$104.0	\$128.6	19.1%
925 Recreations and amusement places	\$.8	\$1.0	-21.2%	\$7.7	\$9.2	16.5%
Tourism tax categories subtotal	\$149.3	\$130.9	14.1%	1238.4	1338.9	-7.5%
All sales tax collections	\$490.20	\$659.50	-25.7%	\$4,937.70	\$4,900.90	0.8%

Source: MD Comptroller. Numbers may not sum due to rounding.



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Goal #4 Gauge consumers' interest in things to do in Maryland as based on their interactions with visitmaryland.org. To have a good understanding of the visitors and potential visitors' interests and needs.

Top 10 Pages YOY on visitmaryland.org				
YEAR OVER YEAR		FISCAL YEAR		
	Jun-20	Jun-19	FY-20	FY-19
1	Travel Alerts	Events Calendar	Events Calendar	Events Calendar
2	4th of July Celebrations	4th of July Events	Travel Alerts	Things to do Fleet Week
3	Great MD Beaches	Homepage	Homepage	Homepage
4	Homepage	Great MD Beaches	4th of July Celebrations	4th of July Events
5	Welcome to Ocean City	Crab & Oyster Trail	The Best of Baltimore	Places to go - Baltimore
6	Deep Creek Accommodations	Places to go - Baltimore	25 Free or Nearly Free Things to do in Maryland	Places to go - OC
7	25 Free or Nearly Free Things to do in Maryland	Places to go - OC	Holiday Light Displays	Fairs & Festivals
8	Places to go hiking in Maryland	Things to do -Free	Welcome to Ocean City	Great MD Beaches
9	Events Calendar	Fairs & Festivals	Great MD Beaches	Great MD Beaches
10	Discover Deep Creek	Open for it - Water	Things to Do	Fleet Week - Flight

Source: Google analytics