



# Monthly Tourism Monitor

Data through December 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				
<b>42.1</b>	<b>\$18.6</b>	<b>150,000</b>	<b>\$2.6</b>	<b>\$6.6</b>
Million visitors	Billion in visitor spending	Full-time equivalent jobs	Billion in state and local taxes	Billion in payroll

\* 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; and providing resources for the tourism industry to maximize access to consumers and grow revenue for their businesses.

CUSTOMER INTERACTIONS	YEAR OVER YEAR			FISCAL YEAR (JUL 2020 to DEC 2020)		
	Dec-20	Dec-19	Change	YTD-21	YTD-20	Change
Advertising expenditures	\$75,065	\$127,151	-41.0%	\$3,221,435	\$1,358,491	137.1%
Advertising interactions	7,330	13,201	-44.5%	171,971	198,709	-13.5%
Unique web visitors*	338,708	232,759	45.5%	2,092,111	1,495,015	39.9%
Advertising equivalent values	\$827,978	\$826,590	0.2%	\$4,060,000	\$10,150,000	-60.0%
News clips secured	60	126	-52.4%	521	636	-18.1%
Social media followers**	2,718	1,209	124.8%	215,380	179,534	20.0%
Welcome center visitors***	3,082	17,014	-81.9%	25,784	118,240	-78.2%
Digital referrals to industry partners (outbound links)	26,754	35,236	-24.1%	215,372	213,445	0.9%

Sources: Google analytics, each OTD unit and their partners.

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

\*\* The YOY numbers are new followers; the FY numbers are total followers.

\*\*\* Welcome Centers closed due to COVID-19 from March 13, 2020 to September 1, 2020; and experienced some closures due to the surge of COVID-19 cases in November and December 2020.



# Monthly Tourism Monitor

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

	YEAR OVER YEAR			FISCAL YEAR		
	Dec-20	Dec-19	Change	YTD-21	YTD-20	Change
BLS leisure and hospitality employment*	206.9	274.5	-24.6%	213.9	287.0	-25.5%

\* 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 percent 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		
	Dec-20	Dec-19	Change	YTD-21	YTD-20	Change
108 Restaurants, lunchrooms, delicatessens – WO/BWL	\$20.6	\$38.5	-46.4%	\$189.4	\$228.1	-17.0%
111 Hotels, motels selling food – W/BWL	\$0.3	\$2.1	-85.8%	\$7.8	\$18.5	-58.1%
112 Restaurants and nite clubs – W/BWL	\$10.8	\$24.1	-55.0%	\$106.8	\$148.0	-27.9%
306 General merchandise	\$37.2	\$58.1	-36.0%	\$208.6	\$230.4	-9.5%
407 Automobile, bus and truck rentals	\$5.0	\$7.3	-31.2%	\$33.8	\$43.9	-23.1%
706 Airlines – commercial	\$0.0	\$0.0	-46.0%	\$0.1	\$0.2	-58.0%
901 Hotels, motels, apartments, cottages	\$2.4	\$8.1	-70.8%	\$38.7	\$73.8	-47.5%
925 Recreations and amusement places	\$0.3	\$0.8	-57.5%	\$3.3	\$5.3	-38.5%
<b>Tourism tax categories subtotal</b>	<b>\$76.6</b>	<b>\$138.9</b>	<b>-44.8%</b>	<b>\$588.4</b>	<b>\$748.3</b>	<b>-21.4%</b>
All sales tax collections	\$443.0	\$514.4	-13.9%	\$2633.5	\$2659.3	-1.0%

Numbers may not sum due to rounding.



# Monthly Tourism Monitor

**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	
Dec-20	Dec-19	YTD-21	YTD-20
1	Holiday Light Displays	Holiday Light Displays	Travel Alerts
2	Travel Alerts	New Year's Eve	Events Calendar
3	New Year's Eve	Events Calendar	Home
4	Holiday Festivities	Events Calendar	4th of July
5	Sandy Point - Lights on the Bay	Holiday Happenings	Home
6	Home	Holiday Train Experiences	Places to Go - Baltimore
7	Things to do - Free	Fest of Lights - Watkins	Events Calendar
8	Holiday Train Experiences	Holiday Train Experiences	4th of July
9	Crab Cake Recipe	Annapolis New Year's Eve	Scenic Byways
10	Deep Creek Accommodations	Christmas on the Potomac - ICE	Things to do - Free
		Home for the Holidays - Hotel Packages	Great MD Beaches
			Places to Go - OC
			Things to do - Free
			New Year's Eve
			Fairs & Festivals
			Places to go Hiking
			Things to do

Source: Google Analytics

Note: Fiscal Year FYTD-21 = July 2020 to December 2020  
 Fiscal Year FYTD-20 = July 2019 to December 2019