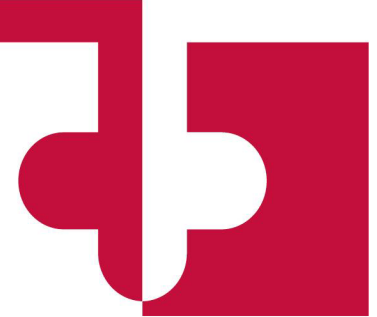




FISCAL YEAR 2021 Tourism Monitor



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 2020				
24.7 million visitors	\$11.6 billion visitor spending	104,000 full-time equivalent jobs	\$1.7 billion in state & local taxes	\$4.9 billion In payroll

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.

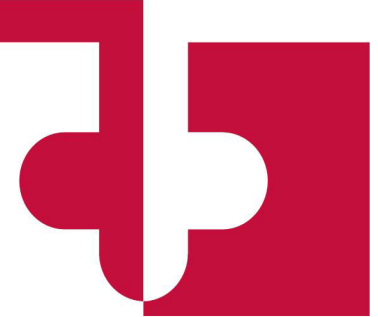
CUSTOMER INTERACTIONS	YEAR OVER YEAR			FISCAL YEAR		
	21-Jun	20-Jun	Change	FY-21	FY-20	Change
Advertising expenditures	624,609	\$98,357	535.0%	5,191,541	\$2,798,489	85.5%
Advertising interactions	36,453	9,353	289.7%	297,339	351,847	-15.5%
Unique web visitors*	357,473	387,850	-7.8%	3,326,249	2,749,653	21.0%
Advertising equivalent values	\$2,008,138	\$606,945	230.9%	\$14,930,308	\$18,200,000	-18.0%
News clips secured	78	72	8.3%	1,746	1,207	44.7%
Social media followers**	1,748	3,032	-42.3%	228,711	198,754	15.1%
Welcome center visitors***	38,212	0	n/a	137,282	200,407	-31.5%
Digital referrals to industry partners (outbound links)	62,809	34,313	83.0%	447,477	398,842	12.2%

*This number includes traffic to all OTD-managed websites: the industry site and Fish & Hunt; ** This number in YOY indicates new followers; ***Welcome Centers closed for 6 months in 2020 due to COVID-19.

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



FISCAL YEAR 2021 Tourism Monitor



	YEAR OVER YEAR			FISCAL YEAR		
	Jun-21	Jun-20	Change	FY-21	FY-20	Change
BLS leisure and hospitality employment*	245.6	182.7	34.4%	214.5	247.8	-13.5%

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

Goal #3: Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

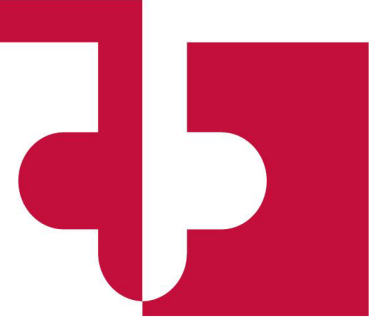
TOTAL SALES AND USE TAXES ATTRIBUTABLE TO TOURISM (\$ Millions)						
SALES TAX CODE & CATEGORY	YEAR OVER YEAR			FISCAL YEAR		
	Jun-21	Jun-20	Change	FY-21	FY-20	Change
108 Restaurants, lunchrooms, delicatessens – WO/BWL	\$5.2	\$53.3	-90.3%	\$307.7	\$399.6	-23.0%
111 Hotels, motels selling food – W/BWL	\$0.1	\$2.1	-94.5%	\$10.7	\$24.1	-55.4%
112 Restaurants and nite clubs – W/BWL	\$4.9	\$33.4	-85.3%	\$171.6	\$237.7	-27.8%
306 General merchandise	\$22.2	\$40.8	-45.5%	\$375.4	\$394.1	-4.7%
407 Automobile, bus and truck rentals	\$1.0	\$6.3	-83.9%	\$51.3	\$71.0	-27.8%
706 Airlines – commercial	\$0.0	\$0.0	-60.3%	\$0.1	\$0.3	-51.1%
901 Hotels, motels, apartments, cottages	\$0.9	\$12.7	-93.0%	\$56.1	\$104.0	-46.1%
925 Recreations and amusement places	\$0.1	\$0.8	-92.9%	\$5.1	\$7.7	-34.0%
Tourism tax categories subtotal	\$34.4	\$149.3	-77.0%	\$978.0	\$1238.4	-21.0%
All sales tax collections	\$206.5	\$685.0	-69.9%	\$4546.5	\$4937.7	-7.9%

Numbers may not sum due to rounding

Data through June 2021



FISCAL YEAR 2021 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	
	Jun-21	Jun-20	FY-21	FY-20
1	The Great Chesapeake Bay Loop	Travel Alerts	Travel Alerts	Events Calendar
2	Homepage	4th of July Celebrations	Homepage	Travel Alerts
3	4th of July Celebrations	Great Maryland Beaches	Holiday Light Displays	Homepage
4	25 Free or Nearly Free Things to do in Maryland	Homepage	4th of July Celebrations	4th of July Celebrations
5	Fairs & Festivals	Welcome to Ocean City	25 Free or Nearly Free Things to do in Maryland	The Best of Baltimore
6	Welcome to Ocean City	Deep Creek Accommodations	Events Calendar	25 Free or Nearly Free Things to do in Maryland
7	10 Can't-Miss Things to do in Baltimore	25 Free or Nearly Free Things to do in Maryland	Scenic Byways & Road Trips	Holiday Light Displays
8	Travel Alerts	Places to go hiking in Maryland	Great Maryland Beaches	Welcome to Ocean City
9	Water Experiences & Activities	Events Calendar	Brochures	Great Maryland Beaches
10	Events Calendar	Discover Deep Creek	25 Can't-Miss Places to Visit Along the Chesapeake Bay	Things to Do

Source: Google analytics

Note:

FY-21 = July 2020 to June 2021

FY-20 = July 2019 to June 2020