

BE OPEN FOR MORE CUSTOMERS

Work with the Maryland Office of Tourism



There are many ways to partner with the Maryland Office of Tourism in order to market your destination/attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you.

- ☐ Meet with a Travel Counselor at any of the eight - Maryland Welcome Centers and your local Visitor Center. info@visitmaryland.org
- ☐ Distribute your brochures and display marketing materials at Maryland Welcome Centers. Marti Banks, 301-490-2444, marti.banks@maryland.gov
- ☐ Send your press releases to us and participate in travel media familiarization tours (FAM tours). Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- ☐ Review visitmaryland.org to make sure your business listing is up to date. info@visitmaryland.org
- ☐ Get help with writing your business listing content. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- ☐ Add your business listing, events, package deals and discounts to the VisitMaryland.org website. Brandon Chan, 301-447-3719, brandon.chan@maryland.gov or Flo Brant, 301-293-4172, flo.brant@maryland.gov
- ☐ Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram) and use our hashtag #MDinFocus on social media
- ☐ Provide tickets/prizes for Maryland Mondays giveaways. Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- ☐ Utilize the resources and information on the Maryland Office of Tourism industry website, industry.visitmaryland.org
- ☐ Submit photos to our WebDAM (Web Digital Asset Management) for Maryland Office of Tourism use. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- ☐ Create group tour opportunities and let us know about them. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- ☐ Get help reaching the travel trade market—group tours, student groups, reunions and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- ☐ Use “Maryland OPEN” branding and creative assets in your advertising. Brian Lawrence, 410-767-6299, brian.lawrence@maryland.gov
- ☐ Market your story through the National UGRR Network to Freedom, National Civil Rights Network, Chesapeake Bay Storytellers, and Civil War Trails programs. Anne Kyle, 410-767-0696, anne.kyle@maryland.gov and Marci Ross, marci.ross@maryland.gov
- ☐ The Maryland Office of Tourism promotes worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Scott Balyo, 540-450-7593, sbalyo@capitalregionusa.org
- ☐ Expand your markets through OTD’s initiative-based Google Business Profile program. Marci Ross, marci.ross@maryland.gov

LET’S BE OPEN FOR MORE CUSTOMERS BY WORKING TOGETHER.