



MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE



Register Now for Chesapeake Bay Storytellers Training

The popular Chesapeake Bay Storytellers Training is back! Registration is now open. The Maryland Department of Commerce Office of Tourism and the National Park Service are partnering to provide free training for Chesapeake Bay guides, watermen and women, water-based and land-based tour providers. Enhance your tours or create new ones. Engage with experts about Chesapeake Bay nature, heritage, ecology, and ways to help the Bay. Improve presentation skills and discover how to make your tours interactive and engaging for your clients. Graduates will receive official recognition and promotion of their tour business or organization as a Chesapeake Bay Storyteller. A \$400 stipend per participant is available to help defray costs of attendance and travel. Registration is limited to the first 20 participants. Classes start March 1 and are held both online and in person. [Register now](#) to reserve your spot.



Tourism Day is on February 10

The Maryland Tourism Coalition (MTC) will be holding "Tourism Day," the organization's annual advocacy event, in Annapolis on Friday, February 10. MTC's Tourism Day event is Maryland's premiere opportunity for tourism professionals to meet with their elected representatives and advocate for the tourism industry's shared legislative goals. The event will be held at Ram's Head On Stage, and takes place from 11:00am to 1:30pm. Cost is \$55 for members/\$65 non-members. For more information, [follow this link](#) to the MTC Tourism Day 2023 webpage.



Nominations Open for MHLA "Stars of the Industry" Awards

The Maryland Hotel Lodging Association is now accepting nominations for the 2023 MHLA "Stars of the Industry" Awards. These awards recognize individuals and properties who have gone above and beyond to serve their guests and communities throughout this past year in Maryland. Categories for employee nominations are Administrative/Support, Food & Beverage, Guest Services, Heart of House, Housekeeping, Sales Professional, Emerging Leader, Manager, and General Manager of the Year. There is one property category, Outstanding Property of the Year. Properties must be a MHLA Member to submit a nomination. Deadline for entry is March 1. Click [here](#) for more information about nominations. Winners will be announced on April 20 at the College Park Marriott Hotel & Conference Center during the 33rd Annual MHLA Awards Luncheon. Sponsorship opportunities are available at the following levels: Presenting Sponsor, Event Sponsor, Industry Sponsor and

Table Sponsor. Click [here](#) to register to attend and/or sponsor the event.



“Best of America by Horseback” TV Show Films in Maryland

Valley Meadow Farms, a privately-owned trail riding retreat in Hancock, was recently profiled by the popular RFD television show hosted by Del Shields and Tom Seay, and will air on February 15 at 3:30pm on RFD-TV channel (on Comcast, DirectTV channel 345, Dish Network channel 231, ROKU, and others). In this episode, producer Del Shields rides alongside owner Kathy Stumpf as she and her family welcome riders to vacation with their horses on more than 400 acres on trails that horse and rider guests can enjoy during their “bed & barn” lodging stay, self-contained RV stays or day-ride visits on this Maryland family farm. The spot can be viewed [here](#).

Pictured above: Maryland Department of Commerce Assistant Secretary Tom Riford; Valley Meadow Farms owner Kathy Stumpf, and TV producer/hosts Pat and Tom Seay.



OTD Attends ABA Marketplace 2023

The [American Bus Association Marketplace](#) was held February 4-7 in Detroit. The annual Marketplace is an appointment-based show for motorcoach and tour operators and travel industry suppliers to expand group tour & travel business. OTD’s Rich Gilbert, Group Travel & Tour Manager, joined other travel-related partners from around the state to represent Maryland at the show.



Get Ready for 2023

Is your destination/attraction/business market-ready for 2023? Use our handy OTD checklist to make sure that you're taking advantage of all the resources the Maryland Office of Tourism has to offer to help support you. View it [here](#).



Partner Now for Maryland's Deals & Discounts Promotion

"Be Open" for Deals & Discounts is a multi-media marketing campaign to encourage consumers to support local businesses. We are asking for deals, incentives or gift-with-purchase options that will be featured on the OTD web site. For more information about the "Be Open" campaign and to plan your promotion, email Brandon Chan or Florence Brant, Visitor & Business Support Services, at brandon.chan@maryland.gov or florence.brant@maryland.gov. To register your deal/discount promotion, click [here](#).



Promote Your Events on VisitMaryland.org

With more than three million annual visitors to VisitMaryland.org, the site is a fantastic resource to promote your events. Using the calendar portal, you can add your events to the website and expand your marketing easily-- and it's offered as a free service of the Maryland Office of Tourism. Follow this link to see our [Maryland Events Calendar](#), and submit your event using the easy-to-follow [guidelines here](#).

IN THE NEWS

Smith Island Cake Getting Historic Marker

Allegany County Takes Home "Best Of Awards" from *Blue Ridge Outdoors Magazine*

Frederick Tourism Numbers on the Rise

Fairchild RC-26B "CONDOR" Aircraft Donated to Hagerstown Aviation Museum

Maryland Minute

Each week, the *Maryland Minute* provides highlights and insights on this weekend's events around the state. [Maryland Minute](#) is featured on Audacy radio stations in Baltimore and Washington, D.C., WERQ on Baltimore's WBAL-AM 1090.

Maryland Travel Tips

For the latest on events and everything going all around Maryland, view the latest edition of [Visit Maryland Now!](#)

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Wes Moore
GOVERNOR

