



MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE



Maryland Tourism Development Board Meets

The Maryland Tourism Development Board held its first in-person business meeting of the year on February 23. Maryland Secretary of Commerce Kevin Anderson and Assistant Secretary Tom Riford addressed the group, which met at the BWI Maritime Conference Center in Linthicum Heights. Board Chair Judy Bixler conducted the meeting, and Executive Director Liz Fitzsimmons [presented a report](#). MTC Executive Director Ruth Toomey, several OTD staff, and many state DMO partners attended. The business meeting was followed by lunch in the conference center cafeteria.



National Tourism & Travel Week

The U.S. Travel Association announced May 7-13 as the 40th annual National Tourism & Travel Week. Adopting the hashtag #TravelForward, the event will celebrate the value travel holds for our economy, businesses, and personal well-being. The week will highlight the industry's critical role in powering economies, communities, and connections. A toolkit, including logos, social media guides, and other resources is available [here](#).



Visitor & Business Support Services Team Tours Carroll County

On January 26, OTD's Visitor Business Support Services (V&BSS) Team participated in a Destination Training in Carroll County. The training included meetings with seven tourism businesses and an overview of a variety of differentiating experiences that Carroll County has to offer. One of the important things they learned was how the Carroll County Farm Museum operated as a working farm and home for widows and their children for more than 100 years. The training further enhances the V&BSS team's knowledge of Carroll County and better positions them to sell the experiences to Welcome Center customers.

Pictured above: Jeff Leister demonstrating the tin smithing process at the Carroll County Farm Museum. Photo credit: Norma Jean Langenstein.



CRUSA Holds Strategic Planning Retreat

On March 3-4, Capital Region USA (CRUSA), the official regional destination marketing organization promoting Washington, DC, Virginia and Maryland internationally, held a strategic planning retreat at the Hyatt Regency Chesapeake Bay Resort in Cambridge.



OC Film Fest a Success

The annual OC Film Fest took place over the weekend of March 3-5 and screened more than 70 films at venues in and around Ocean City. Attendance at the event was the largest in the festival's history, with many showings sold out. Guests and filmmakers mingled at parties held at iconic OC venues such as Seacrets, The Princess Royale and Ocean Downs Casino. According to Jack Gerbes, the Director of the Maryland Film Office, "The highlight of the festival was a standing room only performance of John Waters' one man show, "The End of the World." The Maryland Film Office is a sponsor of the festival, and Jack Gerbes and Catherine Batavick of the Maryland Film Office moderated panels and spoke at various events during the weekend.

Pictured above: Jack Gerbes, Director, Maryland Film Office moderates the Regional Film panel at the 2023 Ocean City Film Festival.



“Open for the Holidays” Campaign Reports ROI of \$26:1

The results from OTD’s FY23 Holiday campaign are in, and the campaign was a marked success. The five-week campaign ran from mid-November to mid-December, and focused on the Maryland, Washington DC, and Philadelphia markets. The campaign excelled in performance, generating \$2.3 million in hotel revenue through measurable digital media and delivering a \$26:1 ROI (compared to FY22 holiday campaign’s \$238,000 revenue and \$5:1 ROI). Expedia drove 86 percent of the total revenue, while programmatic display ads drove 80 percent (4.8M) of all impressions during this campaign. Spotify drove effective awareness for the campaign, surpassing the industry benchmark of .02% CTR, earning a 0.10% CTR.



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

Filmmakers to Discuss Their Documentary Shorts at Bethesda Film Fest

Money Awarded to Maryland Tourism Projects

Three Maryland Cities On 'America's Favorite Small Towns to Visit' List

Baltimore among 10 Airports Where Southwest is Adding the Most Flights this Year

Commissioners Request DNR Reallocate Trail Funds

Dozens of Restaurants Participating in Maryland Vegan Restaurant Month

New SoMD Theatre Company Advances at The Maryland Community Theatre Festival

Plan Your Maryland Day Celebrations (March 31- April 2)

Maryland Legislature to Explore Gambling Expansion

CIAA Fans Flock to Baltimore After Two Years of Covid Restrictions

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

