



# Monthly Tourism Monitor

Data through December 2022\*

**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 2021				
<b>35.2</b> million visitors	<b>\$16.4</b> billion visitor spending	<b>112,730</b> full-time equivalent jobs	<b>\$2.1</b> billion in state & local taxes	<b>\$5.3</b> 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		
	Dec-22	Dec-21	Change	YTD-23	YTD-22	Change
Advertising expenditures	\$73,724	\$27,250	170.5%	\$3,679,006	\$3,697,146	-0.5%
Advertising interactions	1,743	2,082	-16.3%	28,035	9,997	180.4%
Unique web visitors*	237,073	263,374	-10.0%	1,603,937	1,524,673	5.2%
Advertising equivalent values	\$328,419	\$855,828	-61.6%	\$79,143,211	\$25,743,286	207.4%
News clips secured	33	68	-51.5%	1,205	674	78.8%
Social media followers**	954	1,503	-36.5%	6,578	8,500	-22.6%
Welcome center visitors	12,192	9,020	35.2%	126,664	96,983	30.6%
Digital referrals to industry partners (outbound links)	36,035	39,075	-7.8%	305,671	215,372	41.9%

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

\*\* This number in YOY indicates new followers



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

	YEAR OVER YEAR			FISCAL YEAR		
	Dec-22	Dec-21	Change	YTD-23	YTD-22	Change
BLS leisure and hospitality employment*	245.6	240.3	2.2%	256.3	247.6	3.5%

\* 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% of overall tourism-related collections and are directly attributable to overnight stays.

SALES TAX CODE & CATEGORY (Millions)	Total FYTD 2023	Total FYTD 2022	Factor	Adjusted FYTD 2023	Adjusted FYTD 2022	% Change
108 Restaurants, Lunchrooms, Delicatessens WO/BWL	\$267.4	\$110.3	33.3%	\$89.1	\$36.8	142.5%
111 Hotels, Motels Selling Food - W/BWL	\$14.5	\$5.2	100%	\$14.5	\$5.2	178.6%
112 Restaurants and Nite Clubs W/BWL	\$167.4	\$76.7	33.3%	\$55.8	\$25.6	118.1%
306 General Merchandise	\$258.7	\$166.5	5%	\$12.9	\$8.3	55.3%
407 Automobile, Bus and Truck Rentals	\$50.2	\$23.2	90%	\$45.2	\$20.8	116.9%
706 Airlines - Commercial	\$0.2	\$0.1	50%	\$0.1	\$0.1	50.2%
901 Hotels, Motels, Apartments, Cottage:	\$83.9	\$29.2	100%	\$83.9	\$29.2	187.9%
925 Recreation and Amusement Places	\$5.8	\$2.1	50%	\$2.9	\$1.1	176.5%
Tourism Tax Categories Subtotal	<b>\$848.1</b>	<b>\$413.3</b>		<b>\$304.5</b>	<b>\$127.0</b>	<b>139.8%</b>
All Tax Collections - Subtotal	\$3480.0	\$1925.1				

Comptroller – Designed tourism taxes



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**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

Dec-22	Dec-21
1 Holiday Light Displays	Holiday Light Displays
2 Maryland Holiday Festivities	New Year's Eve Celebrations
3 New Year's Eve Celebrations	Maryland Holiday Festivities
4 Visit Maryland Homepage	Visit Maryland Homepage
5 Real Maryland Crab Cakes Recipe	10 Can't-Miss Things to Do in Baltimore
6 Big Night DC New Year's Eve Extravaganza - Gaylord National	Big Night DC New Year's Eve Extravaganza - Gaylord National
7 10 Can't-Miss Things to Do in Baltimore	Holiday Deals
8 Maryland Events	Holiday Train Experiences
9 Top Things to do in Winter	Maryland Events
10 Holiday Train Experiences	Real Maryland Crab Cakes Recipe

Source: Google Analytics

\*Note:

FYTD-23 December 2022 = July 2022 to December 2022

FYTD-22 December 2021 = July 2021 to December 2021