



MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE



Governor Moore Celebrates Designation of the Southern Maryland National Heritage Area

Governor Wes Moore celebrated the launch of the National Heritage Area at the Piscataway Park site in Accokeek, Maryland on May 25. The event celebrated the recent National Heritage Area designation for Calvert, Charles, St. Mary's, and southern Prince George's counties, which will raise the national and international profile of the region and bring significant economic benefits to Maryland. The designation of the Southern Maryland National Heritage Area will support the 400th Commemoration of the Founding of Maryland in 2034.

With the new Southern Maryland National Heritage Area, there are now two Maryland-centered National Heritage Areas; the other is the Baltimore National Heritage Area. There are also two multi-state heritage areas that include Maryland: the Appalachian Forest National Heritage Area (parts of Maryland and West Virginia) and the Journey

Through Hallowed Ground National Heritage Area (parts of Maryland, Pennsylvania, Virginia, and West Virginia).

“Today, we gather to celebrate the history of the Piscataway Indian Nation and the Piscataway Conoy Tribe – and the history of all communities that have shared in the rich heritage of Southern Maryland,” said Governor Moore. “When we celebrate heritage, we celebrate power – and you’ve shown us what that looks like. And while this history has been known, it hasn’t always been embraced. But that changes today!”

Pictured: Governor Moore and Lt. Governor Miller present gifts to Chairman Francis Gray of the Piscataway Conoy, and Chief Mark Tayac of the Piscataway Indian Nation. Elder Rico Newman of the Choptico Band of the Piscataway Conoy, observes.



Governor Announces New “You’re Welcome” Tourism Campaign

Governor Wes Moore and the Office of Tourism announced the launch of the state’s new “You’re Welcome” tourism campaign on May 23. Running through August in various northeast markets including New York City and Philadelphia, the campaign invites travelers to discover new experiences and make stronger connections in Maryland. The campaign was created in partnership with Marriner Marketing Communications and will run across digital, out-of-home, social, broadcast and audio outlets, with a voiceover by Governor Moore in the TV and radio spots.

“From the sandy beaches of the Eastern Shore to the mountains of Western Maryland and everywhere in between, Maryland is home to spectacular natural beauty,” said Governor Moore. “I am proud to support and participate in our new ‘You’re Welcome’ tourism campaign, which embodies our belief that we want everyone to experience and enjoy Maryland’s many unparalleled destinations.”

Pictured: Governor Moore records a voiceover for TV and radio spots for the “You’re Welcome” tourism campaign.



OTD Attends Annual IPW Meeting

OTD’s Rich Gilbert and Marci Ross attended the U.S. Travel Association’s IPW meeting in San Antonio from May 20-24. The event connects U.S. travel exhibitors with travel buyers and media from more than 70 countries to promote their product, negotiate future business and build relationships. IPW secures America’s position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer. The Maryland-Virginia

cooperative met with 86 international tour representatives, 18 U.S. representatives, 7 U.S. Commercial Service organizations, 10 Visit USA committees, 12 marketing reps and 23 Freelance Journalists/Influencers.

Pictured (left to right): Itze Alonso, Tiffany Ahalt, Eric Masterson, Nora Campbell, Becky Bickerton, Kelly Groff, Jamie Rice, Rich Gilbert, Marci Ross, and George Cooley.



OTD Attends Mid-Atlantic Tourism Public Relations Alliance Meeting

OTD's Claire Aubel attended the Mid-Atlantic Tourism Public Relations Alliance (MATPRA) meeting on April 21 at Regency Furniture Stadium, home of the Southern Maryland Blue Crabs minor league baseball team in Waldorf. The meeting was hosted by Charles County Tourism. Members from Maryland, Pennsylvania, Delaware, and Virginia participated in professional development on agritourism.

Pictured: Claire Aubel (far left, front row) with colleagues at MATPRA meeting.



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Do your partners know how easy it is to add events to [VisitMaryland.org's events calendar](https://www.visitmaryland.org/events)? If you or an organization or attraction in your region is hosting an event, it's easy to get the word out through VisitMaryland.org's events calendar. With tens of thousands of regular visitors, it's a great tool, and with our self-entry portal, it's never been easier to use! If you're wondering if an event has the right stuff for the VisitMaryland.org calendar, you'll find the inclusion criteria here, [follow this link](#) for a step-by-step guide for self entry,

or if it's not your first rodeo, jump straight to the entry portal [here](#).

Photo credit: Karmen Osei

IN THE NEWS



WYPR Announces Baltimore's New/Next Film Festival

Maryland Gov. Moore Launches Tourism Campaign

Governor Wes Moore Invites Visitors to Explore Maryland in New Tourism Campaign

Leonardtwn Summer Music Festival Presents: The Lucky Few in Concert at Leonardtown Winery

Douglass Legacy Celebrated at Wye House

The Best Things to Do in Deep Creek Lake, Maryland

A New Exhibit Shows How Jim Henson Brought Miss Piggy and the Muppets to Life

June 2023 Events at the Calvert Marine Museum

Discover Frederick in a Day

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

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Wes Moore
GOVERNOR

