



## Maryland Insights - July 26, 2023

TFA Communications -COMMERCE- <tfa.communications@maryland.gov>

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OTD Attends National Underground Railroad Network to Freedom 25th Anniversary Event

OTD staff attended the commemoration of the 25th anniversary of the National Underground Railroad Network to Freedom at the Harriet Tubman Underground Railroad Visitor Center on July 21. Administered by the US National Park Service, the Network to Freedom recognizes over 700 confirmed Underground Railroad and self-liberation sites, programs, and facilities across the nation. This milestone event commemorated the courageous efforts of freedom seekers and their allies who fought for self-determination and freedom from oppression. The weekend-long jubilee program included a film festival; remarks by Robert Stanton, former Director of the National Park Service, Diane Miller, National Program Manager of the National Underground Railroad Network to Freedom and others; traditional music; tours; and a celebratory reception.

*Pictured: OTD staff and other attendees at the 25th anniversary commemoration of the National Underground Railroad Network to Freedom.*



## OTD's Spring/Summer 2023 Mid-Campaign Reports Revenue Increase of 48 Percent Year-Over-Year

OTD's Spring/Summer 2023 "You're Welcome" campaign is off to a strong start, delivering \$6 million in revenue in the first six weeks, continuing to grow 54 percent week-over-week. Coming off a record Spring/Summer 2022 campaign, which delivered \$4.04 million in revenue in the first five weeks, the Spring/Summer 2023 campaign is up 48 percent year-over-year. The campaign kicked off on May 15 with digital programmatic, broadcast TV, out-of-home, audio, and additional digital and travel platforms. The Spring/Summer campaign will conclude in late August.



## OTD Visits Harford County

Visit Harford's Executive Director, Matthew Scales, and Havre de Grace's Tourism Manager, Lauri Orzewicz welcomed OTD's Lisa Hansen Terhune and Theresa Donnelly for a tour of Harford County on July 14. The group visited the Havre de Grace Maritime Museum for a lesson in local history, including the museum's newest exhibit, *The Underground Railroad: Other Voices of Freedom* and went to The Havre de Grace Duck Decoy Museum to see the site's amazing collection of contemporary and historic decoys. The group also toured Havre de Grace's many public art installations and recreational parks and enjoyed the city's gorgeous waterfront views. After visiting Havre de Grace Hansen Terhune and Donnelly traveled through the county to Ladew Topiary Gardens where they toured the historic house and unique gardens.

*Pictured: Lisa Hansen Terhune, Matthew Scales, Lauri Orzewicz, and Theresa Donnelly.*



## Participate in #MarylandMondays

#Maryland Mondays, OTD's weekly promotional giveaway program, is a great way to bring awareness to you or your partners' events, destinations, and activities. With a combined social media presence of more than 255K followers, #MarylandMondays generates buzz through our Visit Maryland Now! consumer newsletter as well as via social media outlets. Each Monday a new contest begins and runs through the following Sunday, with winner(s) selected Monday morning. The giveaways are scheduled 2-3 weeks before an event and promote the event and/or partner during the promotion period. The winner is randomly selected at the end of the promotion via a third-party application. If you're interested in partnering with us visit <https://www.visitmaryland.org/sites/default/files/2023->

[07/MarylandMondays\\_2023.pdf](#) or Ana Hall-DeFoor at [ahall-defoor@visitmaryland.org](mailto:ahall-defoor@visitmaryland.org) to discuss scheduling your giveaway.

*Photo credit: Charles County Government/Charles County Tourism*



## Civil War Trails Board of Directors Kicks Off “Planning for Future Growth” Strategy

On July 13, members of the multi-state Civil War Trails Board of Directors Executive Committee kicked-off their “Planning for Future Growth” strategy. Committee members met in Richmond, VA, for a day-long session focusing on the challenges and opportunities facing the organization as expectations for stakeholder services rise, consumer demand for Civil War Trail travel information grows and Board membership transitions.

The Maryland Civil War Trails Program, now in its 25th year, continues to perform well. Monthly fulfillment and Welcome Center statistics indicate that consumer interest in visiting Maryland Civil War trails and sites remains popular as inquiries for information constantly rank first or second among the state’s thematic offerings. Broader OTD research notes that exploring Maryland history is a top motivator for choosing the state as a travel destination. If you are interested in learning how to maximize your Civil War era tourism development and marketing opportunities, click [here](#).

*Pictured: Civil War Trails Executive Director Drew Gruber, OTD Senior Assistant Director Marci Wolff Ross, Hampton CVB Director Mary Fugere and Visit North Carolina Partner Relations Manager André Nabors.*





## OTD Attends Launch of the Majesty

Members of OTD staff were on hand for the official launch of the newest ship in the Baltimore Harbor, City Cruises' *Majesty*. The three-level vessel is available for private celebrations, employee outings, corporate entertainment, and open to the public for weekend lunch and brunch cruises, depending on availability.

*Pictured: OTD Destination Development Manager Lisa Hansen Terhune; City Cruises Mid-Atlantic Region Vice President Chad M. Barth; OTD Travel Trade Sales Manager Rich Gilbert.*



## Promote Your Events on VisitMaryland.org

Do your partners know how easy it is to add events to [VisitMaryland.org's events calendar](#) ? 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

Moore Administration Announces Over \$400,000 In Maryland Heritage Grants To Southern Maryland

Md. Small Towns Seek Economic Development While Preserving Rural Character

Delegate Wayne Hartman Appointed to Maryland Tourism Development Board

Crossvines Seeks to Expand Agricultural Tourism, Boost Winemaking Industry

City Cruises Adds Yacht to Baltimore fleet

Thirteen Adorable Small Towns In Maryland

Maryland's Buy Local Week is from July 21-31

### ***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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