



# MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM  
MARYLAND DEPARTMENT OF COMMERCE



## Team Members Attend ESTO Conference

Maryland Office of Tourism and destination marketing partners from Visit Montgomery, Visit Annapolis, Visit Frederick, and National Harbor gathered to attend the annual U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) conference to learn best practices on marketing, artificial intelligence, accessible travel and a variety of other subjects. The conference was held August 19-22 in Savannah, Georgia.

*Pictured: Liz Fitzsimmons, Managing Director, OTD; Brandon Chan, Visitor and Business Support Services Programs Manager, OTD; Cynthia Miller, Director for Strategic Partnerships and Public Relations, OTD; Jackie Saunders, AVP, Marketing, National Harbor; Kristen Pironis, Executive Director, Visit Annapolis and Anne Arundel County; Marci Ross, Senior Assistant Director, Tourism Development; OTD; Brian Lawrence, Assistant Director, Marketing and Advertising, OTD; Kelly Groff, President and CEO, Visit Montgomery; Leticia Engel, Marketing Manager, Visit Montgomery; Cory Van Horn, Chief Strategy Officer, Visit Montgomery; Leslie Troy, Communications Manager, Public Relations and Social Media, OTD; and Matthew Scales, Executive Director, Visit Harford.*



## Maryland Delegation Travels to Student Youth Travel Association

OTD's Rich Gilbert was part of a Maryland delegation that attended the Student Youth Travel Association (SYTA) annual conference in Winnipeg, Manitoba from August 18-22. The conference involved pre-scheduled appointments with representatives of more than 100 student tour companies. Gilbert noted that tour operators at the event reported that "student travel is rebounding to pre-pandemic levels and student travel from Canada is beginning to show improvement."

*Pictured: Michelle Doerr, Assistant Manager, Visitor Center, United States Naval Academy; Itze Alonso, Group Sales Manager, Sheraton Inner Harbor; Rich Gilbert, Travel Trade Sales Manager, OTD; Nora Campbell, Director of Sales, National Aquarium; Eric Masterton, Director of Tourism, Visit Baltimore; Cheryl Everidge, Sales and Marketing, Toby's Dinner Theatre.*



## Partner Referrals Top 64,000 for June 2023

Partnering with OTD is good for business. Did you know that VisitMaryland.org gets more than 3 million visits per year, which resulted in more than 64,000 referrals to local Maryland businesses just in the month of June? Make sure you are doing everything you can to take advantage of a host of valuable opportunities by partnering with our office. [Contact us today](#) to begin taking advantage of all that we have to offer. Click here to see the full [Partner Referral Report](#).



## 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 go to the [Visit Maryland website](#) or Ana Hall-DeFoor at [ahall-defoor@visitmaryland.org](mailto:ahall-defoor@visitmaryland.org) to discuss scheduling your giveaway.

*Photo Credit: @fredaexplores.*



## Grant Opportunity

Maryland Humanities is now accepting grant applications for its Marilyn Hatza Memorial Strengthening the Humanities Investment in Nonprofits for Equity (SHINE) Grant fund. This program will provide 95 General Operating Support grants worth \$10,000, to non-profit organizations that provide humanities programming throughout the state of Maryland. The application closes September 1, 2023. Two virtual Q&A sessions are scheduled for August 16 and August 29. For more information visit [Maryland Humanities](#).



## Register Now for November's Maryland Travel & Tourism Summit

Presented by the Maryland Tourism Coalition in partnership with the Maryland Office of Tourism, the Maryland Travel & Tourism Summit (MTTS) is the state's annual tourism industry conference. MTTS brings both private and public members of Maryland's hospitality industry together for networking, education, and more. The summit attracts more than 250 attendees; presents speakers and workshops with industry leaders; features off-site destination tours; and welcomes legislative representatives during a tourism town hall. This will be the 42nd year of the MTTS through a continued collaboration with the Maryland Office of Tourism, partnering associations, and numerous volunteers. This year's event will be held in Owings Mills November 8-10 at the Marriott Owings Mill Metro Centre and registration is now open. To register, book lodging, or for more information, [follow this link to the MTTS page.](#)

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## 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



Old South Mountain Inn Property to be Added to State Park

Maryland Casinos Generate \$174.3 Million in Gaming Revenue in July

The Best Small Town Getaway In Maryland: Best Things To Do In Saint Michaels

Visit St. Mary's Maryland to Launch Craft Beverage Trail Celebrating Local Artisans and Entrepreneurs

It's National Lighthouse Day. Why Not Stay in One, Here in Maryland?

Looking For A Quick Trip? Maryland Sports' Terry Hasseltine Has Some Suggestions

5 Montgomery County Artist Teams Receive \$5K MSAC Maryland Traditions Grants

'It's a perfect marriage' | Gov. Moore Continues Bid for New Football Stadium to Be Built in Maryland at Commanders training camp

Last Minute Trips: Maryland Destinations Fit for a Day, or Weekend of Travel

Volo Sports to Open New Sports Entertainment Venue at Baltimore Peninsula

### ***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

