

DEALS/PACKAGE NAME IDEAS & SAMPLES - BE CREATIVE!

Sample Names: Home for the Holidays Package, Winterfest of Lights, Visit Maryland, Holiday Package, Holiday Escape, Be Thankful Getaway, Welcome Winter!

SAMPLE IDEAS

“Half Off Holiday Stay”

Enjoy your holiday getaway with a stay with us for one night and enjoy 50% your second night. Save on stays between November 15, 2023 and February 28, 2024. Best availability on weeknights.

“Stay & Skate”

Book the “Stay & Skate” rate of \$129 (plus tax) and enjoy a complimentary breakfast, free wifi and two tickets to the nearby Outdoor Winter Ice Rink.

TIPS

- Give your holiday deal a unique name to make it stand out!
- Offer seasonal specials (instead of generic ones) such as discounts, added-value incentives, two-for-ones, add-ons such as tickets to holiday light displays, holiday-themed attraction bundles, shopping coupons, discounted tickets
- Include an enticing image.
- Include dates that it is valid.
- Make it trackable! Be sure to include a hyperlink to redeem and/or get information about your deal, the restrictions and blackout dates.



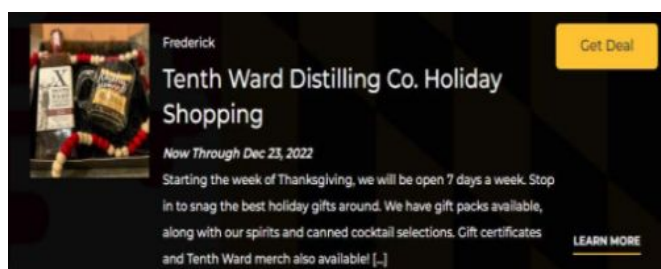
ENTER YOUR DEALS AND DISCOUNTS IN OUR SELF-ENTRY PORTAL directly at <https://tinyurl.com/4tccpf9t>

Log in to confirm your business listing and enter your deals and discounts to be featured on [VisitMaryland.org's Deals & Discounts page](https://www.visitmaryland.org/deals-discounts)

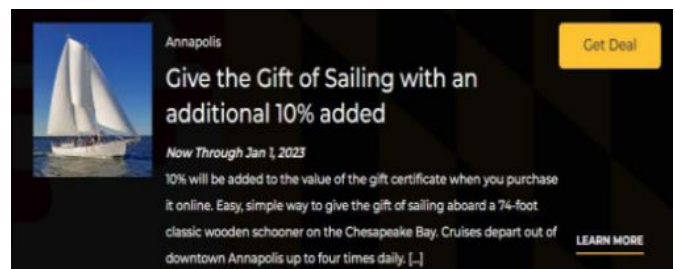
GET LISTED – UPDATE YOUR BUSINESS LISTING

Even if you do not plan to offer a deal for this year's campaign, be sure to claim and/or add an editor to your business listing in Visit Maryland's database by signing into the self-entry portal.

OFFER ANY DEAL ANYTIME AND UPLOAD IT! Samples of current (non-holiday) Deals & Discounts



Frederick
Tenth Ward Distilling Co. Holiday Shopping
Now Through Dec 23, 2022
Starting the week of Thanksgiving, we will be open 7 days a week. Stop in to snag the best holiday gifts around. We have gift packs available, along with our spirits and canned cocktail selections. Gift certificates and Tenth Ward merch also available! [...]
[LEARN MORE](#)



Annapolis
Give the Gift of Sailing with an additional 10% added
Now Through Jan 1, 2023
10% will be added to the value of the gift certificate when you purchase it online. Easy, simple way to give the gift of sailing aboard a 74-foot classic wooden schooner on the Chesapeake Bay. Cruises depart out of downtown Annapolis up to four times daily. [...]
[LEARN MORE](#)