



FISCAL YEAR 2023

Tourism Monitor

Data through June 2023*

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 2022				
43.5 million visitors	\$19.4 billion visitor spending	123,617 full-time equivalent jobs	\$2.3 billion in state & local taxes	\$6.0 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		
	Jun-23	Jun-22	Change	FY-23	FY-22	Change
Advertising expenditures	\$491,835	\$833,073	-41.0%	\$4,576,308	\$5,002,921	-8.5%
Advertising interactions	6,022	3,657	64.7%	59,689	100,402	-40.5%
Unique web visitors*	334,603	285,903	17.0%	2,686,251	2,772,079	-3.1%
Advertising equivalent values	\$6,122,545	\$1,371,772	346.3%	\$108,062,892	\$66,670,657	62.1%
News clips secured	171	57	200.0%	1,854	1,308	41.7%
Social media followers**	544	1,256	-56.7%	256,661	243,797	5.3%
Welcome center visitors	26,568	26,567	0.0%	251,902	222,097	13.4%
Digital referrals to industry partners (outbound links)	64,790	59,298	9.3%	535,227	545,576	-1.9%

Source: Google Analytics and OTD team

*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		
	Jun-23	Jun-22	Change	FY-23	FY-22	Change
BLS leisure and hospitality employment*	276.5	263.0	5.1%	254.0	245.0	3.7%

* 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.

Tourism Sales and Use Tax Revenue FY23

SALES TAX CODE & CATEGORY (Millions)	Total FY2023	Total FY2022	Factor	Adjusted FY 2023	Adjusted FY 2022	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$545.7	\$572.9	33.3%	\$181.9	\$191.0	-4.7%
111 Hotels, Motels Selling Food - W/BWL	\$28.0	\$27.5	100%	\$28.0	\$27.5	1.7%
112 Restaurants and Nite Clubs - W/BWL	\$338.4	\$369.6	33.3%	\$112.8	\$123.2	-8.4%
306 General Merchandise	\$506.1	\$523.9	5%	\$25.3	\$26.2	-3.4%
407 Automobile, Bus and Truck Rentals	\$97.0	\$98.6	90%	\$87.3	\$88.8	-1.7%
706 Airlines - Commercial	\$0.3	\$0.3	50%	\$0.2	\$0.2	0.6%
901 Hotels, Motels, Apartments, Cottages	\$159.2	\$152.8	100%	\$159.2	\$152.8	4.2%
925 Recreation and Amusement Places	\$12.1	\$11.8	50%	\$6.1	\$5.9	2.5%
Tourism Tax Categories Subtotal	\$1686.8	\$1757.5		\$600.7	\$615.5	-2.4%
All Tax Collections – Subtotal*	\$6783.3	\$7010.2				

Comptroller designated tourism taxes

*All Tax Collections- Subtotal = Subtotal of all categories from the Comptroller's Industry Report



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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

	June-23	June-22
1	Visit Maryland Homepage	Visit Maryland Homepage
2	4th of July Celebrations	4th of July Celebrations
3	Great Maryland Beaches	10 Can't Miss Things to Do Baltimore
4	Fairs and Festivals	Maryland Events
5	Ocean City	Fairs and Festivals
6	10 Can't Miss Things to Do Baltimore	25 Free (or Nearly Free) Things to Do in Maryland
7	Maryland Events	Things To Do
8	Maryland Crab Cakes Recipe	Water Experiences
9	25 Free (or Nearly Free) Things to Do in Maryland	Maryland's Trail System Second to None
10	Crabs & Seafood	Water Parks

Source: Google Analytics

*Note:

FY 2023 = July 2022 to June 2023

FY 2022 = July 2021 to June 2022