

FREE PROMOTIONAL OPPORTUNITY

OFFER YOUR WINTER DEALS & PACKAGES TO POTENTIAL MARYLAND VISITORS!

LIST FOR FREE YOUR WINTER DEALS & HOTEL PACKAGES ON [VisitMaryland.org](https://www.visitmaryland.org)

Hotels, dining, retail, attractions and all tourism-related businesses are invited to list packages, deals, discounts, unique multi-day experiences, incentives, loyalty programs, and more for 2024 winter season.



Visit <https://industry.visitmaryland.org/Industry-opportunities> for details, samples, and tips and link to upload your deal into our self-entry database!

SAMPLE

GET CREATIVE – package name ideas from past include Winter Wanders, WinterFunMD, Visit Maryland, Winter Escape, Winter Weekday Wellness, Welcome Winter!

“Half Off Winter Stay”

Enjoy your winter getaway with a stay with us for one night and enjoy 50% your second night. Save on stays Jan 18 -Feb 28, 2024.

SAMPLE ADS



The Maryland Office of Tourism's **Winter Welcome Campaign** will run from **January 15 to early February 28, 2024**. Reaching millions of potential customers, the campaign will target the state's overnight travel markets through interactive advertisements, social media and e-newsletter promotions encouraging them to enjoy winter getaways in Maryland, get cozy at a local hotel and **FIND TRAVEL DEALS ON VISITMARYLAND.ORG'S DEALS & DISCOUNTS.**

<https://www.visitmaryland.org/article/deals>

MAXIMIZE THIS OPPORTUNITY to reach and inspire potential visitors by entering your Winter Packages in our self-entry database and they will be featured on the VisitMaryland.org to inspire trip planning.

1. First, sign into the VisitMaryland.org database directly at <https://tinyurl.com/4tccpf9t> and check your business listing. If you're new, follow the prompts to register to create a username/password or reset.

2. Next, start entering your business information in the self-entry portal.

If your business is in the database, it will auto-populate when you start typing in the name. If so, review it to ensure it is up to date. If your business is not listed, simply continue completing the form and submit to be added to the database. If you are not currently an editor for your business, you will be prompted to send an email to request to be an editor. Contact Brandon Chan or Florence Brant if any issues.

3. Finally, follow the prompts to add your Deals & Discounts [Tip - Add deals and packages for any season!]



SUBMIT YOUR DEALS & PACKAGES TODAY!

General Questions - Lisa Hansen Terhune, Destination Development Manager
410-699-3711 or lisa.hansenterhune@maryland.gov

Database Technical & Entry Questions - Visitor & Business Support Services Team
Brandon Chan, Brandon.Chan@maryland.gov
Flo Brant, Flo.Brant@maryland.gov



NAME IDEAS / SAMPLES

GET CREATIVE

Winter Wanders, WinterFunMD, Visit Maryland, Winter Escape, Winter Weekday Wellness, Welcome Winter!

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“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 winter offer a fun and 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 light displays, themed attraction bundles, weekday specials, coupons, discounted tickets
- Include an enticing image.
- Include dates that it is valid.
- Make it trackable!!! Be sure to include a hyperlink with specifics on how to redeem and get information about your deal; include restrictions and blackout dates.



INDUSTRY RESOURCES

Visit Industry.VisitMaryland.org for more information, industry resources and a Checklist on ways to work with us. Be sure to sign up for *Insights*, our industry newsletter.



ENTER YOUR OFFER DIRECTLY IN OUR SELF-ENTRY PORTAL at

<https://tinyurl.com/4tccpf9t>

Confirm your business listing and enter your special offers to be featured on VisitMaryland.org's [Deals & Discounts page](#)

GET LISTED – UPDATE YOUR BUSINESS LISTING ANYTIME!

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

UPLOAD AN OFFER/DEAL ANYTIME!

Your offer does not have to be tied to this campaign - upload it for any season to share with potential visitors to Maryland. Think Spring and Summer Specials too!