

## GREAT CHESAPEAKE BAY LOOP 2024

General Marketing Update April 2024



#### **GREAT CHESAPEAKE BAY LOOP 2024**

## **WELCOME!**

### **LIZ FITZSIMMONS**

Managing Director

#### AGENDA

- 9:30 Maryland Department of Commerce Office of Tourism and Film
- 10:00 National Park Service Chesapeake Gateways
- 10:15 Maryland Park Service
- 10:30 Break and Group Photo
- 11:00 Pathway to the Marketplace: How We Market the Great Chesapeake Bay Loop
- 12:30 Lunch & Networking
- 1:30 Take a Deeper Dive Collaborative Partnerships
- 2:15 Questions & Answers

#### **Housekeeping Notes:**

- Destination Maryland Magazines and Scenic Byway Guides are on the tables as references.
- Note-taking toolkits are at each seat.
- Use post-its to write questions and post them to the easel boards.
- Questions will be answered at the end of the presentations by our panel of experts.
- Presentation, toolkit and Q & A summary will be on OTD's industry website within two weeks.





## **Vision Statement**

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 Statement

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.

## Maryland Tourism Development Board Composition

#### 24 Members

- Fourteen members appointed by the Governor. Eleven appointed in consultation with the Secretary including three Destination Marketing Organization directors
- Five members shall be appointed by the Senate President two must be members of the Senate; plus, two must be from the private sector
- Five members shall be appointed by the House Speaker two must be members of the House; plus, two must be from the private sector

## Economic Impact of Tourism in Maryland 2022

Tourism in MD	2018	2019	2020	2021	2022
Total Visitors (Domestic & International)	41.9 million	42.1 million	24.7 million	35.2 million	43.5 million
Visitor Spending	\$18.1 billion	\$18.6 billion	\$11.6 billion	\$16.4 billion	\$19.4 billion
Visitor Spending Growth	2.1%	3.0%	-37.6%	42.0%	18.4%
Total Economic Impact	\$29.6 billion	\$30.3 billion	\$20.9 billion	\$26.4 billion	\$30.4 billion
Fiscal Contributions (State & local taxes)	\$2.5 billion	\$2.6 billion	\$1.7 billion	\$2.1 billion	\$2.3 billion
Tax Savings (For each household)	\$1,140	\$1,175	\$775	\$923	\$999
Tourism Supported Jobs (Direct and Indirect)	226,235 jobs	226,427 jobs	166,000 jobs	173,700 jobs	187,296 jobs
Tourism Industry Employment (Direct jobs)	150,073 jobs	149,991 jobs	104,328 jobs	112,879 jobs	123,617 jobs
Private sector employer in Maryland ranking	10th	11th	12th	12th	10th

Source: Tourism Economics

Tourism is an economic ecosystem derived from visitor spending that delivers opportunity and quality of life for Marylanders.

By the numbers:	
Jobs	123,600
State/Local Taxes	\$2.3 Billion
Household Tax Savings	\$999

## **3 Measurable Objectives** — 1 Key Outcome

The Maryland Office of Tourism measures its programs against three strategic objectives:

#### MARKET EXPANSION

Further promotional pushes in Cleveland, Pittsburgh and New York metro

#### LEVERAGING PARTNERSHIPS

 Working with federal agencies, private sector businesses and county tourism offices on grants to generate overnight stays

#### MAXIMIZING OPPORTUNITIES

 Looking for those events, trends and opportunities to showcase Maryland in a positive light - domestically and internationally

#### TRANSACTIONAL OUTCOMES

#### **Quantitative Performance Metrics:**

Senate Bill 458 - Tourism Promotion Act of 2008

Goal - exceed tourism tax growth of 3% annually

#### **Tactics:**

- Focus on overnight markets (more than 50 miles away)
- Define differentiators as those giving competitive advantage
- Craft content and messages inspiring multi-night stays
- Modify the annual DMO marketing grant program to maximize opportunities for out-of-state marketing



VAAAC ad funded by MOTD grant

## Competitors Prospecting in our Region

State	Marketing Budget 2023
Florida	\$54,456,106
West Virginia	\$23,467,111
Puerto Rico	\$17,600,000
South Carolina	\$14,052,826
Virginia	\$8,487,000
Maryland	\$11,450,000
Massachusetts	\$5,031,600
Delaware	\$1,000,000

## MediaRadar Insights on Travel Advertising in 2022

Through October 2022, travel advertisers invested \$3.7b in ads, representing a 55% YoY; the average monthly investment increased by almost 66%.

#### **TOP 10 ACTIVITIES OF LEISURE TRAVELERS IN MARYLAND 2022**

	Day		Overnight
Business/Work	17.1%	Visit Friends/Relatives (general visit)	14.1%
Visit Friends/Relatives (general visit)	8.4%	Beach/Waterfront	12.0%
Birthday Celebration	8.3%	Business/Work	8.8%
Shopping	7.0%	Birthday Celebration	7.5%
Beach/Waterfront	5.7%	Nightlife (bar, nightclub, etc.)	4.1%
None of the above	5.5%	Anniversary Celebration	3.8%
Culinary - Special Dining Experience	4.4%	Holiday Celebration (Thanksgiving, 4th of July, etc.)	3.6%
Anniversary Celebration	4.1%	Funeral/Memorial	2.5%
Medical/Health/Doctor Visit	3.7%	Amateur Sports (attend/participate)	2.5%
Bicycling	3.4%	Touring/Sightseeing	2.3%

Source: DK Shifflet, a MMGY Travel Intelligence company, with independent analysis by the Maryland Office of Tourism based on person-stays.

#### **Leading Tourism Differentiators**

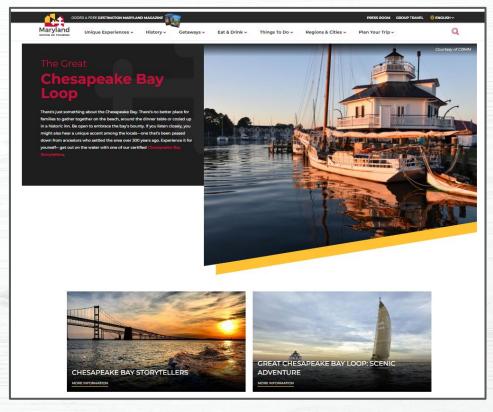
- The Most Powerful Underground Railroad Storytelling Destination in the World
- Maryland's Trail System Second-to-None
- 18 Scenic Byways
- Fish & Hunt Maryland
- The Great Chesapeake Bay Loop

#### **Evolving Tourism Differentiators**

- Indigenous Maryland
- Maryland Civil Rights Initiative

#### **Evolving Content Hubs and Threads**

- Sustainability
- Seasonality
- Belong-ability



GCBL landing page, visitmaryland.org

## **Maximizing 25 Years of Chesapeake Gateways**



The Chesapeake Bay is on its way to getting a network of hiking trails, scenic drives and water trails that link significant cultural, historic and

recreational resources throughout the watershed.

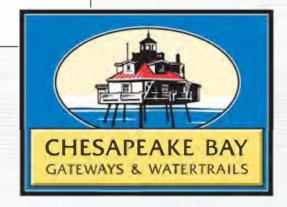
#### Chesapeake Gateways/Watertrails Regional Worksession

#### **Date and Time**

Tuesday, December 14, 1999 from 1:00pm - 2:00pm

#### **Details**

The Chesapeake Bay Gateways and Water Trails Initiative stems from an ever-growing interest in the special places and stories associated with the Chesapeake Bay. Local and regional efforts to capitalize on this interest are spreading throughout the Bay region. With the Chesapeake Bay Initiative Act of 1998, Congress recognized the interest in enhancing education and interpretation of the Bay, increasing public access and conserving natural and cultural resource sites. The Act authorizes technical and financial assistance for a network of gateways, water trails and other connections linking sites presenting the many facets of the Bay's cultural and natural history. This is one of a series of regional working sessions being held to introduce the Chesapeake Bay Gateways and Water Trails Initiative to potential cooperators and seek thoughts on places and stories that might be part of the network. All sessions will have the same format.





#### The Chesapeake Bay Gateways Network

### 2003 Network-Wide Conference

"Telling the Chesapeake Story: Bringing People and the Bay Together"

#### The Chesapeake Bay Gateways Network Conference is sponsored by:



National Park Service

WELCOME Maryland Office of

Tourism Development



Alliance for the Chesapeake Bay



Chesapeake Bay Commission











Virginia Department of Conservation &



Maryland Department of Natural Resources



Maryland Department

of Housing &

Community Development

Recreation

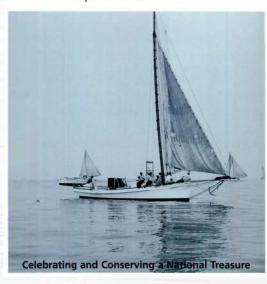




National Park Service U.S. Department of the Interior Chesapeake Bay Program Office, Northeast Region



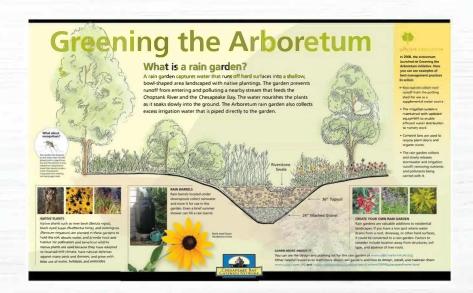
Final Chesapeake Bay Special Resource Study and Environmental Impact Statement



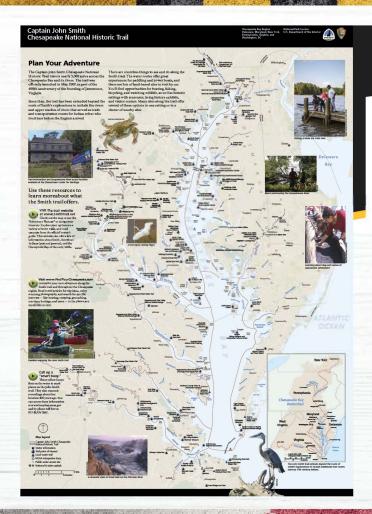


Corporation









## **Chesapeake Water Trails**

Explore the mighty Chesapeake with the power of your paddle or the wind in your sails.

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The Chesapeake City Bridge crosses over the C&D Canal and provides stunning views of the city and

- 1 The Captain John Smith Chesapeake National Historic Trail, Chesapeake Bay
- 2 Janes Island State Park Water Trails, Lower Eastern Shore, Crisfield
- 3 Fishing Bay Water Trail, Lower Eastern Shore, Dorchester County
- 4 Nanticoke River Water Trail, Lower Eastern Shore, Dorchester & Wicomico Counties
- 5 Blackwater National Wildlife Refuge Paddling Trails, Lower Eastern Shore, Church Creek
- 6 Smith Island Water Trails, Lower Eastern Shore, Ewell
- 7 Monie Bay Water Trails,

The Captain John Smith Chesapeake National Historic Trail, Chesapeake



Tracing 3,000 miles and 15,000 years of culture and history, the Captain John Smith National Historic Trail is the ultimate way to experience the bay. Named for the first European to explore the Chesapeake Bay, and a living tribute to the indigineous peoples of Maryland, this one-of-a-kind adventure promises the experience of a lifetime. Explore by powerboat or sail, or chunk it up for a lifetime's worth of paddling adventures. However you hit the water, you will never forget your time on the Captain John Smith Chesapeake National Historic Trail.

National Fack Service U.S. Department of the Interior

Northeast Region

March 2006

#### Star-Spangled Banner National Historic Trail Feasibility Study and Environmental Impact Statement



#### Open Road -Star-Spangled Banner

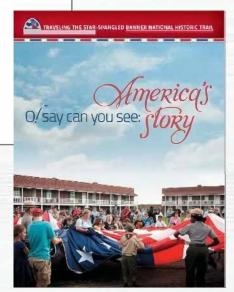
From Solomons to Fort McHenry

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The War of 1812 - an army on our shores, the fledgling nation's independence at stake, a future in doubt. Retrace the battles and the bravery that saved our nation and birthed our "Star-Spangled Banner."

- . Follow the Star-Spangled Banner Scenic Byway
- Explore natural environments and maritime heritage at the Calvert Marine Museum
- Connect with art and nature at AnnMarie Sculpture Garden & Arts Center, including major pieces on loan from the Smithsonian Institute
- . Beach comb while searching for fossils at Calvert Cliffs State Park
- To commemorate the flagship of the flotilla that was scuttled in 1814, enjoy a beverage at Scorpion Brewing Company
- . Explore the hiking and biking trails at the Battle of Bladensburg Waterfront Park
- Check out the War of 1812 displays at North Point State Park
- Take a Watermark sightseeing cruise from Baltimore past Fort McHenry
- . See the Stars & Stripes at Fort McHenry National Historic Shrine



# What is the Great Chesapeake Bay Loop?



#### Chesapeake Bay Storytellers 1.0 - March 2018 to March 2020\*

Purpose: Promote the CB as a national treasure, why it's worth the visit and why it's worth restoring.

Task 1: Develop a cadre of water-based tour guides who were willing to advance bay environmental stewardship and sustainability while simultaneously benefiting economically from interpretive, marketing and business development training.

Task 2: Develop and deliver print and video content to market and sell Chesapeake Bay Storytellers.

Task 3: Market and sell Chesapeake Bay Storytellers to domestic and international travel media, tour operators and consumers.

Task 4: Evaluate the project and report on lessons learned and future best practices.

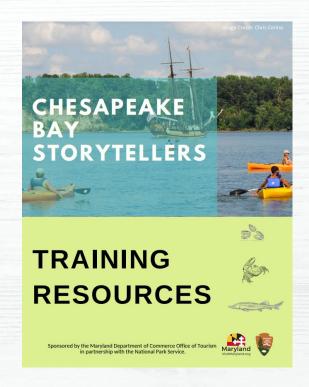


Graduates of CBS Training 1 - Baltimore, February 2020

Task #	PROJECT TASKS	PRODUCT/RESULTS	PRIMARY RESPONSIBILITY	COMPLETION DATE
STORYTELLER	R TRAINING:			
Α	Work with NPS CHBA to establish training objectives, course overview, course components for both Chesapeake Bay content and interpretive training	Training objectives, course overview, course components	OTD/NPS CHBA	Prior to project start date – Task i intentionally in advance of project period
В	Review other training programs to identify best practices and feedback from previous CAJO and Chesapeake Bay Watermen's Heritage Training	Best practices and desirable content or components of training and favorable delivery mechanisms or training techniques for each (online vs. in person)	OTD/NPS CHBA/Prior trainees	Prior to project start date – Task i intentionally in advance of project period
с	Identify and evaluate potential curriculum developers and presenters for both the Chesapeake Bay content and the interpretive skills training	List of possible presenters and curriculum developers	OTD/NPS CHBA	Prior to project start date – Task i intentionally in advance of projec period



	auming	28		3.2
1	Prepare RFPs for hiring content and interpretive curriculum developers and presenters	Draft RFPs	OTD	September 2018
2	Identify potential trainees and conduct outreach	List of potential outfitters, partner site staff, guides, watermen and women to participate in training as trainee storytellers	OTD/NPS CHBA/Partners/ DMOs	September 2018
3	Procure curriculum developers and presenters	Hire curriculum developers and presenters	OTD	January 2019
4	Work with curriculum developers and presenters to develop training components and agenda.	Training components and agenda	OTD/NPS CHBA/Trainers/ Curriculum Developers	April 2019
5	Schedule and organize training logistics. Procure training venue, handout materials, finalize costs and budget.	Training venue, handout materials, cost per person to attend	OTD	May 2019
	C R. CY 1 S. M. C. You H. May - C. Y. J. J.		4	



6	Develop evaluation measurements for content and interpretive training components.  Develop course evaluation form for trainees.	Evaluation measures	OTD/Curriculum Developers	May 2019
7	Recruit potential trainees	List of registered trainees	OTD	September 2019
8	Implement training; includes in-classroom and on-the-water experience	Hold training sessions: Content Training, Interpretive Training Session 1 and 2	OTD/NPS CHBA/Presenters	December 2019
9	Review and evaluate training;	Recommendations for future trainings	OTD/NPS CHBA/Trainers and Trainees	January 2020
10	Periodic follow-up interactions with Storytellers to provide additional support and monitor progress; tbd per recommendations in Final Report	Continued collaboration to sustain partnerships	OTD/NPS CHBA/Storytellers	TBD - Task contemplated for continuance beyond project period if recommended in Final Report

	Calvert Marine Museum February - September 2020									
	Chesapeake Bay Storytellers Training Evaluation									
	Thank you for participating in the Chesapeake Bay Storytellers Training! Your input is valuable to help us plan for future training sessions. Please rate the following topic presentations by the quality of the presentation and how valuable and informative each one was for you, with 1 being the lowest and 5 being the highest on the scale (Circ the number).			Scale Ran	nge					
Part 1		1	2	3	4			Mean	Mode	Median
	Bay Overview*				1		Tallies		5	5
	Bay Ecology								5	5
	Bay Habitats and Species ID*								5	5
	Sample Program Demo: Chesapeake Bay Studies: A Day in the Oyster Neighborh	ood			1	- 12			5	5
	Interpretive Skills								5	5
	Maritime Industries & Their History: Shipbuilding, Bay Vessels, Lighthouses, Mili				1				5	5
	Chesapeake Bay History & Culture: African-American Watermen Role of the Bay	in the Uno	ergroun	d Railroad	1				5	5
	Maritime Industries, Their History & Impact*				1				5	5
	Chesapeake Bay History & Culture*								5	5
	Fisheries Management: Crabs, Oysters, Striped Bass								5	5
	Human Activity and Impact on the Bay*								5	5
	Bay Health Today & Trends For the Future								5	5
	Bay Stewardship*								5	5
	Climate Change Around the Bay			1				4.		5
	Weaving in Bay Stewardship Messages								5	5
	Growing Your Nature Tourism Business				2	- 1		4		.5
	Small Business Development Resources				2	- 7				.5
	Packaging Trips for the Visitor				1				5	5
	Putting This Into Practice: Interpreting on the Water*								5	5
	Putting This Into Practice: Sample Programs (Echo Hill)					- 2			5	5
	Putting This Into Practice: Business Development and Marketing (Solomon's Isla	nd Heritag	e Tours)			12			5	5

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BASSADO	OR PROGRAM PRODUCTION 8	& DELIVERY:		
11	Modify training content for online self-certifying Chesapeake Bay Ambassador Program	Online Chesapeake Bay content and customer service training materials	OTD	March 2020
12	Announce Ambassadors Program to the tourism industry	Press release and e-newsletter announcement	OTD/NPS CHBA/Jurisdictional Tourism Offices	April 2020



#### Certified Host Training

The Great Chesapeake Bay Loop



**Great Chesapeake Bay Loop & Storytellers 2.0 - Evolution through Research and Best Practices** 

#### Chesapeake Bay Storytellers 2.0 - September 2021 to September 2024

Purpose: Advance beyond CBS 1.0 through the application of consumer research findings to tour-guide training, print/online/video content, stakeholder outreach and marketing.

Tasks 1A-B: Conduct a consumer study to better understand the CB visitor. Implement its recommended findings internally and through stakeholder engagement.

Task 2: Transition the CBS training to a hybrid format as a way to expand content and inclusion of land-based tour providers.

Task 3: Develop and deliver print and video content to market and sell Chesapeake Bay Storytellers and the GCBL, including The Chesapeake Through Tubman's Eyes project.

Task 4: Market and sell Chesapeake Bay Storytellers to domestic and international travel media, tour operators and consumers.

Task 5: Evaluate the project and report on lessons learned and future best practices.



Leveraging Partnerships with Maryland State Parks and Water Trails

#### Maryland State Parks are vital visitor attractions:

- Offer opportunities to be outdoors
- Engage in outdoor recreation by land and water
- Largest keeper of Maryland history
- Visitor spending from park visitors contributes to the tourism economy and the state quality of life
- Maryland Parks provide access to all Five differentiators, including the GCBL through activities such as camping, fishing, water sports, hunting, trail sports, wildlife viewing, boating, and more.



## GCBL: Harriet Tubman Underground Railroad State Park & Visitor Center:

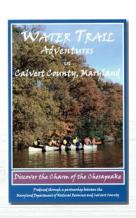
- Represents a 25-year partnership between OTD and MPS
- Serves as the Hub for the HTUR Byway
- Attracts visitors from round the world
- Attracts domestic and international media outlets including CBS Sunday Morning, National Geo World
- Inspires other important efforts: UGRR Forever Stamps, a Naval Ship, Commemorative Coins

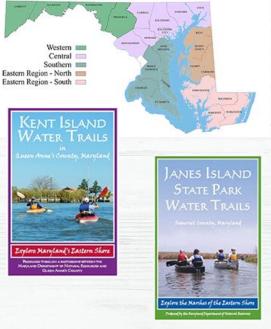


#### **Maryland Water Trail System is Second-to-None!**

- 30 mapped trail segments statewide
- 24 mapped trails within the GCBL
- 1 federally authorized trail within the GCBL (CAJO)
- Connect visitors to diversity in nature and history that differs from land trails
- Allow users from all backgrounds and abilities to enjoy the water

View water trails by region by clicking on the map below





# National Park Service Chesapeake Gateways

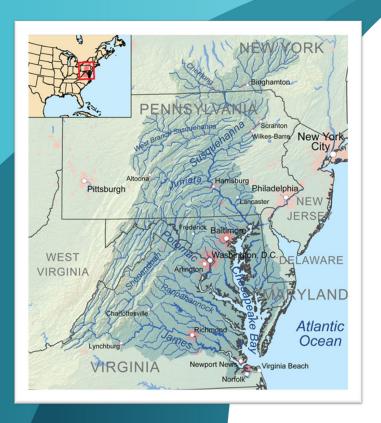
Wendy O'Sullivan
Superintendent

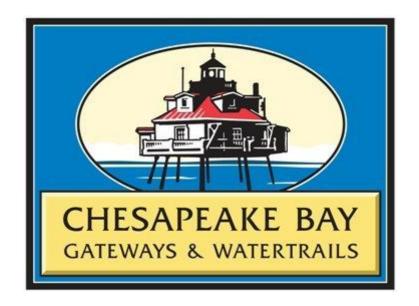
# Maryland Park Service

Melissa Boyle
Chief of Interpretation

## National Park Service Chesapeake Gateways

Wendy O'Sullivan
Superintendent





## Wendy O'Sullivan Superintendent



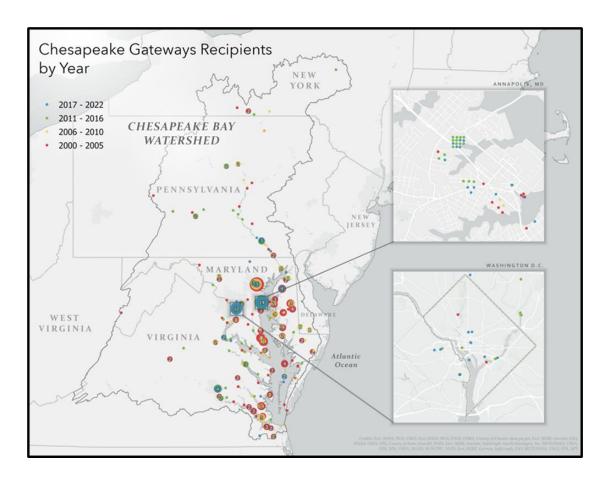
CHESAPEAKE BAY INITIATIVE ACT OF 1998

Congress directed the NPS to develop a

Chesapeake Gateways Network of partner places
and provide technical and financial support to:

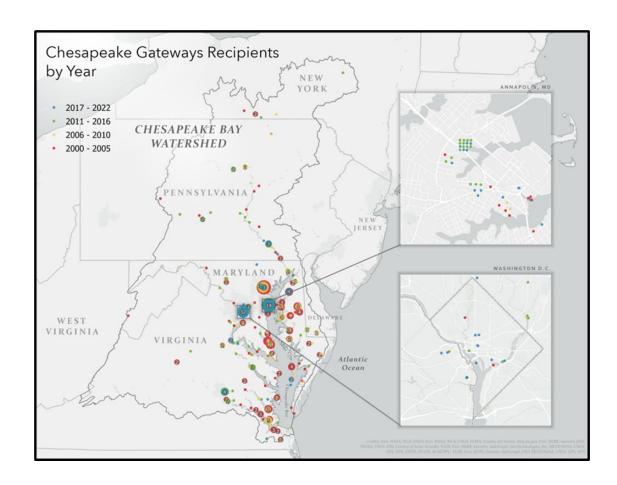
- Federal, State and Local Governments,
- Nonprofit Organizations,
- Local Communities, and
- the Private Sector!

## 25 Years and \$30M in NPS Investments in Places and Programs



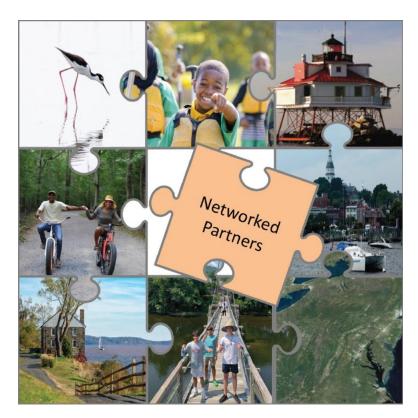


#### 25 Years and \$30M in NPS Investments in Places and Programs

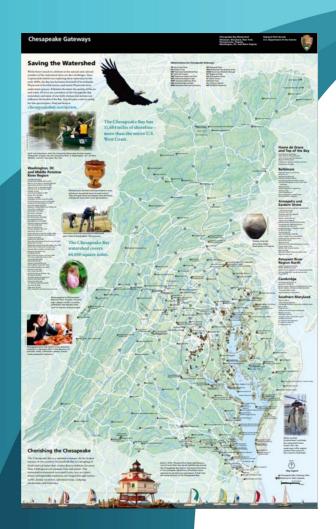


Time to: Rebuild Refresh **Refocus** Rebrand Reconnect

# Chesapeake Gateways Strategic Focus









# CHESAPEAKE GATEWAYS

# Mission & Purpose

**Through the Chesapeake Gateways Network** 

-

 We inspire and help people discover, experience, and connect with the natural and cultural heritage and recreational opportunities of the Chesapeake Bay and the rivers, landscapes, and communities across its watershed.

 We work with people and partners to conserve and steward special places important to communities, visitors and the nation, for this and future generations.



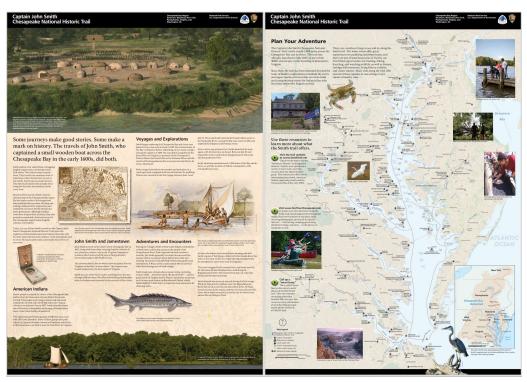


# CHESAPEAKE GATEWAYS NETWORK Powered by Partner Places



# CHESAPEAKE GATEWAYS NETWORK Signature NPS Sites/Trails







#### Chesapeake Landscapes Through Indigenous Eyes



View from a known native habitation site in tidal Virginia shows a marsh near a likely landing place.

The Indigenous Cultural Landscape (ICL) concept recounts how indigenous peoples of North America have regarded and used this abundant land for countless generations. Euro-American stereotypes of indigenous people as 'being one with nature' and ecologically noble have permeated contemporary environmentalist thought in a way harmful to American Indians. Such narratives are often unattainable in today's world and reduce indigenous beliefs, values, and practices to a one-dimensional fiction of the past.



# Maryland State Parks & NPS Chesapeake Gateways







- Visitor Surveys at State Parks
- Bilingual Ranger Pilot Program @ Sandy Point
- Bilingual Nature Center @ Sandy Point
- Native Landscaping & Coastal Trail @ Sandy Point
- Renovation of Visitor Center @ Janes Island







Sandy Point State Park Nature Center

GRAND OPENING

# OPEN HOUSE

Friday, April 15, 2022

1:00 p.m - 4:00 p.m South Beach Plaza

For questions or additional information, please call: 410-974-2149 or email: sandypoint.statepark@maryland.gov



Accommodations for individuals with disabilities will be provided upon request.















NPS Chesapeake Gateways is uniquely empowered by Congress within the National Park Service to work with tourism agencies and destination marketing organizations.



## **INTRINSIC VALUES of the Great Chesapeake Bay Loop**





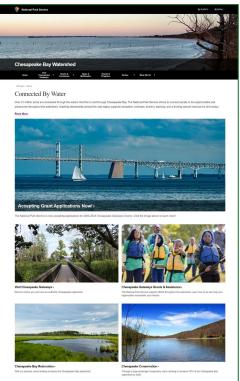


# **Refreshed Network Benefits**



Join the Network





nps.gov/Chesapeake

142 550 78
Million Million Million
Users Pageviews Screenviews







# Refreshing the Network

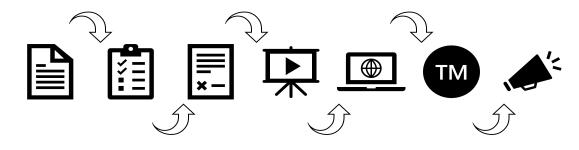






Looking to Include
Places Around the
Great
Chesapeake Bay
Loop

#### Network Refresh (self nomination portal) launched Feb 2024





#### **GET READY for GRANTS!**

Next round of Chesapeake Gateways Grants will include two types/levels:

- \$50K-\$100K: community tourism and economic development projects
- \$10K-\$25K: community events





- ☐ \$1M expected to be available
- ☐ Applications open Aug-Oct 2024
- ☐ No matching funds required
- Must include coordination or collaboration with a Chesapeake Gateways Network Place



# Connect with Us nps.gov/Chesapeake



#### Wendy O'Sullivan

NPS Chesapeake Gateways Superintendent wendy\_o'sullivan@nps.gov and active on LinkedIn

#### **Brent Everitt**

NPS Chesapeake Gateways Director of Communications & Visitor Experience brent\_everitt@nps.gov and active on LinkedIn

(Re) Join the Network





# **Maryland Park Service**

Melissa Boyle

Chief of Interpretation

# Maryland State Parks: Office North East A Natural Connection to the Chestertown Great Chesapeake Bay Loop





presented by: Ranger Melissa Boyle Acuti

Chief of Interpretation, Maryland Park Service

#### A Natural Connection to the Great Chesapeake Bay Loop

North East

Havre de Grace

16,737,657

Gresapeake

Camping:

Galesville

Chesapeake Beach

Chestertown

<u>Camping</u>: 995,991

**MPS** 

2023 Visitation

<u>Cabins</u>: 69,697

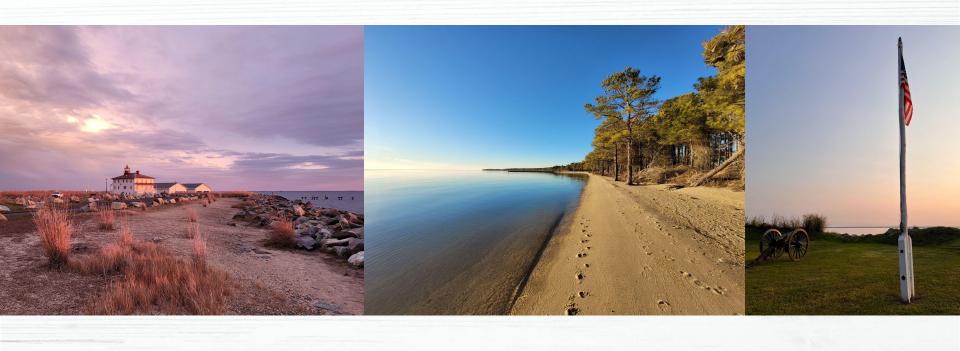
TOTAL: 17,803,345

**Maryland State Parks** 

Something for Everyone

Beaches Boating Fishing & Crabbing Camping **Paddling** Fossil Hunting Hiking & Biking **Historic Sites** Living History Lighthouses

# Point Lookout State Park



# Calvert Cliffs State Park



# Sandy Point State Park



# Sandy Point State Park



# Susquehanna State Park

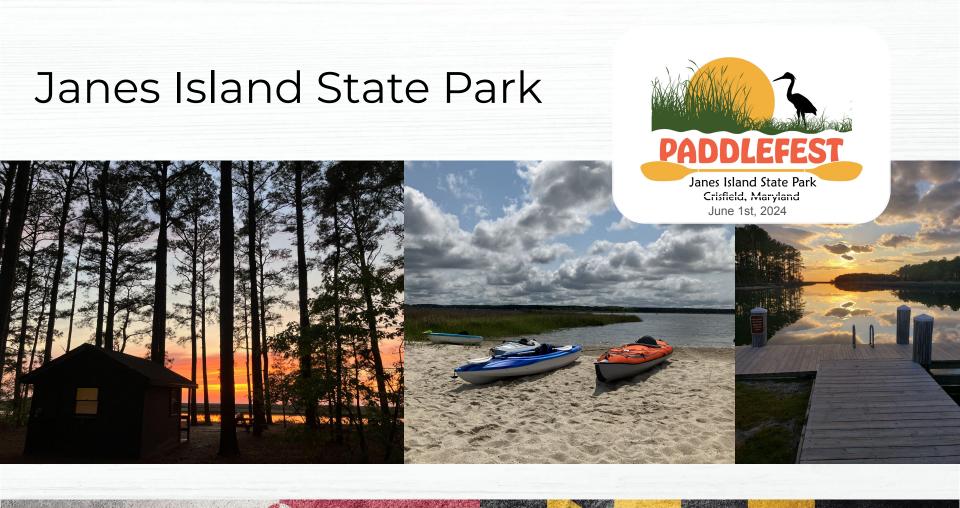


# Harriet Tubman Underground Railroad State Park



# Pocomoke River State Park



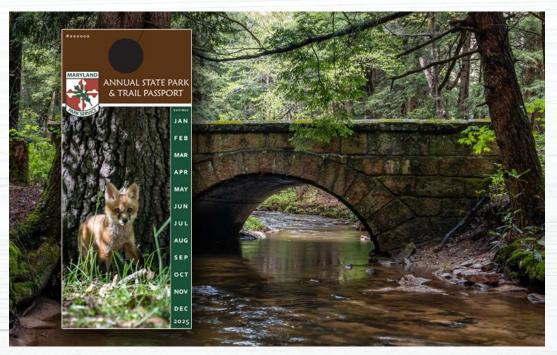


# Access for All



## Ranger Recommendations for Visiting Maryland State Parks

## **Get a MPS Passport Ahead of Time!**



#### **Annual State Park and Trail Passport:**

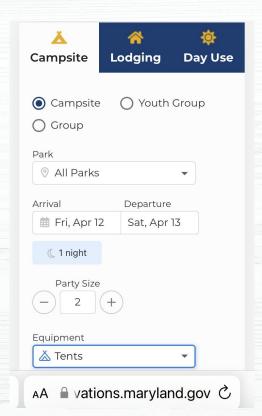
- allows for unlimited day use entry for up to 10 people in a vehicle
- free boat launching
- discount on concessions and boat rentals (where available).
- valid one year from purchase.

Discounted Passports are now available for Maryland residents who serve as law enforcement officers, emergency medical technicians, firefighters, and similar work.

#### Golden Age Passport- ONLY \$10:

- for visitors ages 62 and up (proof of age is required)
- allows for unlimited day use entry, half-price camping (Sunday -Thursday) and free boat launching

# Ranger Recommendations for Visiting Maryland State Parks



#### **Make Your Reservations!**

https://parkreservations.maryland.gov/

Camping, Cabin & Pavilion reservations can be made up to one year in advance.

Weekends & Holidays are most popular and will fill up fast!

## Ranger Recommendations for Visiting Maryland State Parks

#### Plan Your Visit for an Off-Peak Time!



- Peak visitation to many MD State Parks, especially waterfront and beach parks, occurs on weekends and holidays from Memorial Day to mid-August and full to capacity closures often occur.
- Plan your visit early in the day, or visit on a summer week day, when there is ample parking and more space available.
- Come during the "shoulder season"! Wait until after Labor Day weekend to visit.
- September and October are wonderful times to camp, hike, paddle and explore Maryland's State Parks - and enjoy beautiful weather without summer crowds!

## Improving Maryland State Parks





- Elk Neck and North Point State Parks are two places where multi-million dollar renovation projects will be getting underway soon.
- Point Lookout State Park's campground will reopen at the end of summer with new infrastructure.
- Pocomoke River State Park's pool upgrades happening.
- New parks including Bohemia River State Park and Cypress Branch State Park - are now open with limited services.

Stay informed at <a href="https://dnr.maryland.gov/publiclands/Pages/default.aspx">https://dnr.maryland.gov/publiclands/Pages/default.aspx</a>

In Their Footsteps...

Stepping Forward in Nature & Back in Time!



Have you ever wondered about the people who walked in Maryland before you? Are you curious about the animals whose footprints you find in the park? Do you wonder what impact your footsteps have? Do you want to get out to take a hike and experience the outdoors?





## Thank You!

Hope to see you in a Maryland State Park soon!

Melissa Boyle Acuti Maryland Park Service Chief of Interpretation

Melissa.Boyle@Maryland.Gov 443-223-7409 cell

# BREAK

**Up Next!**Group Photo



## What's on Deck!

# Pathway to the Marketplace:

How We Market the Great Chesapeake Bay Loop

- CONSUMER STUDY AND WEB STATISTICS
- CONTENT DEVELOPMENT
- ADVERTISING PLANS
- PUBLIC RELATIONS AND SOCIAL MEDIA

# MARYLAND'S CHESAPEAKE BAY REGION RESEARCH STUDY

#### **RIANNA WAN**

Marketing Data Analyst Research

#### DAESHA STARK

Marketing Associate & Website Support Advertising and Content



# COMPREHENSIVE STUDY OF VISITATION TO MARYLAND'S CHESAPEAKE BAY REGION



#### Background:

- Partnership and funding through OTD and NPS Chesapeake Bay Gateways Network
- Conducted by Rockport Analytics, studied visitation patterns, economic impact, motives for visitation and interests of consumers both in-market and out-of-market.
- Research will help promoting and developing new tour experiences, services, products and marketing initiatives for Chesapeake Bay Storytellers Tours, Chesapeake Bay Gateways and other attractions.

#### Methodologies:

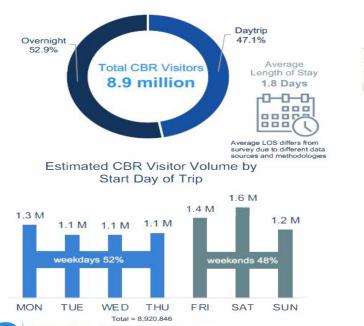
- Intercept Interviews in September and early October at 6 locations around the Bay:
   Solomons, Chesapeake Beach, Annapolis, Kent Island, St.
   Michaels and Havre de Grace.
- Online surveys conducted for both in-market visitors and out-ofmarket potential visitors
- Geolocation survey data analysis from Near
- Economic impact modeling

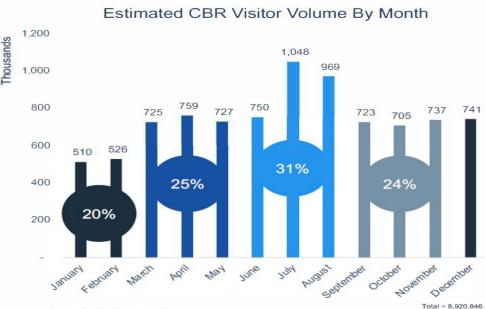
https://industry.visitmaryland.org/industry-research-studies

# Maryland's Chesapeake Bay Region Welcomed 8.9 Million Visitors in 2021

A total of 8.9 million visitors came to the Chesapeake Bay Region in 2021. These visits were evenly split between day trips (47.1%) and overnight stays (52.9%) and the average length of stay was 1.8 days. While weekend travel drives a lot of visitor volume to the region, trips starts were well distributed with over half of visitors beginning their trip on a Monday, Tuesday, Wednesday or Thursday. Summer was the dominant season for travel to the CBR, but the shoulder seasons of spring and fall were relatively strong as well, making up 25% and 24% of 2021 visitor volume, respectively.

Sources: Rockport Analytics, Near





## Visitor Spending in the Chesapeake Bay Region

On average, visitors to the Chesapeake Bay Region over the last two years spent \$1,056 per visitor per trip. This includes \$285 per visitor spent on lodging, which makes up around a guarter of the average trip budget. Not surprisingly, day visitors spent significantly less per visitor (\$90.87) with nearly half of that budget spent on F&B.

#### All Visitors Shopping Ground 15% Transportation Other Attractions 12% Average spend per visitor per Recreation \$1,056 10% Lodging 27% Food & Beverage

Q: Thinking of your immediate travel party, please estimate how much your party spent per day in Maryland on the following items. (Round to the nearest dollar) N=448 for lodging: N=617-660 for other spending categories

#### **Overnight Visitors**



#### Day Visitors



# 2021 CBR Tourism Spending & Economic Impact Highlights

#### **Tourism and Impact**

**\$4.2 Billion**Tourism
Spending

\$857 Million Lodging

\$988 Million Food & Beverage

\$550 Million Shopping

\$1.33 Billion Transportation

\$522 Million
Entertainment and
Recreation

\$3.2 Billion Total Economic Impact

> \$2.0 Billion Direct

\$558 Million Indirect

\$622 Million Induced

# ATLANTIC OCEAN

#### **Jobs and Wages**

58,683
Total Traveler
Spending
Supported Jobs

44,957 Direct Jobs

6,245 Indirect Jobs

7,481 Induced Jobs

\$1.94 Billion Total Wages



#### Tax Revenue Generated

\$469 Million Total Federal Tax

> \$208 Million Social Security

\$152 Million Personal Income

\$109 Million Other Fed Taxes \$610 Million
Total State and
Local Tax

\$278 Million Sales Tax

\$59 Million Local Hotel Tax

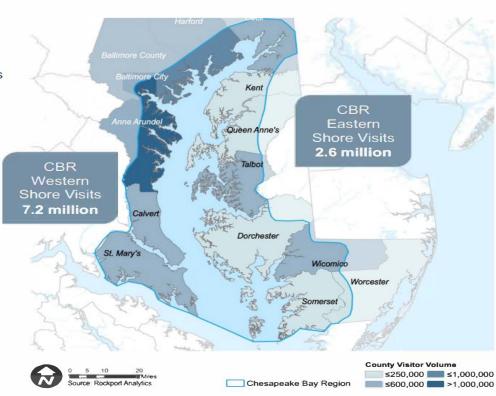
\$273 Million Other State & Local Taxes



# Visitation to the Chesapeake Bay Region Distributed Across MD Counties

The 8.9 million CBR visitors included an estimated 10.3 million county visitors – with roughly 1.2 counties visited on average. The visits were widely distributed throughout the region with 2.6 million visits to eastern shore counties and 7.7 million visits to counties on the western shore. Anne Arundel County & Baltimore City welcomed the largest number of CBR visitors in 2021, nearly 5 million combined.

County	2021 Volume
Anne Arundel	2,730,701
Baltimore City	2,254,541
Baltimore County	835,815
Calvert	446,144
Cecil	591,879
Dorchester	205,868
Harford	817,315
Kent	196,723
Queen Anne's	247,547
Somerset	118,029
St. Mary's	593,669
Talbot	516,399
Wicomico	529,037
Worcester	184,209
Total	10,267,877



## A Multitude of Maryland Industries Benefited from CBR Visitation

Visitation to Chesapeake Bay Region generated \$3.2 billion in net new economic impact for the state of Maryland in 2021. The accommodations sector accrued more than \$510 million in direct economic impact and food services & drinking places accrued over \$410 million. The tourism supply chain and other downstream businesses (indirect & induced) benefited from an additional \$1.2 million in value added in 2021. These impacts flowed to a variety of sectors including professional services, finance & insurance, and health & social services.

2021 CBR Tourism: Economic Impact (Value Added/GDP)

Industry (NAICS)	Direct	Indirect	Induced	Total
	in thousands of dollars			
Real Estate & Rental	\$385,425	\$142,864	\$171,445	\$699,733
Accommodations	\$510,725	\$488	\$269	\$511,482
Food Services & Drinking Places	\$410,420	\$4,102	\$12,555	\$427,077
Arts, Entertainment & Recreation	\$290,162	\$8,220	\$11,563	\$309,944
Retail Trade	\$176,129	\$12,432	\$74,097	\$262,658
Transportation & Warehousing	\$127,465	\$32,292	\$14,069	\$173,826
Professional Services	\$0	\$81,043	\$28,786	\$109,829
Health & Social Services	\$0	\$26	\$108,299	\$108,325
Finance & Insurance	\$0	\$53,999	\$45,462	\$99,461
Administrative & Waste Services	\$0	\$63,165	\$20,892	\$84,057
Other Services	\$0	\$27,020	\$34,037	\$61,057
Wholesale Trade	\$0	\$30,685	\$27,896	\$58,580
Management of Companies	\$0	\$32,198	\$4,486	\$36,683
Information	\$0	\$21,653	\$14,978	\$36,631
Construction	\$0	\$17,819	\$6,636	\$24,454
Utilities	\$0	\$13,070	\$4,889	\$17,959
Educational Services	\$0	\$1,039	\$9,501	\$10,539
Manufacturing	\$0	\$6,461	\$3,302	\$9,763
Ag, Forestry, Fish & Hunting	\$0	\$847	\$398	\$1,245
Government	\$0	\$22	\$275	\$296
Mining	\$0	\$128	\$120	\$248
Total	\$2,035,099	\$558,909	\$622,222	\$3,216,230

#### **CBR Travel Personas**

Footloose

more likely

segment to

to 'get away

from it all'.

travel

Escapists are

than any other

independently

and are looking

In order to better understand key drivers of visitation to the Chesapeake Bay Region, Rockport developed traveler segments around key attitudes and traveler preferences.



**Experiencers** 

Experiencers are most likely to choose a destination based on access to a large variety of activities from entertainment and nightlife to water-based outdoor activities.



**Cultural Explorers** 

Family

travelers

primarily

travel to

spend

the CBR to

time with

First

Cultural Explorers are most likely to choose a destination based on access to cultural activities, museums and heritage sites. They also seek out unique dining and culinary offerings and destinations off the beaten path. Cultural Explorers also travel to spend time with friends or family.



Outdoor a Enthusiasts

Familiarity &

tend to look

Value

travelers

for deals

when they

travel. They

prefer road

more

trips andare

Outdoor Enthusiasts are most likely to take a trip to 'get away from it all' or explore off the beaten track destinations. They are drawn to the Chesapeake Bay Region by walkable waterfront towns and a large variety of outdoor activities.

Rest &

Relaxation

visitors are

most likely to

stress, escape

spend time

with family.

everyday life. &

travel to relieve



Footloose Escapists

The primary reason for their visit the Chesapeake Bay Region to escape the demands and stresses of daily life or to enjoy the Bay's nature, ecology, and wildlife.



Family First family.

Travel allows them the opportunity to connect with family members and create new family traditions.



Familiarity & Value

comfortable staying in budget hotels. Also, they are more likely to take part in activities like fishing, hunting and bird or wildlife viewing when visiting the CBR.



Rest & Relaxation

Rest & Relaxation visitors are more likely than other visitors to dine out, shop, have a picnic, take part in sightseeing, photography or take a scenic drive.

https://industry.visitmaryland.org/industry-research-studies

## Website Visitation & Campaign Reports

## 2021 Chesapeake Bay Storytellers Campaign Results

- Nearly \$4 in revenue was generated for every \$1 spent in digital media for the 2021 Chesapeake Bay Campaign with a total of \$496,974 in hotel revenue.
- The campaign introduced 12,168 new users to our site as 79% of all sessions were new sessions.





Y	⁄ear	Pageviews	Average Session Duration	Engagement Rate
2	023	238,824	2:18	57.34%
2	022	249,527	1:46	50.96%
2	2021	333,781	1:47	47.38%

#### **Yearly Website Visitation**

- 2021 saw the highest number of views for Chesapeake Bay content, mainly due to the Chesapeake Bay Storytellers digital advertising campaign launched in May, with a 25% difference from 2022.
- 57% of the total pageviews for 2021 were garnered during the campaign.
- 2023 showed a 4% decrease in pageviews for Chesapeake Bay content, but the engagement rate and average session duration has increased.

#### **Top Chesapeake Bay Web Content (2023)**

- Website visitation is taken into consideration during annual content review processes and drive our decisions on what to keep, refresh, or unpublish.
- Partners can ensure their organization or destination's visibility on these pages as well as the alignment of themes.

		Views	Sessions
1	25 Can't-Miss Places To Visit Along the Chesapeake Bay   VisitMaryland.org	40,249	34,091
2	Chesapeake Bay Storytellers   VisitMaryland.org	20,635	18,847
3	Great Chesapeake Bay Loop - Home   VisitMaryland.org	20,548	18,485
4	Quintessential Chesapeake Bay Towns   VisitMaryland.org	16,641	15,125
5	Plan Your Getaway on the Great Chesapeake Bay Loop   VisitMaryland.org	13,302	10,434
6	Chesapeake Bay Resorts   VisitMaryland.org	12,349	9,554
7	Top Things to do Around Chesapeake City   VisitMaryland.org	9,172	8,091
8	Havre de Grace Top To-Dos at the Top of the Chesapeake Bay   VisitMaryland.org	8,939	8,149
9	Chesapeake & Ohio Canal   VisitMaryland.org	8,280	7,018
10	Where to Stay Along the Great Chesapeake Bay Loop   VisitMaryland.org	8,026	6,446

## **CONTENT DEVELOPMENT**

## **ANNE KYLE**

Product Development Manager Tourism Development

## **ANA HALL-DEFOOR**

Social and Digital Products Coordinator Strategic Partnerships, PR & Social Media

## THERESA DONNELLY

Writer/Content Developer Advertising and Content

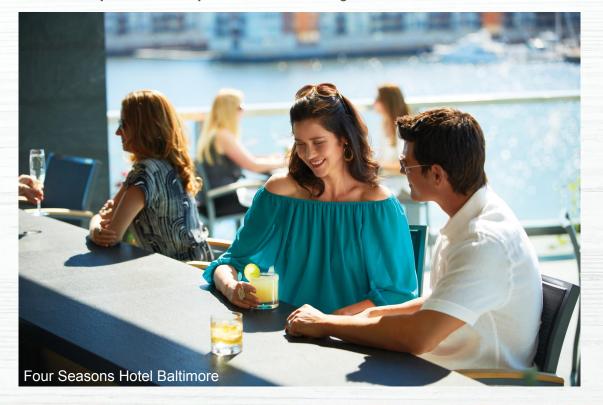
A guide to inspire travelers to plan and book multi-night stays in the Great Chesapeake Bay Loop

- Features content about top Chesapeake Bay travel motivators:
  - Scenic drives
  - Natural beauty and relaxation
  - Walkable waterfront towns
  - Authentic history and culture
  - Museums and historic sites
  - Outdoor activities
  - Lighthouses
  - Beaches and coastline
  - □ Family-friendly activities
  - Local seafood/diverse culinary
- Descriptions of each type of Chesapeake Bay Storyteller tour category and a sample Storyteller interview/quote.
- List of all Storytellers, their tour types and contact information
- · Includes 3 trip ideas based on traveler interests from research



Kayaking at Blackwater National Wildlife Refuge

Unique Chesapeake Experiences: Bayside Adventure and Luxury



The Cultural Explorer: Authentic Journeys on the Bay





An Outdoor Odyssey: Paddling, Pedaling and Playing on the Bay



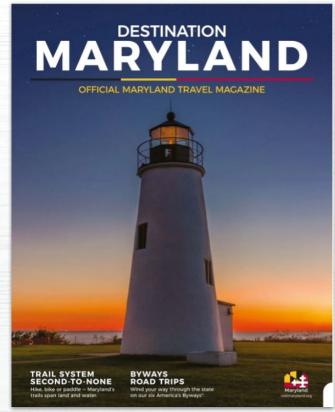
Great Chesapeake Bay Loop Content in 2024 *Destination Maryland* Magazine

Official Maryland Travel Magazine

Features articles and images highlighting the Great Chesapeake Bay Loop

- #MDinFocus
- Maryland Road Trips: Chesapeake Country Scenic Byway
- Four Seasons of Adventure
- Lighthouse Scavenger Hunt
- Find Maritime Magic with Chesapeake Bay Storytellers
- Matchless Maryland
- ☐ Chow Down on Chesapeake Bay Cuisine
- Maryland's Trail System Second-to-None
- Boundless Maryland
- Build Your Own Maryland Adventure

Inclusion in future editions of *Destination Maryland* Magazine



## **Great Chesapeake Bay Loop Web Content**







Water Experiences

Paddle a Maryland Water Trail



Chesapeake Bay Loop

Take a Tour of Maryland's Lighthouses



Only In Maryland

Maryland's Maritime Museums



Chesapeake Bay Loop

25 Can't-Miss Places To Visit Along the Chesapeake Bay

## **Great Chesapeake Bay Loop Web Content Updates**

- Updates to all Great Chesapeake Bay Loop web pages
- Focus on promoting multi-night stays
- Adding pages with details on the 3 trip ideas
- Adding user-generated image galleries
- Updating Storyteller pages with tour descriptions for each business
- Adding a page on Chesapeake Bay beaches



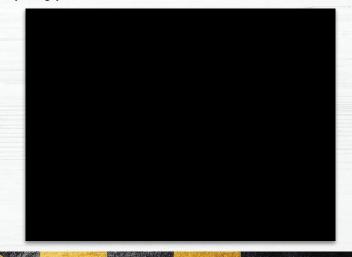
## **New Great Chesapeake Bay Loop Videos with NPS**

#### **Deliverables:**

- Nine themed authentic style, short-form videos based on top motivators for visiting the Chesapeake Bay region:
  - General GCBL experience
  - Unique lodging
  - Quintessential bay towns
  - Coastline/beaches
  - Culinary
  - Seafood specific
  - Water-based activities
  - Land-based activities
  - Maritime history
- A library of broadcast-quality B-Roll video

#### Timeline:

- Phase I Planning and pre-production (April)
- Phase II Filming (May/June)
- Phase III Post-production (June)
- Phase IV Marketplace deployment (July): YouTube & Social Media



## **ADVERTISING PLANS**

## **BRIAN LAWRENCE**

Assistant Director Advertising and Content

## DAESHA STARK

Marketing Associate & Website Support Advertising and Content

## **Advertising and Communications**

- We show that Maryland is a place that's welcoming, accessible and fun, offering lots to see and do.
- These inspirational messages are then retargeted to interested travelers to book a multi-night stay in Maryland.
- We deploy an annual budget of \$7+ million to promote travel to the state within geographic markets: Baltimore, DC, Philadelphia, Pittsburgh, Harrisburg, NYC metro, Cleveland.
- Media channels include: TV, streaming applications, digital ads, social media, radio, print, SEM, and travel platforms such as Expedia, Travelocity, etc.



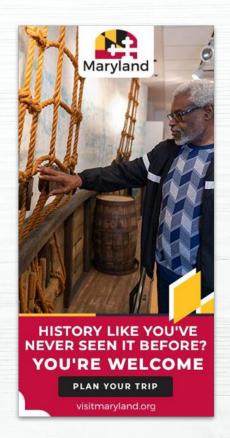


## **Advertising and Communications**

- Research has shown that our advertising garners an awareness ratio of 32:1 for dollars spent.
- Recent ad campaigns have ROIs of \$17:1 (Home for the Holidays) and \$23:1 (spring/summer '23) returning \$38.7 million in revenues for that campaign alone.
- Continue to promote Maryland to consumers in our target markets: NYC metro area, Philadelphia, Pittsburgh, Washington, D.C., Baltimore and Cleveland.
- Utilize research to communicate Maryland's attractiveness as a destination to core and new audiences.
- Build upon "You're Welcome" messaging.
- Work with DMOs on evolution of the cooperative marketing program.

## **Sample Digital Banner Ads**





## **Marketing Framework**





It is important to build a plan. Here is a simple marketing framework with some thought-starters to guide your planning.

## **Chesapeake Bay Campaign Overview**

1



#### **OBJECTIVE**

Encourage travel/multi-night stays to the Chesapeake Bay region, participation in a Chesapeake Bay Storyteller tour, and visitation to one or more quintessential Chesapeake Bay towns



#### **TARGET**

A25-64 travel intenders, HHI range of \$75K-\$150K+, males and females. Target travel intenders searching for family, summer, water-based vacations and travel deals.

j



#### **BUDGET**

\$140,000 plus \$20K for social (\$160,000 total) 4



#### **GEOGRAPHY**

State of Maryland, Baltimore, DC, Philadelphia, Harrisburg/York/Lancaster, NY-Long Island/NJ 5



#### **TIMING**

5/6/24 - 7/31/24

6



#### **CALL-TO-ACTION**

Explore Now/Learn More (Chesapeake Bay Storytellers), View Guide, Free Guide, Stay A While, Plan Your Stay

## **Objectives & KPIs**





- KPIs: Growth of tourism tax codes 111 (Hotels, Motels selling food w/ BWL) and 901 (Hotels, Motels, Apartments, Cottages)
  - Hotel bookings as measured by Adara Impact



#### INCREASE AWARENESS OF MARYLAND CHESAPEAKE BAY AS A LEISURE TRAVEL DESTINATION INCLUDING THE CHESAPEAKE BAY STORYTELLERS EXPERIENCE

- **KPIs:** Impressions
  - CTR
  - Website conversion activities

## **Vendor Tactics**

VENDOR	MARKET	TARGET	TACTIC
The Washington Post	Maryland, Baltimore, Philadelphia, DC. Virginia	A25-64 Travel Intenders HHI range of \$75K-\$150K+ and targeting based on content consumed	Regional strength of Washington Post to promote Chesapeake Bay Storytellers/vacations     Custom content to demonstrate the Chesapeake Bay experience and drive engagement     ROS Banners to support revenue-driving as value-add     Adara revenue tracking and engagement metrics from Washington Post
Basis* Technologies	Baltimore State of Maryland Philadelphia Washington D.C. Harrisburg/York/Lancaster Virginia	A25-64, HHI range of \$75K-\$150K+ Overlay location, interest, contextual targeting	<ul> <li>Suite of display units to drive efficient awareness</li> <li>Native ads that feature our Storytellers and engage readers like editorial content</li> <li>Interest and contextual targeting to align with key travel motivators and interests</li> <li>Retargeting site visitors and ad engagers to drive frequency</li> </ul>
om Tripadvisor	Baltimore State of Maryland Philadelphia Washington D.C. Harrisburg/York/Lancaster Virginia	Travel intenders looking for reviews and recommendations	<ul> <li>Display and native ads targeting users interested in Chesapeake Bay region and competitive locations</li> <li>Display and native ads reaching travel intenders looking for family vacation recommendations in and around the region</li> <li>Consider using 1X Branded Trip from SS24 for CB</li> </ul>
SEM	Baltimore State of Maryland Philadelphia Washington D.C. Harrisburg/York/Lancaster Virginia	Capture search intenders	<ul> <li>Part of evergreen SEM program with a separate budget</li> <li>Add new keyword list and site extension to promote Chesapeake Bay attributes and POIs</li> </ul>

#### **Channel Tactics**



#### **Digital - Custom** Content

#### WashingtonPost.com

The Washington Post Creative Group (WPCG) content team will produce a custom video (2-3 minutes, three Subject Matter Expert interviews with supporting B-Roll including drone footage) shining light on all there is to do in the Chesapeake Bay region.

Using a handful of historic lighthouses as regional landmarks, we will build an "itinerary-like" story within each surrounding area that highlights water activities, trails, and dining.

#### Sample:

A Cycling Paradise On Maryland's Eastern Shore (washingtonpost.com)



The Washington Post Democracy Dies in Darkness

t Bets 🖨

#### Upper Bay Best Bets

By Upper Bay Best Bets

May 3, 2023







Each spring, Harford, Kent and Cecil counties in the Upper Chesapeake Bay area become a hub of outdoor entertainment. Adventure seekers can explore the outdoors by hiking and birdwatching at state parks, fly fishing on Deer Creek, or paddleboarding their way through one of Maryland's many waterways. As the largest estuary in the county, the Bay also offers a variety of serene waterfront views for al fresco dining, and of course, plenty of fresh seafood. Great fun awaits in Harford, Kent and Cecil Counties. Plan your next adventure in the upper bay, and experience the great outdoors.

The Washington Post Democracy Dies in Darkness

County MD

#### A Cycling Paradise On Maryland's Eastern Shore

By Talbot County, MD JUNE 14, 2023







Cycling is trending uphill. Whether used as an affordable form of ex flexible way to sightsee, or just an enjoyable manner of recreation, are rekindling a love affair with bicycles.

In Talbot County, Maryland, cyclists can find some of the best bikin nation. With pristine views of the Chesapeake, extra wide shoulders roads, a bike-friendly ferry across the water, and more, the Talbot provide adventure for everyone on two wheels.



#### **Channel Tactics**



### Digital – Static Banners

#### **Tripadvisor/Basis Technologies**

- Follow "You're Welcome" campaign position
- Drive multi-night stays through showcasing Chesapeake Bay key differentiators:
  - Chesapeake Bay Storytellers
  - Chesapeake summer/vacations
  - Byways on the bay
  - Chesapeake heritage, history & culture
  - Deals & discounts



## Connecting to stories of the past? YOU'RE WELCOME

PLAN YOUR TRIP







- Leverage learnings from from 2021
  Chesapeake Bay Storytellers campaign
- Unique photography, copy and CTA to differentiate this Chesapeake Bay Storytellers campaign from Spring/Summer campaign creative promoting the Bay/water-based activities.

## **Landing Page & Conversions**

Banner ads will complement and drive interests to two landing pages on VisitMaryland.org.

Primary: https://www.visitmaryland.org/chesapeake-bay-

storytellers

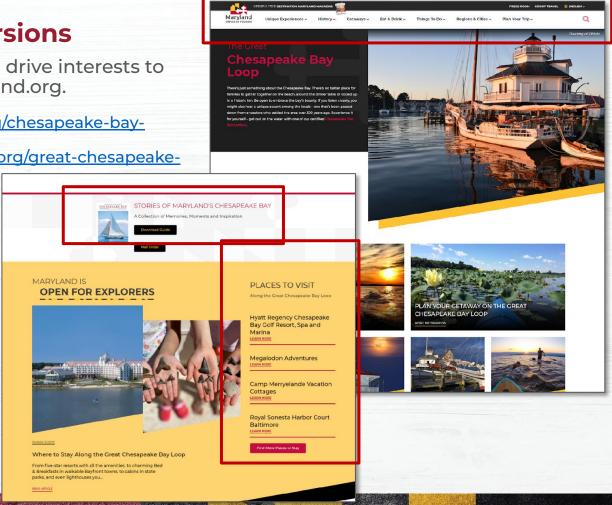
Secondary: https://www.visitmaryland.org/great-chesapeake-

bay-loop

Ad campaign will be optimized based on key website conversion actions that serve as soft indicators of travel interest/trip planning or bookings.

## Primary Website Conversion Actions:

- Places to Stay
- Chesapeake Bay Storytellers Guide
- Destination Maryland Magazine
- Things to Do
- Plan Your Trip



## **Diverse Travel Experiences**

- OTD is committed to incorporating Sustainability, Seasonality, and Belong-ability into all initiatives.
- The importance for travel brands to consider inclusion will continue to grow, especially as younger generations are more diverse than ever before.
- 7 in 10 consumers would choose a destination, lodging, or transportation option that is more inclusive to all types of travelers, even if it's more expensive. (Expedia Group)
- Black travelers represented 7% of visitors to the Chesapeake Bay region. Among those in Generation X (age 42-57), more were Black (12%) compared to other generations. (Rockport Analytics)





African American & Indigenous Storytelling

- The Chesapeake Bay Storytellers training 2.0 included more inclusive content focusing on Indigenous and African American peoples and cultures
- The Chesapeake Through Tubman's Eyes website content was crafted to align Maryland's unique differentiators and promote attractions that interpret the history of Harriet Tubman's journey throughout the Chesapeake Bay.
- Highlight Native American and Indigenous Peoples stories throughout 2025 leading into Maryland's 250th.

The Chesapeake Bay
Through
Harriet
Tubman's
Eyes

When Harriet Tubman set foot on the fields and marshes surrounding the Chesapeake Bay and worked its waterways, America was a different place. Woodlands were expansive, widerness seemed endless, and she, like many other African-Americans, was held in the bonds of slavery, surviving while westling an existence from the land, as she stood on the bonds of slavery, surviving while westling an existence from the land, as she stood on the chesapeake's thore, worked list docks and dhippads, and pende darces its vast open waters, what did she think and feel about the natural world which surrounded her and the maritime

Tubman developed skills as a naturalist to read the land and its cycles navigate by the stars, detect the changing lides, predict the water, and sense approaching darger by the starking the reactions of wildlife. She was infinishely familiar with the Chespeake's thickets, markbes and covers - with places to hide, food to gather, and pathways to severely meet up with once, set life was intertwined with the Chespeake's land and vasterscapes, its beauty and withinses, from waith the others scientified condent and streamly.



The Eastern Shore of the Chesapeake

> The water-faced Eastern Shore landscape is Harriet Tubman's homeland. From the misery of slavery and the lating love of family, she learned survival and navigation skills on the land and water, became strong and self-determina, and developed significant markims connections that served her successful contents and several service services in the followed:

> > Experience Adkins Arboretum's Audio Tour A Journey Begins: Nature's Role in the Flight to Freedom and Watch the Film Rooted Wisdom



Along trails at Adkins Arboretum, walk through verdant woodlands, cross sparking streams and view freshwater wetlands, all the while contemplating how freedom seekers found their way and survived on fool in these environs. Discover

The Chesapeake's Western Shore/Central Maryland

f y p □

Maryland's largest port cities witnessed the slave trade and grew vibrant waterfront communities, an elaborate Black maritime network, and a clandessine Underground Railroad operation in which Harriet Tubman acti operated and Empfarick Douglass found bis freedom.

- Sit with Alex Haley at the Kunta Kinte-Alex Haley Memorial at Annanolis City Dock
- 2 Visit Historic London
- 3 Walk the Streets of F Point Historic District
- 4 Explore the Frederick Douglass/Isaac Myers
- 5 Visit President Str
- 6 See Dugan's Wharf Site. The Origin of Tilly's

Sit with Alex Haley at the Kunta Kinte-Alex Haley Memorial at



Sit alongside the statue of Alex Haley, author of Roots, at it place where Kunta Kinte arrived in chains at Annapolis Cit, Dock, The Kunta Kinte-Alex Haley Memorial portrays in wo and symbol, the triumph of the human spirit. The monum commemorates the actual name and arrival place of an

#### **Hispanic Travelers - What the Research Tells Us**



 Hispanic travelers are a key audience for Maryland Tourism as they are big spenders & travel more – they spend ~\$6,000 per trip (+30% vs. the rest of U.S. travelers) and make 2 more trips per year.

- When visiting Maryland, they stay longer –
   2.5 nights vs. 1.3 nights.
- **Skew younger.** Majority of trips by Hispanic visitors to the state are made by visitors ages 18 to 34 (60%) and 35 to 49 (27%).
- Book direct. Majority of Hispanic travelers to the state book their trips directly on accommodation websites (35.3%), attraction websites (16.6%) and transportation websites (18.8%).
- Last-minute spontaneous travelers. 59
   percent of Hispanic travelers to the state
   visit/book their trip within the same day or
   one week, and 27.4 percent visit/book within
   two to four weeks.
- Hispanic representation in visuals is important. 52% of Hispanic travelers prefer destinations with Hispanic representation.

#### **Messaging & Tactics**

- Travel for this group isn't just about ticking off destinations—it's about connecting with cultural roots, creating memories, and strengthening family ties.
- Many potential Hispanic visitors lack awareness of Maryland's offerings.
- Messaging areas of opportunity that may align best to the preferences we're aware of include:
  - Family-Friendly Fun
  - Live Music & Entertainment
  - Casinos & Drinking Businesses
- CTV/Streaming TV is a key channel and dominates TV viewing.

- Radio reaches more Latinos every month than any other linear or digital media platform. AM/FM radio can deliver the scale across all age groups (97% monthly reach). 59% combined monthly reach of streaming music, podcasting and satellite radio.
- For digital audio, Pandora and Spotify are top apps but other outlets like Univision, SBS and Entravision are also popular.
- Growth in podcast listenership: Hispanics are 13% more likely than the general population to listen to podcasts.
- Facebook, YouTube, and Instagram are most popular social media platforms.

## **Hispanic Audience Expansion**

- Align media with key Hispanic interests/activities.
  - Nightlife, boating/sailing, birthday/other celebrations, culinary, visiting national/state parks, biking, winery/brewery/distillery tours, beach/waterfront, and tours/sightseeing.
- Develop creative and content that celebrates Hispanic cultural contributions, such as local Hispanic festivals, cuisine, art, and music.
- Test both English and Spanish versions of creative while engaging an outside resource to support translation, including regional differences.



# PANEL: AMPLIFICATION THROUGH PUBLIC RELATIONS & SOCIAL MEDIA EFFORTS

## MODERATOR CONNIE SPINDLER

Communications Specialist Strategic Partnerships, PR & Social Media

## **Amplification through Public Relations & Social Media Efforts:**

## **Panelists**

**Social Media** 

**Ana Hall-Defoor** 

Social & Digital Products Coordinator, MD Office of Tourism

#### **International**

**Stacey Sheetz** 

Marketing & Membership Director, Capital Region USA

#### **Domestic**

**Hilary Dailey** 

Tourism Program Specialist, Calvert County Tourism

**Niche: Fish & Hunt Maryland** 

**Courtney Brody** 

President & Founder, Brody MKTG

## **Public Relations ROI - FY23 Highlights**

\$108,062,892

Earned Media Value

4,505,119,938

Audience/Circulation

450+

Direct Media Interactions

1850+

Media Placements

40+

Supported Media Visits

## **International Efforts**

Canada, UK, Germany, France

## Media, Journalists and Tools/Tactics



## **Amplification through Public Relations & Social Media Efforts:**

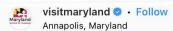
## SOCIAL MEDIA: ANA HALL-DEFOOR

Social & Digital Products Coordinator Strategic Partnerships, PR & Social Media

## **Social Media**

## **OTD Support:**

- Engage with the Maryland Office of Tourism by following and tagging our accounts:
  - @TraveIMD (Facebook and X)
  - @visitmaryland (Instagram)
- Generate excitement for your event, excursion, attraction, etc., by offering tickets/prizes for the weekly #MarylandMondays giveaways
- Keep us informed about any significant upcoming social media campaigns so that we can assist with amplification.













577 likes

visitmaryland #MarylandMondays giveaway: Click the link in our bio to enter for a chance to win a four-pack of general admission tickets to the United States Powerboat Show (Oct. 6-9) or the United States Sailboat Show (Oct. 13-17).

The contest ends on 09/25/22.

The winner is notified via email.

#MDinFocus #VisitMaryland #VisitAnnapolis

## **Social Media**

## Tips to maximize your reach:

- Post captivating photos or short-form videos that promote travel to the Chesapeake Bay region.
- Tag OTD and relevant industry partners in your posts, and actively engage with their content as well.
- Use trending hashtags, including but not limited to: #GreatChesapeakeBayLoop #ChesapeakeBay #Chesapeake #MDinFocus.
- Connect with your audience by promptly responding to comments and messages, and actively engage with posts where they tag you.
- Align your content with popular national and state holidays







## **Setting the Stage for International Market**

- Capital Region USA (CRUSA)
  - UK (England, Ireland and Scotland)
  - Germany
  - France and Belgium
- Canada (Ontario and Montreal)
- U.S. Travel Association
  - IPW Media Marketplace





## **Amplification through Public Relations & Social Media Efforts:**

## **INTERNATIONAL:**

## STACEY SHEETZ

Marketing & Membership Director Capital Region USA (CRUSA)

## **Story Angles & Themes that Resonate with International Travelers**

- Experiential Cuisine
- Sustainability
- Alternative Travel
- Wellness
- Scenic Byways and Trails
- USA's 250th Anniversary
- Great Outdoors
- Affordable Travel

## **Select Tools & Tactics Used in the International Market**

- Hosting Press Tours in Market
- Use of Themed Press Releases
- Samples of Published Articles

# Women's Health

UK Market: July 2023

By Sarah Coleman

"If you're wanting to explore the Chesapeake Bay a little more, then renting a kayak at Chesapeake Bay Environmental Centre is a great place to start. The centre offers guided tours of the bay, which include insights into the flora and fauna of the wetlands, all whilst gaining introductory paddling skills. If you're more confident you can also rent a kayak and explore at your own pace.

Maybe water-based activities aren't your thing, but you still want to explore the Chesapeake Bay, then renting a bike and cycling The Cross Island Trail is an excellent alternative. The trail takes you through lush woodlands and skirts along the bay, allowing you the opportunity to cool off with a paddle or a swim."

## **German Market:**

Publication: Marco Polo - Wohin geht die Reise / p2

September 1, 2023

Date: Audience: 10,000





Publication: tip exclusive USA / p1 November 15, 2023

Audience: 10,000



## Einmal um die Chesapeake Bay

Tief in die Geschichte der USA führt eine Reise um die riesige Meeresbucht, die von Maryland bis Virginia 200 km weit ins Land reicht.
Hier gingen vor gut 400 Jahren die ersten englischen Siedler an Land, erkämpften später ihre Unabhängigkeit und machten daraus das

Die Geschichte der Erde. Bester Startpunkt für diese Tour durch den Werdegang Amerikas ist Washington, DC,

## Canadian Market: Fifty-Five Plus Magazine, January 2023 Issue By Jennifer Hartley



uthor John Steinback once said, "People don't take trips, trips take people." As we mark Black History Month, it is the perfect time to remember how, for 30,000 to 40,000 people from the United States, a trip to Canada on the Underground Railroad brought freedom.

Today, you can take that same journey back, by car, to where it originated: Maryland. It's a mere eight hours away. The northeastern area of the state is chock full of diverse experiences and, of course, fantastic cuisine that is a mix of the local bounty of the land and the waters of Chesapeake Bay and Susquehanna River. Finding the best crab cakes here is a noble endeavour.

If you only have time for a quick getaway, the two main counties to hit are Harford, including the villages of Bel Air and Havre de Grace, and Cecil, with stops in Charlestown, Chesapeake City, Elkton, North East, Earleville and Rising Sun.





## **Introduction to Domestic Market**

- National
- Regional
- Local
- Hyper-local

- Print
- Broadcast
- Cable
- Online





4 OF 13

Cove Point Lighthouse

## **Amplification through Public Relations & Social Media Efforts:**

## **DOMESTIC:**

## **HILARY DAILEY**

Tourism Program Specialist Calvert County Tourism

## **Select Tools & Tactics Used in the Domestic Market**

- Pitching
- Direct Queries
- Roundups
- Visual Asset Library
- Media Marketplaces
- Hosting Writer Conferences
- Samples of Publications & Broadcast Coverage

## **Domestic Market Placements**



The Weather Channel



## Southern Living





## **Domestic Market Placements**



## **Amplification through Public Relations & Social Media Efforts:**

## NICHE: FISH & HUNT MARYLAND

## **COURTNEY BRODY**

President & Founder Brody MKTG

## Niche Market: Fish & Hunt Maryland

## A Cooperative Initiative Showcasing Maryland's Premier Fishing & Hunting Assets



- Direct to consumer
- Founded in partnership
- A "hook" to drive in and out of state tourism spending
- Informational and inspirational resource hub
- Multi-platform seasonal campaigns
- Social content
- Events
- Active immersion products

## Niche Market: Fish & Hunt Maryland Follow the Trails

- Experiential niche products built through partnership
- Sites selected to maximize Maryland's natural resources
- Ability to move tourism dollars throughout the state
- Trail Sites as a gateway to surrounding assets
- Multi-platform marketing

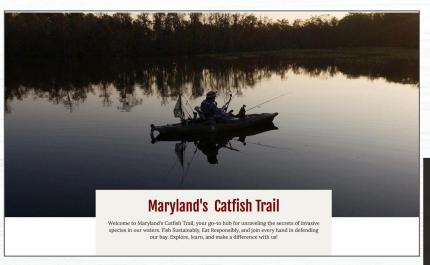






## Niche Market: Fish & Hunt Maryland Catfish Trail

Prime Fishing Spots, Expert Tips, Tournaments, Events, Guides, Restaurants, Sites and More



#### Where to Dine

Explore Maryland's invasive cultinary scene, where local restaurants showcase the freshest seafood delights. Whether you're drawn to iconic establishments or hidden gens, each dining experience captures the essence of Maryland's marine heritage. If you're eager to savor a catfish-inspired dish, explore the curated list below by Maryland's Best, For additional dining options, Vigiti Maryland offers a comprehensive guide.

- Old Salty's Restaurant
- · The Big Owl Tiki Bar
- Chesapeake Bay Beach Club & Knoxies Table
   Fisherman's Inn
- The Kentmorr Beach Bar & Grill
- \_\_\_\_
- The Narrows Restaurant
- Fish Whistle
- Legal Assets
   Star's Restaurant

### Where to Fish in the Region

#### Pocomoke River State Park

Tacked way on Maryland's lower castern shore, Psconnide Sixel Bark is well known for cyprose women that border the Psconnide Sixel Bark is well known for cyprose women that border the Psconnide Sixel. The river originates in the Great Oypress Swamp in Delaware and flows assolutivesterly 45 miles to the Chesapoide Say. The park provides a base for a vest array of outdoor and tourist sociolises including shifting, billing, brilling, b



There are two distinct areas of Pocomoke River State Park: Shad Landing, on the south side of the river off Route IB, an Millburn Landing, on the north side of the Pocomoke River on Route 384. It is a 25-minute drive between the two areas-Pocomoke River State Park.





## Niche Market: Fish & Hunt Maryland Opportunities to Get Involved



- FHMD Blog content submissions
- Planning Resources directory
- Trail packages
- Give the Gift offers



- Events (Tournaments, Festivals, Etc.)
- Press outreach

## **Niche Market: Fish & Hunt Maryland Fly Fishing Trail Coverage**





#### **BAY LIVING**

Brown Trout at the end of a fly line on Morgan Run. Photo by Duber Winters

## Maryland's New Fly Fishing Trail

By Marty LeGrand / March 29, 2023

Move over, Montana. Outta the way, Outer Banks. Maryland, too, wants to woo the Woolly Bugger crowd. The Old Line State has launched the nation's first statewide trail of fly-fishing destinations in a bid to boost tourism and promote a popular pastime (one of whose delightfully named flies is Woolly Bugger).



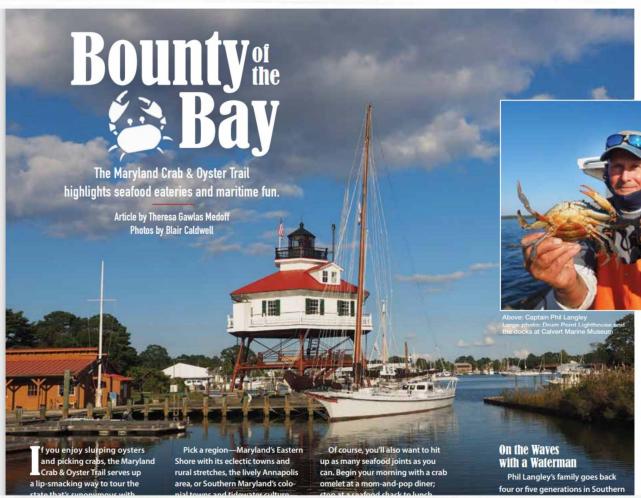


AAA WORLD | MID-ATLANTIC STATES | NORTHEAST STATES

## MARYLANDS FIRST-IN-THE-COUNTRY STATEWIDE FLY-FISHING TRAIL NEW TRAIL DETAILS THE STATE'S TOP FLY-FISHING SPOTS

By Nick Honachefsky | August 08, 2023 | 3 min read

One whipping cast of the fly rod and then the strip-strip of the line. The Clouser minnow fly pattern—famous for catching a variety of fish—submerged into the clean, inviting waters of Assawoman Bay, a sublime marine world on the backside of Ocean City, Maryland's shores. I pulled the line, and the fly danced.



Besides guiding fishing charters, Langley is one of numerous individuals, museums and organizations in Maryland offering experiential watermen's heritage cruises.

With cruise guests aboard the Lisa S, a traditional deadrise workboat built to

Guests can try hauling out the pots, too. "It's kind of eye-opening for them when they feel how strong the water pressure is; it's not as easy as they think," he says. "It's a lot of physical work involved, especially if you're crabbing or oystering full time, and there's no guarantees."

In the early 1980s when Langley began his career, he would set 150 pots, pull them all by hand (a process now typically done hydraulically), and end up with about 10 to 12 bushels of crabs in a day. "Not anymore," he says. With pollution and past overharvesting, there are simply fewer crabs in the bay. "Now you need to set at least 300 pots to get that kind of harvest. Some guys set 500 to 800 pots just to survive," he says.

To help the bay rebound, Maryland has strict regulations for commercial crabbing, mandating the season, hours on the water, gear, catch limits and crab size. If the crab is too small, it must be returned to the water.

Later, back ashore, the crabs are steaming over an open fire and Langley spreads thick brown paper on tables under a waterfront pavilion. When the now bright-red crabs are ready, he brings them to the tables, proffering a big tin of Old Bay seasoning.

He gives a demo in crab picking for any novices in the group. First, remove the claws and legs. Then, remove each of the back fins by cracking them at the joint to get at that jumbo lump backfin, the most

ing oysters in the bay.

Langley circles the 1904 Point No
Point Lighthouse, calling out various
types of seabirds perched on the
station once manned by his distant
relative, back before the still-working
lighthouse was automated.

navigate the shallow waters of

the Chesapeake, Langley motors

down St. Jerome Creek toward the

Chesapeake Bay. He points to a dock

surrounded by buoys, the only visible

markings of the aquaculture farm of

True Chesapeake Oyster Co., one of a

growing number of companies farm-

## Amplification through Public Relations & Social Media Efforts: Key Takeaways

- Add OTD PR staff to your press release lists
- Follow and engage with OTD on social platforms
- Partner with your local tourism offices
- Maintain a library of robust visual assets
- Consider which PR tools & tactics you can deploy
- Amplify the Great Chesapeake Bay Loop messaging!

# REMINDER Q & A Coming Up

## **CYNTHIA MILLER**

Director, Strategic Partnerships PR & Social Media

What's on Deck!

## LUNCH

Up Next!
Take a Deeper Dive

What's on Deck!

# Take a Deeper Dive: Collaborative Partnerships

- Group Travel Sales and Packaging
- Managing Your Information, Packaging and Events
- Chesapeake Bay Passenger Ferry Project
- Upper Bay Best Bets Marketing Partnership

# GROUP TRAVEL SALES AND PACKAGING

## **RICH GILBERT**

Travel Trade Sales Manager

## **Selling to Groups**

- Motorcoach Operators
- Tour Operators
- Receptive Tour Operators
- Group Leaders
- Student/Field Trip Planners
- Reunion Planners
- Step-on Guides
- F.I.T. Receptives (International)



## Why Package?

- Makes it easier for purchase
- Saves tour planner time and energy
- Increases your sales team
- It's the way tour companies are buying
- Steer business to your "need" times



## **Popular Group Tour Packages**



## A Day in St. Michaels **BOAT RIDE, TOUR & LUNCH**

Your authentic Chesapeake Bay experience begins here! Come visit the colonial harbor town of St. Michaels, Maryland, for a full day of activity that offers something for everyone. Our package includes three venues located on Navy Point, a beautiful stretch of waterfront property located on the St. Michaels harbor and the scenic Miles River, Tickets are \$67 per person (minimum 30 people per group), A 50% deposit is required to hold your reservation, refundable with two-weeks advanced notice of cancellation.

For more information, call 410-745-4947 or email Iseeman@cbmm.org.

#### INCLUDED:



#### Highlights Tour of the Chesapeake Bay Maritime Museum

In this 90-minute tour, a tour guide will help you discover the incredible history, heritage and culture of the Chesapeake Bay through CBMM's interactive exhibits and priceless collections. Explore a working boatyard, scale the winding stairs to a birds-eye view of St. Michaels from our 1879 Hooper Strait Lighthouse and witness the legacy of the Chesapeake's oyster and crab industries.





Enjoy a relaxing hour-long cruise on the Patriot, a 149-passenger cruise ship guided with an historic narration of St. Michaels and its surrounding area. Cruises run along the Miles River, where the expansive natural surroundings of the Eastern Shore can be enjoyed from the air-conditioned main deck or the open-air top deck.





Indulge in the seafood bounty of the Chesapeake Bay at this famous restaurant overlooking St. Michaels Harbor. The Crab Claw's delicious traditional Eastern Shore menu offers visitors a full-course lunch that will satisfy the heartiest of appetites.



Chesapeake Bay Maritime Museum • 213 N. Talbot Street • PO Box 636 St. Michaels, MD 21663 • 410-745-2916 • cbmm.org

#### Chesapeake City ... on the C&D Canal

9:00 AM	Meet your guide at the Chesapeake House or the Delaware House on I-95 for a
	short "pit stop." orientation and then off to Chesapeake City

10:00 AM Arrive in the Chesapeake City area and a narrated tour around the area Thoroughbred Horse Farms and then returning to Chesapeake City for a town tour.

12:30 PM Lunch at the Chesapeake Inn followed by some time to walk around the Town and/or visit the unique shops before a Canal Cruise by Captain DJ (Chesapeake City Water Tours).

2:00 PM One hour narrated Chesapeake and Delaware Canal Cruise

> Chesapeake Water Tours has a new Pontoon Boat (with a Head) that can hold 45 max passengers, and is located in the heart of south Chesapeake City where the shops and the Chesapeake Inn are located.

3:15 PM Depart for home

#### **Chesapeake City Water Tours**

Captain DJ Fasick 1 Bohemia Avenue Chesapeake City, MD 21915 Tel: 443-566-3386 CCWaterTours@gmail.com























## **Capital Region USA**

Capital Region USA (CRUSA) is the official regional destination marketing organization promoting Maryland, Virginia & Washington, DC.

Travelers from overseas visit multiple destinations, stay longer, and spend considerably more than domestic visitors.

By working together, the partners have created a regional destination that is more compelling to the overseas visitor and mirrors their vacation patterns of visiting multiple states.

## More overseas visitors, staying longer, and spending more money.

- UK/Ireland
- Germany/Switzerland/Austria
- France/Belgium (French speaking)
- Benelux (represented via French office)

## **Hip & Historic**

Day 1: Arrive Dulles

Day 1-2: Washington, DC

Day 3-4: Baltimore

Day 5: Annapolis

Day 6: St. Michaels

Day 7-8: Virginia Beach

Day 9-10: Williamsburg

Day 11-12: Charlottesville

Day 13: Shenandoah National Park

Day 14: Alexandria

Day 15: Return to Dulles



## **Inbound Receptives**

**River & Trail Outfitters -** Raft, tube, kayak, canoe the beautiful Shenandoah and Potomac rivers near Harpers Ferry and Antietam Creek. Bike rentals along the C&O Canal. Themed paddling tours and team-building. Bike & Hike shuttling services available, visit site or call to schedule shuttle service. Over 40 years of experience. Boat sales & campground. Apr-Oct 7 days a week; Nov-Mar 5 days a week.

Blackwater Adventures - Your one-stop outfitter for your outdoor entertainment, offering both equipment and guided tours. At the Blackwater location, they're housed in an old cannery, where they offer: Kayak rentals (single & tandem), Bicycle rentals, and guided cycling and paddling tours (focus on nature or history); moonlight paddles; some tours include wine tasting at Layton's Chance Winery.

Annapolis Sailing Cruises - Sail the Chesapeake on one of two, 74-foot wooden, schooners that offer a real Chesapeake Bay sailing experience for 2-hour public cruises, as well as longer specialty cruises. Sail past the US Naval Academy, gorgeous homes, and the historic city skyline. Raise the sails, steer the boat, or simply sit back and relax with a cold beverage. During the weeknights, we have History Mondays, Beer Tasting Tuesdays, and Wednesday Night Racing. Departs from the downtown Annapolis Waterfront Hotel.

## **MAXIMIZING OPPORTUNITIES**

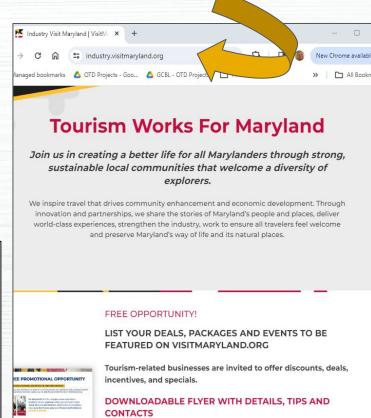
#### LISA HANSEN TERHUNE

Destination Development Manager Tourism Development

#### INDUSTRY RESOURCES ON INDUSTRY.VISITMARYLAND.ORG

- Find research, marketing plans, annual report, social media guides, links to newsletter and more.
- Access our self-entry portal here to enter and update your:
  - Business Listing(s)
  - Events
  - Special Offers, Deals, and packages





#### **BUSINESS LISTINGS: HOW TO MANAGE YOURS!**

#### 1st - Go to VisitMaryland.org

Search for your business



- > It may be in a LIST or in an ARTICLE
- > If present, does link to your BUSINESS "PROFILE" LISTING?



#### **BUSINESS LISTINGS: HOW TO MANAGE YOURS!**

#### 2nd - If it is not present, to claim or manage it:

- Go to our <u>Self-Managed Database</u>
- Register with a username/password
- Enter your business name
  - if it is in the database, it will pop up!
  - follow the steps to become the Editor
- If it does not auto populate,
  - follow the steps to create new business listing

#### Login page

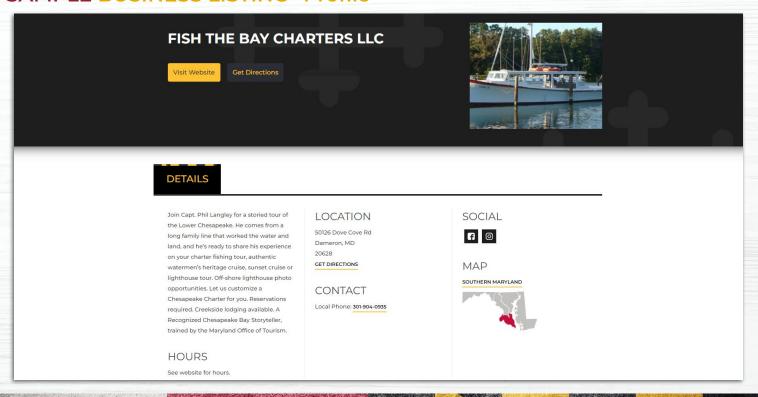




Direct Link to self-entry portal:

#### **BUSINESS LISTINGS: HOW TO MANAGE YOURS!**

#### SAMPLE BUSINESS LISTING "Profile"



#### **EVENTS, DEALS, DISCOUNTS AND PACKAGES: TIPS & IDEAS**

#### Next - In the self-managed database, you can

- List events to populate VisitMaryland.org calendar
- List special offers, deals, discounts and packages
- ❖ TIPS:
  - > Determine the start/ end dates, restrictions and make trackable
  - Include an enticing image (1200 x800 px)
  - Make it unique...
    - seasonal discounts → added-value incentives
      →two-4-ones →weekday stay discounts
  - Give your offer a memorable name!

### "HALF OFF 2nd NIGHT WEEKDAY STAYS"

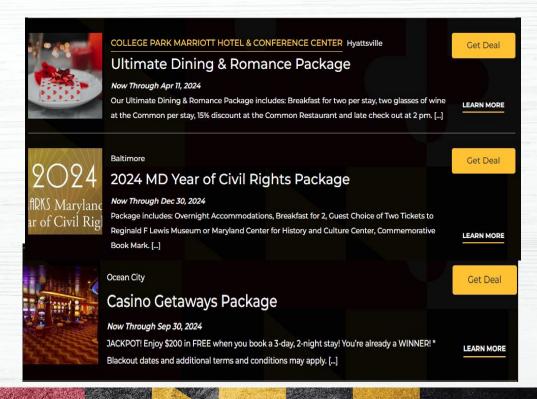
Enjoy your Maryland getaway - stay for one night and enjoy 50% your second night. Valid Sun-Thurs Jun 16 - Oct 8, 2024.

[Learn More]

#### **EVENTS, DEALS, DISCOUNTS AND PACKAGES: TIPS & IDEAS**

PACKAGING TIP: Find a partner and make a package! Combine hotel stay and tickets to

attractions, museums or experience.



#### INDUSTRY RESOURCES MARYLAND WELCOME CENTERS

#### YOUR IN-MARKET SALES TEAM

- I-95 South and I-95 North Welcome Centers @Savage
- South Mountain Welcome Center at I-70 Eastbound and Westbound @Myersville
- Mason Dixon Welcome Center @Emmitsburg
- Sideling Hill Welcome Center @Hancock
- Youghiogheny Overlook Welcome Center @Friendsville
- Bay Country Welcome Center @Centreville



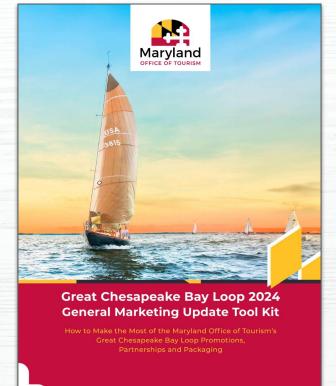
#### INDUSTRY RESOURCES MARYLAND WELCOME CENTERS

- > Stop in. Say HELLO
  - Travel Counselors your front-line team meeting and greeting travelers
- > Distribute your brochures, promote your events, and deals.
- > Set up a display about your company
- > Share travel resources with your guests
  - Order travel magazines, maps and more ORDER IN BULK FOR YOUR CUSTOMERS!



#### **GENERAL MARKETING UPDATE**





What's on Deck!

## Take a Deeper Dive: Collaborative Partnerships

- Chesapeake Bay Passenger Ferry Project
- Upper Bay Best Bets Marketing Partnership

#### **COLLABORATIVE PARTNERSHIPS**

# CHESAPEAKE BAY PASSENGER FERRY PROJECT

#### **CLINT STERLING**

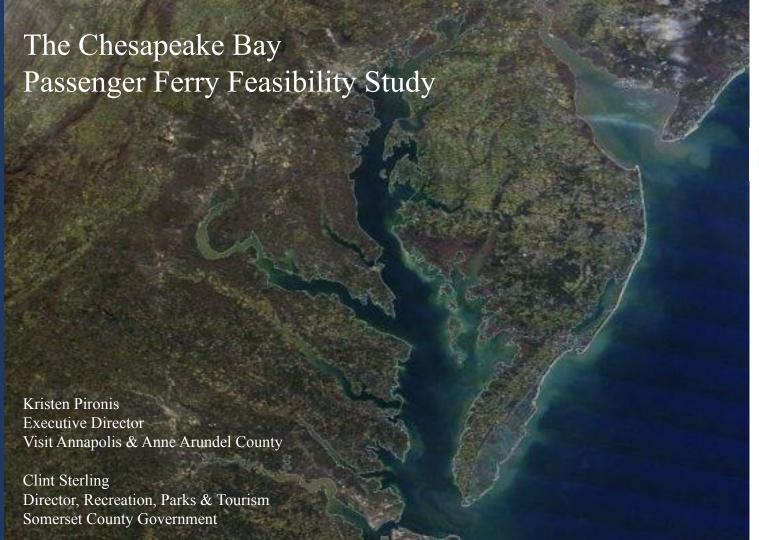
**Executive Director** 

Somerset County Recreation, Parks, and Tourism

#### KRISTEN PIRONIS

**Executive Director** 

Visit Annapolis & Anne Arundel County













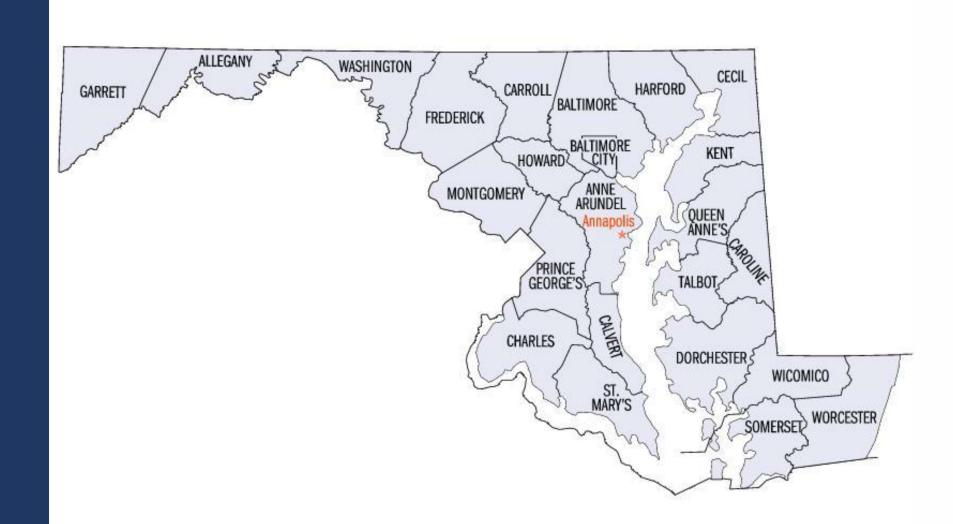
Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."

-Mark Twain



## Intercity Railway and Ferry Service of the Mid-Atlantic Region Wilmington, Baltimore, Washington, and Richmond

































#### **COLLABORATIVE PARTNERSHIPS**

# UPPER BAY BEST BETS MARKETING PARTNERSHIP

#### **TYLER ZEISLOFT**

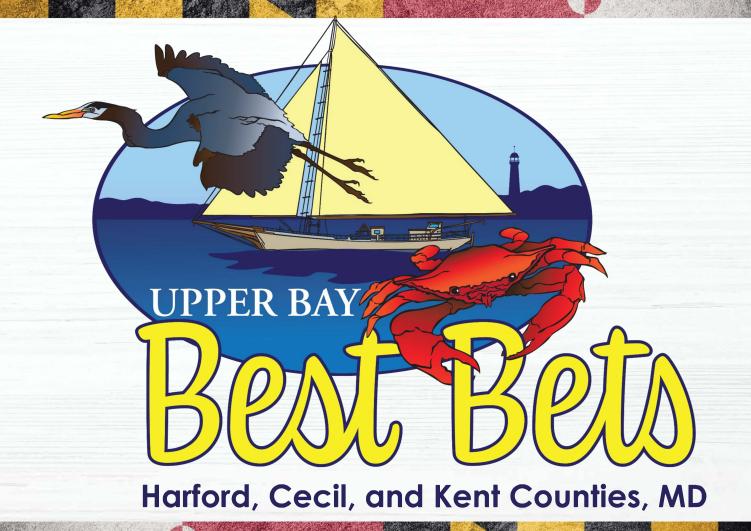
Marketing & Communications Coordinator
Visit Harford

#### **SANDY TURNER**

Tourism Manager Cecil County Tourism

#### **SHALYN BOULDEN**

Tourism Manager
Kent County Economic
and Tourism Development



# How Does UBBB Collaborate Today?









Philadelphia



Washington DC



Pittsburgh



#### SCAN THE OR CODE TO REGISTER

- ONE WEEKNIGHT STAY @
   FAIRWINDS FARM BED &
   BREAKFAST
- \$60 GIFT CERTIFICATE TO WOODY'S CRABHOUSE



#### CECIL COUNTY, MD



- ONE WEEKNIGHT STAY @ WHITE SWAN TAVERN
- \$150 GIFT CERTIFICATE TO WATERSHED ALLEY

#### KENT COUNTY, MD

- ONE WEEKNIGHT STAY AT SPENCER SILVER MANSION
- \$25 GIFT CERTIFICATE TO MACGREGOR'S RESTAURANT

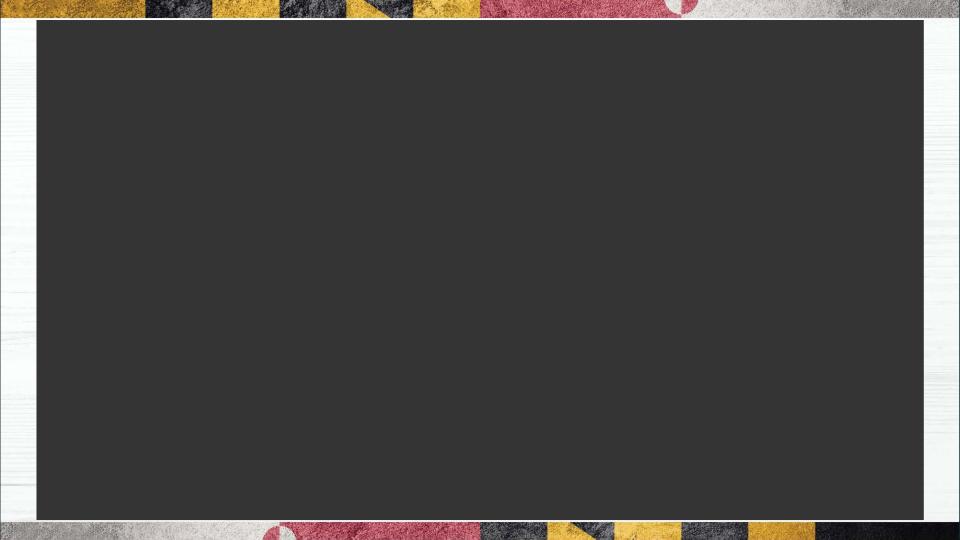
HARFORD COUNTY, MD



#### Contests!

AAA Travel Showcase- Pittsburgh 2024

#### Collaborative





Harford, Cecil, and Kent Counties, MD

#### What's on Deck!

# QUESTIONS and ANSWERS



#### **Maryland Office of Tourism - Next Steps:**

Apr 24th - Attendees will be notified via email that the presentation, toolkit, Q & A summary is be on OTD's industry website **and** to complete the linked feedback survey.

May - Domestic advertising begins

May 8th - Survey period closes.

June 15th - Maryland's Great Chesapeake Bay Loop Getaway Guide is available for distribution.

July - Canadian advertising begins



#### **Your Next Steps:**

#### By May 8th -

- Review the information on Industry. Visit Maryland.org
- Sign up for Insights!
- Complete feedback survey

#### By May 15th (and beyond)

- Create Great Chesapeake Bay Loop Packages
- Upload them into the database
- Follow @TravelMD on Facebook and X
- Follow @visitmaryland on Instagram

#### By May 31st -

 Complete and submit your Chesapeake Gateway nomination

Anytime...Visit a Maryland Welcome Center!



#### **All Aboard!**

SEE YOUR BUSINESS LISTING ON VISITMARYLAND.ORG



FIND TOURISM
RESOURCES ON
INDUSTRY.VISITMARYLAND.ORG



UPDATE YOUR LISTINGS
THROUGH THE
SELF-ENTRY PORTAL





@VisitMaryland



@TravelMD



@TraveIMD



@VisitMaryland



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# THANK YOU FOR JOINING US TODAY!

