

# FREE PROMOTIONAL OPPORTUNITY

## LIST YOUR DEALS, PACKAGES AND EVENTS ON VISITMARYLAND.ORG

Hotels, dining, retail, attractions and all tourism-related businesses are invited to list deals, packages, bundled multi-day experiences, incentives, loyalty programs, and discounts to be featured on VisitMaryland.org.

SAMPLE ADS



The Maryland Office of Tourism's promotions reach millions of potential visitors, targeting the state's overnight travel markets through interactive advertisements, social media and e-newsletters encouraging them to enjoy getaways in Maryland **and find deals on VISITMARYLAND.ORG.**

SAMPLE DEAL

### GET CREATIVE!

#### "HALF OFF WEEKDAY STAYS"

Enjoy your Maryland getaway - stay for one night and enjoy 25% your second night.  
Valid Sunday-Thursday Jun 16 - Oct 8, 2024.  
[\[Learn More\]](#)

### CREATE YOUR PACKAGE AND DEALS/DISCOUNTS

**Give your offer a fun and memorable name!**

Package or deal name ideas could be Weekday Wanderers, SummerMDVisit, Wellness Weekend, Weekday Welcome, MDAway!

TIPS & IDEAS

- Offer unique specials such as seasonal discounts, added-value incentives, 2-4-1, add-ons such as value-add tickets to attractions and museums, weekday discounts, shopping coupons.
- Include an enticing image and list the start/end dates that it is valid.
- Make it trackable!!! Include a hyperlink with specifics on how to redeem and get specific information; include restrictions and blackout dates.

## SUBMIT YOUR DEALS, PACKAGES AND EVENTS TO BE FEATURED ON VISITMARYLAND.ORG



**<< QR CODE LINK TO UPLOAD YOUR OFFERS at [INDUSTRY.VISITMARYLAND.ORG](https://industry.visitmaryland.org)**

- Find the link to our Self-Entry Portal to upload your offers.
- Find industry resources, more information and a checklist on more Ways to Work With Us.
- Be sure to sign up for *Maryland Insights*, our industry newsletter.

CONTACTS

**General Questions** - Lisa Hansen Terhune, Destination Development Manager  
410-699-3711 or [lisa.hansenterhune@maryland.gov](mailto:lisa.hansenterhune@maryland.gov)

**Database Technical & Entry Questions** - Visitor & Business Support Services Team  
Brandon Chan, [Brandon.Chan@maryland.gov](mailto:Brandon.Chan@maryland.gov)  
Flo Brant, [Florence.Brant@maryland.gov](mailto:Florence.Brant@maryland.gov)



# LIST YOUR BUSINESSES, EVENTS, AND PACKAGES & DEALS ON VISIT MARYLAND.ORG

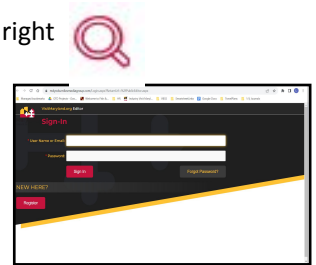
Maximize your BUSINESS, EVENTS AND DEALS/OFFERS exposure to travel decision-makers! While this is a no-cost opportunity, certain criteria apply.

## BUSINESS LISTINGS - HOW TO GET YOURS LISTED/UPDATED ON VISITMARYLAND.ORG

A Business Listing is a place of interest for visitors and residents of Maryland. This includes restaurants, accommodations, retail, amusement parks, and more.

>>If you already have a business listing or want to add a deal/event without a business listing, skip to step 3.

1. First, go to [VisitMaryland.org](http://VisitMaryland.org) to search for your Business Listing - use the magnifying glass upper right  
>> If it is not present, or to claim, and/or update your Business Listing, follow these steps.
2. Next, go to our [self-entry portal](https://mdyoda.milesmediagroup.com/Register.aspx) at <https://mdyoda.milesmediagroup.com/Register.aspx>  
>> Register by creating a username and password.  
>> You must check that you agree to the terms/ conditions.
3. Once registered, simply Sign-in.
4. Enter your listing name (if a listing exists it will pop up as an option to select name.)
5. If you are a new editor and are claiming the business listing that's already in the database, you will see a prompt indicating you have to wait to be approved. The request email goes to [info.visitmaryland@maryland.gov](mailto:info.visitmaryland@maryland.gov) for approval. You will be notified, generally within 48 hours.
6. Fill in the rest of the information as indicated. Starred items are required.
7. You must complete this section before moving on to the next.
8. After completing all applicable information fields, you are all set to add/edit business listing(s), add editors, add events, and add deals. Review appropriate business/events/deals Listing Criteria as you enter information.



### >>LISTING TIPS

**The Destination Maryland Magazine Listing:** (indicates if your business is listed in the current *Destination Maryland* print publication). Not all categories are eligible for inclusion in the magazine.

**Web Category:** Web categories are how your business fits into VisitMaryland.org. At least one category is required.

**Warning:** deselecting categories may delete information in the Options section. You will be given a summary of what will be deleted before saving.

**Options:** Based on selection in Web category: Provide as much information as your business has, as this will enrich your listing. **Warning:** the options available here depend on the categories selected above. Changing the categories will change the options available here and may result in data loss. If applicable, check the box to indicate that you are a "group-friendly" business and it will ask for additional information.

**Images:** Enter your image using the pixel requirements listed in the section. **Warning:** images that do not meet required specifications can not be used and a generic icon will be used instead.

Be sure to save your listing anytime you make changes! (You can also Finish Later to save and return.)

## PROMOTE YOUR DEALS, OFFERS, PACKAGES AND DISCOUNTS

Create and list travel inspirations! Upload your special offers, hotel and partnership packages, incentives, discounts, and time-sensitive special promotions – these will be featured on VisitMaryland.org **Deals and Discounts Page**

>>**TIPS:** Give your offer a unique name and redemption link - make it easy for visitors! Multi-night packages are encouraged.

## UPLOAD EVENTS

Optional! Enter new and recurring events hosted at your business listing or event site.

CONTINUED ON NEXT PAGE

## TIPS AND STEPS CONTINUED

**EDITOR:** This is the person responsible for the accuracy of the listing. As the primary editor, you can add more editors.

**ACCOUNT INFORMATION:** This is for internal purposes only. This information will not be published. This is how the administration will contact you regarding updates to your listing.

**CLICK SUBMIT** when finished. Approval by an administrator will occur before any listing, deal or event becomes live on the website. You may receive a verification email if you are claiming an existing listing - follow the steps.

**RETURN OFTEN:** Check your listing often to ensure that it capitalizes on Maryland Tourism's initiatives, thematic promotions, programs, and marketing activities.

### NEED HELP?

For technical issues, contact [Florence.Brant@Maryland.gov](mailto:Florence.Brant@Maryland.gov) or [Brandon.Chan@Maryland.gov](mailto:Brandon.Chan@Maryland.gov)

The Maryland Office of Tourism offers these **free opportunities** for you to promote your business, special offers, packages and events on VisitMaryland.org. By managing your information in our Self-Entry Database, you help inspire and inform trip planning! Multi-night packages are encouraged. Here's how the database information is used:

- It populates listings on VisitMaryland.org, attracting millions of visitors annually.
- It may be included in our themed initiatives and related publications.
- Our Welcome Center travel counselors refer to it when answering travelers' questions.
- Our PR Team uses it in publicity materials, social media, and interviews.
- Our advertising and content team uses it for campaign inspiration, articles, print publications and e-newsletters.

## SHARE YOUR NEWS!

We suggest that you add Maryland Office of Tourism team members to your distribution list for press releases and announcements.

- Leslie Troy, PR & Media [ltroy@visitmaryland.org](mailto:ltroy@visitmaryland.org)
- Connie Spindler, PR & Media [cspindler@visitmaryland.org](mailto:cspindler@visitmaryland.org)
- Claire Aubel, PR & Media [caubel@visitmaryland.org](mailto:caubel@visitmaryland.org)
- Cynthia Miller, Partnerships [cynthiad.miller@maryland.gov](mailto:cynthiad.miller@maryland.gov)
- Ana Hall-Defoor, Social Media [ana.hall-defoor@visitmaryland.org](mailto:ana.hall-defoor@visitmaryland.org)
- Rich Gilbert, Group Tour/Travel Trade [rgilbert@visitmaryland.org](mailto:rgilbert@visitmaryland.org)
- Theresa Donnelly, Content Writer [theresa.donnelly@maryland.gov](mailto:theresa.donnelly@maryland.gov)
- Daesha Stark, Web/Advertising/Content [daesha.stark@maryland.gov](mailto:daesha.stark@maryland.gov)
- Lisa Hansen Terhune, Destination Development [lisa.hansenterhune@maryland.gov](mailto:lisa.hansenterhune@maryland.gov)

## TOURISM INDUSTRY RESOURCES – INDUSTRY.VISITMARYLAND.ORG

- Visit [Industry.VisitMaryland.org](http://Industry.VisitMaryland.org) for more information, link to database entry, research, and industry resources.
- See more "Ways to Work with Us Checklist" at [industry.visitmaryland.org/work-us](http://industry.visitmaryland.org/work-us).
- Be sure to sign up for *Maryland Insights*, our industry newsletter
- Order Destination Maryland Magazine and themed travel guides in Bulk for your business.