

A VIRTUAL "VISIT" WITH THE MARYLAND OFFICE OF TOURISM

June 18, 2024

WELCOME!

LIZ FITZSIMMONS

Managing Director

AGENDA

ABOUT US MARKETING OVERVIEW TAKE ACTION > NOW > SOON > LATER > ALWAYS



HOUSEKEEPING

- Please use the Q&A function to submit your questions.
- Questions will be answered at the end of presentation.
- We will not be utilizing the chat function please use Q&A.
- We will be recording this session and will post it with the presentation slides and the Q&A summary to <u>Industry.VisitMaryland.org</u>.

WHAT IS TOURISM IN MARYLAND?

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

WHAT DRIVES THE OFFICE OF TOURISM?

Vision

Maryland leads the way as one of America's most exciting, diverse and welcoming destinations - creating memories and experiences for visitors worldwide to enjoy.

Mission

OTD stimulates and drives Maryland's *thriving tourism economy*, with a primary goal of creating a great place for all Marylanders to live, work and play.

THE MARYLAND OFFICE OF TOURISM IS...

- An agency within the State of Maryland, Department of Commerce.
- Governed by the Maryland Tourism Development Board.
- A staff of 45 located at eight (8) Welcome Centers across the state and the World Trade Center in Baltimore's Inner Harbor.
- Responsible for developing and marketing the tourism industry (hotels, restaurants, venues, experiences and events) throughout the State of Maryland, in order to encourage travelers to visit the state for multi-night stays.

MARYLAND TOURISM DEVELOPMENT BOARD COMPOSITION

24 Members

- 14 Members appointed by the Governor
- Five members appointed by the Senate President
- Five members appointed by the House Speaker



Three Measurable Objectives = One Outcome

MARKET EXPANSION

Promotional pushes in Cleveland, Pittsburgh and New York metro and increasing consumer awareness in LGBTQ+, Hispanic and African-American markets

LEVERAGING PARTNERSHIPS

Working with the public and private sectors to generate multi-night stays

MAXIMIZING OPPORTUNITIES

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

TRANSACTIONAL OUTCOMES =

CUSTOMERS SPENDING TIME AND MONEY IN OUR STATE

SUPPORTING YOUR BUSINESS

- VisitMaryland.org 3 million visitors annually
- Partner Referrals 600,000 referrals annually
- Paid Advertising \$33:1 ROI
- #MDinFocus gets you tagged
- Eight (8) Welcome Centers Your Front Line Sales Staff
- Providing detailed visitor research
- Asset Resources (video, images, sizzle reels & more)
- Product/Destination Development guidance
- \$108+ Million in travel media impact

MARKETING MARYLAND

- WHY market Maryland to travelers?
- HOW does Maryland compare?
- WHERE do visitors come from?
- WHERE do they go?
- WHAT do they do?

- WHO is our domestic audience?
 - HOW do they get here?
 - WHERE do we target?
- WHAT motivates them?

WHY MARKET MARYLAND TO TRAVELERS? ECONOMIC IMPACT OF TOURISM!

	2022
By the numbers:	
Visitor Spending	\$19.4 billion
Jobs	123,600
State/Local Taxes	\$2.3 Billion
Household Tax Savings	\$999

Sources: Tourism Economics - An Oxford Economic Company, and D.K. Shifflet & Associates, Ltd - A leading tourism industry research firm of MMGY Global Company. The key findings of 2023 Economic Impact of Tourism in Maryland will be released in August 2024.

DOMESTIC VISITATION VOLUME 2020 - 2023 (Person-trips*, in millions)

	Maryland				% Change	U.S.				% Change
	2020	2021	2022	2023	2022 vs 2023	2020	2021	2022	2023	2022 vs 2023
TOTAL	24.54	34.97	42.94	44.45	3.5%	2,124.57	2,840.60	3,159.25	3,263.90	3.3%
BUSINESS	3.38	4.90	7.70	7.98	3.7%	342.99	543.44	691.28	731.72	5.9%
LEISURE	21.15	30.07	35.24	36.47	3.5%	1,781.58	2,297.16	2,467.97	2,532.17	2.6%
DAY	13.19	19.84	25.94	26.82	3.4%	1,244.88	1,636.78	1,849.22	1,964.62	6.2%
OVERNIGHT	11.34	15.13	17.00	17.63	3.7%	879.69	1,203.82	1,310.03	1,299.27	-0.8%

Source: MMGY - D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-trips

*A person-trip is any trip taken to a unique geography (national or state level). It counts the total number of people on a single trip by the number of trips but does not count the number of destinations visited on a trip (DKS provides domestic visitation status on national and state levels by person-trips weight).

HOW DOES MARYLAND COMPARE?

COMPETITORS' VISITATION VOLUME IN 2023 (PERSON-STAYS*, IN MILLIONS)

YE 2023 Person-Stays	U.S.	MD	DC	DE	PA	VA	wv	 In 2023, Maryland's visitation by person-stays
Total	3,965.59	56.16	24.01	13.76	149.45	91	25.83	measurement is 56 million.
Business	700.65	10.08	6.99	2.23	20.81	18.72	3.78	 Maryland's visitation volume is double than DC, WV, and 3 times
Leisure	3,264.94	46.08	17.02	11.53	128.64	72.28	22.05	 more than DE. The total visitation volume increased 2
Day	2,152.04	34.99	7.46	7.55	85.72	45.49	16.88	 Percent, Business travel had a 5
Overnight	1,813.55	21.17	16.55	6.21	63.73	45.51	8.95	 percent increase, Leisure travel had a 2 percent increase.

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-stays *The person-stays weight counts the total number of people on a stay, regardless of the length of their stay at a destination.

WHERE DO THEY COME FROM? 2022 VS 2023 TOP 10 ORIGIN DMA*

	OVERNIGHT – DMA OF	ORIGIN		
2022	2022			
Origin DMA	OVERNIGHT	Origin DMA	OVERNIGHT	
Washington, DC	16%	Washington, DC	15%	
Baltimore, MD	15%	Baltimore, MD	13%	
Philadelphia, PA	10%	Philadelphia, PA	11%	
New York, NY	7%	New York, NY	10%	
Pittsburgh, PA	4%	Harrisburg-Lancaster-Lebanon-York, PA	6%	
Norfolk-Portsmouth-Newport News, VA	3%	Norfolk-Portsmouth-Newport News, VA	4%	
Harrisburg-Lancaster-Lebanon-York, PA	3%	Dallas-Fort Worth, TX	3%	
Raleigh-Durham (Fayetteville), NC	2%	Los Angeles, CA	3%	
Dallas-Fort Worth, TX	2%	Richmond-Petersburg, VA	2%	
Los Angeles, CA	2%	Pittsburgh, PA	2%	

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays.

* A designated market area (DMA), also referred to as a media market, is a region of the United States that is used to define television and radio markets.

WHERE DO VISITORS GO? SHARE OF VISITATION 2022 VS 2023

M	IARYLAND DESTINATION REGIONS	2022	2023
CENTRAL	ANNE ARUNDEL, BALTIMORE CITY, BALTIMORE, CARROLL, HARFORD, HOWARD COUNTIES	59.0%	57.5%
CAPITAL	FREDERICK, MONTGOMERY, PRINCE GEORGE'S COUNTIES	18.0%	18.1%
EASTERN SHORE	CAROLINE, CECIL, DORCHESTER, KENT, QUEEN ANNE'S, SOMERSET, TALBOT, WICOMICO, WORCESTER COUNTIES	12.5%	16.6%
WESTERN MARYLAND	ALLEGANY, GARRETT, WASHINGTON COUNTIES	7.2%	4.7%
SOUTHERN	CALVERT, CHARLES, ST. MARY'S COUNTIES	3.3%	3.1%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays

WHAT DO THEY DO? 2022 VS 2023 TOP 15 ACTIVITIES FOR TRAVELERS*

2022	Overnight	2023	Overnight
Visit Friends/Relatives (general visit)	14%	Business/Work	17%
Beach/Waterfront	12%	Visit Friends/Relatives (general visit)	14%
Business/Work	9%	Beach/Waterfront	11%
Birthday Celebration	8%	Birthday Celebration	4%
Nightlife (bar, nightclub, etc.)	4%	Anniversary Celebration	3%
Anniversary Celebration	4%	Other Personal Celebration (Birth, Bachelor/Bachelorette, Engagement, Showers etc.)	2%
Holiday Celebration (Thanksgiving, 4th of July, etc.)	4%	Holiday Celebration (Thanksgiving, 4th of July, etc.)	2%
Funeral/Memorial	3%	Wedding	2%
Amateur Sports (attend/participate)	3%	Festivals/Fairs (state, craft, etc.)	2%
Touring/Sightseeing	2%	Shopping	2%
Theater/Dance Performance	2%	Boating/Sailing	2%
Live Music (festivals, concerts, clubs, etc.)	2%	Historic Sites	2%
Boating/Sailing	2%	Professional Sports Event	2%
Medical/Health/Doctor Visit	2%	Medical/Health/Doctor Visit	2%
Wedding	2%	Touring/Sightseeing	2%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays. *D.K. Shifflet defines a visitor as either someone visiting overnight or someone who travels 50 miles or more from their home outside of their daily activity.

WHO IS OUR DOMESTIC AUDIENCE?



- Top Markets of Origin:
 - Baltimore
 - Philadelphia
 - Pittsburgh
 - Washington, D.C.
 - New York City Metro
- Primary Method of Transportation:
 - Personal Auto
- Demographic:
 - 80 percent of visitors are White
 - 11 percent of visitors are Black
 - 6 percent of visitors are Hispanic/Latino
 - 40 55 Years Old/Split evenly Male and Female

WHAT ARE OUR AUDIENCE MOTIVATORS?

- Visitor interests that motivate multi-night travel to Maryland include:
 - Local Culinary & Seafood
 - Water Experiences
 - Outdoor Activities
 - History & Heritage
- The availability of package deals and discounts for hotels and attractions is the top motivator that would increase visitor consideration of Maryland as a travel destination
- Travelers planning a trip to Maryland will most likely be visiting for a family vacation, to visit friends and/or family, or for a couple's getaway



Source: Maryland Travel & Tourism: Predictive Analysis, 2022

Maryland's Differentiators

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DIFFERENTIATOR: 18 SCENIC BYWAYS

Beautiful roads and offer a taste of Maryland's scenic beauty, history and culture.

12 State Scenic Byways Three All-American Roads Three National Scenic Byways



WELCOME TO MARYLAN

LECTION OF 18 GETAWAYS WORT

SCENIC BY

DIFFERENTIATOR: MARYLAND'S TRAIL SYSTEM SECOND-TO-NONE



DIFFERENTIATOR: FISH & HUNT MARYLAND

Home to the Nation's first state-wide **Fly Fishing Trail**, Maryland's **Deer Hunting Trail** and the new **Catfish Trail.** These trails will lead you to some of the best hunting and fishing spots in Maryland.











DIFFERENTIATOR: THE MOST POWERFUL UNDERGROUND RAILROAD STORYTELLING DESTINATION IN THE WORLD

- Top 3 State in # of official NPS' "Network to Freedom" Members
- Harriet Tubman UGRR State Park
- A National Historical Park
- A Federally Designated Byway MD's Eastern Shore



- Worldwide Travel Media Attention
- Annual International Underground Railroad Month (September)









DIFFERENTIATOR: THE GREAT CHESAPEAKE BAY LOOP





HOW we market Maryland

CONSUMER-FACING COMMUNICATIONS

- Broadcast, digital, print, Out-of-Home, Search Engine Marketing, web content, e-newsletters
- Group Tour and Travel Trade
- Public Relations and Social Media
- Welcome Centers + Google Business Profiles
- Publication production/distribution; Inquiry Fulfillment

ANNUAL ADVERTISING CAMPAIGNS



Need a home away from home for the holidays? YOU'RE WELCOME HOTEL DEALS

visitmaryland.org

Spring/Summer Travel Apr-July (all media platforms) International UGRR Month Aug-Sept (digital) Fall Travel Sept-Nov (all media platforms) **Scenic Byways** Sept-Nov (all media platforms) Alcohol Promotion Oct-Dec (digital) Welcome Home for the Holidays Nov-Dec (digital)

SEM (search engine marketing) year-round

Deals & Discounts (Q1) Jan-Mar (digital)

ADVERTISING CAMPAIGNS

- Research has shown that our advertising effectiveness has an awareness ratio of 32:1 for dollars spent.
- Over the last two years, our major advertising campaigns have garnered an average ROI of \$33:1 (tracked hotel room bookings)
- Continue to promote Maryland to consumers in our target markets: NYC metro area, Philadelphia, Pittsburgh, Washington, D.C., Baltimore and Cleveland.
 - Began incorporating Hispanic audience-targeted element into our advertising campaigns going forward



Your path forward? YOU'RE WELCOME

PLAN YOUR TRIP

visitmaryland.org

FY24 AD SPEND BY MARKET

Market	Channel Mix	Spend (\$)	Spend (%)
New York	Broadcast TV, OTT/CTV, Video, OOH, Digital Audio, Digital Display, SEM	\$1,146,100	20.4%
Washington, D.C./ Northern VA Broadcast TV, CTV/OTT, Video, OOH, Terre Radio, Digital Audio, Digital Display, Cus Content, SEM		\$1,397,410	24.8%
Baltimore/State of MD	Broadcast TV, CTV /OTT, Video, OOH, Terrestrial Radio, Digital Audio, Digital Display, SEM	\$1,202,868	21.4%
hiladelphia Broadcast TV, CTV/OTT, Video, OOH, Terrestrial Radio, Digital Audio, Digital Display, SEM		\$1,104,170	19.6%
Pittsburgh	Broadcast TV, CTV/OTT, Video, Digital Audio, Digital Display, SEM	\$257,137	4.6%
Harrisburg	Broadcast TV, CTV/OTT, Video, Digital Audio, Digital Display, SEM	\$252,008	4.5%
Broad Reach	Print, SEM	\$271,631	4.8%
	TOTAL:	\$5,63	51,489

BROADCAST, CABLE & CONNECTED TV



OUT OF HOME, AUDIO & DIGITAL







MARKETING MARYLAND - DOMESTIC GROUPS

WHO IS THE AUDIENCE?

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

Marketing includes trade shows, sales missions and advertising.



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 cbmm.org

In this 90-minute tour, a tour guide will help you discover the incredible history, heritage and culture of the Chesapeake Bay through CBMM is interactive exhibits and priceless collections. Explore a working boatyard, scale the winding stars to a bidd-gev eive of 5. Michaels from our 1879 Hooper Stait Lighthouse and witness the legacy of the Chesapeake's syster and crab industries.



Cruise aboard the Patriot

Enjoy a relaxing hour-long cruise on the Patriot, a 149-passenger cruise ship guided with an historic narration of 55. 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.

Lunch at the Crab Claw Restaurant thecrabclaw.com

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

MARKETING MARYLAND - INTERNATIONAL





WHO IS THE AUDIENCE?

- Consumers, Groups and Trade
- United Kingdom, Germany, France
 - Partnership with Capital Region USA
- Canada
 - Partnership with Reach Global
 - Canadian Automobile Association (CAA)
 - Marketing includes:
 - Public Relations
 - Familiarization Tours (FAMs)
 - Social Media
 - Trade Shows
 - Media/Sales Missions
 - Advertising
 - Print & Digital Content/Publications

WHAT DOES PUBLIC RELATIONS DO?

WE EARN MEDIA COVERAGE FOR MARYLAND'S TOURISM INDUSTRY

- Grow interest from the emerging markets
 - o Domestic: Maryland, New York, Ohio and Pennsylvania
 - International: United Kingdom, Germany, France, and Ontario, Canada
- Pitch Travel Writers and Outlets (up to 18 months lead time)
- Secure Third-Party Editorial Coverage: Travel and Lifestyle
- Conduct Desksides and Media Missions
- Host Media Visits and Familiarization Tours (FAMs)
- Write and Distribute Press Release Releases and Media Advisories
- Provide General Media Assistance: Story Ideas, Digital Assets, Queries, Interviews, etc.
- Execute Targeted Multi-Media Marketing Campaigns
- Facilitate Agreements with Content Creators

HELP US HELP YOU! KEEP US IN THE KNOW!


EXAMPLE OF PUBLIC RELATIONS ROI -FY23 HIGHLIGHTS

\$108,062,892 Earned Media Value

4,505,119,938

Audience/Circulation

1850+

Media Placements

450+

Direct Media Interactions

40+ Supported Media Visits

"SOCIAL"LY SPEAKING

Instagram Takeovers







Maryland March 6 . @

Enter here: https://woobox.com/m28t7k 🔮 The contest ends 03/12. visitmaryland • Follow Giulio Cercato • Seaside (Instrumental)

> visitmaryland O Set sail with Schooner Woodwind: Annapolis Sailing Cruises!

▲ Two-hour public sailing cruises: starting at the Annapolis Waterfront Hotel, the Woodwinds sail up to four times a day. Each trip is a unique hands-on experience. Help hoist the sails or take a turn at the wheel.

Privately charter the entire boat for an event or corporate outing.

Become part of the guest crew during exhilarating Schooner Races.

Learn about the ecology of the Bay and the history of the region from a certified Chesapeake Bay Storyteller!

○ ○ ▼
318 likes AUGUST 1 ...

Short-Form Video

Celebration of National and State Holidays



visitmaryland • Follow Original audio

visitmaryland Tappy #WorldfourismDayl & a Let's celebrate the joy of travel and discovery. We limite you to explore the charm of our state, from small towns steeped in history to scenic trails to freshly caught crabs from the Chesapeake Bay. Pack your bags and find what makes Maryland uniquely unforgetable (i' in bio for more info).

♥ Q ♥ 402 likes



#MarylandMondays giveaway: Enter for a chance to win a pair of tickets to the Maryland Day Festival, an epic celebration of everything Maryland on Saturday, March 25 at POWER PLANT

#MarylandMondays Giveaways

SOCIAL MEDIA AUDIENCE

The Maryland Office of Tourism has more than 290,000 followers across three major social media platforms.



129K+ 105K+ 57K+

#MDinFocus





VISITMARYLAND.ORG & MARKET EXPANSION

DAESHA ELLIOTT

Marketing Associate & Website Support

VISITMARYLAND.ORG

• All of OTD's marketing drives consumers to VisitMaryland.org, and we measure transactional outcomes to our website.



MARKET EXPANSION

- OTD is committed to incorporating Sustainability, Seasonality, and Belong-ability into all initiatives
- Continue to develop and market Diverse Travel Experiences
 - Conduct primary research for Hispanic audiences
 - Create new visual imagery
- Craft new website content surrounding:
 - African-American Arts, Culture & Heritage
 - LGBTQ+ World Pride 2025 (DC)
 - Accessible Maryland
 - Indigenous Peoples
- Work with partners to obtain engaging creative assets (images/video) to feature on the website



These restaurateurs are infusing Charm City's eating scene with unmatched creativity, style, and a generous helping of deliciousness. For more information check out Visit Baltimore's Black-Owned Business Directory.

Fine Dining

Maryland un

Battimore has an amazing selection of fine diving options. For your next right out, try Battimore has an amazing selection of fine diving options. For your next right out, try Battimore has a maximum option of the selection of the divide of the selection of t

Go Vegan

Therefs never been a better time to dig into the vegon scene in Baltimore. He LAND OF KUM and dODAH's HOTMEN are excellent choices if you are in the mood for vegan soul. Consider the VECANS CHOICE if you want that usul to go. GREIN HOUSE DUCE CARE has a vide selection of julces, monothies, verga and analysiches. If you've got a carving for comfort food with kidringed youtings. HY MANAS VECAN and REFOCUED VECANS to both excellent choices.

Island Time

You don't have to travel far in Charm City to find a taste of the Islands. If you are in the moot for Jamaian fare, head ver to **PEPPA FLAVE** for some Flame Tacco or a Peppa Flame Jerk Burger. Or you can try **5T. MARY'S RESTAURANT & BAR** located on 25th St., better known as Baltimore's "Black Wall Street," commemorated with a ceremonial street sign.



FY24 PARTNER REFERRALS

(July 1, 2023 - June 10, 2024)



Partner Referrals	Event count	Total users
Attractions	228,023	162,227
Events	165,334	115,145
Accommodations	61,652	40,430
Dining	47,459	34,494
Arts & Culture	39,988	30,553
Visitor Services	12,932	9,363
Outdoor Recreation	6,442	5,149
Shopping	6,107	5,237
Other	3,413	2,687
History & Heritage	1,588	1,252
Groups	1,043	872
Entertainment & Nightlife	825	739
Deals	803	608
Parks, Nature & Scenic Beauty	455	382
Fishing Charters	343	288
Sports	190	152
Total	576,597	388,656





MAXIMIZING OPPORTUNITIES

LISA HANSEN TERHUNE

Destination Development Manager Tourism Development Unit

AT A GLANCE

NOW -> 2024

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	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC		
CONSUMER ADVERTISING	You're Welcome Summer			"You're Welcome' Weekday N		Welcome Home for Holidays			
				nternational Underground Railroad Month					
Ongoing Promotions	MD Year of Civil Rights + Fish and Hunt Maryland + Trail Systems 2nd to None + Scenic Byways + Belongability, Sustainable, Accessible Travel								
Welcome Centers' Promotions Google Biz Profiles	Trail System Se Great Chesape		American History	International Underground Railroad Month	Fall Foliage/Horse Month / National Seafood Month	Indigenous Peoples Holiday themes			
PR & Social Media	al Media Pitching Domestic & International Travel Writers/Media Outlets + Hosting FAM Tours + Launching/Monitoring Media Campaigns + Press Releases + Events								
INDUSTRY ACTIONS	Call for Summer Packages/ Deals/Events Summer	IUGRR, Fall "We	kages/ Deals/Events ekday Welcome promo themes	Create 8	Create & Upload Packages/ Deals/Events Winter (Q1), Black History Month				
	Provide Social Media Giveaways = Maryland Mondays; TAG #MDinfocus; Add PR Team to Press Release Distributions								

№ NOW → 2024

Create Packages/Deals/Events!

Summer & Fall Promotions

- Make offers valid through October (or longer)
- Now thru October, upload in self-entry portal

Welcome Home for the Holidays Promotions

- Make offers valid November December
- By October 30, upload in self-entry portal
- Add "Proud Partner of Maryland Office of Tourism's Welcome for the Holidays Campaign"



Summer Themes

You're Welcome Great Chesapeake Bay Loop Maryland's Year of Civil Rights Fish and Hunt Maryland Hispanic travel You're Welcome, Road Trips Weekdays Welcome International Underground Railroad Mo (Sep) National Seafood Mo (Oct) Horse Mo (Oct)

Fall Themes

Holiday Themes / Package Ideas

Welcome Home for the Holidays Package, Winterfest of Lights, Visit Maryland, Holiday Package, Holiday Escape, Be Thankful Getaway.

Welcome Winter!

AT A GLANCE SOON> 2025												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
CONSUMER ADVERTISING	Winter (Q1) Tr	vel		"You're Welcome" Spring/ Summer				"You're Welcome" Fall, Road Trips & Weekday Wanderers		Welcome Home for Holidays		
									erground d Month	Alc	ohol Promo	tion
Ongoing Promotions	Fish and Hunt Maryland + Trail Systems 2nd to None + Scenic Byways + Belongability, Sustainable, Accessible Travel											
Welcome Centers' Promotions Google Biz Profiles		Black History Month	Women's History Month	Trail System Second-to-None Great Chesapeake Bay Loop			American History	Int'l Undergro und Railroad Month	Foliage/H orse / National Seafood Months	Indigenou s Peoples	Holiday themes	
	Scenic Byways 4/05/25											
Emerging Initiatives	World Pride 2025											
	Maryland's Celebration of America's 250th											
INDUSTRY ACTIONS	Create & Upload Packages/Deals/Events Winter (Q1), Black History Month	Create & Upload Packages/ Deals/Events "You're Welcome" Spring/Summer, World Pride, Scenic Byways			Create & Upload Packages/ Deals/Events IUGRR, Fall themes		Create & Upload Packages/ Deals/Events Home for Holidays		Winter (Q1) Deals			
	Provide Social Media Giveaways = Maryland Mondays; TAG #MDinfocus; Add PR Team to Press Release Distributions											

SOON → 2025

Create Packages/Deals/Events!

Winter Welcome (Q1)

- Make offers valid during and through winter months
- By December/early January, upload in self-entry portal

Spring/Summer 2025

- Make offers for March July
- By February through June, upload in self-entry portal
- Maryland's Scenic Byways 25th Anniversary April 5
- World Pride (DC) May 23 to June 8

Winter QI Themes Activities, Outdoor Adventures, Black History Month Winter Deals & Discounts

Spring/Summer Themes

You're Welcome World Pride (Extend your stay in MD!) Great Chesapeake Bay Loop Scenic Byways–Road Trips!

SOON → 2025

📮 Scenic Byways ///‡

- Which Scenic Byway(s) is your business on or near?
 - Add it to your VisitMaryland.org Business Listing
- Add links from your website to pages: https://www.visitmaryland.org/scenic-byways

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- Add keywords, content, links and embed videos to your website
- By February/March create and upload Packages/Deals





2026 Fleet Week 2026 mdfleetweek.org

Maryland's Observance and Commemorations of America's 250th

Maryland 250 Commission

FIFA World Cup 26

13 June - 19 July Games and Demos - Philadelphia to DC

2027

200th Anniversary of American Railroading Maryland's Trail System Second-To-None Rails, Trails & Waterways

PARTNERSHIP RESOURCES: INDUSTRY.VISITMARYLAND.ORG

- Go to Industry.VisitMaryland.org to access our SELF-ENTRY PORTAL to enter, update and upload your:
 - Business Listing(s)
 - Events
 - Packages/Deals/Discounts/Offers

Tips/How to Enter Upload/Edit:



- 2. Next, start entering your business information in the portal.
 - If your business is in the database, it will auto-populate as you start typing the name. Review to ensure it's up to date.
 - If your business is not listed, simply continue completing the form and submit to be added to the database.
 - If you are not currently an editor for your business, you will be prompted to send an email to request to be an editor.
 - Contact Brandon Chan or Florence Brant if any issues.
- 3. Finally, follow the prompts to add your Packages/Deals/Discount
 - Indicate start/ end dates, restrictions and make it trackable
 - Include an enticing image (1200 x800 px)

FREE PROMOTIONAL OPPORTUNITY - MANAGE YOUR LISTING ON VISITMARYLAND.ORG

VISITMARYLAND.ORG YOUR BUSINESS LISTINGS, PACKAGES/DEALS & DISCOUNTS

BUSINESS LISTING "Profile"



PACKAGES + DEALS + DISCOUNTS

Hotel stay + tickets to attractions, museums or experience

or with in-house offer

• (a) =	COLLEGE PARK MARRIOTT HOTEL & CONFERENCE CENTER Hyattsville	Get Deal
	Ultimate Dining & Romance Package Now Through Apr 11, 2024 Our Ultimate Dining & Romance Package includes: Breakfast for two per stay, two glasses of wine at the Common per stay, 15% discount at the Common Restaurant and late check out at 2 pm. []	LEARN MORE
091	Baltimore 2024 MD Year of Civil Rights Package	Get Deal
S Marylanc of Civil Rigl	Now Through Dec 30, 2024 Package includes: Overnight Accommodations, Breakfast for 2, Guest Choice of Two Tickets to Reginald F Lewis Museum or Maryland Center for History and Culture Center, Commemorative Book Mark. []	LEARN MORE

"HALF OFF 2nd NIGHT WEEKDAY STAYS"

Enjoy your Maryland getaway - stay for one night and enjoy 50% your second night. Valid Sun-Thurs Jun 24 - Oct 10, 2024.

LEARN MORE

Get Deal

PARTNERSHIP RESOURCES: INDUSTRY.VISITMARYLAND.ORG

- Find OTD info and industry resources such as:
 - Staff and Board listings
 - Welcome Center locations
 - Annual Marketing & Development Plan
 - Social media guides
 - Opportunities and research
 - Annual Report
 - DMO contacts

Order our publications in <u>bulk</u> for your visitors:

- African-American Heritage Travel Guides
- Destination Maryland magazines
- Great Chesapeake Bay Loop Getaway Guide
- Maryland Scenic Byway Guides and Maps
- Maryland's Underground Railroad: Network to Freedom
- Subscribe to :
 - Visit Maryland Now! A twice-monthly newsletter geared toward consumers
 - Maryland Insights, our twice-monthly newsletter for the tourism industry



TOOL KIT: WAYS TO WORK WITH US!

RESEARCH

Find Maryland industry research and impact statistics on <u>industry.visitmaryland.org</u> Contact: Rianna Wan, 410-767-6273, <u>rianna.wan@maryland.gov</u>

BRANDING AND CREATIVE CONTENT

- Use our branding and creative assets in your advertising.
 Contact: Brian Lawrence, 443-301-6393, brian.lawrence@maryland.gov
- Share your creative assets (images/video) to feature on VisitMaryland.org Contact: Daesha Elliott, 443-858-4305, <u>daesha.stark@maryland.gov</u>

PUBLIC RELATIONS AND SOCIAL MEDIA

- Send your press releases and participate in travel media familiarization (FAM) tours.
- Provide tickets/prizes for #MarylandMondays giveaways on social media.
- Follow us on social media, tag us, and use our brand hashtag: #MDinFocus.
 @TraveIMD (Facebook and X) @visitmaryland (Instagram)
 Contact: Leslie Troy, 410-767-6298, <u>Itroy@visitmaryland.org</u>

TOOL KIT

GROUP TOUR AND TRAVEL TRADE

- Create group tour opportunities and share them with us.
- Get help reaching the travel trade market—group tours, student groups, reunions, and receptives.
- Participate in sales missions/trade show outreach and receive tour leads. Contact: Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- The Maryland Office of Tourism promotes Maryland worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Contact: Scott Balyo, 540-450-7593, <u>sbalyo@capitalregionusa.org</u>

TOURISM DEVELOPMENT

- Develop your stories through the National Underground Railroad Network to Freedom, National Civil Rights Network, Chesapeake Gateways, Civil War Trails and Maryland's Indigenous People programs. Contact: Anne Kyle, 410-767-0696, <u>anne.kyle@maryland.gov</u>
- Get general tourism industry assistance, destination development and discuss ideas for your packages, deals and discounts.

Contact: Lisa Hansen Terhune, 410-699-3711, lisa.hansenterhune@maryland.gov





TOOL KIT

VISITOR & BUSINESS SUPPORT SERVICES

Ensure your business listings, events and deals/packages are visible to travel decision-makers! Contacts: Brandon Chan, 301-447-3719, <u>brandon.chan@maryland.gov</u> Florence Brant, 301-293-4172, <u>florence.brant@maryland.gov</u>

WELCOME CENTERS

- Meet with Travel Counselors at our eight (8) Maryland Welcome Centers & your local Visitor Center. Contact: info@visitmaryland.org to set up a visit.
- Distribute brochures and display materials at Maryland Welcome Centers. Contact: Marti Banks, 301-490-2444, <u>marti.banks@maryland.gov</u>'
 - I-95 South and I-95 North Welcome Centers @Savage
 - Bay Country Welcome Center @Centreville
 - 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





- Work with the Maryland Office of Tourism Team and with your local Destination Marketing Organization (DMO)!
- Use resources and links on Industry.VisitMaryland.org
- Share your creative content with us and link to VisitMaryland.org
- Keep your business listings up-to-date
- □ Work with each other create partnerships and packages!

To expedite your pathway to the tourism marketplace and work with us:

See how Maryland is marketed online at VisitMaryland.org



Find tourism expertise on OTD's Industry Site industry.visitmaryland.org



Update your listings through our database direct to Self-Entry Portal



Amplify your message through our Social Media Platforms! Use **#MDINFOCUS**







QUESTIONS & ANSWERS

THANK YOU!

POST EVENT SURVEY

https://forms.gle/PLN6AVFyCYmNDdWT9



2024 Virtual Visit with MD Office of Tourism