

# MARYLAND

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## FISCAL YEAR 2024 TOURISM DEVELOPMENT BOARD ANNUAL REPORT

PUBLISHED BY THE MARYLAND TOURISM DEVELOPMENT BOARD  
AND THE MARYLAND DEPARTMENT OF COMMERCE



Maryland

[visitmaryland.org](http://visitmaryland.org)



# Governor's Message

## Dear Tourism Friends and Partners,

I'm pleased to introduce the Maryland Office of Tourism Development's Fiscal 2024 Annual Report, which showcases the incredible work being done to attract visitors to our state and to promote the cultural, historical, and recreational assets that make Maryland such an outstanding tourism destination.

Tourism remains a significant economic driver for our state, and we have worked hard to support this industry and promote Maryland to visitors from around the globe. In 2023, visitors spent more than \$20.5 billion, which helped generate more than \$2.4 billion in state and local tax revenue and saved each Maryland household nearly \$1,030 in taxes.

Over the past year, we strengthened our "You're Welcome" branding with expanded television, print, and digital advertising campaigns. We have also added components to support Maryland's position as "The Most Powerful Underground Railroad Storytelling Destination in the World," and—for the sixth year in a row—proclaimed September as International Underground Railroad Month. We declared 2024 The Year

of Civil Rights in Maryland, commemorating the signing of the Civil Rights Act and introducing products that highlight our state's significant role in this defining movement. We also continued to work with our state and federal partners on successful initiatives such as our Chesapeake Bay Storytellers program and our Trail System Second-to-None.

I want to thank our Maryland Tourism Development Board and all of the state's tourism professionals for their hard work and dedication to making Maryland a top tourist destination. You make us very proud.

Sincerely,



WES MOORE  
Governor

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# Director's Message

## Dear Tourism Industry Partners,

Each year the Maryland Office of Tourism, a Division of the Maryland Department of Commerce, in conjunction with the Maryland Tourism Development Board report on the contributions that the travel and tourism industry made to the state's economy.

This year's Annual Report highlights the economic impact of Maryland's tourism industry from the Economic Impact of Tourism in Maryland – Calendar Year 2023 Tourism Satellite Account report from Tourism Economics, a leading tourism industry research firm. They reported more than \$20.5 billion in visitor spending and \$2.4 billion in state and local taxes.

Another measurement highlighted in the Annual Report is the direct result of the passage of the Tourism Promotion Act of 2008 and its performance-based formula. Eight key tourism tax codes are tracked, reported, and considered in calculating budgets. These FY2024 Direct Tourism Taxes are also included in this report. Participants in Maryland Office of Tourism outreach rate the information as top notch!

Economic Impact and visitation are generally reported by calendar year; all other metrics in the Annual Report are Fiscal Year 2024. While the results of a Tourism Satellite Account are available only on a delayed annual basis, many performance metrics, including the tourism tax codes, are available on a

more frequent basis. The Office of Tourism Development distributes an electronic Tourism Monitor, which reports trends and key performance metrics on a regular basis.

As we continue to champion the tourism industry under Governor Moore's leadership, we look forward to keeping an open dialogue so the Maryland Office of Tourism can learn from the industry and continue to help strengthen the economy. We commit to doing our very best to welcome all people to Maryland, which benefits Marylanders through economic and community development.

And so, pursuant to Section 5 of Chapter 471 Acts of 1997 (HB 685), I am pleased to present the Fiscal Year 2023 Tourism Development Board Annual Report. I am proud of the work of the Board and the Office of Tourism Development, and the positive impact that tourism has on our State.

Sincerely,



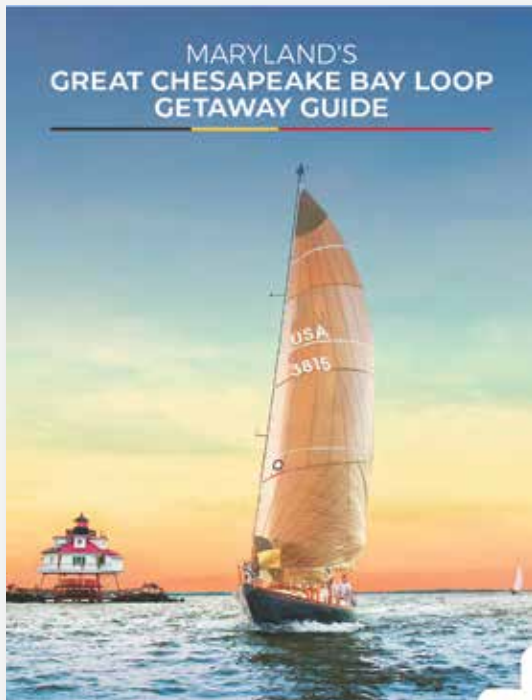
LIZ FITZSIMMONS  
Executive Director  
Maryland Tourism Development Board



## MARKET EXPANSION

# AD CAMPAIGN DELIVERS \$34 TO \$1 ROI

The Maryland Office of Tourism continued our “You’re Welcome” messaging across all media platforms. Television spots featuring the state’s water-based experiences, outdoor collection, and culinary differentiators ran in target markets including the New York Metro region, Philadelphia, Harrisburg, Pittsburgh, Washington, D.C., and Baltimore. Print advertising in national and regional magazines, as well as companion radio, digital, and social media campaigns remained part of the media mix. The spring/ summer campaign ran for more than three months, from May through August. Hotel room bookings of more than \$37 million were tracked via Adara. Campaign-attributable hotel bookings increased year over-year from an 23-to-1 ROI to an 34-to-1 ROI. In addition, the companion “Open Roads” campaign continued to run in both spring and fall months to encourage in-state travel via Maryland’s Scenic Byways.



The new GCBL Getaway Guide inspires multi-night travel and encourages visitors to seek more information on VisitMaryland.org.

## LEVERAGING PARTNERSHIPS

# GREAT CHESAPEAKE BAY LOOP

To conclude its current five-year partnership with the National Park Service (NPS), OTD expanded Great Chesapeake Bay Loop (GCBL) promotions with new advertising, online content, short-form videos and a 33-page inspirational travel guide featuring the state’s 39 certified Chesapeake Bay Storytellers. To leverage private sector tourism industry partnerships, OTD produced two in-person workshops reaching more than 120 stakeholders from the GCBL region. OTD, NPS Chesapeake Gateways Program, Maryland State Parks, and tourism industry partners presented during the day-long events sharing traveler motivations, interests, insights, and impact. Attendees received a takeaway, “How to Maximize GCBL 2024 Opportunities Toolkit” containing new resources about GCBL, Chesapeake Gateways and ways to work with OTD. Workshop feedback indicates 80 percent of attendees are likely to implement one or more of the marketing strategies presented.

MAXIMIZING OPPORTUNITIES  
**OTD HOSTS INAUGURAL  
 “VIRTUAL VISIT”**

In June, more than 200 stakeholders attended the first-ever online “Virtual Visit” with OTD. Attendees learned about Maryland’s visitor demographics along with OTD’s current and future promotional campaigns, key emerging initiatives, and ways to promote their businesses, events, and packages.

In a post-event survey, 97 percent of participants were either satisfied or extremely satisfied and shared takeaways such as plans to implement ideas learned including adding hashtags on social media, building deeper connections with their DMO, using tools and resources to get information, deals and events listed on VisitMaryland.org. Resources and recordings from the Virtual Visit are available on Industry.VisitMaryland.org.

AT A GLANCE		SOON -> 2025											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CONSUMER ACTIVITIES	Winter 2024 Events				"Drive Without" Spring Business			Summer Summer Fun Kids & Adults			Festivals & Events		
	Shipping Providers	Rail and Road Maryland + Part Systems Did to Home + State; Service + Management; Sustainability; Accessibility; Accessible Travel											
Business Events Trade Shows	Black History Month	Women's History Month		East Coast Second to None		American Midwest		AMT / Kentucky and Kentucky		Strategic and National		Indigo in Maryland	
	Georgia Air Festival	Barns Review 4/20/25 10:00 AM - 2:00 PM											
Industry Actions	Trade & Retail	Trade & Retail			Trade & Retail			Trade & Retail			Trade & Retail		
	Marketing	Marketing											

**LATER > 2026 & 2027**

**2026**  
**Fleet Week 2026**  
[mdfleetweek.org](http://mdfleetweek.org)

**Maryland's Observance and Commemorations of America's 250th**  
[Maryland 250 Commission](http://Maryland250.com)

**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

OTD presented partnership opportunities in a now-soon-later format to help “Virtual Visit” attendees formulate future development and marketing plans.



Attendees at the FY2024 STCA conference.

MARKET EXPANSION  
**MARYLAND HOSTS  
 SOUTHEAST TRAVEL COUNSELORS ALLIANCE**

In FY2024, Maryland hosted its first Southeast Travel Counselors Alliance (STCA) in Annapolis. This influential marketing alliance gathers annually to discuss lessons learned and establish best practices on how to serve traveling customers through “coopetition,” a philosophy underscoring serving travelers encompasses more than any one state or location.

For this year’s meeting, 30 destinations from eight states addressed how to enhance Welcome Center programs resulting in more first-time and repeat visitors. Additionally, attendees learned about what is new in each destination as a method to better serve all customers, not just those seeking jurisdictional information.





Attendees at the 2023 International Underground Railroad Event

Pictured from Left: National Park Service Associate Regional Director Jonathan Meade; Commerce Secretary Kevin Anderson; National Aquarium CEO John Racanelli; Harriet Tubman Interpreter Millicent Sparks; Maryland Commission on African American History and Culture Chair Dr. Edwin T. Johnson; and Baltimore City Council President Nick Mosby.

## LEVERAGING PARTNERSHIPS

# INTERNATIONAL UNDERGROUND RAILROAD MONTH

September 2023 marked the fifth anniversary of the international recognition of Underground Railroad Month. Maryland commemorated the anniversary at the National Aquarium in Baltimore where Harriet Tubman orchestrated one of her most ingenious escapes. New exterior exhibits interpreting Tubman's courage were unveiled during a Proclamation Event. The exhibits also direct visitors to information about Underground Railroad sites and walking tours throughout the region and how to download a new "Pathways to Freedom" Travel Guide.

International Underground Railroad Month is a catalyst for the tourism industry to maximize their opportunity

to inspire multi-night travel to Underground Railroad sites, events and programs. In FY2024, Maryland's tourism industry created new events and partnerships including a night hike at Elk Neck State Park to experience navigation by the stars, a narrated Underground Railroad ferry tour of the Chesapeake and Delaware Canal in Chesapeake City and guided Underground Railroad kayak tours of North East Creek. Industry enthusiasm for International Underground Railroad Month also resulted in a new National Park Service Network to Freedom site in Cecil County.

## MARKET EXPANSION

# SOCIAL MEDIA SUCCESS

Social media campaigns on OTD's Facebook and Instagram channels were an integral part of major seasonal and special campaigns, resulting in thousands of views and new followers. The social media strategy included #MarylandMondays, a weekly giveaway promoting major events and attractions that drive overnight stays. The strategy also involved participation in trending national and local holidays to keep Maryland's tourism products relevant to followers, along with support for Maryland Fleet Week & Flyover Baltimore.



Screenshot of a post for National Crab Meat Day.



## MAXIMIZING OPPORTUNITIES PUBLIC RELATIONS

In FY2024 public relations dollar equivalencies totaled more than \$55 million in earned media and more than 2590 travel article placements. Much of the media attention to the state can be attributed to both domestic and international travel demand rebounding, major multi-day events returning such as Maryland Fleet Week & Flyover Baltimore, and cultivating strong media relations with top-tier journalists. Domestic media placements were earned in national media outlets including *Southern Living*, *Condé Nast Traveler*, *Garden & Gun*, *Forbes*, *USA Today*, *AAA World*, *National Geographic Traveler*, *MSN*, *Yahoo! News*, *The Baltimore Sun* (syndicated to all Tribune papers),

and *Food & Wine*. International coverage through our partnership with Capital Region USA's global media connections and Reach Global, garnered placements in outlets such as *The Globe & Mail*, *The Toronto Sun*, *The Sun*, *Daily Mail*, *LoveExploring*, and *Wanderlust*. Broadcast segments secured throughout the year included NBC News, Today Show and all major Baltimore, Washington, D.C., and Delmarva stations across the region. Multiple media familiarization tours covered themes such as the Great Chesapeake Bay Loop, Underground Railroad, Scenic Byways, Year of Civil Rights, trails and outdoor recreation, culinary, and more.

## LEVERAGING PARTNERSHIPS HOLLYWOOD IN MARYLAND

Two major productions, "Lady in the Lake" (AppleTV) starring Natalie Portman and "Lioness" (Paramount+) starring Nicole Kidman, were issued their final tax credits in FY2024. These two productions averaged \$128 million in Maryland spend, averaged 1,027 Maryland hires, and purchased or rented goods or services from an average of 2,389 Maryland businesses. Eight other productions also were issued final tax credits. Three productions applied and qualified for the Production Activity Tax Credit, and eight productions qualified for the Small Maryland Film Tax Credit in FY2024.



Promotional material from "Lady in the Lake"



Seeking seasonal deals?  
**YOU'RE WELCOME**

Maryland

**SAVE NOW**

In awe of winter?  
**YOU'RE WELCOME**

Maryland

**TRAVEL DEALS**

### TRANSACTIONAL OUTCOMES

## DRIVING BUSINESS DURING THE SHOULDER SEASON

The Maryland Office of Tourism continued our “Welcome Home for the Holidays,” digital marketing campaign encouraging holiday-season visitors to stay in a Maryland hotel rather than on the family couch or crowding into a childhood bedroom. Tourism partnered with the hotel community to

develop special holiday overnight packages, which were listed on VisitMaryland.org along with other seasonally related deals and discounts for restaurants and attractions. Hotel room bookings were tracked through Adara and TripAdvisor. Combined attributable hotel revenue was \$1.7 million, for a 17-to-1 ROI.

# TOURISM GROWTH

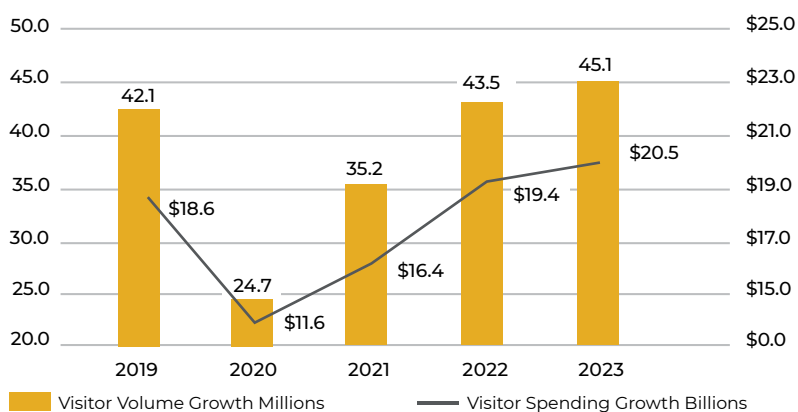


Maryland welcomed \$45.1 million domestic and international visitors in 2023 on the person-trips level. Visitor volume increased a further 3.6 percent after surpassing pre-pandemic levels in 2022. It was supported by both the day and overnight visitor segments.

### \$20.5 BILLION IN VISITOR SPENDING

Maryland set a new record in visitor spending in 2023, topping the previous year by more than \$1 billion, and equivalent to a 5.7 percent increase versus 2022. Visitor spending rose to 10.3 percent above 2019 levels.

### VISITATION AND VISITOR SPENDING IN MARYLAND



Source: D.K. Shifflet; Tourism Economics



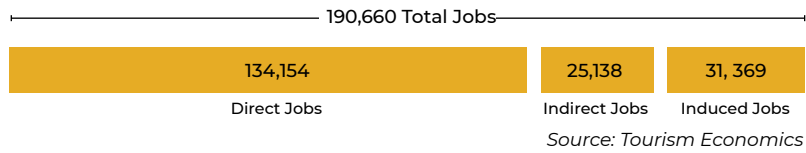
# TOURISM SUPPORTED EMPLOYMENT IN MARYLAND

Of the \$20.5 billion spent in Maryland in 2023 by visitors both on air and transportation within the destination, registered \$6.4 billion, 31 percent of visitor spending. Food and beverage spending drew the second-largest share: 24 percent of visitor spending at \$5.0 billion. Lodging accounted for 20 percent of 2023 spending, approximately \$4.1 billion. Retail and recreation and entertainment spending each accounted for 12 percent of visitor spending.

Direct visitor-supported employment showed moderate growth, generating 126,977 jobs, though this figure still fell short of 2019 levels by about 23,000 jobs, recovering to just 85 percent. Employment growth lagged behind spending recovery as businesses proceeded cautiously. However, Maryland's visitor-supported employees saw significant wage increases in 2023. As a result, the tourism industry ranked as the 11th largest employer in Maryland, surpassing manufacturing by 3,926 jobs.

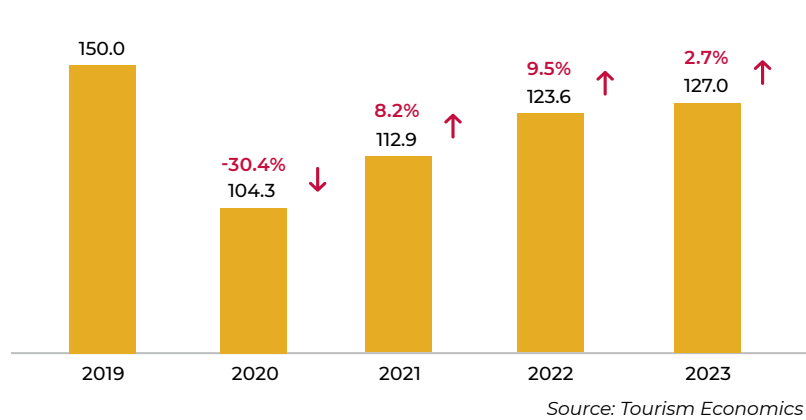
## SUMMARY EMPLOYMENT IMPACTS (2023)

Amounts in number of jobs



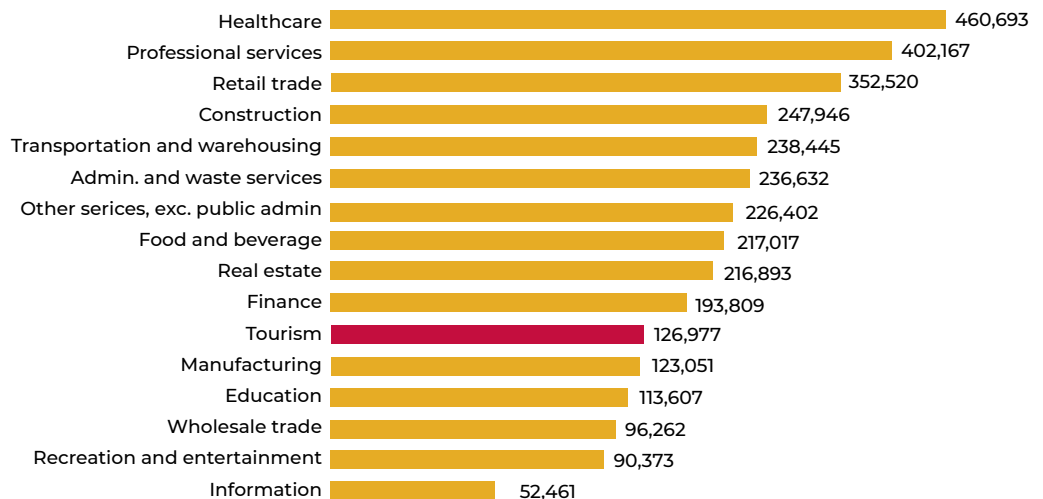
## TOURISM SUPPORTED EMPLOYMENT IN MARYLAND

Amounts in thousands of jobs and year-on-year percentage change



## EMPLOYMENT IN MARYLAND, BY MAJOR INDUSTRY

Amounts in number of jobs



# VISITOR SPENDING AND ANNUAL GROWTH

TOURISM INDUSTRY SALES (AMOUNTS IN \$ MILLIONS, 2023 % CHANGE, AND % RECOVERED RELATIVE TO 2019)							
SECTOR	2019	2020	2021	2022	2023	2023 GROWTH	% RELATIVE TO 2019
LODGING*	\$3,550	\$2,230	\$3,152	\$3,873	\$4,107	6.0%	115.7%
FOOD & BEVERAGES	\$4,343	\$2,987	\$4,000	\$4,704	\$4,953	5.3%	114.0%
RETAIL	\$2,413	\$1,711	\$2,184	\$2,431	\$2,487	2.3%	103.1%
TRANSPORTATION**	\$5,906	\$3,298	\$5,043	\$6,001	\$6,404	6.7%	108.4%
RECREATION	\$2,378	\$1,393	\$2,012	\$2,393	\$2,555	6.8%	107.5%
<b>TOTAL</b>	<b>\$18,590</b>	<b>\$11,619</b>	<b>\$16,391</b>	<b>\$19,402</b>	<b>\$20,507</b>	<b>5.7%</b>	<b>110.3%</b>

\* Lodging includes short-term rental and second home spending.  
 \*\* Includes both ground and air transportation.

Source: D.K. Shifflet; Tourism Economics



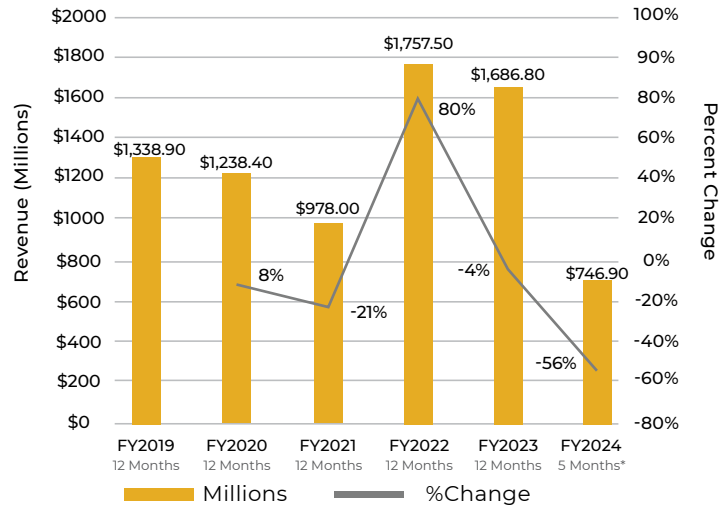
# FISCAL YEAR 2024 TOURISM SALES TAX REVENUE

Due to the tax filing system upgrade at the Maryland Comptroller's Office, the FY2024's total sales and use tax hasn't been released at this point. Based on the first 5 months of FY2024's tourism tax revenue, it shows the total collections attributable to tourism in Maryland in FY2024 generated nearly \$747 million. It's a 9.2 percent increase compared with the same period in FY2023.

We'll update the total tourism tax revenue of FY2024 on our industry site after we receive the full year of FY2024 sales and use tax data.

(As required by Senate bill 458 Chapter 181 of the 2008 session of the general assembly, the Comptroller's Office uses the total of adjusted tax codes to report the qualifying tourism tax increment for each fiscal year. This analysis relies on the sales tax industry codes reflecting revenue generated from tourism and tourism-related activities, as determined jointly by the Comptroller's Office and the Department of Business and Economic Development)

## TOURISM SALES & USE TAX REVENUE FY2019 TO FY2024



Source: MD Comptroller

## TOURISM SALES AND USE TAX REVENUE FY2024 | 6 MONTHS

SALES TAX CODE & CATEGORY (\$ MILLIONS)	FY2023(\$) 12M	FY2024(\$) 5M	FACTOR	ADJUSTED FY2023(\$) 12M	ADJUSTED FY2024(\$) 5M
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$545.7	\$242.5	33.3%	\$181.7	\$80.7
111 Hotels, Motels Selling Food - W/BWL	\$28.0	\$14.2	100.0%	\$28.0	\$14.2
112 Restaurants and Nite Clubs - W/BWL	\$338.4	\$141.2	33.3%	\$112.7	\$47.0
306 General Merchandise	\$506.1	\$220.9	5.0%	\$25.3	\$11.0
407 Automobile, Bus, and Truck Rentals	\$97.0	\$43.0	90.0%	\$87.3	\$38.7
706 Airlines - Commercial	\$0.3	\$0.6	50.0%	\$0.2	\$0.3
901 Hotels, Motels, Apartments, Cottages	\$159.2	\$79.2	100.0%	\$159.2	\$79.2
925 Recreation and Amusement Places	\$12.1	\$5.3	50.0%	\$6.1	\$2.6
<b>Tourism Tax Categories Total Subtotal</b>	<b>\$1686.8</b>	<b>\$746.9</b>		<b>\$600.4</b>	<b>\$273.9</b>
<b>All Sales Tax Collections - Subtotal</b>	<b>\$6,783.3</b>	<b>\$2,840.7</b>			

\* Comptroller designated tourism taxes. Due to the tax filing system upgrade at the Maryland Comptroller's Office, only the FY2024's first 5 Months sales and use tax data is available currently.

All Tax Categories = Subtotal of all categories from the Comptroller's Industry report  
FY2023 - 12 Months = July 2022 to June 2023  
FY2024 - 5 Months = July 2023 to Nov 2023

# OFFICE OF TOURISM DEVELOPMENT CONSUMER INTERACTIONS

## FY 24 CUSTOMER INTERACTIONS

Performance Metrics	FY2023	FY2024	% CHANGE
Overall Marketing Budget	\$4,576,308	\$5,194,375	13.5%
Overall Advertising Requests	59,689	57,910	-3.0%
Travel Media Exposure (millions)	\$108.10	\$55.00	-49.1%
Welcome Center Visitation	251,902	223,738	-11.2%
Website Unique Visitors (visitmd.org only)*	2,686,251	3,204,547	19.3%
Partner Referrals (Web Outbound Clicks)	535,227	630,625	17.8%
Social Networks Followers	12,864	27,220	111.6%



\*source: Google Analytics, this number includes traffic to all OTD-managed websites: the industry site and Fish & Hunt

(Note: Overall Advertising requests = Print advertising requests + Broadcast leads + Web travel kit requests.

Overall Marketing Budget = Print advertising budget + Broadcast ad budget + Online advertising budget.

# CALENDAR YEAR 2023 ANALYSIS

SEGMENT	ROOM DEMAND % CHANGE	ROOM SUPPLY % CHANGE	ROOM REVENUE % CHANGE	AVERAGE ROOM RATE (\$)	ROOM RATE % CHANGE	OCCUPANCY RATE	OCCUPANCY % CHANGE	ROOMS SAMPLED
UNITED STATES	0.9	0.3	5.2	155.62	4.3	63.0	0.6	4,258,707
D.C.-MD-VA-DE REGION+	4.9	1.0	12.9	148.23	7.6	63.0	3.8	321,809
MARYLAND	3.6	0.5	8.3	139.52	4.6	61.0	3.1	67,785
<b>MD COUNTIES</b>								
ALLEGANY COUNTY	6.3	-0.0	14.4	110.38	7.6	56.6	6.4	943
ANNE ARUNDEL COUNTY	1.3	0.0	3.6	123.00	2.3	68.6	1.2	10,203
BALTIMORE COUNTY	-0.4	0.8	4.1	106.46	4.5	60.8	-1.2	5,623
BALTIMORE CITY	1.7	-0.2	5.3	173.44	3.6	56.3	1.9	8,170
CALVERT COUNTY	-23.0	-37.9	-16.7	128.20	8.1	55.2	24.2	444
CECIL COUNTY	44.6	36.4	74.2	121.04	20.5	62.8	6.0	604
CHARLES COUNTY	3.0	0.0	6.1	109.15	3.0	64.9	3.0	936
DORCHESTER COUNTY								600
FREDERICK COUNTY	-0.8	-0.3	4.4	102.11	5.3	58.7	-0.5	2,800
HARFORD COUNTY	-3.5	1.9	-2.0	103.50	1.5	58.5	-5.3	2,804
HOWARD COUNTY	6.1	2.4	11.3	112.46	4.9	68.8	3.6	3,150
MONTGOMERY COUNTY	15.3	2.8	26.3	144.78	9.6	65.3	12.1	8,867
PRINCE GEORGE'S COUNTY	5.3	-2.1	14.2	155.53	8.4	63.5	7.6	11,010
QUEEN ANNE'S COUNTY	22.3	26.9	22.9	199.60	0.5	52.5	-3.6	424
ST MARY'S COUNTY	1.1	-0.4	6.3	105.78	5.1	58.6	1.5	1,042
TALBOT COUNTY	0.1	0.0	-0.1	198.48	-0.2	52.1	0.1	674
WASHINGTON COUNTY	-1.7	-1.8	2.2	108.90	4.0	59.8	0.0	1,952
WICOMICO COUNTY	0.7	-0.1	2.7	120.62	2.0	48.4	0.8	1,351
WORCESTER COUNTY	-0.4	-0.3	-1.0	193.98	-0.6	53.0	-0.1	4,382
<b>MD REGIONS</b>								
WESTERN REGION+	0.5	-1.0	5.0	110.51	4.4	56.8	1.5	2,828
CAPITAL REGION+	8.2	-0.0	17.7	145.41	8.8	63.6	8.3	22,852
CENTRAL REGION+	1.0	0.6	4.8	127.86	3.7	63.0	0.4	31,172
SOUTHERN REGION+	-2.5	-9.0	1.5	110.61	4.0	60.9	7.2	2,394
UPPER EASTERN SHORE+	18.7	14.9	19.1	161.08	0.3	56.3	3.3	2,616
LOWER EASTERN SHORE+	-0.3	-0.3	-0.8	182.37	-0.4	52.0	-0.1	5,923

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent and Somerset counties. Data for these counties is included in their respective regions.



# FISCAL YEAR 2024 DIRECT TOURISM TAXES AND MTDB GRANT AWARDS

Across the state, county to county, no matter the region, visitor spending makes a significant impact. The following chart details how tourism supported the tax base in

Maryland's 23 counties and Baltimore City, broken out by geographic region, and the state's MTDB investment in local marketing plans.

## FISCAL YEAR 2024 DIRECT TOURISM CONSUMPTION TAXES

COUNTIES	ADMISSION AND AMUSEMENT TAXES FY2024 - 6 MONTHS	ROOM TAXES COLLECTED BY THE COUNTY	TOURISM PROMOTION ACT SALES TAXES* FY2024 - 5 MONTHS	TOTAL DIRECT CONSUMER TAX IMPACT	COUNTY TOURISM BUDGET FY2024	MD TOURISM DEVELOPMENT BOARD GRANT AWARDED FY2024
ALLEGANY	\$365,099	\$1,904,943	\$7,769,982	\$10,040,024	\$778,000	\$97,284
GARRETT	\$725,730	\$6,638,186	\$23,255,961	\$30,619,878	\$1,199,127,58	\$28,525
WASHINGTON	\$629,541	\$2,826,686	\$6,504,417	\$9,960,644	\$2,472,898	\$59,733
<b>WESTERN REGION</b>	<b>\$1,720,371</b>	<b>\$11,369,815</b>	<b>\$37,530,360</b>	<b>\$50,620,545</b>	<b>\$4,450,026</b>	<b>\$185,542</b>
FREDERICK	\$561,897	\$2,838,085	\$3,428,737	\$6,828,720	\$2,257,297	\$259,408
MONTGOMERY	\$4,179,748	\$23,299,015	\$1,932,682	\$29,411,445	\$2,350,819	\$132,621
PRINCE GEORGE'S	\$12,190,147	\$39,359,436	\$93,992,625	\$145,542,208	\$999,959	\$42,986
<b>CAPITAL REGION</b>	<b>\$16,931,792</b>	<b>\$65,496,536</b>	<b>\$99,354,044</b>	<b>\$181,782,373</b>	<b>\$5,608,075</b>	<b>\$435,015</b>
ANNE ARUNDEL	\$6,171,040	\$29,009,761	\$78,912,912	\$114,093,713	\$4,823,741	\$110,366
BALTIMORE CITY	\$4,172,882	\$32,034,711	\$42,003,026	\$78,210,619	\$15,673,410	\$254,774
BALTIMORE COUNTY	\$3,769,558	\$14,008,758	\$73,602,175	\$91,380,491	\$1,600,880	\$65,581
CARROLL	\$508,984	\$348,054	\$1,742,111	\$2,599,149	\$479,740	\$45,646
HARFORD	\$464,577	\$3,664,183	\$4,790,575	\$8,919,336	\$645,000	\$57,545
HOWARD	\$3,364,345	\$5,932,743	\$20,801,401	\$30,098,489	\$1,499,800	\$84,073
<b>CENTRAL REGION</b>	<b>\$18,451,386</b>	<b>\$84,998,211</b>	<b>\$221,852,200</b>	<b>\$325,301,797</b>	<b>\$24,722,571</b>	<b>\$617,985</b>
CALVERT	\$487,128	\$588,212	\$56,799,535	\$57,874,875	\$432,943	\$33,522
CHARLES	\$438,938	\$1,322,336	\$10,007,790	\$11,769,064	\$994,200	\$41,923
ST. MARY'S	\$99,776	\$1,383,721	\$6,977,191	\$7,076,967	\$588,961	\$48,035
<b>SOUTHERN REGION</b>	<b>\$1,025,842</b>	<b>\$3,294,269</b>	<b>\$73,784,516</b>	<b>\$78,104,626</b>	<b>\$2,016,104</b>	<b>\$123,480</b>
CAROLINE	\$4,638	\$47,414	\$6,591,523	\$6,643,576	\$409,342	\$21,854
CECIL	\$510,054	\$4,089,437	\$10,901,024	\$15,500,515	\$739,388	\$54,272
DORCHESTER	\$65,624	\$1,409,279	\$12,724,415	\$14,199,318	\$388,254	\$38,101
KENT	\$44,272	\$343,479	\$29,485,579	\$29,873,330	\$305,004	\$42,145
QUEEN ANNE'S	\$180,206	\$1,151,270	\$80,202,793	\$81,534,268	\$336,985	\$24,196
SOMERSET	\$16,452	\$86,592	\$7,372,705	\$7,475,750	\$480,312	\$22,096
TALBOT	\$126,475	\$2,018,420	\$633,955	\$2,778,851	\$1,243,978	\$141,939
WICOMICO	\$260,849	\$1,703,433	\$11,019,887	\$12,984,169	\$2,472,898	\$102,511
WORCESTER	\$2,974,467	\$2,250,752	\$8,949,608	\$14,174,826	\$11,839,722	\$559,702
OCEAN CITY		\$25,394,524		\$25,394,524	\$1,556,900	\$131,162
<b>EASTERN SHORE</b>	<b>\$4,183,037</b>	<b>\$38,494,600</b>	<b>\$167,881,489</b>	<b>\$210,559,126</b>	<b>\$19,772,783</b>	<b>\$1,137,978</b>
STADIUM AUTHORITY	\$5,834,218					
OTHER			\$146,498,883			
<b>TOTAL</b>	<b>\$48,146,645</b>	<b>\$203,653,43</b>	<b>\$746,901,492</b>	<b>\$998,701,56</b>	<b>\$56,569,558</b>	<b>\$2,500,000</b>

\*Comptroller designated tourism taxes. Due to rounding, some numbers might not sum.  
Due to the tax filing system upgrade at the Comptroller's Office, the full FY2024 tax reports for A&A and Sales Tax data are not available currently.





Wes Moore ❖ Governor  
Aruna Miller ❖ Lt. Governor  
Kevin Anderson ❖ Secretary

**Maryland Office of Tourism & Film**

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