



Maryland Tourism Development Board Meeting

September 13, 2024

Merriweather Lakehouse Hotel



Maryland's Leading Five Differentiators

1. The Most Powerful Underground Railroad Storytelling Destination in the World
2. The Great Chesapeake Bay Loop/Beaches
3. Maryland's Trail System Second-to-None
4. 18 Scenic Byways
5. Fish & Hunt Maryland



Key Findings of Economic Impact of Tourism in MD 2023

Tourism in MD	2018	2019	2020	2021	2022	2023
Total Visitors (Domestic & International)	41.9 million	42.1 million	24.7 million	35.2 million	43.5 million	45.1 million
Visitor Spending	\$18.1 billion	\$18.6 billion	\$11.6 billion	\$16.4 billion	\$19.4 billion	\$20.5 billion
Visitor Spending Growth	2.1%	3.0%	-37.6%	42.0%	18.4%	5.7%
Total Economic Impact	29.6 billion	30.3 billion	20.9 billion	26.4 billion	\$30.3 billion	\$31.4 billion
Fiscal Contributions (State & Local taxes)	\$2.5 billion	\$2.6 billion	\$1.7 billion	\$2.1 billion	\$2.3 billion	\$2.4 billion
Tax Savings (For each household)	\$1,140	\$1,175	\$775	\$923	\$999	\$1,027
Tourism Supported Jobs (Direct and Indirect)	226,235 jobs	226,427 jobs	166,000 jobs	173,700 jobs	187,296 jobs	190,660 jobs
Tourism Industry Employment (Direct jobs)	150,073 jobs	149,991 jobs	104,328 jobs	112,879 jobs	123,617 jobs	126,977 jobs
Direct Labor Income	\$6.5 billion	\$6.6 billion	\$4.9 billion	\$5.3 billion	\$6.0 billion	\$6.4 billion
Private Sector Employer in Maryland Ranking	10th	11th	12th	12th	10th	11th

Sources: *Tourism Economics*

The direct link to download the Economic Impact of Tourism in Maryland Report 2023's pdf file:

<https://www.visitmaryland.org/sites/default/files/2024-09/Economic-Impact-of-Tourism-in-Maryland-%20State-2023-CLIENT.pdf>



September - IUGRR Month 2024

- **Launch events** - Riversdale House Museum and Historic Sotterley Home
- **Updated Information on visitmaryland.org**
 - International Underground Railroad Events
 - Historic Annapolis Underground Railroad Walking Tour
 - Southern Maryland - Underground Railroad Sites
 - The Hidden Chesapeake: Slavery and Freedom through Harriet Tubman's Eyes
 - Finding Freedom, Faith and Family on Maryland's Underground Railroad Guide
- **Media Summary**
 - [Southern Maryland News](#)
 - [The Southern Maryland Chronicle](#)
 - [MSN](#)
 - DC News Talk 105.9 WMAL radio - (upcoming, air date TBD)





2024 Spring/Summer Mid-campaign

SS24 CAMPAIGN | Executive Summary

The Spring/Summer 2024 campaign continues to show an exponential YoY growth and is expected to exceed last year's revenue figures.

The integrated approach successfully delivered strong revenue and improved YoY ROI

- Spiking audience reach through TV, CTV, OLV, OOH and Audio established awareness at scale.
- Continued through consideration with efficient digital targeting through vertical travel sites—Sojern and TripAdvisor—along with programmatic, keeping audiences engaged.
- Finally, captured demand for travel to Maryland: bookings and revenue from our travel platform partners—Expedia and Priceline/Booking.com.



+515% vs PY | +\$30.4MM
94% to EOC Goal



+144% vs PY* | +\$33:1
No mid-campaign data
(FY23)



+162% vs PY | +68.9MM
87% to EOC Goal



+64% vs PY | +28K
23% to EOC Goal

*I compared to SS23 EOC Report as we didn't report this in mid-campaign reporting in FY23. Revenue, impressions, conversions compared with SS23 Mid-Campaign Report.
is based on total digital ad spend, including CTV, pre-roll, and display, that can be tracked via an Adara pixel and Expedia and Priceline/Booking.com



Marketing Updates

- 2024 'Welcome Home for the Holidays' campaign runs beginning in November and through February of 2025
First time - Winter Footage to showcase 1st quarter travel
- Call for Deals & Discounts now to be part of the campaign
- New video footage shot this week in Solomons and National Harbor for new spring/summer TV spots







2nd Quarter Results



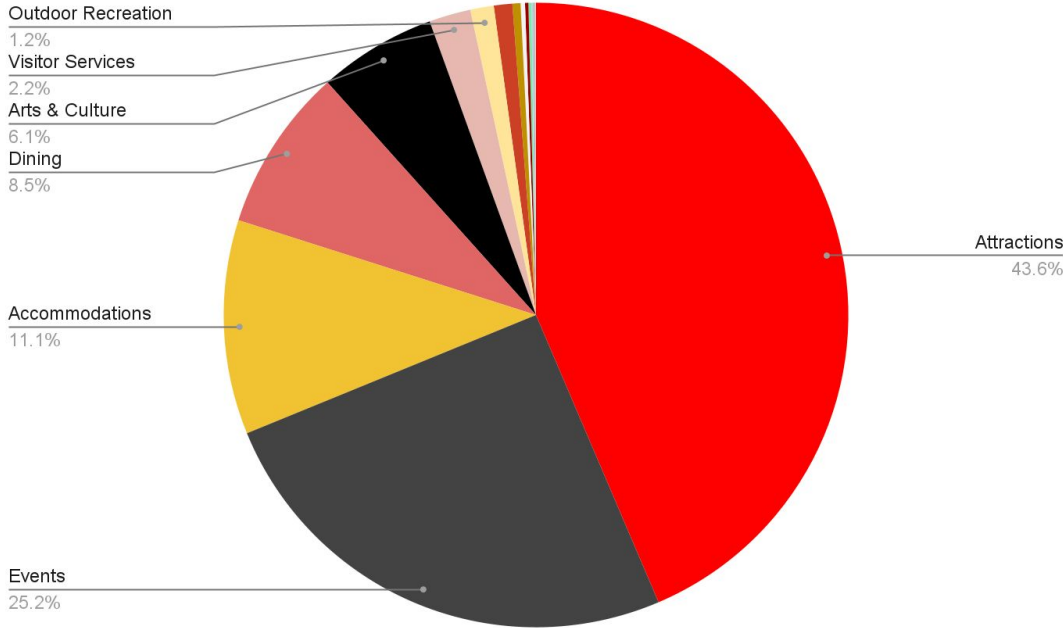
Website Traffic for the Past 5 Quarters

- ★ Users and New Users increased over 30% YoY
- ★ The Spring/Summer and Chesapeake Bay Loop campaigns as well as Fleet Week activations ran simultaneously creating a spike in Q2 visitation

Mo / Year	Users	New Users	Time on Site	Page Views	Ave Page Views	Bounce Rate
QTR 2-2024	1,013,366	993,946	2:18	2,027,469	2.0	38.8%
QTR 1-2024	565,799	554,154	2:32	1,187,930	1.8	31.4%
QTR 4-2023	686,550	680,031	2:24	1,323,270	1.6	33.2%
QTR 3-2023	967,503	945,546	1:16	1,754,389	2.2	58.4%
QTR 2-2023	758,355	752,157	1:28	1,535,760	2.0	53.3%
QTR 1-2023	448,277	442,740	1:38	924,974	1.8	52.3%



Partner Referrals



- ★ Visitmaryland.org sent over 135,000 users to partner sites from April-June 2024.
- ★ Top Categories: Attractions, Events, Accommodations, and Dining.

Partner Referrals	Event count	Total users
Attractions	83496	59115
Events	48353	33076
Accommodations	21248	13886
Dining	16208	12010
Arts & Culture	11686	9054
Visitor Services	4129	2901
Outdoor Recreation	2327	1830
Shopping	1829	1569
Other	800	616
History & Heritage	439	368
Groups	328	273
Entertainment & Nightlife	297	260
Fishing Charters	169	135
Deals	143	114
Parks, Nature & Scenic Beauty	96	83
Sports	37	24
Outfitters & Hunting Guides	6	6
	191,591	135,320



Overall Updates

- **Baltimore Convention Center Task Force**
On-going
- **Winery and Vineyard Grant Program**
Opens shortly
- **Maryland Alcohol Promotion Fund**
New round opening shortly
- **Maryland Welcome Centers - normalizing operating hours**





Next MTDB meeting date

Friday, November 1 , 2024

Time: 10:00 am - 12:00 pm

Location: B&O Railroad Museum

901 W Pratt St, Baltimore, MD 21223

Room: Harry C. Eck Education Station



Upcoming Event

**MARYLAND
TOURISM**



**TRAVEL
SUMMIT**

EDUCATING, INSPIRING, EMPOWERING

BELCAMP • NOVEMBER 6-8, 2024

<https://mdtourism.org/maryland-tourism-travel-summit/program/>



THANK YOU

