

# Maryland Insights

## DIVISION OF TOURISM & FILM

Maryland Department Of Commerce



### **Maryland Office of Tourism Attends Grand Opening of National Road Museum**

On June 21, OTD's Director of Strategic Partnerships & Public Relations Cynthia Miller was on hand for the grand opening of the National Road Museum in Boonsboro. Miller presented a Secretary's Citation from Maryland Secretary of Commerce Harry Coker Jr. to commemorate the grand opening of the museum. In her remarks, Miller noted that the Historic National Road Scenic Byway offers "...diverse Maryland adventure and new experiences to all those who travel upon it

and affords them the opportunity to experience large cities such as Baltimore, and historic towns such as Hagerstown and Boonsboro, all of which are the backbone of our cultural heritage.” To learn more about the museum, click [here](#). To learn more about the Historic National Road Scenic Byway, follow this [link](#).

*Pictured: Cynthia Miller with attendees at the grand opening of The National Road Museum.*

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## **Maryland Office of Tourism Welcomes New Intern**

The Maryland Office of Tourism (OTD) is pleased to introduce our new PR & Communications intern, Laiba Nisar. Laiba, who is a senior at the University of Maryland, College Park, majoring in International Relations with minors in International Development & Conflict Management and Law & Society, joins our office as an intern within the Governor's Summer Internship Program. She will be with OTD until August 8. Laiba hails from Maryland's Eastern Shore where she enjoys spending time on Assateague Island. She has previously interned in the nonprofit and legal sectors and reports that she is excited for her first opportunity to work in state government and is especially looking forward to gaining hands-on experience in media relations and helping promote all that Maryland has to offer. You can reach Laiba at [laiba.nisar@maryland.gov](mailto:laiba.nisar@maryland.gov).



*Pictured: OTD intern Laiba Nisar with Lt. Governor Aruna Miller.*

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## **Deadline Approaching for Advertisement Opportunity in 2026 *Destination Maryland* Magazine**



As the official travel guide for the Maryland Office of Tourism and a key component of the state's marketing campaigns, *Destination Maryland* magazine reaches hundreds of thousands of highly engaged travelers actively planning trips to Maryland. Distributed in both printed and digital versions, the guide represents the perfect opportunity to promote your destination, attraction, or service to visitors eager to explore Maryland. The 2026 edition of *Destination Maryland* will feature dynamic content, stunning photography, travel tips, maps, and curated listings. Take advantage of the opportunity to drive visitors to your destination by advertising in the 2026 *Destination Maryland*. Download the 2026 *Destination Maryland* Media Kit [here](#). Please contact [Carly Stedman Norosky](#) with Miles Partnership if you have questions or need additional information. Ad reservations will be accepted through August 20.



## Maryland Office of Tourism Attends Public Relations Society of America Meeting

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From June 2-5, Ana Hall-DeFoor, Social Media and Digital Products Coordinator, and Connie Spindler, Public Relations Specialist for the Maryland Office of Tourism, attended the annual Public Relations Society of America (PRSA) Travel & Tourism Conference in Tampa, Florida. The event brought together travel and destination experts to share insights on the changing nature of media visits and FAM trips, effective approaches to pitching, working with content creators, and amplifying diverse and inclusive storytelling. Attendees also had the chance to connect directly with journalists and content creators. Maryland was well represented, with participants including Jake Wynn from Visit Frederick, Ari Hamilton and Tracey Johnson from Visit Baltimore, and Kaletha Henry from Be Local Go Global. To learn more about PRSA click [here](#).



*Pictured: Connie Spindler and Ana Hall-DeFoor with the Maryland delegation at PRSA's Travel & Tourism Conference.*

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## Maryland Office of Tourism's Scenic Byways Social Media Campaign Continues

2025 marks the 25th anniversary of Maryland's Scenic Byways Program. To celebrate this milestone, the Maryland Office of Tourism launched a robust social media campaign in April to promote the state's 18 scenic byways. Each post is designed to inspire and inform potential travelers about the accommodations, attractions, restaurants, and shopping experiences available along each route.



In partnership with Visit Frederick, the Maryland Office of Tourism recently hosted content creator Jess Dutra of MIX 106.5's Morning Show for a three-day exploration of a portion of the [Journey Through Hallowed Ground Scenic Byway](#). Jess shared highlights from her trip through a series of Facebook and Instagram posts, followed by a compilation video available on our Instagram [here](#).

Stay tuned for more posts and upcoming collaborations with content creators promoting Maryland's Scenic Byways.

*Pictured: Jess Dutra explores Frederick during her trip along the Journey Through Hallowed Ground Scenic Byway.*

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**Maryland Office of Tourism Joins Large Maryland Contingent at IPW 2025**

From June 14-18, Acting Managing Director Marci Ross, Travel Trade Manager Rich Gilbert, Communications Manager Leslie Troy and Public Relations Specialist Claire Aubel from the Maryland Office of Tourism joined a robust Maryland delegation at [IPW 2025](#), a large trade event for international and domestic inbound tour operators. This year's event was held in Chicago. More than 5,000 delegates from 60+ countries, including nearly 1,800 international and domestic buyers and media convened to showcase the best that America has to offer. As the industry's leading inbound travel trade show, IPW produces real impact: this year's event is projected to generate an estimated \$26 billion in future travel to the U.S. Team Maryland combined to meet with more than 85 tour operators, marketing representatives and Visit USA committee organizations.



The Maryland Public Relations team met with more than 50 journalists and media representatives during the IPW Media Marketplace and at the Maryland trade show booth. Maryland Booth partners included: Visit Annapolis & Anne Arundel County (Rasheeda Martin); Visit Baltimore (Eric Masterton & Aurelia Walsh); Visit Frederick (Becky Bickerton); Visit Montgomery County (Katherine Crosse); and Visit National Harbor (Jamie Rice).

*Pictured: The Maryland Trade Sales Team: Rich Gilbert; Katherine Crosse; Rasheeda Martin; Marci Ross; Aurelia Walsh; Eric Masterton; Becky Bickerton; and Jamie Rice.*



## IN THE NEWS



- [Baltimore MLS NextPro Stadium Study Completed](#)
- [Washington County Launches the 2025 Ice Cream Trail](#)
- [President Trump's Proposed Budget Would Preserve Funding for the Chesapeake Bay](#)
- [BWI Marshall Airport Marks 75 Years with Year-Long Celebrations, Community Events](#)
- [Budget Airline to End BWI Service, Cut All U.S. Flights](#)
- [Ravens Undertake Roughly \\$20m Renovation to Owings Mills HQ](#)
- [Fun Fact: Which MD County Is Home to the World's Oldest Working Crab Processing Plant?](#)
- [This Restaurant is The Most Fascinating In Maryland, Food Site Says](#)
- [Exploring County Art Districts: Silver Spring](#)
- [OC Air Show Planners Look To Future With Big Plans After 2025 Ocean City Show Cut Short](#)
- [Baltimore Restaurant Wins a James Beard Award](#)
- [This 281-Person Maryland Town Has Chesapeake Bay's Only Guaranteed Jellyfish-Free Beach](#)
- [BOPA Rebranded to 'Create Baltimore' as Arts Agency Gets New Agreement with City](#)

- [Baltimore Will Keep CIAA Tournament Through 2029, Officials Announce](#)
- [Marker Unveiled Near Birthplace of Harriet Tubman on Maryland's Eastern Shore](#)
- [Local Winery to Open Tasting Room At Family-Owned Farm](#)
- [Gaming Companies that Allegedly Deceived DC Officials Increased Lobbying While Looking to Expand in Maryland](#)
- [State Roundup: Gaming Firm Gets Mobile Betting License Despite D.C. Settlement](#)
- [New MD Outdoors Licensing System Now Online](#)
- [Southern Maryland Fireworks Locations 2025](#)
- [Maryland Wine Makers, Importers and Sellers 'weather The Storm' of Trump Tariffs](#)
- [July 4th 2025 Fireworks, Events Around Ocean City](#)
- [Visit Cambridge, a 'Beautiful Secret' on Maryland's Eastern Shore](#)
- [SAIL250 Maryland and Airshow Baltimore Plans Unveiled for 2026](#)
- [BWI Airport Adds Direct Flight To Island Destination](#)
- [Tall Ships, Blue Angels Set for Baltimore in 2026](#)
- [An Official Guide to 4th of July Festivities on Maryland's Lower Shore](#)