



Tourism Overview

Presented by:

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Governor's Intergovernmental Commission for Agriculture

Maryland Office of Tourism Development Mission

- Serves as the State's official travel marketing agency, promoting Maryland's attractions, accommodations and services **to increase visitor spending in the State;**
- Provides residents and out-of-state visitors with information and services to ensure a positive trip experience; and,
- Positions Maryland as a competitive destination.



Maryland Tourism Development Board

Marketing & Promotional Oversight

- Participate in a five-year strategic planning process.
- Review and approve the Office of Tourism's marketing & development plan.
- Cooperate with other agencies and organizations that aid in the development and promotion of tourism.



Five-Year Strategic Plan (2010 – 2015)

- Strategic plan process began in September 2008, with final document approved in November 2009.
- Dramatic changes in economic climate and tourism budgets impacted some strategies & tactics, but plan has been excellent road map for success during challenging times – helped focus and prioritize.
- Board revisits plan annually with same facilitator.



Maryland Tourism Development Board

Tourism Stakeholders

Executive Directors Council

Represents the leadership of trade associations
affiliated with Maryland's tourism industry.



Maryland Tourism Development Board

Tourism Stakeholders

Maryland Association of Destination Marketing Organizations (MDMO)

Comprised of the 25 officially designated tourism entities in the State representing the 23 counties and the cities of Baltimore and Ocean City.



Visitors Are Vital To Maryland's Economic Engine

- In 2012, Maryland welcomed **35.4** million visitors, up **2.9** percent from 34.4 million visitors in 2011 – outperforming the 1 percent national growth.
- Visitation to Maryland has increased **30** percent since 2007 for an additional **8.2** million visitors - outperforming the **9.2** percent growth of the United States and every Mid-Atlantic state.
- Market share has increased **19.1** percent since 2007 - far outperforming regional and national trends.



Leisure Travel to Maryland is on the Upswing

- Maryland saw strong growth in leisure and overnights in 2012 – **far outperforming national and regional trends**
- Leisure travel grew 6.7 % in 2012 – 39.1 % since 2007
- Overnights grew 5 % in 2012 – 34 % since 2007
- Increased growth in international travel



Performance Driven – Results Oriented

Tourism Promotion Act of 2008

- Mandates \$2.5 M in grants annually to DMOs.
- Provides the Governor with the OPTION to give the MTDB additional funding based on growth of tourism tax sales revenues above 3% annually.
- Requires the MTDB to report on the effectiveness of the Tourism Promotion Act.

SALES TAX CATEGORY		TOTAL SALES TAX REVENUES (\$)				TAX FACTOR	ADJUSTED TOURISM TAXES (\$)		
		FY 2013 WITH ALCOHOL INCREASE	FY 2013 WITHOUT ALCOHOL INCREASE	FY 2012 WITH ALCOHOL INCREASE	FY 2012 WITHOUT ALCOHOL INCREASE		FY 2013 WITHOUT ALCOHOL INCREASE	FY 2012 WITHOUT ALCOHOL INCREASE	GROWTH WITHOUT ALCOHOL INCREASE
111	HOTELS, MOTELS SELLING FOOD w/BWL	\$42.8	\$41.9	\$43.5	\$42.4	100%	\$41.9	\$42.4	(1.3%)
901	HOTELS, MOTELS, APARTMENTS, COTTAGES	\$91.8	\$91.0	\$89.8	\$88.7	100%	\$91.0	\$88.7	2.5%
108	RESTAURANTS, LUNCHROOMS, DELIS	\$323.7	\$317.1	\$314.9	\$310.3	33%	\$105.7	\$103.4	2.2%
112	RESTAURANTS AND NIGHTCLUBS w/BWL	\$247.0	\$227.4	\$245.9	\$222.3	33%	\$75.8	\$74.1	2.3%
306	GENERAL MERCHANDISE	\$156.6	\$156.2	\$153.7	\$153.4	5%	\$7.8	\$7.7	1.8%
407	AUTOMOBILE, BUS AND TRUCK RENTALS	\$62.4	\$62.4	\$64.4	\$64.4	90%	\$56.2	\$58.0	(3.2%)
706	AIRLINES — COMMERCIAL	\$0.3	\$0.3	\$0.3	\$0.3	50%	\$0.1	\$0.2	(14.3%)
925	RECREATION AND AMUSEMENT PLACES	\$6.1	\$5.9	\$6.0	\$5.9	50%	\$3.0	\$2.9	1.1%
TOURISM TAX CATEGORIES SUBTOTAL		\$930.7	\$902.1	\$918.7	\$887.8		\$381.4	\$377.5	1.0%
ALL SALES TAX CATEGORIES SUBTOTAL		\$4,126.8		\$4,095.7					0.76%



Maryland Office of Tourism's Strategies for Success:

- Conduct consumer research to determine key selling messages & most valuable prospects/markets.

- Strategic Regional Promotional Efforts:
 - Paid: Advertising (digital & traditional)
 - Earned: Public Relations
 - Owned : OTD assets such as website, publications, newsletter and social media



Consumer Research Drives Marketing Platforms

- Qualitative Research:

- Focus Groups allow consumer insight and direction for advertising, publications and web design.

- Quantitative Research:

- Determine what consumers thought of Maryland and its competitors.

- Determine what motivates consumers.



Data driven decision-making

- Focus marketing efforts on key feeder markets & continually communicate year-round:
 - 32 percent of visitors from Washington, D.C.
 - 15 percent of visitors from Baltimore
 - 11 percent of visitors from Philadelphia
- These top three markets – 58 percent of visitors.



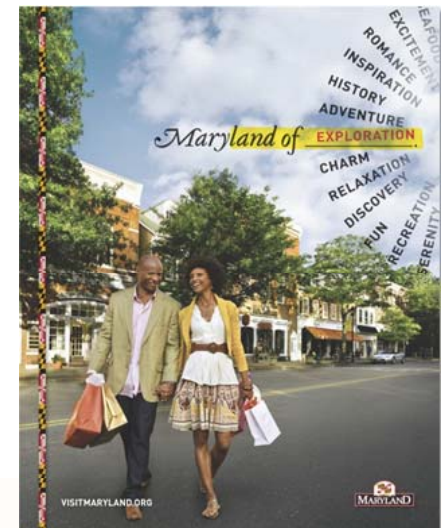
OTD's tourism efforts deliver a powerful return on investment

- MTDB commissioned an effectiveness study on 2012 advertising. It reported only the incremental business generated by the ads, not travel planned prior to viewing advertising.
- 2012 advertising generated \$317 million in visitor spending from 265,067 trips and supported more than 2,925 new tourism jobs.
- Every \$1 invested in advertising returned \$160 in visitor spending, \$22 in state and local taxes and \$5 in sales tax.



Maintain Core Promotional & Outreach Efforts

- Advertising – print, online
- Travel Trade Sales
- International Marketing
- Public Relations
- Content Development – web, social, publications
- Social and Digital Media and Marketing
- Tourism Product Development, etc...



International Marketing



Maryland investment in promotion to Western Europe and emerging markets of Brazil and China was matched \$8 for every \$1 in FY 2013.

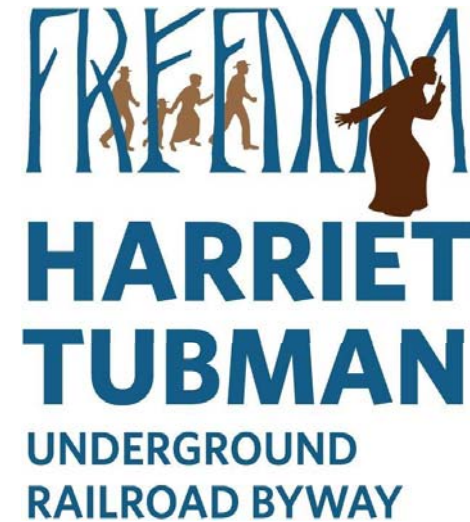


Communications Efforts Deliver Results

- Travel Media team generated \$13.7 million in positive third-party editorial coverage of Maryland as a travel destination.



Commemorations Continue through FY2015 :



FY2014 Tourism Marketing and Development Plan



Available online at www.visitmaryland.org under Tourism News & Reports. FY15 plan will be added in November.



Maryland Office of Tourism's Future Strategies for Success

- Must go BEYOND Strategic Regional Promotional Efforts – need to target larger and more distant metropolitan areas such as NYC.
- Applying strategies for the development of VisitMaryland 2.0.
- Continue international marketing efforts.
- Develop new culinary, outdoor recreation and Chesapeake-themed products and market when visitor-ready.



Agritourism – moving forward...

Agritourism

Agritourism is basically where agriculture and tourism intersect, as farms and ranches invite the public onto their property to experience the outdoors, the leisure pace, and the healthy and nutritious produce that is only possible when it is fresh picked at the peak of perfection.

What is Agritourism? Jane Eckert, of Eckert AgriMarketing ...

www.eckertagrimarketing.com/eckert-agritourism-what-is-agritourism.php

- Direct impact – what are the tax revenue impacts?
- Indirect impact – how do these experiences enhance the visitor experience?



2014 Destination Maryland & Visit Maryland Website

FOOD & DRINK

FOR YOUR DINING PLEASURE, MARYLAND'S MENU FEATURES THE WORLD'S BEST SEAFOOD, FARM-FRESH PRODUCE AND HUMPTONIAN DESSERTS. NOT TO MENTION AN EXTENSIVE LOCAL WINE LIST, ALL SERVED IN ECLECTIC AND ROMANTIC SETTINGS.

WHAT BRYAN VOLTAGGIO **ABOUT MARYLAND**

Executive chef and owner of three restaurants (VOCE, Pearly Pearl and B&B) and founder of the Top Chef Masters and Top Chef Masters: Season 8, Bryan is a James Beard Award-winning chef. He is also a member of the exclusive VOCE club with brother Michael and is raising a new trio, VOCE, the boys with his wife and their three children in his hometown of Frederick.

Maryland used to be a mecca for those who were looking for the best of the best. In Maryland, I am proud to have this abundance of resources all in my backyard. I am endlessly inspired by the Chesapeake coastline, the food scene and the fruits and vegetables that are native to our area. Through my own modern interpretations, I embrace the region in every dish and in every technique at my restaurants.

Heating beds a fine seafood dinner on the waterfront. **BOOKING RESTAURANTS** and dinner venues add the perfect ambiance for enjoying Chesapeake Bay fare such as crab cakes, oyster fillets and fried clams.

For a personal touch, charter a boat and fish for your own meal. Gigant bass, also known as rockfish, is deliciously referred to as "The Poet of the Chesapeake."

You can also savor top fare at summertime events such as the National Hard Crab Derby in Onond, Maryland (soft-shell crabs near Annapolis and OysterFest in St. Michaels).

Local ingredients from orchards and farms (including many popular pick-up venues establishments) make their way into seasonal wines at restaurants such as Baltimore-based Charleston, featuring award-winning Executive Chef David Wolf.

Special dining experiences are also available as part of regularly scheduled Restaurant Weeks at participating establishments in a number of Maryland locations. Sometimes, the food comes to the patron, as in the case of annual "Taste of..." events in several counties.

Ready for dessert? Here in the land of Charm City Cakes -- a Baltimore bakery that became famous on the former Food Network show "Pie in the Sky" -- you must savor some for something sweet after lunch or dinner: make a slice of multi-layered chocolate swirled **BAKED CAKE**. Maryland's official dessert. In addition, Maryland's Best Ice Cream Trail provides multiple creameries and dairy farms that produce ice cream and sell it to visitors. The trail extends through Berlin, Bel Air, South Mountain and Smithsburg.

VINTAGE DESTINATIONS: Six Wine Trails

Tours, tastings and farm-to-table dining are yours to enjoy at more than 40 Maryland wineries and vineyards, most of which are positioned along six wine trails. Here's a sampling:

ANNE ARUNDEL TRAIL
Five locations within the proximity of the Chesapeake Bay.

CARROLL TRAIL
Five locations in the rural region that is home to the Maryland Horse Festival, held each September.

FREDERICK TRAIL
Four locations near Frederick, one of America's most "historical destinations."

PATENT TRAIL
Eight locations on the edge of the Capital Beltway.

CHESAPEAKE TRAIL
Eight locations on the edge of the Capital Beltway.

SHORE TRAIL
Five locations within the proximity of the Chesapeake Bay.

WINE TRAIL
Five locations within the proximity of the Chesapeake Bay.

The Official Site of the Maryland Office of Tourism



VISIT *Maryland*

The Official Site of the Maryland Office of Tourism

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Maryland Farmers' Markets



The local food movement is sweeping the country and new farmers markets have sprouted-up all over Maryland.

For further information call 410-841-5770.

Add To Itinerary

Region

Click on the county below to find a Farmers' Market near you:

Allegany	Carroll	Harford	St. Mary's
Anne Arundel	Cecil	Howard	Somerset
Baltimore	Charles	Kent	Talbot
Baltimore City	Dorchester	Montgomery	Washington

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History & Heritage
Military & Government
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Shopping
Sports

Attractions

Carroll County Farm Museum



Like Tweet +1

Central Maryland

Experience the life and times of the 19th-century through exhibits, demonstrations and educational programs on rural farm life. Home to the Maryland Wine Festival.

Location: 500 S Center St
Westminster, MD 21157
Map It

County: Carroll
Phone: 410-386-3880
Toll free: 800-654-4645
Fax: 410-876-8544
Website: www.carrollcountymuseum.org

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Fall Events

Maryland is packed with fun things to see and do! Check out these great events throughout the state...
[Read More...](#)

Free
DESTINATION MARYLAND TRAVEL GUIDE AND PASSPORT DISCOUNT CARD
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Home > Events > Fun Fall Festivals

Fun Fall Festivals



Celebrate autumn's harvest around the state.

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 If your taste tend to lean more to the macabre.... join us, if you dare, and experience unworldly weirdness on a **Ghost Tour!**

Pumpkin Trolleyfest
Sat. & Sun. through November 14, 2014
Come to the national Capital Trolley Museum's Pumpkin Trolleyfest where your child can pick out and decorate a small pumpkin from the museum's "Pumpkin Market."
National Capital Trolley Museum
Colesville
Montgomery County
[More info...](#)

Greenstreet Gardens Fall Festival
Weekends, through October 26, 2014 10:30am - 4:00pm
Costume parade on October 26, 2014 at 10:15am
Ride the cow train, take a bumpy ride down the underground slide, play in the corn pit, and more.
Greenstreet Gardens
Lothian
Anne Arundel County
[More info...](#)

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Travel Media Relations

UK Journalists Tour Maryland

Maryland will be receiving press coverage in the United Kingdom from two recent press visits. One group of journalists consisting of the *Sunday Independent*, *Star Magazine*, and *Irish Daily Star* toured Frederick and Baltimore to sample a taste of Maryland during a Foodie Fam sponsored by the Capital Region USA. Additionally, a reporter from the BBC toured the Harriet Tubman Underground Railroad Byway through Caroline and Dorchester counties.

Pictured: Journalists and Chef Jerry Pellegrino at the Waterfront Kitchen's greenhouse during the Foodie Fam.



Consumer E-newsletter

OCTOBER IN MARYLAND 2014 | [view this email online](#)

MARYLAND
VisitMaryland.org

ISSUE 94 • OCTOBER 2014

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FREE DESTINATION GUIDE
THINGS TO DO
PLACES TO STAY
TRIP IDEAS
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UPCOMING EVENTS

Maryland Renaissance Festival
Now through Oct. 19
Crownsville, Anne Arundel County

Free Fall Baltimore
More than 300 free events in October

Brunswick Railroad Days
Oct. 4-5
Frederick County

Chesapeake Celtic Festival
Oct. 4-5
Snow Hill, Worcester County

U.S. Sailboat Show
Oct. 9-13
Annapolis City Dock

Chesapeake Wildfowl Expo
Oct. 11
Ward Museum of Wildfowl Art
Salisbury, Wicomico County

Graw Days Festival
Oct. 11
Havre de Grace, Harford County

Taste of Bethesda
Oct. 11
Montgomery County

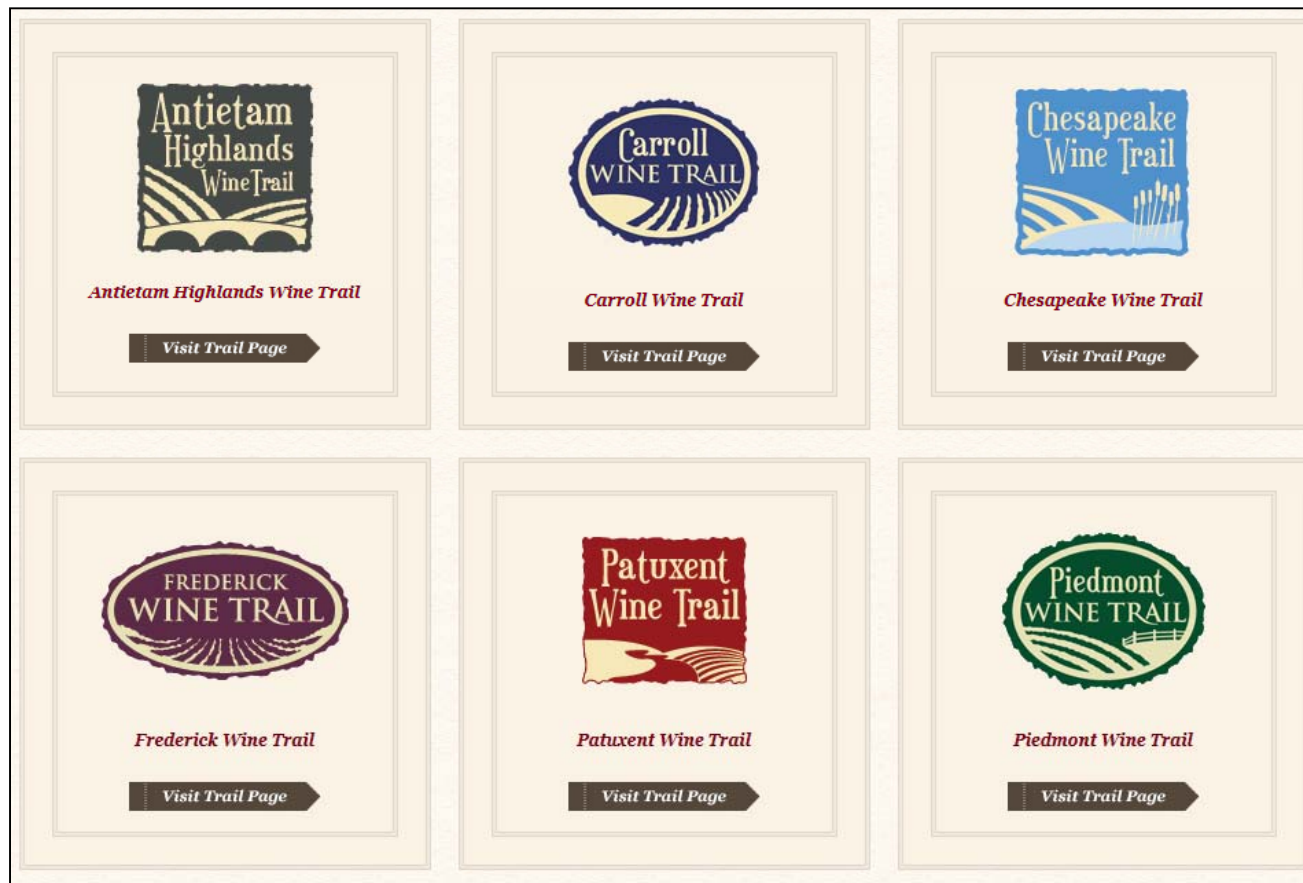
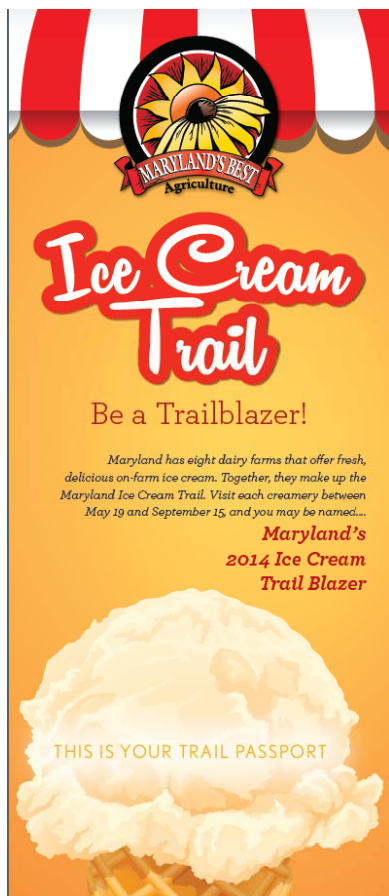
Fall Festivals
Celebrate the season's harvest with apples, pumpkins, and fabulous fall foliage.
• **Fall Harvest at Baughman's**, weekends through October, Westminster, Carroll County
• **Darlington Apple Festival**, Oct. 4, Harford County
• **Maryland Pumpkin Festival**, Oct. 11-12, Summers Farm, Frederick, Frederick County
• **La Plata Fall Festival**, Oct. 12, Charles County
• **Fall Harvest Days**, Oct. 18-19, Carroll County Farm Museum, Westminster

Beer Festivals
Bratwurst shares the spotlight with bold beers during Oktoberfest.
• **Eastport Oktoberfest**, Oct. 4, Eastport Democratic Club, Annapolis
• **Das Best Oktoberfest**, Oct. 11, M&T Stadium Parking Lots, Baltimore
• **Good Beer Festival**, Oct. 11-12, Pemberton Park, Salisbury, Wicomico County
• **Gaithersburg Oktoberfest at the Kentlands**, Oct. 12, Montgomery County
• **Berlin Oktoberfest**, Oct. 19, Worcester County
• **Island Bay Day Rocktoberfest**, Oct. 19, Queen Anne's County Fairgrounds, Centreville

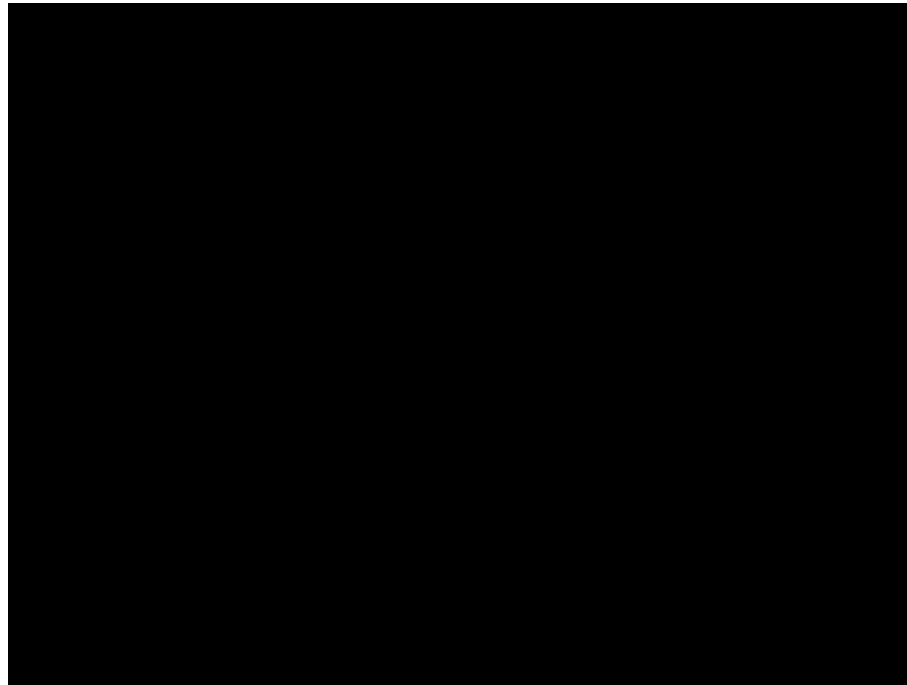
Festivals on the Water
Enjoy the bounty of the Chesapeake and Maryland's maritime



Welcome Center Brochure Distribution



TV Advertising



Industry Outreach

MARYLAND **Insights**
Information for the Cultural and Tourism Community

MAY 28, 2014

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TOP HEADLINES

in brief tfa news


- Star-Spangled Summer Starts
- Ping Pong Summer on Maryland Screens

in the news

- Tourism Tax Revenues continue to grow in FY2014

upcoming events

- Fourth Annual Maryland Traditions Folklife Festival Returns
- Preakness Draws Record Crowd
- Walters Art Museum Awarded Funds



Travel Information Workshop

- Travel Information Specialists from Western Maryland to the Eastern Shore convened at Six Flags America in Largo to learn from the Maryland Office of Tourism about trends in Maryland travel, consumer communications outreach efforts and customer interface. Additionally, representatives from the [Maryland Wineries Association](#), [Lyon Distilling](#) and the [Maryland Department of Agriculture](#) discussed how these micro-industries are an important, and growing, component of the visitor experience.



Thank you...questions?



For more information, please contact Marci Ross at mross@visitmaryland.org

