

# MARYLAND'S TOURISM INDUSTRY A SOUND INVESTMENT



## WHY INVEST IN TOURISM?

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

**Every dollar spent to market the state as a tourism destination returns \$31 to the state.**

An increased investment in tourism marketing equals an increase in state and local tax revenue, jobs and economic impact. Maryland's tourism industry can do more with more!

*Source: Destination Analysts*

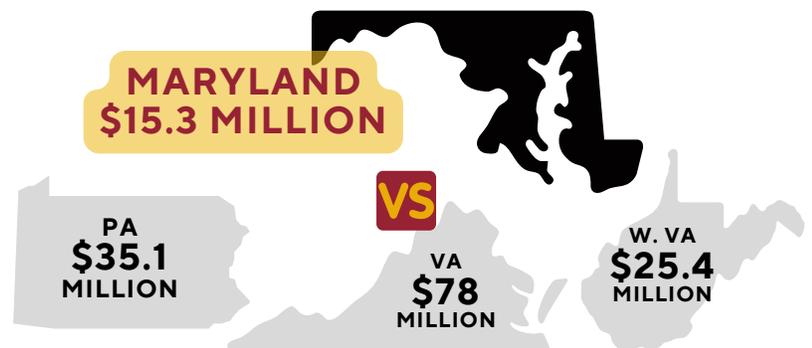
## ECONOMIC IMPACT

The travel sector is an integral part of Maryland's economy. In 2021, Maryland attracted **35.2 million visitors who spent \$16.4 billion**, supporting the following industry segments:

- **Food & Beverage 24%**
- **Retail 13%**
- **Recreation 12%**
- **Lodging 19%**
- **Air and Local Transport 30%**

*Due to rounding, percentages do not equal 100%.*

## MARYLAND TOURISM FUNDING VS. COMPETING STATES



*Source: US Travel Association, FY21-22 State Tourism Office Budgets Survey Results*

The Maryland Office of Tourism Development (OTD) receives **\$15.3 million** through the Maryland budget.

- \$12.5 million is disbursed to the Maryland Tourism Development Board (MTDB) for the purpose of tourism promotion. Of that \$12.5 million, \$2.5 million is distributed to the 25 State of Maryland-recognized Destination Marketing Organizations (DMOs) through a competitive grant formula.

## VISITOR SPENDING

**Vacation spending by visitors:**

- Reduces each Maryland household's state tax burden by approximately **\$1,000 annually**.
- Generates **\$2.1 billion in state and local taxes**.
- Supports **173,700 jobs** (direct and indirect jobs) making the tourism industry Maryland's 12th largest private-sector employer.

*Source: Tourism Economics, Economic Impact of Tourism in Maryland - 2021.*

## CALL TO ACTION

If funding to the Maryland Tourism Development Board were increased by \$15 million, tourism businesses from across the state could see an additional \$465 million.

Source: Destination Analysts

## HOW WOULD THE \$15M BE USED

Approximately \$10 million would go directly to Maryland's 25 officially designated DMOs.

Research-backed market expansions would take place in New York; Cleveland and Columbus, Ohio, & beyond.

Existing promotions and marketing messages, which have already demonstrated a strong ROI, would be enhanced.

Domestic and international sales efforts would be enhanced.

## THE PARTNERS



### MARYLAND OFFICE OF TOURISM DEVELOPMENT (OTD)

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.

### MARYLAND TOURISM DEVELOPMENT BOARD (MTDB)

With board members appointed by the governor and the legislature, MTDB guides activities to develop and market Maryland as a destination.



### MARYLAND ASSOCIATION OF DESTINATION MARKETING ORGANIZATIONS (MDMO)

MDMO brings together Maryland's 25 officially recognized Destination Marketing Organizations (DMOs) to develop tourism in all Maryland localities and foster awareness of the industry. Each county has a designated DMO, as does Baltimore City and Ocean City.



### MARYLAND TOURISM COALITION (MTC)

The Maryland Tourism Coalition will elevate and improve the prospects of the tourism industry by advocating, connecting and educating statewide.