

MARYLAND

FISCAL YEAR 2023 TOURISM DEVELOPMENT BOARD ANNUAL REPORT

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



Maryland

visitmaryland.org



Governor's Message

Dear Friends:

I'm pleased to introduce the Maryland Office of Tourism Development's Fiscal 2023 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.

Each year, Maryland welcomes millions of travelers who come to enjoy our famous seafood, tour our vibrant cities and charming towns, explore our beaches and mountains, and enjoy a vast range of activities and events.

Tourism remains a significant economic driver for our state, and we have worked hard to create a supportive business environment and promote all that Maryland has to offer to visitors from around the globe. In 2022, visitors to our state spent more than \$19.4 billion, which helped generate more than \$2.3 billion in state and local tax revenue and saved each Maryland household nearly \$1,000 in taxes.

Over the past year, we introduced our new "You're Welcome" branding with 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 fifth year in a row proclaimed September as International Underground Railroad Month, and we have also continued to work with the National Park Service 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're making us proud. Keep up the great work!

Sincerely,



WES MOORE
Governor

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 2022 Tourism Satellite Account report from Tourism Economics, a leading tourism industry research firm. They reported more than \$19.4 billion in visitor spending and \$2.3 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 FY 2023 Direct Tourism Taxes are also included in this report.

Economic Impact and visitation are generally reported by calendar year; all other metrics in the Annual Report are Fiscal Year 2023. 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 \$15 TO \$1 ROI

The Maryland Office of Tourism introduced new branding with 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 \$30 million were tracked via Adara. Campaign-attributable hotel bookings increased year over-year from an 8-to-1 ROI to an 15-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.

LEVERAGING PARTNERSHIPS

STAFFING AND ADMINISTERING IMPORTANT COMMISSIONS AND INVESTMENTS

- Maryland Entertainment Council: Convened to study the current tax credit and determine how to further increase the benefits of the creative economy for the economic benefit of Maryland residents.
- Fort to 400 Commission: Working to prepare for the 400th anniversary of English settlers to Maryland in 2034.
- Maryland Alcohol Promotion Fund Commission: Overseeing the distribution of \$1.6 million in promotional opportunities for value-added agriculture.
- Maryland Vineyard and Winery Grant: Administering \$1 million in grant funds to increase the number of and provide capital to new and existing eligible wineries and vineyards.
- EDA Grants: Awarding nearly \$5 million in federal funds to tourism-related programs across the state including marketing campaigns, job development, education and preservation of existing structures.



LEVERAGING PARTNERSHIPS

WORKFORCE TRAINING FOR CHESAPEAKE BAY STORYTELLERS PART 2

Building upon the success of the first Chesapeake Bay Storytellers Workforce Development Training in 2020, Maryland Office of Tourism Development planned and implemented a second training in partnership with the National Park Service, Chesapeake Bay Office. Twenty-three tour guides from 15 businesses and non-profit organizations were trained at the Smithsonian Environmental Research Center in Edgewater in March and April. Based on participant feedback, the original training was expanded to include environmental field studies, indigenous peoples'

history, consumer research about visiting the Chesapeake Bay and additional marketing topics.

Consumer research about visitation to the Chesapeake Bay was conducted at six locations around the Bay with grant funds awarded from the National Park Service. Collectively, the research and training will help businesses expand and develop new and exciting tour offerings. Marketing organizations will also use research results to maximize opportunities to sustainably increase visitation.



Fossil hunting tour by Chesapeake Bay Storyteller Megalodon Adventure Charters in Calvert County.

MARKET EXPANSION

SOCIAL MEDIA SUCCESSES

Social media campaigns on OTD's Facebook and Instagram channels augmented the major seasonal and special campaigns, racking up thousands of views and new followers. Important social media campaigns included #MarylandMondays, a weekly giveaway campaign that highlights key events and activities that support overnight stays, followed by another campaign called "Trails Tuesdays" giving recognition to Maryland's water- and land-based trails.

Maryland
November 23, 2022 · 🌐

Give the gift that truly keeps on giving; extraordinary experiences at Maryland's most unique attractions. 🎁

VISITMARYLAND.ORG

Give the Gift of Maryland
Give the Gift of Maryland Share If you are looking for a gift that truly keeps on giving, let ...

👍❤️ 124 31 comments 11 shares

Facebook post promoting Give the Gift of Maryland (ad).

MAXIMIZING OPPORTUNITIES

PUBLIC RELATIONS OUTREACH

FY23 was a flagship year for PR: dollar equivalencies nearly doubled last year's and increased the annual average tenfold, totaling more than \$108 million in earned media and more than 1,800 travel article placements. Much of the increased 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*, *Conde Nast Traveler*, *Garden & Gun*, *Forbes*, *USA Today*, *AAA World*, *Frommers*, *MSN*, *Yahoo! News*, *The Baltimore*

Sun (syndicated to all Tribune papers), and Frommer's. 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 *Michelin*. Broadcast segments secured throughout the year included 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, Chesapeake Bay Storytellers, Underground Railroad, Scenic Byways, trails and outdoors, culinary, and more.



Promotional material for "Special Ops: Lioness"

LEVERAGING PARTNERSHIPS

HOLLYWOOD IN MARYLAND

The Paramount+ series "Special Ops: Lioness" filmed in Maryland in FY23. The series created by Taylor Sheridan ("Yellowstone") and starring Nicole Kidman and Zoe Saldana filmed in eight counties around the state. The APPLE TV+ limited series "Lady in the Lake" starring Academy Award-winner Natalie Portman and based on the novel

by best-selling Baltimore writer Laura Lippman also filmed in FY23. In addition to these major "high impact" productions, 11 productions applied for the Maryland Small Film Tax Credit, with 11 others receiving the Small Film Tax Credit in FY23.

TRANSACTIONAL OUTCOME

DRIVING BUSINESS DURING THE SHOULDER SEASON

For the fifth year, the Maryland Office of Tourism produced “Open for the Holidays,” a 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 \$2.3 million, for a 26-to-1 ROI.

\$2.3 MILLION, FOR A 26-TO-1 ROI



OPEN FOR TRAVEL DEALS



OPEN FOR EXPLORING THE SEASON

HOLIDAY DEALS

#OpenForTheHolidays



MAXIMIZING OPPORTUNITIES

OTD AWARDED \$824K IN FEDERAL FUNDING TO ENHANCE MARYLAND SCENIC BYWAYS

The U.S. Department of Transportation awarded the Department of Commerce Office of Tourism \$824K to develop new marketing materials that showcase the state's 18 scenic byways. The funding came from the Federal Highway Administration's National Scenic Byways Program through the Maryland Department of Transportation.

The funds will be used to produce new printed guidebooks and maps, digital content, updated exhibits at the I-70 South Mountain Rest Areas and an interpretive walking trail at the Sideling Hill Rest Area that includes color blind viewfinders.

SNAPSHOT

TOURISM ON THE REBOUND

It is good to see that in Calendar Year 2022 visitor spending bounded over the pre-pandemic levels of 2019. In 2019, visitor spending was \$18.6 billion and in 2022 it was at \$19.4

billion. While this was a modest increase of 4.3 percent over 2019, it is important to see that the upward trajectory of visitation and visitor spending continues.

\$19.4 BILLION IN VISITOR SPENDING

In Calendar Year 2022, visitor spending reached \$19.4 billion, which is an increase of 18.4 percent. It is important that various economic indicators showed that inflation was 8 percent -- so the true growth of visitor spending was actually 10 percent over 2021.

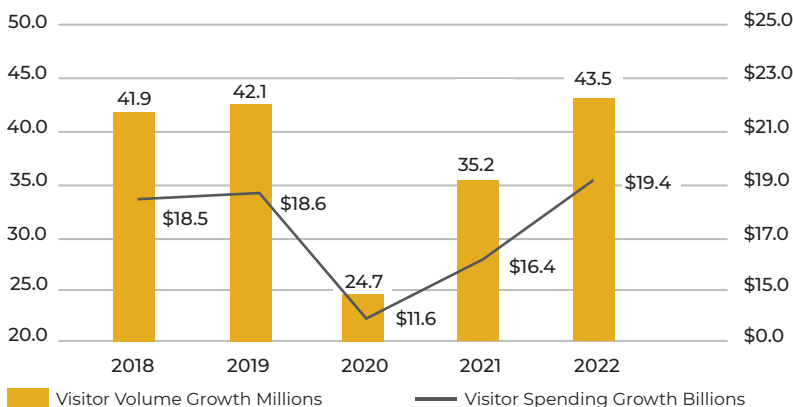
Of the \$19.4 billion spent by visitors in Maryland in 2022, the most spent was on transportation: both local spending within the destination – including purchases of gasoline and dollars spent on parking – as well as air transportation. Transportation spending registered \$6 billion, or 31 percent of visitor spending.

Visitors to Maryland spent the next-highest amount on food and beverage: \$4.7 billion, or 24 percent of all visitor spending.

Spending on lodging, including the value of second homes, resulted in \$3.8 billion, 20 percent of visitor spending.



VISITATION AND VISITOR SPENDING IN MARYLAND



Source: D.K. Shifflet; Tourism Economics

TRUE GROWTH OF VISITOR SPENDING WAS ACTUALLY 10% OVER 2021

VISITOR-SUPPORTED EMPLOYMENT IN MARYLAND - DIRECT IMPACTS

Tourism supported 123,617 jobs directly.

Direct visitor-supported employment grew 9.5% in 2022. Despite an increase of 10,738 jobs, employment still trails 2019 levels.

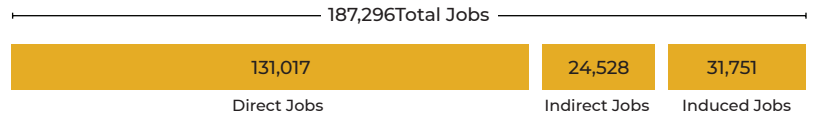
Overall, direct visitor-supported employment reached 82.7% of pre-pandemic levels.

Employment growth is lagging the spending recovery as businesses initially proceeded cautiously and face ongoing labor shortages.

The evaluation of the direct impact of visitor activity allows for comparison against other industries in Maryland. In 2022, the tourism industry in Maryland ranked as the 10th largest employer in the state, surpassing manufacturing by 4,693 jobs. Recovery in Maryland's visitor economy remained among the strongest of any industry post- pandemic.

SUMMARY EMPLOYMENT IMPACTS (2022)

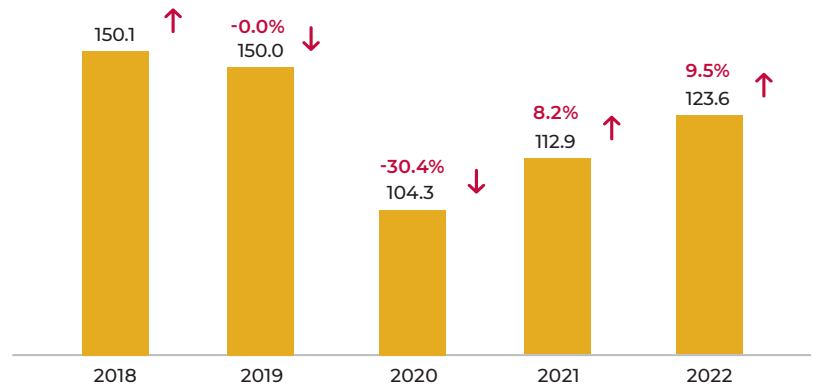
Amounts in number of jobs



Source: Tourism Economics

TOURISM SUPPORTED EMPLOYMENT IN MARYLAND

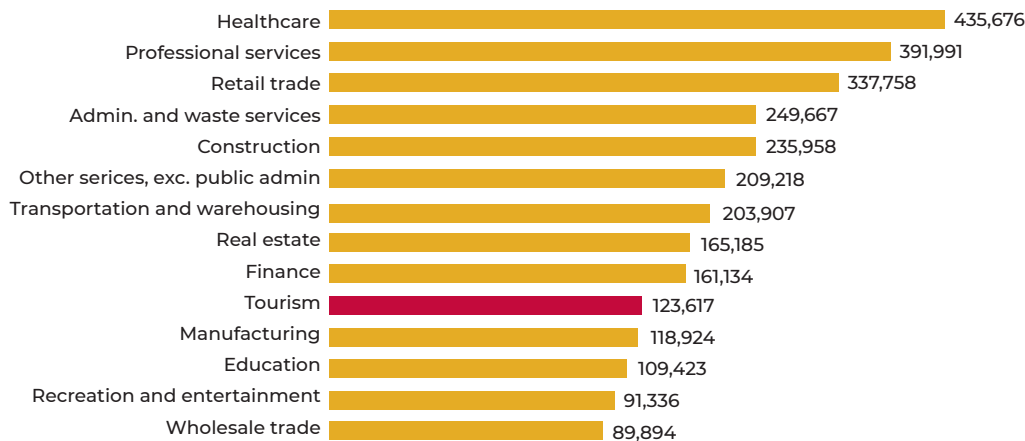
Amounts in thousands of jobs and year-on-year percentage change



Source: Tourism Economics

EMPLOYMENT IN MARYLAND, BY MAJOR INDUSTRY

Amounts in number of jobs



Source: Tourism Economics

VISITOR SPENDING

TOURISM INDUSTRY SALES (MILLIONS)

SECTOR	2018	2019	2020	2021	2022	2022 GROWTH
LODGING *	\$3,432	\$3,550	\$2,230	\$3,152	\$3,873	22.9%
FOOD & BEVERAGES	\$4,141	\$4,343	\$2,987	\$4,000	\$4,704	17.6%
RETAIL	\$2,394	\$2,413	\$1,711	\$2,184	\$2,431	11.3%
RECREATION	\$2,404	\$2,378	\$1,393	\$2,012	\$2,393	18.9%
TRANSPORTATION**	\$5,678	\$5,906	\$3,298	\$5,043	\$6,001	19.0%
TOTAL	\$18,050	\$18,590	\$11,619	\$16,391	\$19,402	18.4%

Source: D.K. Shifflet; Tourism Economics

* Lodging includes second-home spending.

** Includes both ground and air transportation.

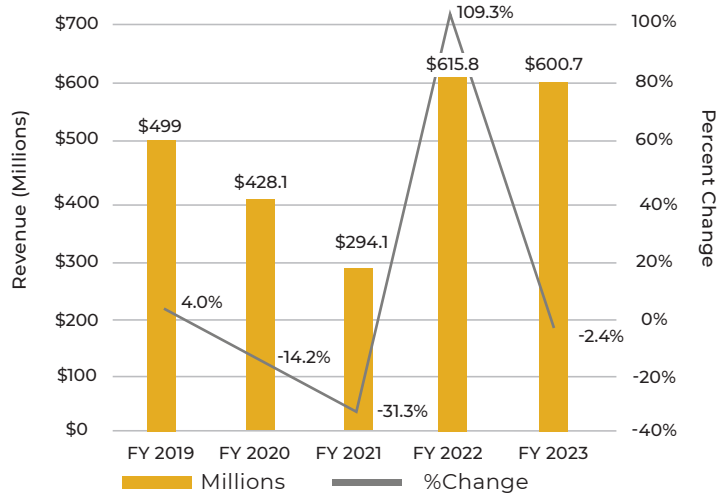
FISCAL YEAR 2023 TOURISM SALES TAX REVENUE

The total sales and use tax collections attributable to tourism in Maryland in FY23 generated nearly \$1.7 billion.

The total adjusted sales and use tax collections attributable to tourism in Maryland in FY23 is \$ 600.7 million*, although it's 2.4 percent less than FY22, it surpassed 20.4 percent compared to FY19's \$499 million.

(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 FY 2019 TO 2023



Source: MD Comptroller

TOURISM SALES AND USE TAX REVENUE FY23

SALES TAX CODE & CATEGORY (MILLIONS)	TOTAL FY 2022	TOTAL FY 2023	FACTOR	ADJUSTED FY 2022	ADJUSTED FY 2023	% CHANGE
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$572.9	\$545.7	33.3%	\$191.0	\$181.9	-4.7%
111 Hotels, Motels Selling Food - W/BWL	\$27.5	\$28.0	100.0%	\$27.5	\$28.0	1.7%
112 Restaurants and Nite Clubs - W/BWL	\$369.6	\$338.4	33.3%	\$123.2	\$112.8	-8.4%
306 General Merchandise	\$523.9	\$506.1	5.0%	\$26.2	\$25.3	-3.4%
407 Automobile, Bus, and Truck Rentals	\$98.6	\$97.0	90.0%	\$88.8	\$87.3	-1.7%
706 Airlines - Commercial	\$0.3	\$0.3	50.0%	\$0.2	\$0.2	0.6%
901 Hotels, Motels, Apartments, Cottages	\$152.8	\$159.2	100.0%	\$152.8	\$159.2	4.2%
925 Recreation and Amusement Places	\$11.8	\$12.1	50.0%	\$5.9	\$6.1	2.5%
Tourism Tax Categories Total Subtotal	\$1757.5	\$1686.8		\$615.5	\$600.7	-2.4%
All Sales Tax Collections - Subtotal	\$7,010.2	\$6,783.3				

Comptroller designated tourism taxes

OFFICE OF TOURISM DEVELOPMENT CONSUMER INTERACTIONS

FY 23 CUSTOMER INTERACTIONS			
Performance Metrics	FY 2022	FY 2023	% CHANGE
Overall Marketing Budget	\$5,002,921	\$4,576,308	-8.5%
Overall Advertising Requests	100,402	59,689	-40.5%
Travel Media Exposure (millions)	\$66.70	\$108.10	62.1%
Welcome Center Visitation	222,097	251,902	13.4%
Website Unique Visitors (visitmd.org only)*	2,772,079	2,686,251	-3.1%
Partner Referrals (Web Outbound Clicks)	545,576	535,227	-1.9%
Social Networks Followers	243,797	256,661	5.3%



*This number includes traffic to all OTD-managed websites: the industry site and Fish & Hunt

(Note: Overall Marketing Budget = Total of Print advertising budget + Broadcast ad budget + Online advertising budget
Overall Advertising Requests = Total of Print advertising requests + Broadcast leads + Web travel kit requests)



CALENDAR YEAR 2022 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	11.0	-1.9	32.2	148.83	19.1	62.7	8.9	4,230,506
D.C.-MD-VA-DE REGION+	16.0	2.0	41.6	137.99	22.1	61.0	13.7	319,962
MARYLAND	12.0	2.6	28.1	133.58	14.4	59.6	9.2	68,424
MD COUNTIES								
ALLEGANY COUNTY	-9.2	0.0	-4.3	97.02	5.3	46.9	-9.2	1,142
ANNE ARUNDEL COUNTY	12.7	-0.6	27.9	118.47	13.5	68.1	13.4	10,401
BALTIMORE COUNTY	7.4	4.8	22.2	102.17	13.8	61.4	2.5	5,641
BALTIMORE CITY	31.8	0.7	60.5	164.72	21.8	55.8	30.8	8,524
CALVERT COUNTY	-13.3	-7.1	1.6	118.61	17.2	44.4	-6.7	444
CECIL COUNTY	-6.6	0.0	0.7	100.71	7.8	59.3	-6.6	604
CHARLES COUNTY	3.8	0.0	11.5	107.67	7.4	61.2	3.8	936
DORCHESTER COUNTY								600
FREDERICK COUNTY	4.8	0.7	18.4	96.62	13.0	59.1	4.1	2,800
HARFORD COUNTY	6.4	5.0	18.7	101.41	11.6	62.2	1.3	2,804
HOWARD COUNTY	4.9	4.9	28.4	105.66	22.4	66.4	-0.1	3,150
MONTGOMERY COUNTY	29.6	2.9	66.7	131.96	28.7	58.3	26.0	8,867
PRINCE GEORGE'S COUNTY	31.0	9.2	62.5	139.36	24.0	59.6	20.0	11,010
QUEEN ANNE'S COUNTY	3.3	0.5	15.6	193.79	11.9	55.9	2.7	424
ST MARY'S COUNTY	-3.1	0.3	6.4	104.36	9.8	57.2	-3.4	1,042
TALBOT COUNTY	-1.1	1.6	2.9	212.52	4.1	53.3	-2.6	674
WASHINGTON COUNTY	6.2	3.0	18.2	98.19	11.3	61.2	3.1	1,952
WICOMICO COUNTY	-9.3	-0.3	0.2	122.31	10.5	48.4	-9.0	1,351
WORCESTER COUNTY	-6.3	0.4	-2.3	208.27	4.3	54.7	-6.7	4,382
MD REGIONS								
WESTERN REGION+	1.2	1.7	10.7	98.58	9.3	56.3	-0.5	3,185
CAPITAL REGION+	26.7	5.7	58.7	131.50	25.3	59.1	19.8	22,677
CENTRAL REGION+	13.6	1.9	34.3	121.83	18.1	63.1	11.5	31,791
SOUTHERN REGION+	-2.4	-1.6	7.5	108.39	10.1	55.8	-0.8	2,422
UPPER EASTERN SHORE+	-1.5	0.5	7.2	166.78	8.8	55.3	-2.0	2,496
LOWER EASTERN SHORE+	-6.9	0.3	-2.1	195.39	5.1	53.5	-7.1	5,853

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 2023 DIRECT TOURISM CONSUMPTION TAXES

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.

COUNTIES	ADMISSION AND AMUSEMENT TAXES	ROOM TAXES COLLECTED BY THE COUNTY	ADJUSTED TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT	COUNTY TOURISM BUDGET FY 2023	MD TOURISM DEVELOPMENT BOARD GRANT AWARDED FY 2023
ALLEGANY	\$212,374	\$1,933,245	\$5,968,036	\$8,113,654	\$660,000	\$356,560
GARRETT	\$1,590,592	\$6,565,058	\$11,801,333	\$19,956,983	\$1,199,128	\$797,385
WASHINGTON	\$898,046	\$2,879,059	\$7,186,980	\$10,964,085	\$1,161,123	\$298,663
WESTERN REGION	\$2,701,012	\$11,377,362	\$24,956,349	\$39,034,722	\$3,020,251	\$1,452,608
FREDERICK	\$968,844	\$2,792,408	\$11,424,797	\$15,186,049	\$2,018,732	\$463,819
MONTGOMERY	\$7,275,615	\$20,930,469	\$48,977,961	\$77,184,046	\$2,295,834	\$385,006
PRINCE GEORGE'S	\$14,093,947	\$37,010,158	\$85,379,470	\$136,483,576	\$2,388,000	\$266,324
CAPITAL REGION	\$22,338,406	\$60,733,036	\$145,782,229	\$228,853,670	\$6,702,566	\$1,115,150
ANNE ARUNDEL	\$11,145,299	\$23,958,848	\$81,337,280	\$116,441,427	\$3,370,000	\$333,403
BALTIMORE CITY	\$10,733,260	\$30,441,084	\$41,159,205	\$82,333,549	\$15,303,780	\$267,086
BALTIMORE COUNTY	\$10,192,925	\$14,003,288	\$59,255,502	\$83,451,715	\$1,415,880	\$131,387
CARROLL	\$884,720	\$328,590	\$4,856,325	\$6,069,636	\$423,410	\$233,122
HARFORD	\$923,139	\$2,649,580	\$10,636,211	\$14,208,930	\$645,000	\$408,669
HOWARD	\$4,084,949	\$5,751,846	\$20,064,552	\$29,901,347	\$1,326,677	\$562,298
CENTRAL REGION	\$37,964,292	\$77,133,236	\$217,309,076	\$332,406,604	\$22,484,747	\$1,935,965
CALVERT	\$1,076,258	\$550,897	\$27,065,552	\$28,692,706	\$460,673	\$193,576
CHARLES	\$851,775	\$1,316,209	\$8,007,245	\$10,175,230	\$826,000	\$506,464
ST. MARY'S	\$145,002	\$1,227,332	\$5,536,694	\$6,909,028	\$400,194	\$513,110
SOUTHERN REGION	\$2,073,035	\$3,094,438	\$40,609,491	\$45,776,964	\$1,686,867	\$1,213,150
CAROLINE	\$2,905	\$47,414	\$3,039,674	\$3,089,993	\$103,168	\$120,000
CECIL	\$160,212	\$794,975	\$6,665,385	\$7,620,572	\$795,062	\$290,614
DORCHESTER	\$117,889	\$1,768,923	\$6,881,607	\$8,768,419	\$388,264	\$259,248
KENT	\$95,498	\$350,817	\$12,112,692	\$12,559,007	\$312,986	\$232,896
QUEEN ANNE'S	\$260,809	\$991,022	\$39,185,614	\$40,437,445	\$869,983	\$154,862
SOMERSET	\$30,167	\$94,396	\$3,079,869	\$3,204,432	\$316,686	\$121,495
TALBOT	\$211,918	\$1,932,811	\$3,259,860	\$5,404,589	\$656,623	\$502,878
WICOMICO	\$608,093	\$1,648,140	\$7,935,501	\$10,191,733	\$1,958,459	\$1,012,508
WORCESTER	\$4,054,043	\$2,272,214	\$30,818,207	\$37,144,464	\$1,347,487	\$1,957,871
OCEAN CITY		\$26,863,726		\$26,863,726	\$10,217,771	\$130,754
EASTERN SHORE	\$5,541,534	\$36,764,438	\$112,978,408	\$155,284,379	\$16,966,489	\$4,783,126
STADIUM AUTHORITY	\$13,900,568					
OTHER			\$59,067,714			
TOTAL DIRECT CONSUMER TAXES	\$84,518,847	\$189,102,509	\$600,703,266	\$874,324,623	\$50,860,919	\$10,500,000

* Comptroller-designated tourism taxes.

Due to rounding, some numbers might not sum.

THERE IS MORE THAN \$600 MILLION IN TOURISM TAXES COLLECTED THROUGHOUT MARYLAND AND \$66 MILLION IN STATE AND LOCAL TOURISM BUDGETS.





Maryland

DEPARTMENT OF COMMERCE
OFFICE OF TOURISM

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

Maryland Office of Tourism & Film

World Trade Center
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