

TOURISM PROCUREMENT EXEMPTION Annual Report

Pursuant to:

Economic Development Article §4-107

Submitted by:

Maryland Department of Commerce

January 2022

DIVISION OF MARKETING, TOURISM & THE ARTS PROCUREMENT EXEMPTION REPORT

Executive Summary

The Division entered into two cooperative marketing agreements in Fiscal Year 2021 under Commerce's tourism procurement exemption authority. This authority exempts Commerce from some of the requirements of state procurement law regarding certain marketing activities related to the promotion of tourism.

Under this authority, Commerce contributes no more than 50 percent of total project costs. This has been a great opportunity for the State to pay less for more products/services and receive increased economic benefits. The attached chart describes each project in terms of actual dollar amounts committed, and below is a summary of the projects covered under the tourism procurement exemption. All cooperative marketing projects under this exemption were reviewed by the Department's Assistant Attorney General and approved by the Secretary of Commerce or designee prior to implementation.

Capital Region USA

The Capital Region USA (CRUSA) is a non-profit tourism coalition comprised of and funded primarily by the Maryland Office of Tourism, the Virginia Tourism Corporation and Destination DC, with significant support from the Metropolitan Washington Airports Authority. CRUSA strives to increase awareness and visitation to generate positive economic impact to the region from selected international markets by implementing marketing programs and public/private sector partnerships.

Formed in 1991, CRUSA has created a strong, unified marketing effort to attract the lucrative overseas visitor from our primary markets of the United Kingdom and Germany, our secondary markets of France, Mexico and Brazil, and the emerging market of China, by combining limited marketing funds from each partner. Investments by each partner funded a fully integrated, professionally managed international marketing campaign with a budget of \$3.2 million representing a leverage factor of 2 to 1. CRUSA generated \$1.7 million in cash and in-kind contributions to support its marketing programs from corporate sponsors, grants, tour operator partners and suppliers across the region.

Increasing Awareness:

- CRUSA, despite the limited travel due to COVID-19 around the world, continued to work with overseas tour operators to educate in all four CRUSA markets including 347 sales calls and 46 training sessions for more than 6,300 travel agents.
- CRUSA's overseas representatives in China, the United Kingdom, Germany, France, and Brazil distributed approximately 89,572 print holiday guides to travel, trade, media, and consumers. In addition, there were 1,661 downloads of the e-Guide across all languages.
- In FY21, CRUSA continued enhancing a content optimization strategy to boost ongoing digital marketing efforts. CRUSA focused on a customized content marketing approach (a smart balance of paid and organic traffic) to complement the traditional search engine

marketing (paid traffic) campaigns. The goal was to incrementally improve organic performance and user engagement on the site — which is demonstrated in many of the following metrics: 94% increase in traffic from social 189% increase in traffic from paid search 7% increase in overall sessions (621,634 sessions total)

Maryland Association of Destination Marketing Organization,

The Maryland Office of Tourism entered into a cooperative marketing agreement with the Maryland Association of Destination Marketing Organizations (MADMO) to jointly produce an economic impact study to measure the effect of tourism spending at the county and State level. This study is vitally important for the State and the counties to demonstrate the impact of visitor spending and activity on Maryland and its jurisdictions. The cooperative agreement is with the Maryland Association of Destination Marketing Organizations, the Maryland Office of Tourism and the research provider, Tourism Economics. The 2020 Tourism Economic Impact Report reported the following:

Visitation decreased 41.3 percent from 42.1 million in 2019 to 24.7 million in 2020

- Business travel was down 47.7 Percent
- Leisure travel decreased 40.2 percent

The spending of Maryland's visitors decreased 37.6 percent to \$11.6 billion

- Leisure visitor spending decreased 34.4 percent
- Lodging (overnight) spending decreased 37.2 percent
- Food and beverage decreased 31.2 percent

Tourism is the 12th largest private sector employer

- 104,328 people employed in tourism with salaries of \$4.9 billion (down 25.8 percent)

\$1.7 billion in state and local taxes were generated by visitors – essentially saving Maryland households \$775.

Tourism Promotion Exemption Report - Fiscal Year 2021

<u>Contractor</u>	<u>Term</u>	<u>Private Sector Investment</u>	<u>State Investment</u>	<u>Description</u>
Capital Region USA	1/3/2020- 12/31/2020	\$1,700,000	\$400,000	Promote awareness of Maryland and the Capital Region USA (Maryland, Virginia and Washington, D.C.) as an international visitor destination.
Maryland Association of Destination Marketing Organization	5/1/2020 12/31/2022	\$32,500	\$32,500	Work to produce the Economic Impact of Tourism in Maryland
Total		\$1,732,500	\$432,500	