

VISIT MARYLAND MONTHLY TOURISM MONITOR

(Data through May 2018)

Tourism generates economic benefits for Maryland through visitor spending.
Or put more simply: More Customers. More Revenue. More Jobs.

Economic Impact 2017:

42.1
Million
Visitors

\$17.3
Billion in
Visitor
Spending

146,000
FTE-
Jobs

\$2.35
Billion in
State & Local
Taxes

\$6
Billion in
Payroll

\$468.8
Million in
Sales & Use
Taxes
FY17

Goals:

1. Inspire travel to Maryland by strengthening awareness of the state as a leisure destination by increasing customer interactions; building awareness of the opportunities available; capitalizing on owned assets and through media outreaches.

Customer Interactions*	Year over Year			Fiscal Year		
	May 2017	May 2018	Percent Change	YTD-17	YTD-18	Percent Change
Unique Web Visitors**	239,146	299,448	25.2%	2,482,075	2,459,304	(-0.9%)
Advertising Interactions	7,911	9,511	20.2%	43,039	41,745	(-3.0%)
Public Relations/Earned Media Effectiveness***	11.0	9.0	(-2.0)	11.8	10.4	(-2.5)
Social Media Followers	2,401	3,197	33.2%	118,613	140,075	18.1%
Welcome Center Visitors	36,424	49,620	36.2%	331,168	385,280	16.3%
Advertising Expenditures	20,509	533,114	2,499.4%	653,868	1,397,833	113.8%

*Maryland Fleet Week and Air Show Baltimore was held in October 2016 and generated a great deal of consumer interest as shown in last year's number of web visitors, media effectiveness, and social media followers. Visitmaryland.org saw approximately 251,552 entries to the website through the Fleet Week pages.

**This number includes traffic to all OTD-managed websites: including the industry site, Fish & Hunt (revived 11/17)

***Evaluation of 3rd party placements, max score=18, subject to revision pending CRUSA numbers

2. Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

BLS Leisure and Hospitality Employment (Thousands)	Year over Year			Fiscal Year		
	May 2017	May 2018	Percent Change	YTD-17	YTD-18	Percent Change
	289.4	285.5	(-1.3%)	275.9	273.3	(-0.9%)

Numbers not seasonally adjusted and subject to revision by the BLS

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3. Increase sales tax revenues from categories deemed attributable to tourism by the MD Comptroller with emphasis on tax codes 111 and 901. These codes make up 30% of overall tourism-related collections and are directly attributable to overnight stays.

ADJUSTED SALES AND USE TAXES ATTRIBUTABLE TO TOURISM (\$Millions)						
Sales Tax Code & Category	Year over Year			Fiscal Year		
	May 2017	May 2018	Percent Change	YTD-17	YTD-18	Percent Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$11.5	\$11.8	2.5%	\$121.2	\$123.7	2.0%
111 Hotels, Motels Selling Food - W/BWL	\$3.58	\$3.61	0.8%	\$34.1	\$33.5	(-1.7%)
112 Restaurants and Nite Clubs - W/BWL	\$8.2	\$8.3	0.6%	\$82.4	\$84.2	2.3%
306 General Merchandise	\$1.2	\$1.3	14.3%	\$12.7	\$14.3	12.8%
407 Automobile, Bus and Truck Rentals	\$5.7	\$5.9	4.4%	\$59.9	\$59.8	(-0.2%)
706 Airlines - Commercial	\$0.02	\$0.01	(-54.7%)	\$0.15	\$0.18	21.6%
901 Hotels, Motels, Apartments, Cottages	\$11.5	\$11.8	2.1%	\$107.6	\$110.6	2.8%
925 Recreation and Amusement Places	\$0.35	\$0.42	17.6%	\$4.1	\$4.1	(-1.9%)
Tourism Tax Categories Subtotal	\$42.0	\$43.1	2.6%	\$422.2	\$430.4	2.0%
All other Sales Tax Collections	\$391.9	\$412.1	5.2%	\$4,204.1	\$4,282.3	1.9%

Numbers may not sum due to rounding

4. Provide resources to the tourism industry so that they can maximize access to consumers and grow revenue for their businesses.

	Year over Year			Fiscal Year		
	May 2017	May 2018	Percent Change	YTD-17	YTD-18	Percent Change
Digital referrals to industry partners (outbound links)	31,997	37,187	16.2%	268,514	320,639	19.4%