

# VISIT MARYLAND MONTHLY TOURISM MONITOR

(Data through March 2018)

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

## Economic Impact 2016:

**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		
	March 2017	March 2018	Percent Change	YTD-17	YTD-18	Percent Change
Unique Web Visitors	166,765	195,232	17.1%	2,243,884	1,956,354	(-12.8%)
Advertising Interactions	3,931	4,670	18.8%	29,290	26,782	(-8.6%)
Public Relations/ Earned Media Effectiveness**	15.3	11.0	(-4.3)	12.1	11.2	(-0.9)
Social Media Followers	2,770	2,164	(-21.9%)	113,966	135,663	19.0%
Welcome Center Visitors	25,867	26,542	2.6%	259,894	293,808	13.0%
Advertising Expenditures	\$83,635	\$53,842	(-35.6%)	\$678,120	\$576,561	(-15.0%)

\*Maryland Fleet Week and Air Show Baltimore was held in November 2016 and generated a great deal of consumer interest as shown in the numbers of web visitors, media effectiveness, and social media followers.

\*\*Evaluation of 3rd party placements, max score=18

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		
	March 2017	March 2018	Percent Change	YTD-17	YTD-18	Percent Change
	268.3	260.8	(-2.8%)	274.2	272.0	(-0.8%)

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- 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		
	March 2017	March 2018	Percent Change	YTD-17	YTD-18	Percent Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$11.4	\$12.3	8.6%	\$98.4	\$100.7	2.3%
<b>111 Hotels, Motels Selling Food - W/BWL</b>	<b>\$3.0</b>	<b>\$2.8</b>	<b>(-7.9%)</b>	<b>\$27.4</b>	<b>\$26.7</b>	<b>(-2.4%)</b>
112 Restaurants and Nite Clubs - W/BWL	\$7.8	\$8.2	5.3%	\$66.1	\$68.3	3.3%
306 General Merchandise	\$1.2	\$1.4	14.7%	\$10.4	\$11.8	13.0%
407 Automobile, Bus and Truck Rentals	\$5.09	\$5.27	3.6%	\$49.3	\$48.6	(-1.6%)
706 Airlines - Commercial	\$0.009	\$0.008	(-10.7%)	\$0.12	\$0.16	35.7%
<b>901 Hotels, Motels, Apartments, Cottages</b>	<b>\$9.4</b>	<b>\$9.4</b>	<b>0.0%</b>	<b>\$86.3</b>	<b>\$88.8</b>	<b>2.9%</b>
925 Recreation and Amusement Places	\$0.335	\$0.361	7.6%	\$3.4	\$3.3	(-3.3%)
<b>Tourism Tax Categories Subtotal</b>	<b>\$38.2</b>	<b>\$39.7</b>	<b>4.0%</b>	<b>\$341.5</b>	<b>\$348.3</b>	<b>2.0%</b>
All other Sales Tax Collections	\$384.9	\$399.4	3.8%	\$3,432.2	\$3,487.1	1.6%

*Numbers may not sum due to rounding*

- 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		
	March 2017	March 2018	Percent Change	YTD-17	YTD-18	Percent Change
Digital referrals to industry partners (outbound links)	20,053	35,429	76.7%	210,619	296,742	40.9%