

August 14, 2019



# MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM  
MARYLAND DEPARTMENT OF COMMERCE

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### IN THE NEWS



### Governor Hogan on Hand for C&O Canal Aqueduct Opening and Headquarters Ground Breaking

The State of Maryland, the National Park Service, Washington County, and the Town of Williamsport celebrated a ground breaking for the new C&O Canal National Historical Park headquarters and visitors' center and a ribbon cutting for the rebuilt aqueduct. "This is the kind of transformative project that only comes along once in a generation," said Governor Hogan. "It has taken years of collaboration, cooperation, and hard work by so many people at the federal, state, and local levels of government to help make this important project become a reality." (For Facebook video of the event, [click here](#).)

Governor Hogan was joined by U.S. Senators Ben Cardin and Chris Van Hollen; National Park Service Deputy Director P. Daniel Smith; C&O Canal National Historical Park Superintendent Kevin D. Brandt; State Senator George C. Edwards; Delegate William J. Wivell; Williamsport Mayor William B. Green; Washington County Commissioners President Jeff Cline, and Assistant Secretary of the Maryland Department of Commerce Tom Riford.

This groundbreaking is the result of a \$15 million project with federal, state, and local cooperation that will provide a significant boost to the local economy, bringing more than 70

new jobs to Williamsport and increased tourism. The C&O Canal NHP makes Williamsport the only place in North America with all of the historic canal structures in one place.

## TOURISM AND FILM NEWS

### August 16 is Deadline for *Destination Maryland* Advertising

The all-new, official *Destination Maryland* guide presents our tourism partners with a unique, powerful advertising opportunity that is 100 percent focused on visitation to Maryland—and there is no better time to speak to its large audience than when they are actively planning their visit to the state. *Destination Maryland* is sent by request to highly qualified consumers who are actively planning a Maryland vacation. In addition to 250,000 printed copies distributed, the guide will also be available as an [interactive e-book that will click-through](#) to an advertiser's landing page. Contact [Carly Stedman](#) for rates and details, 202-681-8169 or go to <http://industry.visitmaryland.org/marketing-advertising/advertising-marketing-opportunities/>.



### Make Your Nominations Now for the 2019 Destination Maryland Awards

OTD is seeking nominations for the 2019 Destination Maryland Awards. These awards recognize the outstanding work of the tourism industry in its quest to increase revenue from visitor spending while providing unforgettable customer experiences for our visitors. Individuals, businesses, organizations, and governmental agencies that have significantly and positively impacted the local, regional, or statewide economy between October 1, 2018 and August 31, 2019 are eligible for nominations. Submissions are due September 18, 2019.



This year's categories include the Maximizing Opportunities Award, the Market Expansion Award, the Leveraging Partnerships Award, and the Transactionable Outcomes Award. The awards will be presented during the Maryland Travel & Tourism Summit, November 6-8 in Flintstone. For more information, including eligibility guidelines, and to make a nomination, [follow this link to the OTD industry website](#).

### Make Your Maryland Travel Promotion 'Crab Tank' Pitch

Have you got a can't-miss marketing platform to

increase overnight stays in Maryland? Submit now and see if you've got what it takes to win over the judges at the Maryland Tourism & Travel Summit's (MTTS) second annual "Crab Tank" pitch competition. Make your submissions now, and, if selected, you will make your pitch live at MTTS and the "Big Crabs" will pick the pitch with the claws to get it done. Winning submissions will go beyond traditional travel silos and combine Maryland's winning travel possibilities including group travel, multicultural/diversity travel, human-powered recreation, and family fun. The winning pitch will receive \$50,000 in marketing support provided by OTD, including a full-page ad in Destination Maryland, web banner ads, coverage on [VisitMaryland.org](http://VisitMaryland.org) and in OTD's newsletters, and more. All submissions must be received by October 15. [Click here for more information about how to submit your pitch.](#)



## Maryland's Second Annual 'Summer of Music' Rolls towards Crescendo

Now in its second year, Maryland's Summer of Music has been a success in promoting multi-day music festivals from the mountains of Western Maryland to the shores of Ocean City. Make your plans now to catch one of the nine remaining festivals, [including the National Folk Festival celebrating the second year of its three-year run in Salisbury.](#) [Head to our website for all the info on Maryland's Summer of Music,](#) and contact OTD if your event might make a good fit for 2020's third annual Maryland Summer of Music in 2020.



## Share Your Underground Railroad Story with the World

Harriet Tubman self-liberated 170 years ago on September 17, 1849. Maryland has a robust Underground Railroad legacy and many tourism partners across the state have visitor-ready experiences and attractions, interpretive materials, and guides enabling visitors to explore this powerful history and stories of courage for themselves. This summer OTD is gathering all of Maryland's Underground Railroad assets to include in a new marketing initiative that will launch at the end of August.



If you have an Underground Railroad site, program, or guide you would like to have included in the marketing efforts, please fill out this [form](#). If you have a site or program you would like to have as part of the National Park Service's Network to Freedom, please

contact Heather Ersts at [hersts@visitmaryland.org](mailto:hersts@visitmaryland.org). Throughout the summer there will be more news and information about how to be a part of this exciting announcement and initiative.

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## IN THE NEWS

August 11-17 is Tax-Free Shopping Week in Maryland



Washington's Fox 5 Visits Leonardtown



WJZ TV, OTD Highlight Maryland's 26 Lighthouses



Governor Hogan Announces Heritage Grants



Tourism Saves \$1,100 per Household in Harford County, according to *The Baltimore Sun*



More than 400,000 Visit Baltimore County's Guinness Brewery in First Year



WBFF TV, OTD Promote National Lighthouse Day in Maryland



Michael Jordan Joins Ocean City Fleet for 46th Annual White Marlin Open



Baltimore to Host Association of Zoos & Aquariums Annual Conference



### ***Maryland Travel Tips***

For the latest on events and everything going all around Maryland, [view the latest edition of \*Visit Maryland Now!\* here.](#)

### ***Maryland Minute***

Each week, the [Maryland Minute](#) provides highlights and insights on this weekend's events around the state. *Maryland Minute* is featured on iHeart radio stations in Maryland and Washington, D.C. and on Baltimore's WBAL-AM 1090.

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