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MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE

INSIDE INSIGHTS

Governor Hogan Attends the 43rd Annual J. Millard Tawes Crab & Clam Bake

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OTD Shoots Latest Travelogue Along the Chesapeake Country Scenic Byway

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IN THE NEWS



Governor Hogan Attends the 43rd Annual J. Millard Tawes Crab & Clam Bake

Governor Larry Hogan attended a Maryland tradition, the 43rd annual J. Millard Tawes Crab & Clam Bake at Somers Cove Marina in Crisfield. The event is named for Maryland's 54th governor, and has been drawing governors and other state politicians ever since its inception. In addition to Governor Hogan, OTD was represented by Tom Riford, Assistant Secretary of Commerce, and Liz Fitzsimmons, Managing Director, Maryland Office of Tourism & Film, who joined thousands of attendees at the seafood extravaganza.

Pictured: Governor Larry Hogan (center in red) poses with constituents.

TOURISM AND FILM NEWS

August 4 is Deadline for Ad Reservations for *Destination Maryland* - Official 2020 Visitors Guide

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/>.



OTD Shoots Latest Travelogue Along the Chesapeake Country Scenic Byway

The Chesapeake Country Scenic Byway is the subject of the latest in OTD's ongoing project to showcase Maryland's extensive Scenic Byway system. The four-day video shoot covered the lower section of Maryland's Chesapeake Country Byway (the [upper section](#) was documented in 2015) and the middle section will be filmed this fall. The shoot featured a family of four traveling to locations in Vienna, Salisbury, Princess Anne, Crisfield, and, of course, to Smith Island. "We could not have filmed it without the support of our DMOs and a myriad of our tourism partners. The locations featured in the filming of this video could not have been more accommodating. So, a big thank you to all of them," said Catherine Batavick, Project Manager, OTD." Look for this latest video in the spring of 2020, and to see the current roster of Scenic Byway videos, [follow this link to VisitMaryland.org](#).



Pictured: A family staying at a full-service rental cabin at Janes Island State Park along the Chesapeake Country Scenic Byway.

Register Now for 'State of the Nanticoke'

There's a lot going on in the Nanticoke River watershed, and the State of the Nanticoke is the perfect way to get the lowdown and be involved. Learn about community organizations working hard to protect one of the Chesapeake Bay watershed's cleanest rivers, as well as events and more. Talks include discussions on wildlife, agriculture and soil science, environmental planning, new technologies,



economics and more. The event will be held at Salisbury University's Perdue Hall, August 7, 9:00 am – 5:00 pm. Tickets are \$40 with lunch included. To register, [follow this link](#).

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](#) 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](#).



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. 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

[The Baltimore Museum of Art to Open New Matisse Center, Reports *The New York Times*](#)



[MPT Announces Production of National Documentaries Celebrating Marylanders Harriet Tubman and Frederick Douglass](#)



[Travel Professionals Gather in Montgomery County for 3rd Annual Spotlight on the Mid-Atlantic](#)



[Patch.com Takes the Maryland Lighthouse Challenge](#)



[The Maryland Zoo Wants Help Naming Newest Baby Chimp](#)



[Wheaton's Brookside Gardens Celebrates 50th Anniversary](#)



[Destinations Magazine Goes Climbing Through the Trees at TreeTrekkers Frederick Aerial Course](#)



[Artscape Crowds Grow Despite Record Heat, According to *The Baltimore Sun*](#)



Maryland Opens New State Park with OHV Access, According to The Baltimore Sun



Smithsonian Exhibit Open in Oxford



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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GOVERNOR

