

VISIT MARYLAND MONTHLY TOURISM MONITOR

(Data through July 2017)

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 | | |
|---|----------------|-----------|----------------|-------------|----------|----------------|
| | July 2016 | July 2017 | Percent Change | YTD-17 | YTD-18 | Percent Change |
| Unique Web Visitors | 310,077 | 364,637 | 17.6% | 310,077 | 364,637 | 17.6% |
| Advertising Interactions | 3,636 | 4,480 | 23.2% | 3,636 | 4,480 | 23.2% |
| Public Relations/ Earned Media Effectiveness | 12.6 | 10.9 | (-1.7) | 12.6 | 10.9 | (-1.7) |
| Social Media Followers | 95,367 | 122,292 | 28.2% | n/a | n/a | n/a |
| Welcome Center Visitors | 43,326 | 52,142 | 20.3% | 43,326 | 52,142 | 20.3% |
| Advertising Expenditures | \$13,145 | \$43,817 | 233.3% | \$13,145 | \$43,817 | 233.3% |

* 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 | | |
|---|----------------|-----------|----------------|-------------|--------|----------------|
| | July 2016 | July 2017 | Percent Change | YTD-17 | YTD-18 | Percent Change |
| BLS Leisure and Hospitality Employment (Thousands)* | 291.3 | 300.3 | 3.1% | 291.3 | 300.3 | 3.1% |

* Figures for 2017 are preliminary and subject to revision by the BLS.

VISIT MARYLAND

MONTHLY TOURISM MONITOR

(Data through July 2017)

- 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 | | |
|---|----------------|---------------|----------------|---------------|---------------|----------------|
| | July 2016 | July 2017 | Percent Change | YTD-17 | YTD-18 | Percent Change |
| 108 Restaurants, Lunchrooms, Delicatessens - WO/BWL | \$11.4 | \$11.5 | 0.8% | \$11.4 | \$11.5 | 0.8% |
| 111 Hotels, Motels Selling Food - W/BWL | \$4.2 | \$4.1 | (-2.6%) | \$4.2 | \$4.1 | (-2.6%) |
| 112 Restaurants and Nite Clubs - W/BWL | \$8.3 | \$8.6 | 4.3% | \$8.3 | \$8.6 | 4.3% |
| 306 General Merchandise | \$1.1 | \$1.2 | 10.2% | \$1.1 | \$1.2 | 10.2% |
| 407 Automobile, Bus and Truck Rentals | \$6.4 | \$6.3 | (-1.7%) | \$6.4 | \$6.3 | (-1.7%) |
| 706 Airlines - Commercial | \$0.03 | \$0.08 | 137.6% | \$0.03 | \$0.08 | 137.6% |
| 901 Hotels, Motels, Apartments, Cottages | \$13.7 | \$14.9 | 8.7% | \$13.7 | \$14.9 | 8.7% |
| 925 Recreation and Amusement Places | \$0.48 | \$0.47 | (-2.3%) | \$0.48 | \$0.47 | (-2.3%) |
| Tourism Tax Categories Subtotal | \$45.6 | \$47.2 | 3.4% | \$45.6 | \$47.2 | 3.4% |
| All other Sales Tax Collections | \$385.9 | \$396.7 | 2.8% | \$385.9 | \$396.7 | 2.8% |

- 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 | | |
|---|----------------|-----------|----------------|-------------|--------|----------------|
| | July 2016 | July 2017 | Percent Change | YTD-17 | YTD-18 | Percent Change |
| Digital referrals to industry partners (outbound links) | 38,893 | 43,644 | 12.2% | 38,893 | 43,644 | 12.2% |