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MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE

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IN THE NEWS



Maryland Tourism and Travel Summit Begins; Secretary Schulz Announces Increase In Visitors and Impact

Commerce Secretary Kelly M. Schulz welcomed hundreds of guests to the 39th Annual Maryland Travel and Tourism Summit. She spoke of Commerce's goal of "Prosperity with a Purpose" and emphasized that tourism is very much a part of the department's economic development strategy. Secretary Schulz thanked the tourism industry for their hard work in driving \$18.1 billion in economic activity to the state, an increase of 2.1 percent over the prior year.

Pictured: Maryland Commerce Secretary Kelly M. Schulz announces latest tourism spending numbers.

OTD Joins Focus Features in Promoting the Most Powerful Underground Railroad Storytelling Destination in the World

With the release of the major motion picture, *Harriet*, from Focus Features, OTD is thrilled to see Maryland native Harriet Tubman portrayed larger-than-life on the silver screen. OTD has been collaborating with Focus Features to promote both the inspiring film as well as Maryland tourism assets that enable visitors to literally follow in Tubman's footsteps on Maryland's Eastern Shore. Through these combined efforts, OTD secured feature segments on *CBS Sunday Morning* and the *NBC Nightly News* along with significant coverage on regional broadcast television and broad print coverage including a prominent piece in *Conde Nast Traveler*. In addition to these high-profile broadcast television features, OTD has generated print coverage of the Harriet Tubman Underground Railroad Byway in print and online resulting in approximately \$4.2 million in publicity value since July. In October, OTD and Focus Features welcomed a large group of influential journalists to Maryland's Eastern Shore for a press tour of the Harriet Tubman Underground Railroad Scenic Byway.



These efforts dovetailed with Governor Hogan declaring September "International Underground Railroad Month," drawing attention to Tubman's story of leadership and courage and Maryland's place as the most powerful Underground Railroad storytelling destination in the world. That commemoration, along with OTD's concerted social media campaign promoting Tubman's legacy and the 170th anniversary of her self-liberation and the attention brought by the film are expected to reinforce Tubman's place as a true American hero while inspiring Maryland travelers to connect with her life and legacy.

OTD Launches Second Annual 'Home for the Holidays' Promotion

In an effort to increase holiday travel and hotel stays and following up on the success of last year's program, OTD is spearheading its second annual "Home for the Holidays" hotel package promotion, and it's not too late to get involved. Leverage the promotional power of OTD through this free program. For more information on the program, contact Rich Gilbert at rich.gilbert@maryland.gov, and to register your overnight promotions, [follow this link](#).



OTD Joins Partners for Annual 'CRUSA Goes Global' Conference

OTD was on hand as Capital Region USA (CRUSA) held its annual “CRUSA Goes Global” Conference. The one-day event allowed attendees to meet with CRUSA's overseas representatives to learn best practices for bringing more overseas visitors to our region. Overseas travelers spend more nights and more money when traveling and, thanks in part to CRUSA's combined efforts, 2.43 million of overseas visitors traveled to the region in 2018, generating 5.9 million in room rates for and \$5.3 billion in direct visitor spending.



OTD's Underground Railroad Mapping Project Named one of Preservation Maryland's 'Six-to-Fix'

Dedicated to preserving Maryland's historic buildings, neighborhoods, landscapes, and archeological sites, Preservation Maryland has announced its innovative new “Six-to-Fix” program which combines six disparate projects under one strategic umbrella.

Among those chosen this year is OTD's effort to map Underground Railroad sites across Maryland.

Preservation Maryland will work with the Maryland Office of Tourism Development, the Maryland State Archives, and the Maryland Commission on African-American History and Culture, along with other academic and local partners to submit these sites to the National Park Service's Network to Freedom, a powerful asset in increasing public knowledge of the essential stories of the Underground Railroad while also generating travel across Maryland.



The six projects range across the state from Western Maryland to the Eastern Shore, include urban and rural locations, and represent culturally diverse communities. “The Six-to-Fix program is a way to organize our work for the coming year and help save important historic places,” says Nicholas Redding, Executive Director, Preservation Maryland, adding, “The program is designed to help communities save places that matter to them – and use the past to create a brighter future.” [See what Preservation Maryland has to say about the Underground Railroad mapping project here](#), and to discover ways to get involved in protecting and preserving your Maryland history, [follow this link to Six-to-Fix](#).

OTD Promotes Fish & Hunt Maryland at SEOPA

OTD was on hand October 22-26 in Oxford, MS for the annual Southeastern Outdoor Press Associations (SEOPA) annual conference to promote Maryland's unique outdoor activities and the Fish & Hunt Maryland campaign. The conference brings leading outdoor writers and influencers together with regional DMOs, and this year's conference featured a half-day



breakout section highlighting Maryland's premiere hunting destinations. To [learn more about SEOPA](#) and [Fish & Hunt Maryland](#), follow these links.

Chesapeake Bay Storytellers Training: Save-the-Date

The Maryland Office of Tourism (OTD) invites water-based tour providers on the Chesapeake Bay to become a recognized Chesapeake Bay Storyteller through a free training opportunity. OTD is partnering with the National Park Service to deliver training sessions that provide an opportunity for tour providers such as watermen and women, paddle trip leaders, sailing tour providers and others to grow their businesses. Tour businesses will develop or enhance an existing program that will be extensively marketed by OTD following the training. The goals of the training are private sector business growth, increased access to the Bay for visitors and increased Bay stewardship. Three training sessions at different locations are offered that include fascinating information about the Bay, presentation skills, and best practices for tour businesses. Tour businesses will receive a stipend to help defray costs of participation. Registration information is forthcoming. Interested participants should save all dates at one location. Training locations and dates are as follows:



- Masonville Cove, Baltimore: Tuesdays through Thursdays, January 28 – 30, February 4 – 6, and February 7
- Calvert Marine Museum, Solomons: Saturdays, February 15, 22, 29 and March 7, 14, 21, 28
- Chesapeake Bay Environmental Center, Grasonville: Tuesdays through Thursdays, March 3 – 5, 10 – 12 and 17

For more information, please contact [Anne Kyle](#).

Promote Your Event with 'Maryland Mondays' Ticket Giveaway

How can OTD help spread the word about your attraction or event? "Maryland Mondays" is the perfect way to help us help you. Each Monday, OTD launches a new "Maryland Mondays" ticket give-away program across all of our social media channels, consumer newsletter, and weekly "Maryland Minute" radio spots. Combined, these channels reach thousands of potential customers each week. To find out how to get involved by providing tickets to your attraction for an upcoming "Maryland Mondays," [email OTD's Matthew Scales](#).



IN THE NEWS

The New York Times Explore the Facts and Myths of Harriet Tubman's Remarkable Life



November is Maryland Distillers 2nd Annual Maryland Spirits Month, Offer New Spirits Passport



“Chesapeake Bay is Thriving Again – and Fall is the Perfect Time to See It,” says *Travel & Leisure*



Baltimore's Four Seasons Hotel one of *Forbes'* “7 Hotels to Get You in the Halloween Spirit”



“The President is Missing” Showtime TV Pilot Expected to Boost Maryland Economy, according to *The Washington Times*



Looking for a Budget-Friendly Vacation? Book a Maryland Hotel and Explore the Capital or Head to Ocean City, according to *Pure Wow*



Baltimore Business Journal Lauds Economic Potential for New Tourism Improvement District



Six Flags America to Launch New “Harley Quinn Spinsanity” Ride in 2020



Sass Magazine Shows You How to Experience Baltimore Like a Local



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 Entercom radio stations in Baltimore and Washington, D.C., WERQ and on Baltimore's WBAL-AM 1090.

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