

BE OPEN FOR MORE CUSTOMERS

Work with the Maryland Office of Tourism



There are many ways to partner with the Maryland Office of Tourism in order to market your destination/ attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you.

- ☐ Visit with a Travel Counselor at any of the eight Maryland Welcome Centers and your local Visitor Center. Casey Keyfauver, 410-767-6296, ckeyfauver@visitmaryland.org
- ☐ Submit photos to our WebDAM (Web Digital Asset Management) for Maryland Office of Tourism use. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- ☐ Distribute your brochures and display marketing materials at Maryland Welcome Centers. Casey Keyfauver, 410-767-6296, ckeyfauver@visitmaryland.org
- ☐ Create group tour opportunities and let us know about them. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- ☐ Send your press releases to us and participate in travel media familiarization tours (FAM tours). Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- ☐ Get help reaching the travel trade market—group tours, student groups, reunions and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- ☐ Review visitmaryland.org to make sure your business listing is up to date. Casey Keyfauver, 410-767-6296, ckeyfauver@visitmaryland.org
- ☐ Use “Open For It” branding and creative assets in your advertising. Brian Lawrence, 410-767-6299, blawrence@visitmaryland.org
- ☐ Get help with your business listing content. Jim Meyer, 410-767-6325, jmeyer@visitmaryland.org
- ☐ Nominate your story into the National UGRR Network to Freedom and/or a Smithsonian affiliate. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- ☐ Add your events to the visitmaryland.org calendar. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- ☐ Host Maryland Office of Tourism staff for a tour of your district or industry. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- ☐ Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram) and use our hashtag #MDinFocus on social media.
- ☐ The Maryland Office of Tourism promotes worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Scott Balyo, 540-450-7593, sbalyo@capitalregionusa.org
- ☐ Provide tickets/prizes for Maryland Mondays giveaways. Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- ☐ Utilize the resources and information on the Maryland Office of Tourism industry website, industry.visitmaryland.org.
- ☐ Know your Destination Marketing Organization, Heritage Areas, Main Streets, and Arts & Entertainment Districts.

LET'S BE OPEN FOR MORE CUSTOMERS BY WORKING TOGETHER.

