

# VISIT MARYLAND MONTHLY TOURISM MONITOR (Data through August 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:

- 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 |          |                |
|--|----------------|-------------|----------------|-------------|----------|----------------|
|  | August 2016    | August 2017 | Percent Change | YTD-17      | YTD-18   | Percent Change |
| Unique Web Visitors                              | 252,173        | 281,419     | 11.6%          | 562,250     | 646,056  | 14.9%          |
| Advertising Interactions                         | 4,004          | 3,401       | (-15.1%)       | 7,640       | 7,881    | 3.2%           |
| Public Relations/<br>Earned Media Effectiveness* | 10.5           | 10.3        | (-0.2)         | 11.5        | 10.6     | (-0.9)         |
| Social Media Followers                           | 98,639         | 124,036     | 25.7%          | n/a         | n/a      | n/a            |
| Welcome Center Visitors                          | 36,191         | 43,877      | 21.2%          | 79,517      | 96,019   | 20.8%          |
| Advertising Expenditures**                       | \$28,345       | \$54,011    | 90.6%          | \$41,490    | \$97,828 | 135.8%         |

\* Evaluation of 3rd party placements, max score=18

\*\*Subject to revision according to invoice dates

- Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

|   | Year over Year |             |                | Fiscal Year |        |                |
|---|----------------|-------------|----------------|-------------|--------|----------------|
|   | August 2016    | August 2017 | Percent Change | YTD-17      | YTD-18 | Percent Change |
| BLS Leisure and Hospitality Employment (Thousands)* | 290.3          | 299.4       | 3.1%           | 290.8       | 301.2  | 3.6%           |

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

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3. 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   |               |                |
|   | August 2016    | August 2017   | Percent Change | YTD-17        | YTD-18        | Percent Change |
| 108 Restaurants, Lunchrooms, Delicatessens - WO/BWL             | \$11.3         | \$11.3        | (-0.3%)        | \$22.7        | \$22.8        | 0.3%           |
| <b>111 Hotels, Motels Selling Food - W/BWL</b>                  | <b>\$4.0</b>   | <b>\$3.8</b>  | <b>(-4.7%)</b> | <b>\$8.2</b>  | <b>\$7.9</b>  | <b>(-3.6%)</b> |
| 112 Restaurants and Nite Clubs - W/BWL                          | \$7.9          | \$8.1         | 2.8%           | \$16.2        | \$16.8        | 3.6%           |
| 306 General Merchandise   | \$1.1          | \$0.9         | (-18.1%)       | \$2.2         | \$2.1         | (-3.9%)        |
| 407 Automobile, Bus and Truck Rentals                           | \$6.1          | \$6.4         | 4.9%           | \$12.4        | \$12.6        | 1.5%           |
| 706 Airlines - Commercial                                       | \$0.02         | \$0.03        | 64.5%          | \$0.05        | \$0.10        | 113.6%         |
| <b>901 Hotels, Motels, Apartments, Cottages</b>                 | <b>\$12.6</b>  | <b>\$13.4</b> | <b>6.6%</b>    | <b>\$26.3</b> | <b>\$28.3</b> | <b>7.7%</b>    |
| 925 Recreation and Amusement Places                             | \$0.5          | \$0.4         | (-26.7%)       | \$1.0         | \$0.9         | (-15.3%)       |
| <b>Tourism Tax Categories Subtotal</b>                          | <b>\$43.6</b>  | <b>\$44.4</b> | <b>1.8%</b>    | <b>\$89.2</b> | <b>\$91.6</b> | <b>2.7%</b>    |
| All other Sales Tax Collections                                 | \$393.3        | \$380.6       | (-3.2%)        | \$779.3       | \$777.3       | (-0.2%)        |

Numbers may not sum due to rounding

4. 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 |        |                |
|---|----------------|-------------|----------------|-------------|--------|----------------|
|   | August 2016    | August 2017 | Percent Change | YTD-17      | YTD-18 | Percent Change |
| Digital referrals to industry partners (outbound links) | 32,612         | 40,856      | 25.3%          | 71,505      | 84,500 | 18.2%          |