

August 28, 2019



# MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM  
MARYLAND DEPARTMENT OF COMMERCE

## INSIDE INSIGHTS

Make Your Maryland Travel  
Promotion 'Crab Tank' Pitch

Mallows Bay Declared  
National Marine Sanctuary

Civil War Trails to Unveil  
New Interactive Map

OTD Attends U.S. Travel  
Association's ESTO Seminar

Make Your Nominations Now  
for the 2019 Destination  
Maryland Awards

Maryland's Second Annual  
'Summer of Music' Rolls  
towards Crescendo

### IN THE NEWS



### 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](http://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.](#)

### Mallows Bay Declared National Marine Sanctuary

The state of Maryland, Charles County, and the National Oceanic and Atmospheric Administration (NOAA) declared Mallows Bay, an 18-mile stretch of the Potomac River that is home to a “ghost fleet” of more than 100 abandoned steamships dating back to World War I, a national marine sanctuary. Maryland nominated the site for sanctuary status in 2014 noting the historical significance of the ships, the site’s Native American history, the important habitat it represents, and the unique recreational opportunities it fosters. Mallows Bay was the first new site to receive national marine sanctuary status since 2000.



“We are thrilled by NOAA’s announcement of the Mallows Bay-Potomac River National Marine Sanctuary designation,” said Maryland Governor Larry Hogan. “Preserving our history, heritage, and natural resources have always been a priority for our administration and designating this national treasure as a marine sanctuary is yet another example of our stewardship; and will ensure that people from both Maryland and beyond will have the opportunity to experience this amazing site for years to come.”

### Civil War Trails to Unveil New Interactive Map

Civil War Trails, a network linking more than 1,550 interpretive sites in Maryland, Virginia, North Carolina, Tennessee, and West Virginia is set to release a new, GPS-based interactive page guiding visitors through the Civil War Trails sites. The new page will be officially open on September 6, but [is open at this link](#) as of today, allowing trail partners, sites, and other stakeholders to familiarize themselves with this valuable new tool. Civil War Trails is also seeking help from their partners to improve both the quality of the interactive experience, and the market penetration of the map. To find out what you can do to improve your representation on the map, please contact Chris Brown ([administrator@civilwartrails.org](mailto:administrator@civilwartrails.org)) or Drew Gruber ([executivedirector@civilwartrails.org](mailto:executivedirector@civilwartrails.org)).



### OTD Attends U.S. Travel Association’s ESTO Seminar

Members of the OTD team, including Liz Fitzsimmons, Managing Director, Tourism & Film; Lucy Chittenden, Assistant Director for Interactive Services; Marci Ross,

Assistant Director for Tourism Development; and Brian Lawrence, Assistant Director for Communications and Marketing, OTD; and jurisdictional tourism partners from Anne Arundel, Frederick, Howard, Montgomery and Queen Anne's counties and Baltimore City attended the U.S. Travel Association's annual Educational Seminar for Tourism Organizations (ESTO). ESTO is the premier annual learning and knowledge-sharing forum for destination marketing professionals and was established to help destination professionals develop new tools and techniques and to debate pressing issues affecting destinations. This year's event was held in Austin, TX, and drew approximately 1,000 leaders in the travel and tourism industry from across the nation.



## **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.](#)

## **Maryland's Second Annual 'Summer of Music' Rolls towards Crescendo**

Now in its second year, Maryland's Summer of Music has been a success in promoting multi-day music festivals from the mountains of Western Maryland to the shores of Ocean City. Make your plans now to catch one of the nine remaining festivals, [including the National Folk Festival celebrating the second year of its three-year run in Salisbury.](#) [Head to our website for all the info on Maryland's Summer of Music,](#) and



contact OTD if your event might make a good fit for 2020's third annual Maryland Summer of Music in 2020.

 [Back to Top](#)

## IN THE NEWS

OTD Partners Promote National Crab Derby on FOX 45



OTD's Matt Scales Promotes National Lighthouse Day on WJZ 13



*Travels with Darley* Eastern Shore Preview



Maryland National Parks Plan Commemorations Four Centuries after First Enslaved Africans Arrived in Virginia



National Aquarium Offers Magical Trip Under the Sea, According to *Erie Times*



*The Washington Post*: "Don't Believe the (Negative) Hype. Baltimore is Thriving."



Chesapeake Bay Water Quality Improving, According to *The Christian Science Monitor*



*Pittsburgh Post-Gazette* Celebrates Blue Crab From Boat to Table in Kent Narrows



### ***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.

[CONTACT US](#)   [PRIVACY POLICY](#)   [TOURISM](#)   [FILM](#)

**OPEN FOR IT**  
[visitmaryland.org](http://visitmaryland.org)



Larry Hogan  
GOVERNOR

