

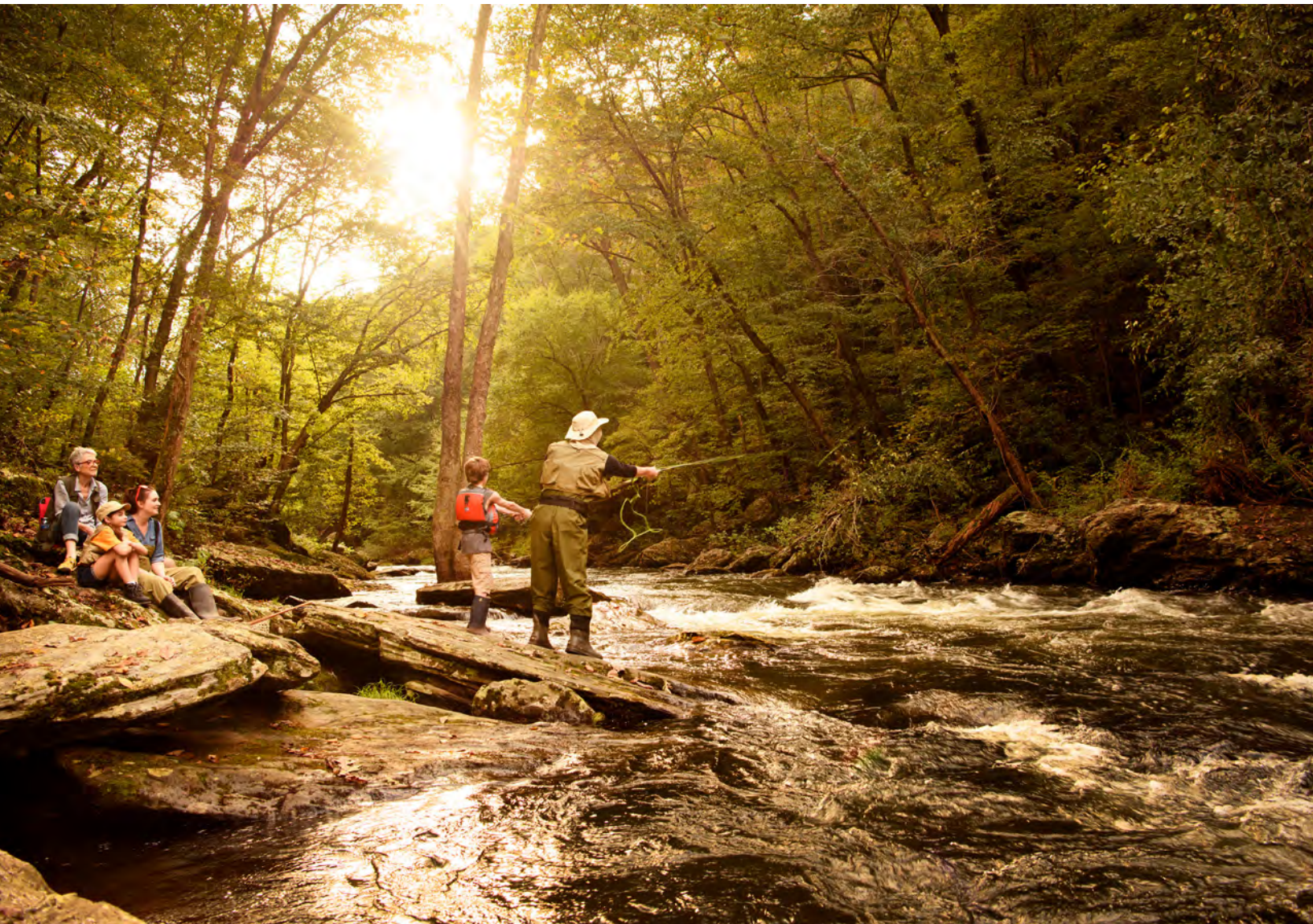


# MARYLAND

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FISCAL YEAR 2022

TOURISM DEVELOPMENT BOARD ANNUAL REPORT



PUBLISHED BY THE MARYLAND TOURISM DEVELOPMENT BOARD

AND THE MARYLAND DEPARTMENT OF COMMERCE



# Governor's Message

## DEAR FRIENDS:

I'm pleased to introduce the Maryland Office of Tourism Development's Fiscal 2022 Annual Report, which showcases the incredible work being done to attract visitors to our state and to promote the cultural, historical, and recreational assets that make Maryland an outstanding tourism destination.

Each year, Maryland welcomes millions of travelers who come to enjoy our famous seafood, tour our vibrant cities and charming towns, explore our beaches and mountains, and enjoy a vast range of activities and events. Tourism is a significant economic driver for our state, and we have worked hard to create a supportive business environment and promote all that Maryland has to offer to visitors from around the globe.

In 2021, visitors to our state spent more than \$16.4 billion, which helped generate more than \$2.1 billion in state and local tax revenue and saved each Maryland household \$923 in taxes.

Over the past year, we continued our "Maryland: OPEN" television, print, and digital advertising campaigns. We added components to support Maryland's position as "The Most

Powerful Underground Railroad Storytelling Destination in the World," and for the fourth year in a row proclaimed September as International Underground Railroad Month. We also continued to work with the National Park Service on successful initiatives such as our Chesapeake Bay Storytellers program and our Trail System Second-to-None.

I want to thank our Maryland Tourism Development Board and all of the state's tourism professionals for their hard work and dedication to making Maryland a top tourist destination.

You're making us proud. Keep up the great work!

Sincerely,



LARRY HOGAN  
Governor

# Director's Message

## DEAR TOURISM INDUSTRY PARTNERS:

Each year, the Maryland Office of Tourism, a division of the Maryland Department of Commerce, in conjunction with the Maryland Tourism Development Board report on the contributions that the travel and tourism industry made to the state's economy.

This year's Annual Report highlights the economic impact of Maryland's tourism industry from the Economic Impact of Tourism in Maryland – Calendar Year 2021 Tourism Satellite Account report from Tourism Economics, a leading tourism industry research firm. They reported more than \$16.4 billion in visitor spending and \$2.1 billion in state and local taxes.

Another measurement highlighted in the Annual Report is the direct result of the passage of the Tourism Promotion Act of 2008 and its performance-based formula. Eight key tourism tax codes are tracked, reported, and considered in calculating budgets. These Fiscal Year 2022 Direct Tourism Taxes are also included in this report.

Economic Impact and visitation are generally reported by calendar year; all other metrics in the Annual Report are Fiscal Year 2022. While the results of a Tourism Satellite Account are available only on a delayed annual basis, many performance metrics, including the tourism tax codes, are available on a more frequent basis. The Office of Tourism Development distributes a

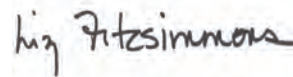
monthly electronic Tourism Monitor, which reports trends and key performance metrics on a regular basis.

As we continue to rebuild the tourism industry under Governor Hogan's thoughtful leadership, we look forward to keeping an open dialogue so the Maryland Office of Tourism can learn from the industry and continue to help strengthen the economy.

We commit to doing our very best to invite people to be open for Maryland because we are open for them, which benefits all Marylanders through economic and community development.

And so, pursuant to Section 5 of Chapter 471 Acts of 1997 (HB 685), I am pleased to present the Fiscal Year 2022 Tourism Development Board Annual Report. I am proud of the work of the Board and the Office of Tourism Development, and the positive impact that tourism has on our State.

Sincerely,



LIZ FITZSIMMONS  
Executive Director  
Maryland Tourism Development Board



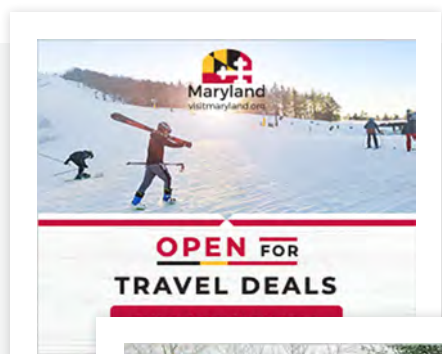
## MARKET EXPANSION

### Ad Campaign Delivers \$8 to \$1 ROI

The Maryland Office of Tourism continued use of the “Maryland: OPEN” branding across all media platforms. Television spots featuring the state’s water-based experiences, outdoor collection, and culinary differentiators ran in target markets including the New York Metro region, Philadelphia, Harrisburg, Pittsburgh, Washington, D.C., and Baltimore. Print advertising in national and regional magazines, as well as companion radio, digital, and social media campaigns remained part of the media mix.

The spring/summer campaign ran for more than two months, from May through July. The fall campaign ran for five weeks, from late August and throughout September. Hotel room bookings of more than \$9 million were tracked via Adara. Campaign-attributable hotel bookings increased year-over-year from a 7.6-to-1 ROI to an 8.44-to-1 ROI.

In addition, the companion “Open Roads” campaign continued to run in both spring and fall months to encourage in-state travel via Maryland’s Scenic Byways. This campaign ran in conjunction with our regular “Maryland: OPEN” rotation of tourism ads.



## TRANSACTIONAL OUTCOME

### Driving Business During the Shoulder Season

For the fourth year, the Maryland Office of Tourism produced “Open for the Holidays,” a digital marketing campaign encouraging holiday-season visitors to stay in a Maryland hotel rather than on the family couch or crowding into a childhood bedroom. Tourism partnered with the hotel community to develop special holiday overnight packages, which were listed on [VisitMaryland.org](http://VisitMaryland.org) along with other seasonally related deals and discounts for restaurants and attractions. Hotel room bookings were tracked through Adara and TripAdvisor. Combined attributable hotel revenue was \$326,558, for an ROI of 7.8-to-1.





## LEVERAGING PARTNERSHIPS

### C&O Canal Experience Marketing Success

For the first time, OTD and four county DMOs partnered to participate in a co-op advertising campaign using Expedia. The purpose of this two-month campaign was to promote the C&O Canal Experience, which seeks to market the C&O Canal and towpath, along with its canal towns, local businesses, scenic byway, and national historical park. OTD matched funds put forth by Frederick, Montgomery, Washington, and Allegany counties and tracked hotel bookings through the Expedia platform. As a result of the campaign, 6,625 room nights were booked, generating gross sales of \$1,016,997 for an ROI of 26-to-1.

## MARKET EXPANSION

### Welcome Center Google Business Profiles

This year, OTD launched its innovative Welcome Center Google Business Profile (GBP) program to showcase the “Maryland: OPEN” campaign and differentiating visitor experiences associated with the Underground Railroad, Trails System Second-to-None, and Scenic Byways. Using GBPs for Welcome Centers exposed Maryland’s tourism assets to millions of drivers who travel Maryland interstates. Over the course of the year, the GBPs generated 86,137 additional direct customer interactions with *Visitmaryland.org* and other digital assets.



## LEVERAGING PARTNERSHIPS

### Workforce Training With The Chesapeake Bay Storytellers

Building upon the success of Chesapeake Bay Storytellers (Phase I), the National Park Service awarded OTD a second grant to conduct consumer research that will guide the content and structure of the next Chesapeake Bay Storytellers tour guide training program. Collectively, the research and training will help businesses expand through the development of new and exciting tour offerings while simultaneously helping marketing organizations maximize opportunities to sustainably increase visitation.





## MAXIMIZING OPPORTUNITIES

### Recognizing an American Hero: “Tubman 200”

In March, Governor Hogan proclaimed 2022 “The Year of Harriet Tubman” in Maryland to honor the 200th anniversary of Tubman’s birth, recognize her role as the nation’s most renowned freedom fighter, and inspire travelers from around the world to learn her story first-hand in the Eastern Shore landscape where she was born. In addition to the state’s proclamation, two prestigious travel magazines - *National Geographic* World’s Best Places to Travel in 2022 and *Fodor’s* Best Places of 2022 - acknowledged the Eastern Shore’s connection with Harriet Tubman makes it one of the best places to visit for history, natural scenery, and outdoor recreation.

## MAXIMIZING OPPORTUNITIES

### Public Relations Outreach

FY22 was a flagship year for PR: dollar equivalencies more than quintupled our annual average, totaling more than \$60 million in earned media and more than 1,300 travel article placements. Much of the increased media attention to our state should be attributed to the 200th Birthday Celebration of Harriet Tubman. Domestic media placements about “Tubman 200” were earned in top-tier national media outlets such as *National Geographic*, *Smithsonian Magazine*, *USA Today*, *Go Escape*, *The Baltimore Sun* (syndicated to all Tribune papers), *Baltimore Magazine*, *Baltimore AFRO*, *Cuisine Noire*, *BET.com*, *AAA World*, and *Frommer’s*. International coverage through our partnership with Capital Region USA’s global media connections and Reach Global, our Canadian agency, garnered placements in *The Globe & Mail*, *The Toronto Sun*, *Daily Hive*, *The Sun*, *Daily Mail*, *Le Petit Futé*, and *Air France Magazine*. Broadcast segments secured throughout the year included national shows such as “TODAY” and “Good Morning America,” as well as all major Baltimore, Washington, D.C., and Delmarva stations across the region.

Multiple media familiarization tours coordinated by the OTD PR team covered themes such as “Tubman 200,” the Great Chesapeake Bay Loop, Chesapeake Bay Storytellers, scenic byways, trails and outdoors, culinary, and many more.





**MARKET EXPANSION**

Social Media Sparks Conversation

Social media campaigns primarily on OTD's Facebook and Instagram channels augmented the major seasonal and special campaigns, racking up thousands of views. Important social media campaigns included #MarylandMondays, a weekly giveaway campaign that also incorporated "Maryland Main Street Mondays" highlighting designated Main Street communities, followed by a similar campaign called "Trails Tuesdays" giving recognition to Maryland's water and land trails.

**LEVERAGING PARTNERSHIPS**

Hollywood on the Chesapeake

The HBO limited series "We Own This City" created by award-winning Maryland writer/producer David Simon, filmed in FY22. The Lifetime movie "Safe Space" was also filmed in FY22. Production began on the APPLE TV+ limited series "Lady in the Lake" starring Academy Award-winner Natalie Portman and based on the novel by best-selling Baltimore writer Laura Lippman. Pre-production began on the Paramount series "Lioness." Filming for both productions will be completed in FY23. In addition to these major "high impact" productions, five productions applied for the Maryland Small Film Tax Credit, with three others receiving the Small Film Tax Credit in FY22.



**MAXIMIZING OPPORTUNITIES**

Maryland awarded \$9.6 million in Federal Funding to Support Tourism Industry

Governor Hogan announced that \$9.6 million has been awarded to the Department of Commerce Office of Tourism to support tourism marketing, promotion, and development throughout the state. The funding came through the U.S. Department of Commerce Economic Development Administration's (EDA) \$750 million American Rescue Plan: Travel, Tourism and Outdoor Recreation program.



# SNAPSHOT: TOURISM ON THE REBOUND

Maryland's tourism economy began its recovery in late 2020. That recovery continued in calendar year 2021. While the recovery has had its fits and starts, there is a bright future ahead as international and business travelers begin to return to travel by land, rail, plane, and boat.

The news on the horizon is good: visitation increased by 42 percent – 10 million person-trips – to reach 35.2 million trips in 2021, 84 percent of pre-pandemic levels. Visitor spending growth was also historic in nature, increasing 41 percent to reach \$16.4 billion. Visitor spending grew by \$5.8 billion in the decade of growth from 2009 to 2019. And in 2021 – one year – visitor spending growth was close to \$5 billion.

## \$16.4 BILLION IN VISITOR SPENDING

In calendar year 2021, visitor spending in Maryland reached \$16.4 billion, an increase of 42 percent.

It's great to see strong rebounds for Maryland tourism in 2021. The pandemic hit the travel industry hard due to a double whammy of new business limitations and low consumer confidence. But the desire to travel is strong and, with businesses reopening and consumer confidence rising in 2021, travelers rediscovered Maryland and its attractions.

Analyzing county-by-county survey results, recovery in the Eastern Shore and Western Maryland regions is either nearly or fully complete, while Baltimore and the D.C.-neighboring counties are still on the rebound.

The recovery has been led by the leisure sector and domestic travel, so as business and international travel have their rebound, Maryland should continue to benefit.

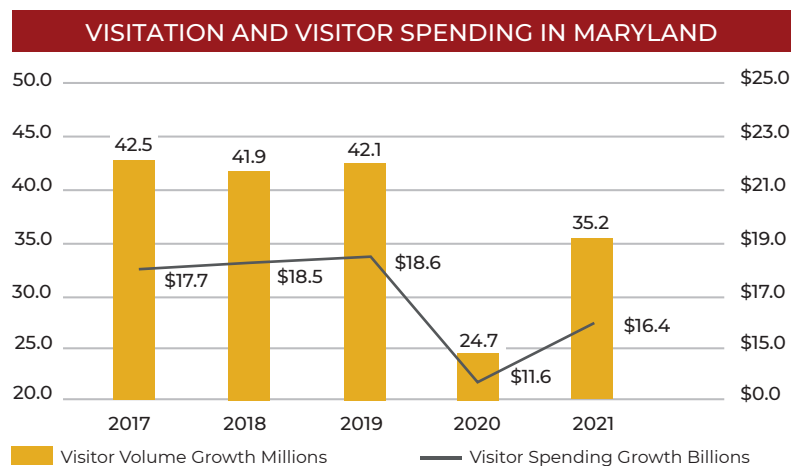
Spending jumps were especially significant in sectors more affected by the pandemic. Transportation spending by travelers in Maryland increased by \$1.7 billion—growth of 53 percent—led by air recovery, increases in travel, and increased gas prices. After a year of empty stadiums and theaters in 2020, recreational spending grew by 44 percent to climb back above \$2 billion. Lodging spending surged 41 percent, back to within 11 percent of pre-pandemic levels (2019). Food/Beverage has seen the strongest recovery—back to levels only 8 percent below 2019 results, the best of all the major spending categories.

Tourism-industry sales, income, and jobs supported governmental revenues to the tune of \$2.1 billion in 2021, an increase of \$333 million over 2020. Were that revenue divided equally among all Marylanders, each household would receive \$923, with payment increasing by nearly \$150 in 2021.



## VISITOR VOLUME REBOUND IN 2021

As travel confidence rebounded with easing restrictions and vaccine availability, Maryland welcomed 35.2 million domestic and international visitors in 2021 on the person-trips level. As a result, visitor volume growth was strong, registering a gain of 42 percent in 2021, with levels recovering to 84 percent of pre-pandemic levels.



Source: D.K. Shifflet; Tourism Economics

**\$16.4 BILLION IN VISITOR SPENDING IN CALENDAR YEAR 2021**

## VISITOR-SUPPORTED EMPLOYMENT IN MARYLAND - DIRECT IMPACTS

Employment supported by visitor activity rose 8.2 percent in 2021, rebounding to nearly 113,000 jobs. The number of jobs jumped by more than 8,500 in 2021. Despite the increase, the number of jobs directly supported by visitors remains 37,000 jobs below pre-pandemic levels.

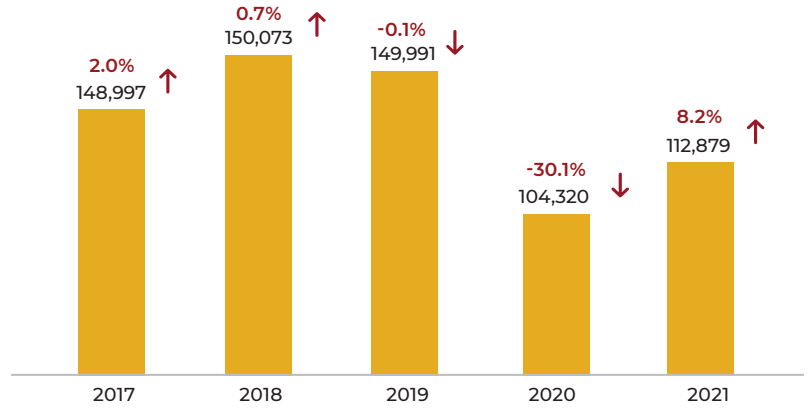
The rebound of visitor-supported jobs has lagged spending, with visitor-supported employment levels at 75 percent of pre-pandemic levels compared to 88 percent of spending in 2021.

Evaluating the direct impact of visitor activity allows for comparisons and rankings against other industries. If we were to compare employment levels against other industries, direct visitor-associated employment and tourism would rank 12th in the state.



## TOURISM SUPPORTED EMPLOYMENT IN MARYLAND

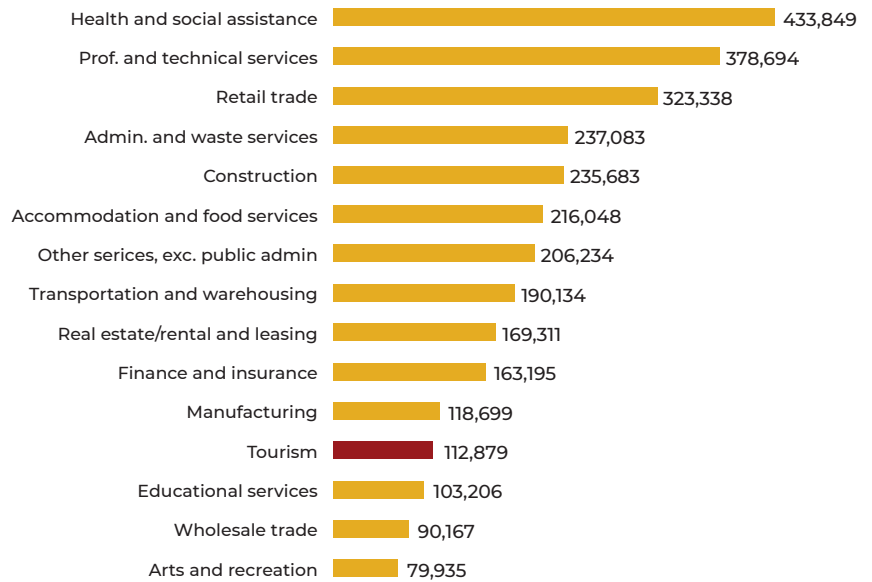
Amounts in number of jobs and year-on-year percentage change



Source: Tourism Economics

## EMPLOYMENT IN MARYLAND, BY MAJOR INDUSTRY

Amounts in number of jobs



Source: Tourism Economics

## VISITOR SPENDING

### MARYLAND VISITOR SPENDING AND GROWTH (MILLIONS)

SECTOR	2017	2018	2019	2020	2021	2021 GROWTH	% RELATIVE TO 2019
LODGING *	\$3,434	\$3,432	\$3,550	\$2,230	\$3,152	41.3%	88.8%
FOOD & BEVERAGES	\$4,014	\$4,141	\$4,343	\$2,987	\$4,000	33.9%	92.1%
RETAIL	\$2,370	\$2,394	\$2,413	\$1,711	\$2,184	27.6%	90.5%
RECREATION	\$2,373	\$2,404	\$2,378	\$1,393	\$2,012	44.4%	84.6%
TRANSPORTATION**	\$5,491	\$5,678	\$5,906	\$3,298	\$5,043	52.9%	85.4%
<b>TOTAL</b>	<b>\$17,682</b>	<b>\$18,050</b>	<b>\$18,590</b>	<b>\$11,619</b>	<b>\$16,391</b>	<b>41.1%</b>	<b>88.2%</b>

Source: D.K. Shifflet; Tourism Economics. \* Lodging includes second-home spending. \*\* Includes both ground and air transportation.



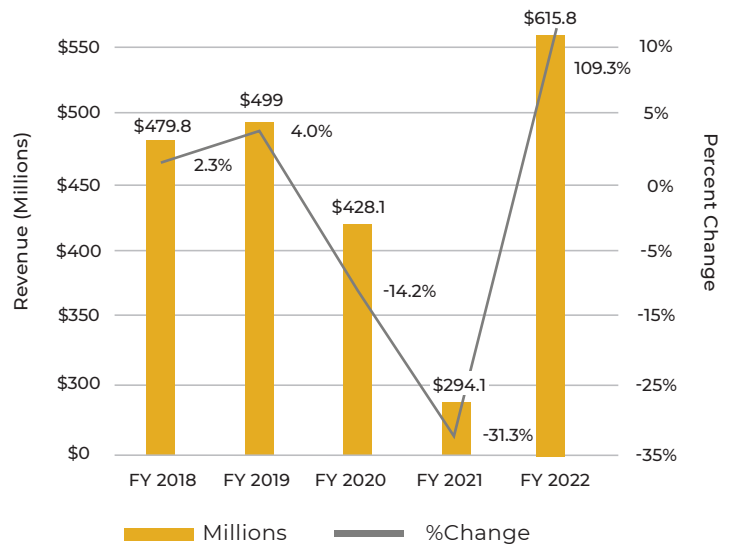
## FISCAL YEAR 2022 TOURISM SALES TAX REVENUE

The total of the sales and use tax collections attributable to tourism in Maryland in FY22 is **\$1.76 billion**, an increase of nearly 80 percent compared to FY21. This amount also exceeded the state's last pre-pandemic year, increasing 31 percent compared to FY19's **\$1.34 billion**.

The total of the adjusted sales and use tax collections (attributable to tourism in Maryland) in FY22 is **\$615.5 million**, increased more than 100 percent compared to FY21, and it surpassed 23.4 percent compared to FY19's **\$499 million**.

(As required by the Senate bill 458 Chapter 181 of the 2008 session of the general assembly, the Comptroller's Office uses the total of adjusted tax codes to report the qualifying tourism tax increment for each fiscal year. This analysis relies on the sales tax industry codes reflecting revenue generated from tourism and tourism-related activities, as determined jointly by the Comptroller's Office and the Department of Business and Economic Development.)

## TOURISM SALES & USE TAX REVENUE FY 2018 TO 2022



Source: MD Comptroller

## TOURISM SALES AND USE TAX REVENUE FY22

SALES TAX CODE & CATEGORY (MILLIONS)	TOTAL FY 2021	TOTAL FY 2022	FACTOR	ADJUSTED FY 2021	ADJUSTED FY 2022	% CHANGE
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$307.7	\$572.9	33.3%	\$102.6	\$191.0	86.2%
111 Hotels, Motels Selling Food - W/BWL	\$10.7	\$27.5	100.0%	\$10.7	\$27.5	156.0%
112 Restaurants and Nite Clubs - W/BWL	\$171.6	\$369.6	33.3%	\$57.2	\$123.2	115.4%
306 General Merchandise	\$375.4	\$523.9	5.0%	\$18.8	\$26.2	39.6%
407 Automobile, Bus, and Truck Rentals	\$51.3	\$98.6	90.0%	\$46.1	\$88.8	92.4%
706 Airlines - Commercial	\$0.1	\$0.3	50.0%	\$0.1	\$0.2	128.0%
901 Hotels, Motels, Apartments, Cottages	\$56.1	\$152.8	100.0%	\$56.1	\$152.8	172.6%
925 Recreation and Amusement Places	\$5.1	\$11.8	50.0%	\$2.5	\$5.9	133.0%
<b>Tourism Tax Categories Total Subtotal</b>	<b>\$978.0</b>	<b>\$1757.5</b>		<b>\$294.1</b>	<b>\$615.5</b>	<b>109.3%</b>
<b>All Sales Tax Collections - Subtotal</b>	<b>\$4,546.5</b>	<b>\$7,010.2</b>				

Comptroller designated tourism taxes

## OFFICE OF TOURISM DEVELOPMENT CONSUMER INTERACTIONS

CUSTOMER INTERACTIONS FY22			
Performance Metrics	FY 2022	FY 2021	% CHANGE
Overall Marketing Budget	\$5,002,921	\$5,191,541	-3.6%
Overall Advertising Requests	\$100,402	84,571	18.7%
Travel Media Exposure (millions)	\$66.7	\$14.9	347.4%
Welcome Center Visitation*	222,097	137,282	61.8%
Website Unique Visitors (visitmd.org only)**	2,772,079	3,326,249	-16.7%
Partner Referrals (Web Outbound Clicks)	545,576	469,902	16.1%
Social Networks Followers	243,797	228,711	6.6%

\* Sources: Google Analytics, and OTD team

(Note: Overall Advertising requests = Print advertising requests + Broadcast leads + Web travel kit requests. Overall Marketing Budget = Print advertising budget + Broadcast ad budget + Online advertising budget.)



# Calendar Year 2022 Analysis

SEGMENT	ROOM DEMAND % CHANGE	ROOM SUPPLY % CHANGE	ROOM REVENUE % CHANGE	AVERAGE ROOM RATE (\$)	ROOM RATE % CHANGE	OCCUPANCY RATE	OCCUPANCY % CHANGE	ROOMS SAMPLED
UNITED STATES	37.7	5.1	66.2	124.67	20.7	57.6	31.0	4,174,706
DC-MD-VA-DE REGION+	35.7	4.1	55.0	112.69	14.2	53.7	30.4	315,989
MARYLAND	32.3	3.5	54.8	116.39	17.0	54.7	27.8	67,698
<b>MD COUNTIES</b>								
ALLEGANY COUNTY	32.0	3.4	46.7	91.95	11.1	51.8	27.7	1,142
ANNE ARUNDEL COUNTY	32.5	3.4	56.8	104.43	18.4	60.1	28.1	10,458
BALTIMORE COUNTY	23.6	1.4	39.9	89.83	13.2	59.9	21.9	5,448
BALTIMORE CITY	53.5	8.7	83.0	135.36	19.2	42.6	41.3	8,397
CALVERT COUNTY	42.6	4.0	47.1	101.15	3.2	47.7	37.2	770
CECIL COUNTY	26.0	0.0	52.7	93.34	21.2	63.4	26.0	770
CHARLES COUNTY	21.9	0.0	40.0	100.12	14.8	59.1	21.9	932
DORCHESTER COUNTY								600
FREDERICK COUNTY	31.5	5.9	50.7	85.55	14.6	56.7	24.1	2,800
HARFORD COUNTY	29.4	4.2	52.8	90.81	18.0	61.4	24.2	2,610
HOWARD COUNTY	20.8	-0.4	37.4	86.28	13.7	66.4	21.3	3,154
MONTGOMERY COUNTY	36.4	1.1	39.1	102.65	2.0	46.4	34.8	8,402
PRINCE GEORGE`S COUNTY	27.8	7.8	45.6	112.20	13.9	49.6	18.5	11,042
QUEEN ANNE`S COUNTY	42.7	3.0	79.6	171.81	25.9	55.5	38.6	398
ST MARY`S COUNTY	26.3	1.0	38.5	95.06	9.6	59.4	25.1	960
TALBOT COUNTY	51.5	3.0	84.0	202.35	21.5	55.0	47.1	674
WASHINGTON COUNTY	40.5	0.7	62.2	88.06	15.5	59.5	39.5	1,861
WICOMICO COUNTY	28.8	0.5	54.6	110.67	20.0	53.2	28.1	1,357
WORCESTER COUNTY	34.6	2.5	64.1	195.91	22.0	59.1	31.3	4,207
<b>MD REGIONS</b>								
WESTERN REGION+	39.2	1.6	58.5	90.10	13.9	60.3	3.9	3,094
CAPITAL REGION+	31.3	4.9	43.8	104.91	9.6	66.7	-1.6	22,244
CENTRAL REGION+	31.2	3.4	55.1	103.17	18.2	66.0	-1.9	31,378
SOUTHERN REGION+	27.4	1.3	40.8	98.37	10.5	61.9	-8.4	2,662
UPPER EASTERN SHORE+	41.3	3.5	79.1	152.73	26.8	53.7	-1.0	2,636
LOWER EASTERN SHORE+	33.4	2.1	62.9	182.74	22.1	56.9	-4.3	5,684

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent and Somerset counties. Data for these counties is included in their respective regions.



# Fiscal Year 2022 Direct Tourism Taxes and MTDB Grant Awards

Across the state, county to county, no matter the region, visitor spending makes a significant impact. The following chart details how tourism supported the tax base in Maryland's 23 counties and Baltimore City, broken out by geographic region, and the state's MTDB investment in local marketing plans.

COUNTIES	ADMISSION AND AMUSEMENT TAXES	ROOM TAXES COLLECTED BY THE COUNTY	ADJUSTED TOURISM PROMOTION ACT SALES TAXES*	TOTAL DIRECT CONSUMER TAX IMPACT	COUNTY TOURISM BUDGET FY 2022	MD TOURISM DEVELOPMENT BOARD GRANT AWARDED FY 2022*
ALLEGANY	\$148,129	\$1,606,137	\$6,528,260	\$8,282,526	\$652,500	\$39,791
GARRETT	\$1,725,863	\$7,117,555	\$7,113,052	\$15,956,470	\$1,199,128	\$87,511
WASHINGTON	\$657,991	\$2,567,891	\$9,876,899	\$13,102,781	\$1,197,395	\$69,274
<b>WESTERN REGION</b>	<b>\$2,531,983</b>	<b>\$11,291,583</b>	<b>\$23,518,211</b>	<b>\$37,341,777</b>	<b>\$3,049,023</b>	<b>\$196,576</b>
FREDERICK	\$943,605	\$2,505,902	\$18,545,371	\$21,994,878	\$2,016,051	\$148,670
MONTGOMERY	\$5,802,296	\$14,399,293	\$86,024,298	\$106,225,887	\$1,756,834	\$112,822
PRINCE GEORGE'S	\$14,583,720	\$27,883,882	\$74,962,342	\$117,429,943	\$1,850,900	\$200,951
<b>CAPITAL REGION</b>	<b>\$21,329,621</b>	<b>\$44,789,077</b>	<b>\$179,532,011</b>	<b>\$245,650,708</b>	<b>\$5,623,785</b>	<b>\$462,443</b>
ANNE ARUNDEL	\$10,279,386	\$17,256,729	\$85,178,075	\$112,714,190	\$3,326,290	\$235,635
BALTIMORE CITY	\$7,398,055	\$26,022,000	\$49,396,732	\$82,816,787	\$13,761,000	\$327,062
BALTIMORE COUNTY	\$5,707,043	\$12,084,004	\$62,755,382	\$80,546,429	\$1,297,280	\$49,173
CARROLL	\$710,498	\$329,042	\$8,641,137	\$9,680,678	\$408,021	\$50,815
HARFORD	\$810,110	\$2,309,916	\$17,161,415	\$20,281,441	\$645,000	\$66,938
HOWARD	\$3,090,291	\$4,575,193	\$25,199,640	\$32,865,124	\$1,221,677	\$64,854
<b>CENTRAL REGION</b>	<b>\$27,995,383</b>	<b>\$62,576,885</b>	<b>\$248,332,381</b>	<b>\$338,904,649</b>	<b>\$20,659,268</b>	<b>\$794,477</b>
CALVERT	\$1,130,779	\$540,052	\$5,660,573	\$7,331,404	\$460,673	\$36,904
CHARLES	\$709,633	\$1,193,975	\$10,061,872	\$11,965,481	\$839,000	\$38,932
ST. MARY'S	\$100,012	\$1,008,101	\$6,772,619	\$7,880,732	\$400,194	\$60,209
<b>SOUTHERN REGION</b>	<b>\$1,940,424</b>	<b>\$2,742,128</b>	<b>\$22,495,065</b>	<b>\$27,177,617</b>	<b>\$1,699,867</b>	<b>\$136,045</b>
CAROLINE	\$2,183	\$45,853	\$1,662,240	\$1,710,276	\$94,842	\$22,528
CECIL	\$167,618	\$1,016,486	\$6,708,428	\$7,892,531	\$737,062	\$37,777
DORCHESTER	\$105,969	\$1,405,548	\$4,065,565	\$5,577,082	\$379,146	\$61,269
KENT	\$86,959	\$391,104	\$1,473,788	\$1,951,851	\$336,548	\$45,265
QUEEN ANNE'S	\$257,099	\$847,919	\$5,009,557	\$6,114,575	\$810,939	\$39,106
SOMERSET	\$27,646	\$106,490	\$404,945	\$539,081	\$215,000	\$25,129
TALBOT	\$200,254	\$2,019,930	\$5,971,285	\$8,191,469	\$661,982	\$71,153
WICOMICO	\$442,664	\$182,317	\$8,399,982	\$9,024,963	\$1,476,610	\$61,133
WORCESTER	\$3,175,530	\$1,825,001	\$4,760,761	\$9,761,291	\$1,307,645	\$127,513
OCEAN CITY		\$22,010,166	\$42,657,175	\$64,667,341	\$12,125,718	\$419,585
<b>EASTERN SHORE</b>	<b>\$4,465,922</b>	<b>\$29,850,813</b>	<b>\$81,113,725</b>	<b>\$83,453,596</b>	<b>\$18,145,492</b>	<b>\$910,458</b>
STADIUM AUTHORITY	\$10,819,505			\$10,819,505		
OTHER			\$60,551,912	\$60,551,912		
<b>TOTAL DIRECT CONSUMER TAXES</b>	<b>\$69,082,838</b>	<b>\$151,250,486</b>	<b>\$615,543,305</b>	<b>\$835,876,629</b>	<b>\$49,177,434</b>	<b>\$2,500,000</b>

\*Comptroller designated tourism taxes. Due to rounding, some numbers might not sum.

**TOURISM IN MARYLAND GENERATED MORE THAN \$1.7 BILLION IN TAXES**





Larry Hogan ❖ Governor  
Boyd K. Rutherford ❖ Lt. Governor  
Mike Gill ❖ Secretary

**Maryland Office of Tourism and Film**

World Trade Center  
401 East Pratt St., 14th Fl.  
Baltimore, MD 21202  
[www.VisitMaryland.org](http://www.VisitMaryland.org)  
[info@visitmaryland.org](mailto:info@visitmaryland.org)