



**FISH & HUNT**  
MARYLAND

*The Fish & Hunt Maryland initiative promotes Maryland as a premier fishing and hunting destination. As a partnership between the Maryland Office of Tourism Development, Maryland Department of Natural Resources, and the private sector, it combines DNR's technical expertise with OTD's travel knowledge and resources to deliver one-stop shopping for anyone interested in fishing and hunting in Maryland.*

### **FishandHuntMaryland.com**

*FishandHuntMaryland.com* offers information on local species, fishing and hunting seasons and regulations, trip planning resources, inspirational videos and content. It also provides directories and links to fishing charters and guides, hunting guides and outfitters, lodging, retailers, events and more.

### **Great American Outdoor Show**

Since 2014, *Fish & Hunt Maryland* has exhibited at the Great American Outdoor Show in Harrisburg, PA. The booth is staffed with a combination of OTD, DNR and private sector partners who engage with customers so they choose Maryland, our outfitters, and destinations for their next trip. Sponsorship opportunities including giveaways, in-booth presence, signage and more allow private sector partners visibility at the largest outdoor show on the East Coast. Based on positive feedback and ROI, Fish & Hunt Maryland plans to expand its presence at the show with a booth in the Fishing Pavilion in 2019.

### **Advertising**

*Fish & Hunt Maryland* is marketed through digital channels including Facebook, YouTube, Google, and ad networks and through print media, such as *Game & Fish* and *Sport Fishing* magazines. Additional hunting-focused publications will be added for fall 2019. Co-op opportunities are available to our partners in the upcoming Summer/Fall advertising campaign. Our approach to advertising is to focus on creating experiences through storytelling.

### **Content**

Content is a key component of *Fish & Hunt Maryland's* strategy to inform, inspire and to ultimately influence our audience. We publish seasonally relevant articles written by outdoor experts and enthusiasts, DNR, OTD, and private sector partners.

*Maryland's investment in Fish & Hunt Maryland gives the state a unique advantage as we are one of the only states who has its own brand dedicated to fishing and hunting. The team is committed to continuing to grow the brand; highlighting, promoting, and partnering with private sector businesses; and to making Maryland a premier fishing and hunting destination.*