

# Maryland Tourism Monitor

Recap of Maryland's travel & tourism trends, monitored by the Office of Tourism Development (Data through July 2014)

## Web Marketing

This year's web site visitation through July increased 95 percent compared to last year, according to Google Analytics. More than 154,400 visits to *VisitMaryland.org* can be attributed to OTD's internet advertising and nearly 1,365 requests for travel kits have been received via the web site. The year's online advertising budget to date is 111 percent greater than last year, while overall advertising expenditures – online, print and broadcast – increased 38 percent.

Request Type	July 2014	July 2013	Change
Website unique visitors*	301,533	154,300	95.4%
Web advertising clicks	154,486	31,224	394.8%
Web travel kit requests	1,363	2,488	(45.2%)
Online advertising budget	\$67,280	\$31,960	110.5%

## Newsletters

Consumer – More than 133,450 prospective visitors received the e-newsletter in July 2014. The number of subscribers increased 1.3 percent from last year. Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 8,720 subscribers in July – 1.4 percent more than last year.

## Social Media

The number of *TravelMD* Facebook fans has grown nearly 27 percent this year compared to last year. OTD Twitter followers have grown 41 percent.

Social media outlets continue to drive new traffic to the *VisitMaryland.org* site. The *TravelMD* Facebook page enticed 949 visitors to click to *VisitMaryland.org* and 751 Twitter followers were driven to the site in July. Facebook sent an additional 334 clicks to the online calendar and Twitter sent 143 users to this page.

	FY 2014	FY 2013	Change
Facebook fans	21,132	16,699	26.5%
Twitter followers	23,780	16,846	41.1%

\* The performance measure includes the following web sites: [www.visitmaryland.org](http://www.visitmaryland.org), [www.visitmd.mobi](http://www.visitmd.mobi), [www.SS200.com](http://www.SS200.com), [www.SS200.org](http://www.SS200.org), [www.keycam.com](http://www.keycam.com), [www.1821battles.com](http://www.1821battles.com), [www.1812battles.mobi](http://www.1812battles.mobi)

## Requests for Travel Information

OTD receives requests for travel kits in response to print, outdoor, radio and TV advertising. This fiscal year, OTD continued the annual "*Maryland Minute*" radio sponsorship and television ads will run in August. In July OTD spent the same amount on print advertising as last year and there was a 22 percent decline in advertising requests. Broadcast requests increased 35 percent with a budget that was 37 percent lower. The top five lead-generating publications in July were: *Southern Living*, *Oprah*, *Better Homes and Gardens*, *Civil War Traveler* and *Family Circle*.

Request Type	July 2014	July 2013	Change
Print advertising requests	3,359	4,331	(22.4%)
Print ad budget	\$34,209	\$34,209	0%
Broadcast leads	636	470	35.3%
Broadcast ad budget	\$8,458	\$13,375	(36.8%)

## Communications Efforts

In July, communications activities such as press outreach, familiarization tours and visiting journalists generated more than \$1 million in advertising value for Maryland tourism products and services, a 34 percent decline from nearly \$1.5 million the previous year.

## Welcome Centers

Close to 33,070 travelers visited OTD-operated Maryland Welcome Centers in July, an 11 percent decline from the previous year. Starting May 1, 2014, Welcome Centers including two on either side of I-70, two on I-95 south of Baltimore and the Mason-Dixon Center in Emmitsburg, began to operate eight hours a day, five days a week.

Kiosks at the I-70 Welcome Centers have recorded nearly 500 sessions this July, 13 percent less than last year.

## Amtrak

The Amtrak train system in Maryland recorded 78,600 non-commuter arrivals this fiscal year— close to 1 percent more travelers than last year at this time.

## BWI Airport

BWI served more than 1 million domestic passenger arrivals and more than 47,300 international arrivals in July 2014. Total arrivals increased 0.1 percent compared to last year; while international arrivals saw a 0.4 percent increase.

## Leisure and Hospitality Employment

Employment in Maryland’s Leisure and Hospitality sector grew 3 percent compared to last year. At the national level, employment though July in these three industries saw an overall increase of 2.6 percent.

	July 2014	July 2013	Change
Arts, Entertainment, Recreation	50,600	51,200	(1.2%)
Accommodation	28,600	27,300	4.8%
Food Services	204,900	197,300	3.9%
<b>Total</b>	<b>284,100</b>	<b>275,800</b>	<b>3.0%</b>

## Lodging

According to the latest data from Smith Travel Research, Inc., the number of rooms sold in Maryland in July 2014 increased 6 percent, while room revenue increased 8 percent. At the national level, the number of rooms sold increased by nearly 5 percent and room revenue grew 10 percent.

## Gaming Revenue (in millions)

In July, gaming facilities generated close to \$76 million in revenue, an increase of 10 percent compared to last year’s \$69 million.

Gaming Facility	July 2014 (in millions)	July 2013 (in millions)	Change
Perryville, VLT	\$6.4	\$6.3	1.6%
Perryville, Table	\$1.1	\$1.2	(8.3%)
Maryland Live, VLT	\$36.7	\$35	4.9%
Maryland Live, Table	\$21.5	\$17.5	22.9%
Ocean Downs, VLT	\$6.1	\$5.8	5.2%
Rocky Gap, VLT	\$3.7	\$3.0	23.3%
Rocky Gap, Table	\$0.5	\$0.4	25.0%
<b>Combined Total</b>	<b>\$75.9</b>	<b>\$69.2</b>	<b>9.7%</b>

Source: Maryland Lottery

## Tourism Sales Tax Revenues

Sales and use tax data for the first month of Fiscal Year 2015 is now available. Tourism-related tax codes increased 8.2 percent while overall sales tax collections over the same time period grew 4.1 percent. Adjusted tourism tax codes – the amount deemed attributable to tourism by the Comptroller –increased 9.3 percent, outperforming overall sales tax collections.

Sales Tax Category	TOTAL SALES TAX REVENUES (\$)			Factor	TOURISM TAX REVENUES (\$)		
	FY 2015	FY 2014	% Change		FY 2014	FY 2013	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL*	\$30,170,603	\$28,413,900	6.2%	33%	\$10,056,868	\$9,471,300	6.2%
111 Hotels, Motels Selling Food - W/BWL*	\$4,611,707	\$4,462,692	3.3%	100%	\$4,611,707	\$4,462,692	3.3%
112 Restaurants and Night Clubs - W/BWL*	\$23,504,101	\$21,929,386	7.2%	33%	\$7,834,700	\$7,309,795	7.2%
306 General Merchandise	\$13,236,952	\$12,187,777	8.6%	5%	\$661,848	\$609,389	8.6%
407 Automobile, Bus and Truck Rentals**	\$6,603,321	\$5,203,827	26.9%	90%	\$5,942,989	\$4,683,444	26.9%
706 Airlines - Commercial	\$40,123	\$37,460	7.1%	50%	\$20,062	\$18,730	7.1%
901 Hotels, Motels, Apartments, Cottages	\$11,706,199	\$10,775,171	8.6%	100%	\$11,706,199	\$10,775,171	8.6%
925 Recreation and Amusement Places	\$631,547	\$661,731	(4.6%)	50%	\$315,773	\$330,865	(4.6%)
<b>Tourism Tax Categories Subtotal</b>	<b>\$90,504,553</b>	<b>\$83,671,942</b>	<b>8.2%</b>	<b>-</b>	<b>\$41,150,145</b>	<b>\$37,661,386</b>	<b>9.3%</b>
All Sales Tax Categories Subtotal	\$362,589,274	\$348,248,981	4.1%				