

# Maryland Tourism Monitor

Recap of Maryland's travel & tourism trends, monitored by the Office of Tourism Development (Data through May 2015)

## Web Marketing

This year's web site visitation through May increased 71 percent compared to last year, according to Google Analytics. More than 785,480 visits to *VisitMaryland.org* can be attributed to OTD's internet advertising and nearly 20,200 requests for travel kits have been received via the web site. The year's online advertising budget to date is 21 percent greater than last year's, while overall advertising expenditures – online, print and broadcast – increased 3 percent.

Request Type	FY 2015 YTD	FY 2014 YTD	Change
Website unique visitors*	2,235,632	1,309,662	70.7%
Web advertising clicks	785,481	610,168	28.7%
Web travel kit requests	20,240	19,365	4.5%
Online advertising budget	\$428,368	\$355,515	20.5%

## Newsletters

Consumer – Nearly 138,225 prospective visitors received the e-newsletter in May. The number of subscribers increased 12 percent from last year.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 7,780 subscribers in May – 9 percent less than last year.

## Social Media

The number of *TravelMD* Facebook fans has grown 28 percent this fiscal year compared to last. OTD Twitter followers have grown 34 percent.

Social media outlets continue to drive new traffic to the *VisitMaryland.org* site. The *TravelMD* Facebook page enticed 1,281 visitors to click to *VisitMaryland.org* and 670 Twitter followers were driven to the site in May.

	FY 2015 YTD	FY 2014 YTD	Change
Facebook fans	25,221	19,759	27.6%
Twitter followers	30,233	22,601	33.7%

\* 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.1821battles.mobi](http://www.1821battles.mobi)

## Requests for Travel Information

OTD receives requests for travel kits in response to print, radio and TV advertising. This fiscal year through May, OTD is continuing the annual "*Maryland Minute*" radio sponsorship and television ads also ran in August, September and October. To date, OTD spent 34 percent less on print advertising than last year and there was a 0.6 percent increase in advertising requests. Broadcast requests increased 8 percent with a budget that was 13 percent higher. The top five lead-generating publications in May were: *Great Vacation Getaways*, *Oprah*, *Better Homes and Gardens*, *Family Circle*, and *Southern Living*.

Request Type	FY 2015 YTD	FY 2014 YTD	Change
Print advertising requests	31,525	31,525	0.6%
Print ad budget	253,136	383,960	(34.1%)
Broadcast leads	4,746	4,381	8.3%
Broadcast ad budget	\$889,864	\$789,025	12.8%

## Communications Efforts

This year's communications activities such as press outreach, familiarization tours and visiting journalists have generated close to \$9.2 million in advertising value for Maryland tourism products and services, a 66 percent increase from \$5.5 million the previous fiscal year.

## Welcome Centers

Starting May 1, 2014, OTD-operated Maryland 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. During May, 37,900 travelers visited these welcome centers. During this fiscal year, welcome centers have received close to 287,700 visitors, an increase of 21 percent from last year.

Kiosks at the I-70 Welcome Centers have recorded close to 2,430 sessions this fiscal year, 0.8 percent more than last year.

## Amtrak

The Amtrak train system in Maryland recorded 829,600 non-commuter arrivals this fiscal year, 0.7 percent less travelers than last year.

## BWI Airport

BWI served more than 1,069,630 domestic passenger arrivals and close to 50,775 international arrivals in May 2015. This fiscal year, total arrivals have increased 2 percent compared to last with international arrivals seeing a 9 percent increase.

## Leisure and Hospitality Employment

Employment in Maryland's Leisure and Hospitality sector grew 4 percent in May compared to last year. At the national level, employment in these three industries also saw an overall increase of 3.6 percent.

	May 2015	May 2014	Change
Arts, Entertainment, Recreation	52,200	43,900	18.9%
Accommodation	24,000	25,600	(6.3%)
Food Services	203,400	199,200	2.1%
<b>Total</b>	<b>279,600</b>	<b>268,700</b>	<b>4.1%</b>

## Tourism Sales Tax Revenues

Sales and use tax data for the first eleven months of Fiscal Year 2015 is now available. Tourism-related tax codes increased 10.7 percent while overall sales tax collections over the same time period grew 5.0 percent. Adjusted tourism tax codes – the amount deemed attributable to tourism by the Comptroller – increased 6.1 percent outperforming overall sales tax collections.

TOTAL SALES TAX REVENUES (\$)				TOURISM TAX REVENUES (\$)			
Sales Tax Category	FY 2015 YTD	FY 2014 YTD	% Change	Factor	FY 2015 YTD	FY 2014 YTD	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$327,076,114	\$305,651,463	7.0%	33%	\$109,025,371	\$101,883,821	7.0%
111 Hotels, Motels Selling Food - W/BWL	\$37,305,323	\$36,748,849	1.5%	100%	\$37,305,323	\$36,748,849	1.5%
112 Restaurants and Night Clubs - W/BWL	\$236,413,400	\$225,791,614	4.7%	33%	\$78,804,467	\$75,263,871	4.7%
306 General Merchandise	\$199,453,257	\$148,920,500	33.9%	5%	\$9,972,663	\$7,446,025	33.9%
407 Automobile, Bus and Truck Rentals	\$60,740,711	\$58,323,903	4.1%	90%	\$54,666,639	\$52,491,512	4.1%
706 Airlines - Commercial	\$453,693	\$337,271	34.5%	50%	\$226,847	\$168,635	34.5%
901 Hotels, Motels, Apartments, Cottages	\$88,372,664	\$83,534,017	5.8%	100%	\$88,372,664	\$83,534,017	5.8%
925 Recreation and Amusement Places	\$7,654,486	\$5,457,285	40.3%	50%	\$3,827,243	\$2,728,643	40.3%
<b>Tourism Tax Categories Subtotal</b>	<b>\$957,469,647</b>	<b>\$864,764,902</b>	<b>10.7%</b>	<b>-</b>	<b>\$382,201,217</b>	<b>\$360,265,374</b>	<b>6.1%</b>
All Sales Tax Categories Subtotal	\$4,003,224,649	\$3,811,190,726	5.0%				

## Lodging

According to the latest data from Smith Travel Research, Inc., the number of rooms sold in Maryland in May 2015 increased 1.0 percent, while room revenue increased 3.9 percent. This fiscal year, the number of rooms sold increased by 3.9 percent and room revenue grew 6.3 percent.

## Gaming Revenue (in millions)

This year fiscal year through May, gaming facilities generated more than \$945 million in revenue, an increase of 24 percent compared to last year's \$761 million.

Gaming Facility	FY 2015 YTD (In millions)	FY 2014 YTD (In millions)	Change
Hollywood, VLT	\$60.6	\$66.1	(8.2%)
Hollywood, Table	\$11.0	\$12.6	(12.4%)
Ocean Downs, VLT	\$47.8	\$47.2	(6.3%)
Maryland Live, VLT	\$358.9	\$382.9	(0.5%)
Maryland Live, Table	\$213.8	\$215.0	8.5%
Rocky Gap, VLT	\$34.9	\$32.1	12.5%
Rocky Gap, Table	\$6.1	\$5.4	1.4%
Horseshoe, VLT	\$119.3	-	-
Horseshoe, Table	\$93.3	-	-
<b>Combined Total</b>	<b>\$945.8</b>	<b>\$761.3</b>	<b>24.2%</b>

Source: Maryland Lottery