

Maryland Tourism Monitor

Recap of Maryland's travel & tourism trends, monitored by the Office of Tourism Development (Data through April 2016)

Requests for Travel Information

OTD receives requests for travel kits in response to print, radio and TV advertising. To date, OTD spent 8.1 percent more on print advertising than last year and there has been a 7.7 percent decline in advertising requests. Broadcast requests decreased 50.8 percent with a budget that was 12.3% lower.

Request Type	FY 2016 YTD	FY 2015 YTD	Change
Print advertising requests	20,153	21,833	(7.7%)
Print ad budget	\$158,490	\$146,621	8.1%
Broadcast leads	2,158	4,387	(50.8%)
Broadcast ad budget	\$497,445	\$567,326	(12.3%)

Web Marketing

During the month of April, nearly 25,000 outbound links from VisitMaryland to our Travel Partners were clicked by potential travelers. This year's web site visitation through April decreased 32.7 percent compared to last year, according to Google Analytics. More than 710,000 visits to *VisitMaryland.org* can be attributed to OTD's internet advertising and nearly 9,000 requests for travel kits have been received via the web site. This year's online advertising budget to date is 14 percent less than last year's.

Request Type	FY 2016 YTD	FY 2015 YTD	Change
Website unique visitors*	1,504,834	2,235,632	(32.7%)
Web advertising clicks	712,753	610,823	16.7%
Web travel kit requests	8,900	19,041	(53.3%)
Online advertising budget	\$252,008	\$293,464	(14.1%)

* The performance measure includes the following web sites: www.visitmaryland.org, www.visitmd.mobi, www.SS200.com, www.SS200.org, www.keycam.com, www.1821battles.com, www.1812battles.mobi, www.fishandhuntmaryland.com, www.industry.visitmaryland.org

Communications Efforts

This year's communications activities such as press outreach, familiarization tours and visiting journalists have generated close to \$7.6 million in advertising value for Maryland tourism products and services.

Social Media

The number of *TravelMD* Facebook fans has grown 23 percent this fiscal year compared to last. OTD Twitter followers has grown nearly 20 percent.

Social media outlets continue to drive new traffic to the *VisitMaryland.org* site. The *TravelMD* Facebook page enticed over 1,000 visitors to click to *VisitMaryland.org* and 571 Twitter followers were driven to the site in April.

	FY 2016 YTD	FY 2015 YTD	Change
Facebook fans	30,578	24,860	23.0%
Twitter followers	35,797	29,893	19.8%

Newsletters

Consumer – 136,763 prospective visitors received the e-newsletter in April. The number of subscribers decreased nearly 2 percent from last year.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 9,367 subscribers in April – 20 percent more than last year

Welcome Centers

There are now eight welcome centers that are open and operational as run by the Maryland OTD: I-95 North/South, South Mountain East/West, Mason Dixon, Sideling Hill, Youghiogheny, and Bay Country. During April 33,563 travelers visited these welcome centers, a 12.1 percent increase from the previous year. During this fiscal year, welcome centers have received close to 258,798 visitors, an increase of 3.6 percent from last year.

Kiosks at the I-70 Welcome Centers have recorded close to 1,400 sessions during Fiscal Year 2016.

Amtrak

The Amtrak train system in Maryland recorded 750,000 non-commuter arrivals this fiscal year, a nearly static number of passengers year over year.

BWI Airport

BWI served more than one million domestic passenger arrivals and close to 60,000 international arrivals in April 2016. This fiscal year, total arrivals have maintained a record-breaking pace of total passengers serviced over previous years.

Leisure and Hospitality Employment

Employment in Maryland's Leisure and Hospitality sector grew 5 percent in April compared to last year. At the national level, employment in these three industries also saw an overall increase of 2.6 percent.

	April 2016	April 2015	Change
Arts, Entertainment, Recreation	46,800	47,600	(1.7%)
Accommodation	23,800	22,300	6.7%
Food Services	205,000	192,500	6.5%
Total	275,600	262,400	5.0%

Lodging

According to the latest data from Smith Travel Research, Inc., the number of rooms sold in Maryland in April 2016 increased 6.0 percent, while room revenue increased 9.7 percent. Nationally, room demand increased 3.7 percent while room revenue jumped 6.6 percent.

Gaming Revenue (in millions)

This year fiscal year through April, gaming facilities generated more than \$946 million in revenue, an increase of 11.4 percent compared to last year's \$849 million.

Gaming Facility	FY 2016 YTD (In millions)	FY 2015 YTD (In millions)	Change
Hollywood, VLT	\$54.6	\$54.6	0.1%
Hollywood, Table	\$9.8	\$10.0	(2.0%)
Ocean Downs, VLT	\$47.4	\$42.9	10.5%
Maryland Live, VLT	\$340.5	\$322.0	5.8%
Maryland Live, Table	\$197.5	\$192.7	2.5%
Rocky Gap, VLT	\$33.8	\$31.3	8.1%
Rocky Gap, Table	\$5.6	\$5.4	4.1%
Horseshoe, VLT	\$139.0	\$107.2	29.7%
Horseshoe, Table	\$118.1	\$83.5	41.5%
Combined Total	\$946.3	\$849.4	11.4%

Source: Maryland Lottery

Tourism Sales Tax Revenues

Sales and use tax data for the first ten months of Fiscal Year 2015 is now available. Tourism-related tax codes increased 9.2 percent while overall sales tax collections over the same time period grew 3.1 percent. Adjusted tourism tax codes – the amount deemed attributable to tourism by the Comptroller – increased 3.5 percent, outperforming overall sales tax collections.

Sales Tax Category	TOTAL SALES TAX REVENUES (\$)			Factor	TOURISM TAX REVENUES (\$)		
	FY 2016 YTD	FY 2015 YTD	% Change		FY 2016 YTD	FY 2015 YTD	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$319,505,813	\$294,656,335	8.4%	33%	\$105,436,918	\$98,218,778	8.4%
111 Hotels, Motels Selling Food - W/BWL	\$31,899,337	\$33,863,257	(5.8%)	100%	\$29,448,131	\$33,863,257	(5.8%)
112 Restaurants and Night Clubs - W/BWL	\$216,396,455	\$212,217,587	2.0%	33%	\$71,410,830	\$70,739,196	2.0%
306 General Merchandise	\$221,507,204	\$180,551,437	22.7%	5%	\$16,825,959	\$9,027,572	22.7%
407 Automobile, Bus and Truck Rentals	\$57,707,551	\$55,354,760	4.3%	90%	\$48,735,542	\$49,819,284	4.3%
706 Airlines - Commercial	\$539,258	\$414,552	30.1%	50%	\$267,668	\$207,276	30.1%
901 Hotels, Motels, Apartments, Cottages	\$87,364,073	\$79,221,917	10.3%	100%	\$80,914,938	\$79,221,917	10.3%
925 Recreation and Amusement Places	\$7,655,857	\$6,908,110	10.8%	50%	\$3,709,844	\$3,454,055	10.8%
Tourism Tax Categories Subtotal	\$942,575,552	\$863,187,955	9.2%	-	\$356,749,834	\$344,551,335	3.5%
All Sales Tax Categories Subtotal	\$3,738,791,393	\$3,625,751,203	3.1%				