

Maryland Tourism Monitor

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

Requests for Travel Information

OTD receives requests for travel kits in response to print, radio and TV advertising. This fiscal year through March, OTD is continuing the annual "Maryland Minute" radio sponsorship and television ads also ran in August, September and October. To date, OTD spent 7.3 percent less on print advertising than last year and advertising requests have remained nearly static year over year. Broadcast requests have decreased with the corresponding lower broadcast budget.

Request Type	FY 2016 YTD	FY 2015 YTD	Change
Print advertising requests	16,537	16,429	0.6%
Print ad budget	\$102,322	\$110,412	(7.3%)
Broadcast leads	1,975	3,909	(49.5%)
Broadcast ad budget	\$487,013	\$556,839	(12.5%)

Web Marketing

During the month of March, VisitMaryland.org contributed 21,430 total outbound visits to our partners across the state. This year's total web site visitation has continued to gain more traction with the resolution of tracking issues. More than 650,000 visits to *VisitMaryland.org* can be attributed to OTD's internet advertising and more than 7,500 requests for travel kits have been received via the web site. The year's online advertising budget to date is 17.3 percent lower than last year's.

Request Type	FY 2016 YTD	FY 2015 YTD	Change
Website unique visitors*	1,302,702	2,088,670	(37.6%)
Web advertising clicks	656,024	571,685	14.6%
Web travel kit requests	7,594	17,225	(55.9%)
Online advertising budget	\$229,638	\$277,509	(17.3%)

Communications Efforts

This year's communications activities such as press outreach, familiarization tours and visiting journalists have generated close to \$7.3 million in advertising value for Maryland tourism products and services.

Social Media

The number of *TravelMD* Facebook fans has grown 22 percent this fiscal year compared to last. OTD Twitter followers have grown 22.4 percent.

Social media outlets continue to drive new traffic to the *VisitMaryland.org* site. The *TravelMD* Facebook page enticed 1,216 visitors to click to *VisitMaryland.org* and 505 Twitter followers were driven to the site in March.

	FY 2016 YTD	FY 2015 YTD	Change
Facebook fans	29,751	24,390	22.0%
Twitter followers	35,414	28,924	22.4%

Newsletters

Consumer – Nearly 136,268 prospective visitors received the e-newsletter in March. The number of subscribers decreased 3%.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 9071 subscribers in March – 17 percent more than last year.

Welcome Centers

Welcome centers across the state have opened their doors to 225,235 travelers so far this fiscal year. This is an increase from 220,027. With the re-opened centers now contributing and sharing their visitor numbers, these will continue to be included in upcoming reports.

Total Kiosk usage through FY16 has been just over 1,200 unique sessions. Although this is a decrease, all mechanical issues have now been repaired and usage continues to steadily climb.

* 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

Amtrak

During the month of March, 81,800 passengers utilized Amtrak services. Year over year, the aggregate monthly total is nearly static with over 670,000 people served.

BWI Airport

BWI marked its ninth straight record-setting month with nearly 2 million total passengers flowing through the airport during the month of March. Over 975,000 domestic arrivals came through BWI airport along with nearly 60,000 international arrivals – an increase of over nine percent year over year.

Leisure and Hospitality Employment

Employment in Maryland's Leisure and Hospitality sector grew 5.4 percent in March compared to last year. At the national level, employment in these three industries also saw an increase of nearly 3 percent.

	March 2016	March 2015	Change
Arts, Entertainment, Recreation	43,100	43,700	(1.4%)
Accommodation	22,200	20,700	7.2%
Food Services	198,100	185,500	6.8%
Total	263,400	249,900	5.4%

Tourism Sales Tax Revenues

Sales and use tax data for the first nine months of Fiscal Year 2016 is now available. Tourism-related tax codes increased 9.3 percent while overall sales tax collections over the same time period grew 3.6 percent. Adjusted tourism tax codes – the amount deemed attributable to tourism by the Comptroller – increased 5.7 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	\$285,914,021	\$263,510,909	8.5%	33%	\$95,346,674	\$87,836,970	8.5%
111 Hotels, Motels Selling Food - W/BWL	\$28,240,860	\$30,205,867	(6.5%)	100%	\$28,240,860	\$30,205,867	(6.5%)
112 Restaurants and Night Clubs - W/BWL	\$192,940,259	\$189,775,408	1.7%	33%	\$64,313,420	\$63,258,469	1.7%
306 General Merchandise	\$200,969,349	\$162,298,195	23.8%	5%	\$10,048,467	\$8,114,910	23.8%
407 Automobile, Bus and Truck Rentals	\$52,091,317	\$49,802,714	4.6%	90%	\$46,882,185	\$44,822,442	4.6%
706 Airlines - Commercial	\$527,726	\$377,948	39.6%	50%	\$263,863	\$188,974	39.6%
901 Hotels, Motels, Apartments, Cottages	\$77,738,500	\$70,958,269	9.6%	100%	\$77,738,500	\$70,958,269	9.6%
925 Recreation and Amusement Places	\$6,961,247	\$6,333,978	9.9%	50%	\$3,480,624	\$3,166,989	9.9%
Tourism Tax Categories Subtotal	\$845,383,282	\$773,263,288	9.3%	-	\$326,272,593	\$308,552,890	5.7%
All Sales Tax Categories Subtotal	\$3,378,923,529	\$3,262,355,232	3.6%				

Lodging

According to the latest data from Smith Travel Research, Inc., the number of rooms sold in Maryland in March 2016 increased 5.2 percent, while room revenue increased 5.8 percent. In comparison, rooms sold for the U.S. increased 1.2 percent while room revenue increased 4.4 percent.

Gaming Revenue (in millions)

This year fiscal year through March, gaming facilities generated more than \$842 million in revenue, an increase of 10.8 percent compared to last year's \$760.4 million.

Gaming Facility	FY 2016 YTD (In millions)	FY 2015 YTD (In millions)	Change
Hollywood, VLT	\$48.6	\$48.8	(0.4%)
Hollywood, Table	\$8.8	\$8.8	(0.9%)
Ocean Downs, VLT	\$42.7	\$38.6	10.7%
Maryland Live, VLT	\$305.5	\$290.2	5.3%
Maryland Live, Table	\$174.7	\$173.5	0.7%
Rocky Gap, VLT	\$30.2	\$28.0	8.0%
Rocky Gap, Table	\$5.0	\$4.7	5.5%
Horseshoe, VLT	\$123.1	\$95.0	29.6%
Horseshoe, Table	\$103.8	\$72.7	42.7%
Combined Total	\$842.6	\$760.4	10.8%

Source: Maryland Lottery

