

# VISIT MARYLAND MONTHLY TOURISM MONITOR (Data through February 2018)

Tourism generates economic benefits for Maryland through visitor spending.  
Or put more simply: More Customers. More Revenue. More Jobs.

## Economic Impact 2016:

**42.1**  
Million  
Visitors

**\$17.3**  
Billion in  
Visitor  
Spending

**146,000**  
FTE-  
Jobs

**\$2.35**  
Billion in  
State & Local  
Taxes

**\$6**  
Billion in  
Payroll

**\$468.8**  
Million in  
Sales & Use  
Taxes  
FY17

### Goals:

1. Inspire travel to Maryland by strengthening awareness of the state as a leisure destination by increasing customer interactions; building awareness of the opportunities available; capitalizing on owned assets and through media outreaches.

Customer Interactions*	Year over Year			Fiscal Year		
	Feb 2017	Feb 2018	Percent Change	YTD-17	YTD-18	Percent Change
Unique Web Visitors	161,735	147,888	(-8.6%)	1,868,827	1,737,888	(-7.0%)
Advertising Interactions	3,270	2,720	(-16.8%)	25,359	22,112	(-12.8%)
Public Relations/ Earned Media Effectiveness**	12.4	12.0	(-0.4)	11.7	10.6	(-1.1)
Social Media Followers	2,598	1,982	(-23.7%)	111,154	133,499	20.1%
Welcome Center Visitors	17,022	16,772	(-1.5%)	234,027	271,716	16.1%
Advertising Expenditures***	36,609	107,958	194.9%	479,447	558,719	16.5%

\*Maryland Fleet Week and Air Show Baltimore was held in October 2016 and generated a great deal of consumer interest as shown in the numbers of web visitors, media effectiveness, and social media followers.

\*\*Evaluation of 3rd party placements, max score=18

\*\*\*Advertising expenditures grew as a result of the promotions for Frederick Douglass 200<sup>th</sup> Anniversary and February

2. Increase the number of jobs supported by the tourism industry in Maryland in the leisure and hospitality sector.

BLS Leisure and Hospitality Employment (Thousands)	Year over Year			Fiscal Year		
	Feb 2017	Feb 2018	Percent Change	YTD-17	YTD-18	Percent Change
	262.7	253.8	(-3.4%)	275.0	273.4	(-0.6%)

Subject to revision by the BLS

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- Increase sales tax revenues from categories deemed attributable to tourism by the MD Comptroller with emphasis on tax codes 111 and 901. These codes make up 30% of overall tourism-related collections and are directly attributable to overnight stays.

ADJUSTED SALES AND USE TAXES ATTRIBUTABLE TO TOURISM (\$Millions)						
Sales Tax Code & Category	Year over Year			Fiscal Year		
	Feb 2017	Feb 2018	Percent Change	YTD-17	YTD-18	Percent Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$10.1	\$9.9	(-2.5%)	\$87.0	\$88.3	1.5%
<b>111 Hotels, Motels Selling Food - W/BWL</b>	<b>\$2.1</b>	<b>\$2.0</b>	<b>(-3.7%)</b>	<b>\$24.3</b>	<b>\$23.9</b>	<b>(-1.7%)</b>
112 Restaurants and Nite Clubs - W/BWL	\$6.7	\$6.8	1.4%	\$58.4	\$60.1	3.0%
306 General Merchandise	\$0.9	\$1.1	16.2%	\$9.2	\$10.4	12.8%
407 Automobile, Bus and Truck Rentals	\$4.34	\$4.29	(-1.0%)	\$44.3	\$43.3	(-2.2%)
706 Airlines - Commercial	\$0.008	\$0.013	71.8%	\$0.11	\$0.16	39.3%
<b>901 Hotels, Motels, Apartments, Cottages</b>	<b>\$7.3</b>	<b>\$6.9</b>	<b>(-5.5%)</b>	<b>\$76.9</b>	<b>\$79.4</b>	<b>3.2%</b>
925 Recreation and Amusement Places	\$0.326	\$0.328	0.5%	\$3.1	\$2.9	(-4.5%)
<b>Tourism Tax Categories Subtotal</b>	<b>\$31.8</b>	<b>\$31.3</b>	<b>(-1.6%)</b>	<b>\$303.3</b>	<b>\$308.6</b>	<b>1.7%</b>
All other Sales Tax Collections	\$326.9	\$330.2	1.0%	\$3,047.3	\$3,087.6	1.3%

*Numbers may not sum due to rounding*

- Provide resources to the tourism industry so that they can maximize access to consumers and grow revenue for their businesses.

	Year over Year			Fiscal Year		
	Feb 2017	Feb 2018	Percent Change	YTD-17	YTD-18	Percent Change
Digital referrals to industry partners (outbound links)	15,321	17,382	13.5%	190,566	230,594	21.0%