ABOUT:

As the state enters the third and final stage of Governor Hogan’s Maryland Strong: Roadmap to Recovery, with additional safe and gradual re-openings and fall travel season approaching, Maryland’s tourism industry has the opportunity to restart and re-engage visitation to businesses devastated by COVID-19.

To increase visitation and economic impact, the Maryland Office of Tourism and the county tourism offices have joined together to inspire consumers to take a road trip, stop at destinations along the way, and stay overnight by promoting the state byways.
GOALS:

- Increase consumer awareness of regions and experiences by linking together things to see and do.
- Present Maryland as a destination that makes health and safety its top priority by showcasing sanitization practices and physical distancing protocols.

HASHTAGS:

PRIMARY:
#MDinFocus
#VisitMaryland
#roadtrip

SECONDARY*:
#scenic
#adventure
#travelmatters

* Suggested for use on Instagram or where it is appropriate

PROFILES TO TAG:

MARYLAND OFFICE OF TOURISM:
Facebook: @TravelMD
Twitter: @TravelMD
Instagram: @VisitMaryland

SUGGESTED FREQUENCY:

- We suggest you create an original post twice a month from mid-September to mid-December
- Share from the Maryland Office of Tourism when tagged in a post or when the content is relevant

VISUAL ASSETS:

Click here for video assets to use on social media posts.
Photo credit: Maryland Office of Tourism
Facebook, Instagram* and Twitter:

- Escape the highway and enjoy a byway. Drive (insert scenic byway name) to make the most of your trip.
- Forget the fastest time to your destination and opt for the scenic route. Discover (insert scenic byway name) to make the most of your trip.
- For your next adventure, take the scenic route. Drive Maryland’s Scenic Byways to make the most of your trip. See you along the way!
- The best way to find fall foliage this season? Maryland’s Scenic Byways! Drive along the (insert scenic byway name) to make the most of your trip.
- Start a new adventure with a long-time family tradition: Road Trips! Drive the (insert scenic byway name) to make the most of your trip.
- Take the road less traveled and discover more this fall. Drive along the (insert scenic byway name) to make the most of your trip.
- When you’re open for travel, Maryland’s scenic byways are open for you. Drive (insert scenic byway name) to make the most of your trip.
- Escape the walls of your home and embrace the open road! Explore charming towns, enjoy the splendor of nature, and discover hidden gems across the state.

*To include a link to your website you can put a bitly link at the end of your caption or direct people to the link in your bio. For instructions on how to put a link in your Instagram bio click [here](#).

**NOTABLE DATES TO POST**

- September 22 - Hunting and Fishing Day
- September 27 - World Tourism Day
- October - Maryland Horse Month
- October - Walktober
- October 14 - Motorcycle Ride Day
- October 7 - Maryland Walk Day
- November 17 - Take a Hike Day
- November 22 - Go for a Bike Ride Day