ABOUT:
COVID-19 is deterring families from traveling abroad for the holiday season, this year is an opportunity to encourage visitors to “go international” in Maryland. We will showcase Maryland towns and cities that share the same name with international towns and cities, global food from local restaurants, and holiday experiences.
Encourage visitors and Marylanders to:

- Stay in accommodations when visiting family and friends by providing enticing hotel packages
- Eat local/shop local to increase transactional outcomes for businesses
- Participate in local holiday events (i.e. Christmas villages, light festivals)
- Buy gift certificates to favorite attractions, shops, performance venues/theater

**HASHTAGS:**

**PRIMARY:**

#MDinFocus #VisitMaryland
#OpenForTheHolidays

**SECONDARY***:

#ShopLocal
#BuyLocal
#DrinkLocal
#Holidays
#FamilyTravels

* Suggested for use on Instagram or where it is appropriate

**PROFILES TO TAG:**

**VISIT MARYLAND:**

Facebook: @TravelMD
Twitter: @TravelMD
Instagram: @VisitMaryland

**SUGGESTED FREQUENCY:**

We suggest you create an original post at least once a week on each platform during the holiday season.
Facebook, Twitter, & Instagram*

- No passport? No Problem! (insert destination name) will take you abroad this holiday season without ever boarding a plane.
- Go global while staying local! (Insert destination name) will transport you to another country without the pricey plane ticket.
- Go aboard in your own backyard. (insert destination name) has restaurants, shops, and experiences that will transport you to a (insert foreign destination) city without a plane ticket.
- This holiday season we challenge you to #ShopLocal. Get unique presents for everyone on your list by shopping at (insert location). Many local stores are offering great deals starting on Small Business Saturday (Nov. 28) and extending through the holiday season.
- Give the gift of Maryland this holiday season. Shop on your main street to find unique gifts, hand-crafted goods, or one-of-a-kind experiences for that special person in your life.
- Challenge yourself this holiday season to #ShopLocal, #DineLocal, and #DrinkLocal! Supporting your neighborhood businesses helps the local economy and helps you find one-of-a-kind gifts and experiences.
- Let someone else do the cooking this holiday season! Indulge at one of (insert destination name)’s international restaurants for a unique holiday meal experience without the travel.

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

November: Maryland Spirits Month (led by MD Distillers Guild)
Nov 17: Take a Hike Day
Nov 18: Apple Cider Day
Nov 22: Go for a Bike Ride Day
Nov 26: National Cake Day (promote cake options for Thanksgiving meals)
Nov 28: Small Business Saturday
Nov 30: Cyber Monday
December: Egg Nog Month
December 4: Cookie Day
Dec 11: International Mountain Day
December 12: Gingerbread House Day
Dec 13: Day of the Horse (Horse Day)
December 20: Go Caroling Day
Dec 21: Winter Solstice
Dec 24: Egg Nog Day
December 31: Champagne Day

MARYLAND OFFICE OF TOURISM’S EXECUTION PLAN

- Use social media to drive traffic to the landing page on VisitMaryland.org that identifies the cities and towns in Maryland that share the name of an international city/town. This page will include a section with “Accommodation Deals” that is still tied in with the Open for the Holidays Campaign
- Promote hotel accommodations and packages, restaurant deals, shopping events, holiday activities, and virtual experiences.
- Share published articles resulting from the OTD PR team's pitches to regional and national media
- Use visual that reflect wide-open spaces, physical distancing and COVID-19 safety protocols
- The tone will be welcoming, educational, inspirational, and encouraging with suggestions to plan ahead/call before you go due to varying levels of restrictions in place