

MARYLAND SCENIC BYWAYS

A 25TH-ANNIVERSARY MARKETING CAMPAIGN FINAL REPORT



Inspiring memorable road trips. Driving meaningful economic impact.

According to 2024 U.S. road-trip research conducted by Miles Partnership and Longwoods International, 28% of road trips last five nights or more – making road-trip travelers a key market for Maryland.



Historic Christ Church on the
Chesapeake Country Scenic Byway

For 25 years, Maryland's scenic byways have invited travelers to slow down, explore more and discover the stories that shape our state, fueling local businesses and strengthening communities along the way. In 2025, the Maryland Office of Tourism Development (MOTD) launched a dynamic multi-pronged scenic byways campaign to maximize visibility, increase traveler engagement and deliver statewide economic impact. MOTD's robust advertising, marketing, public relations

and customer-service efforts increased awareness of the outstanding Maryland Scenic Byways program, inspired more travelers to take a byway, engaged local stakeholders and drove customers to businesses along all 18 byways.

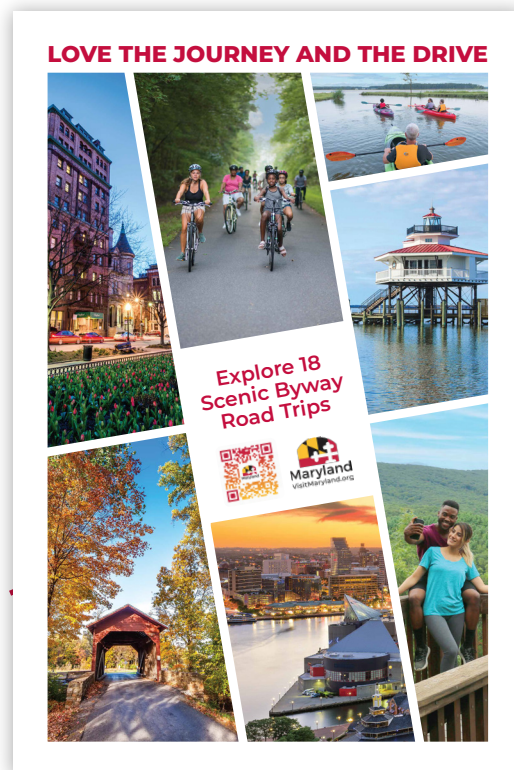
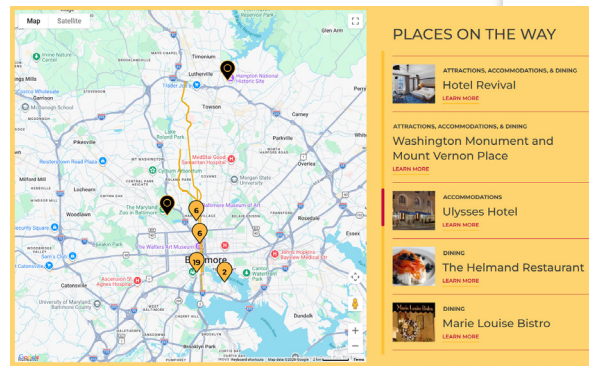
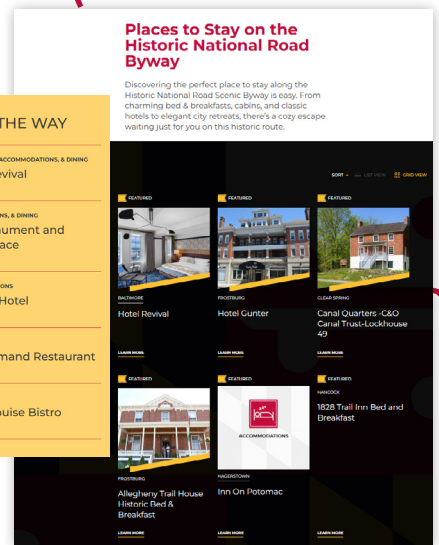
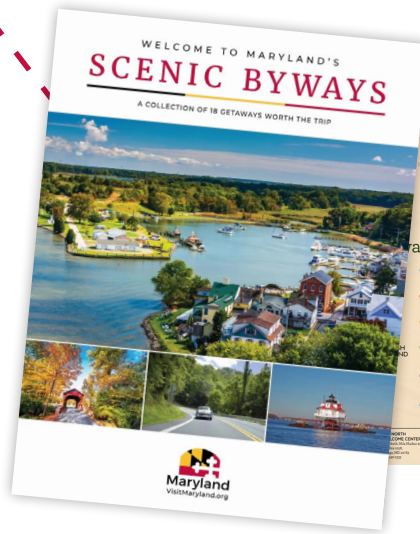
To achieve these goals, MOTD implemented a comprehensive strategy that leveraged its radio and print media channels, maximized its robust website platform and welcome centers, launched a dedicated advertising

campaign, and executed a targeted public relations and media coverage effort.

The MOTD team took action to engage a wide range of stakeholders and supported local businesses. As part of this effort, MOTD contacted 618 businesses, events and partners to provide new listings, images and content. More than 350 businesses and events have increased their visibility through expanded content that features their unique relationship to Maryland's 18 scenic byways.

Print, Digital and Online Content

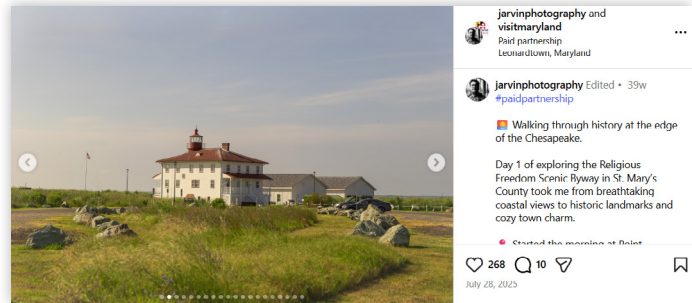
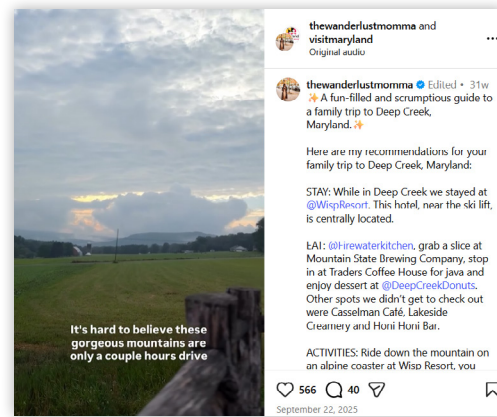
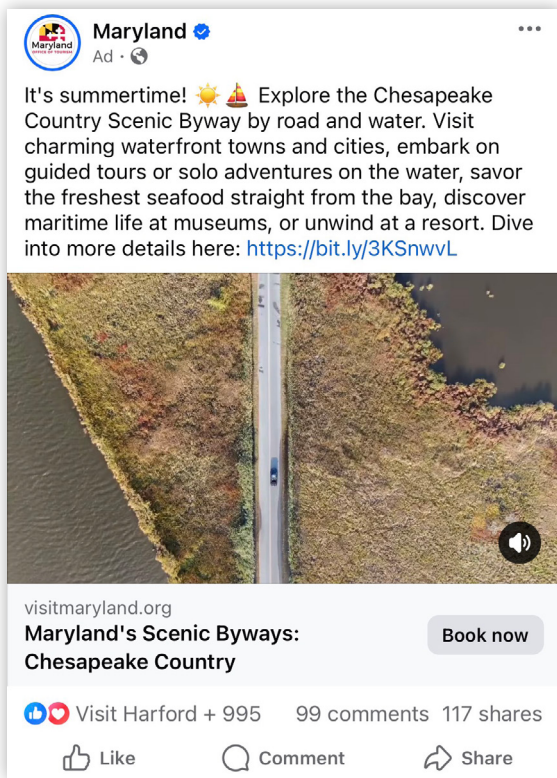
- Distributed 12,939 copies of *Welcome to Maryland's Scenic Byways: A Collection of 18 Getaways Worth the Trip* and 18,055 copies of the map, *Worth the Drive: Maryland Scenic Byways* map.
- Incorporated new content into all 18 Maryland Scenic Byways webpages on *VisitMaryland.org* based on the trends of seasonality, sustainability and belongability. Developed 54 additional pages with featured places to dine, places to stay and things to do along the way to assist with customer trip planning.
- Highlighted all 18 of Maryland's scenic byways in our consumer newsletter, *Visit Maryland Now*, from April-October 2025, reaching more than half a million subscribers.
- Showcased special posters highlighting Maryland's scenic byways at all eight of the state's welcome centers; each poster featured a QR code that directed visitors to *VisitMaryland.org*. By the end of 2025, the campaign generated 187 sessions, 52 engaged sessions, 248 views from 119 users with an average session duration of 2 minutes, 45 seconds and a 27.8% engagement rate.





Advertising

- Deployed a dedicated Maryland Scenic Byways awareness campaign from July 28-September 29, 2025, with a media budget of \$1,871,500 to markets in Baltimore, Washington, D.C., Philadelphia and the New York City metro area.
- Calls-to-action in all advertising were intended to drive awareness and to encourage exploration of the byways and trip planning.
- Deployed via a variety of platforms: out-of-home (35%), broadcast TV (25%), digital banners (36%), local print (4%).
- Staged concerts in train stations as part of train-station takeover campaigns in Washington, D.C., Philadelphia and Baltimore.
- Curated a dedicated custom [Spotify road-trip playlist](#) for the campaign. All songs on the playlist are by Maryland-based musicians and cover a range of musical genres. Consumers were encouraged — via website content, QR codes on train-station banners and social media channels — to listen to the playlist while driving along the byways from site to site.
- Featured Maryland's scenic byways in *Maryland Minute* 60-second radio spots from April-October 2025, reaching more than 3 million listeners in Baltimore and Washington, D.C. markets.
- The campaign's total impact was 167 million impressions and \$666,164 in attributable revenue from hotel bookings.
- As part of a CBS media buy, four *Uniquely Maryland with Rachel Holt* TV segments were created, featuring Rock Hall, Chestertown, Chesapeake City and Crow Winery. These resulted in 3,731,000 impressions.
- As part of a Cleveland WJW-TV media buy, MOTD participated in a road-trip content package with *New Day Cleveland* that included streaming TV commercials, pre-roll video, display ads and social media, resulting in 1,634,705 impressions and 7,414 clicks.
- A new partnership with Roadtrippers included a variety of outbound and on-site tactics, including a custom brand page that remains on the Roadtrippers site indefinitely. Six custom Maryland itineraries were created. E-newsletter promoting the Maryland trip guides achieved a more than 40% open rate and 16,000+ clicks. A Maryland-dedicated email delivered more than 1.3M sends, with a 67.4% open rate and over 8.7K clicks.



Social Media Advertising

- Diversified and expanded our audience and reach on social media by partnering with three content creators: Jess Dutra, co-host of Baltimore's Mix 106.5 morning show; Jarvin Hernandez, a Maryland-based photographer; and Tykesha Burton, a freelance journalist known as The Wanderlust Momma. Each creator traveled along a different scenic byway, capturing authentic storytelling experiences and producing a range of deliverables, including short-format videos, photos and written content. The resulting content was shared across the creators' own social media accounts, as well as those of MOTD and participating partners.
- Leveraged paid advertising on YouTube through a seven-week campaign from July 28-September 14, 2025. Featured videos included a compilation showcasing multiple scenic byways, videos highlighting the Chesapeake & Ohio Canal and the Harriet Tubman Underground Railroad scenic byways, and themed videos on water activities, outdoor recreation and culinary experiences. The campaign used a strategic mix of skippable and non-skippable in-stream ads, bumper ads and in-feed video ads.
- Expanded the reach of #WanderlustWednesday and #ScenicSunday posts on Meta through paid advertising and strategically placed ads in Maryland's primary drive markets, including Delaware, Washington, D.C., New Jersey, New York City, Ohio and Pennsylvania. Campaign objectives focused on driving web traffic and increasing overall awareness.

Public Relations

- Promoted all 18 Maryland Scenic Byways through a strategic, multiplatform campaign that encouraged multinight travel.
- Partnered with Maryland-based, diverse content creators to share first-person, on-the-road storytelling that felt authentic and attainable for potential travelers while also building a digital asset library.
- Highlighted themes such as outdoors- and water-based recreation, culinary experiences and historical sites to appeal to different travel motivations.
- Targeted local, national and international markets to maximize reach to the target audience.
- Directed audiences to *VisitMaryland.org* for additional trip-planning resources.

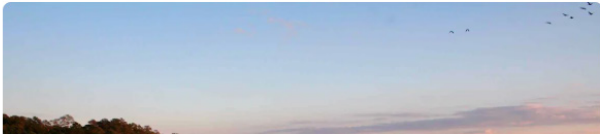
TRAVEL+ LEISURE [Follow](#)

This Small Town in Maryland Is the Perfect Late Fall Getaway—and It's Less Than 2 Hours From Washington, D.C.

Cambridge, located on Maryland's Eastern Shore, has some of the best bird-watching in the world and a T+L reader favorite hotel.

Staff Author, Katie Riley
Sat, November 15, 2025 at 2:00 PM EST · 7 min read

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LIVE

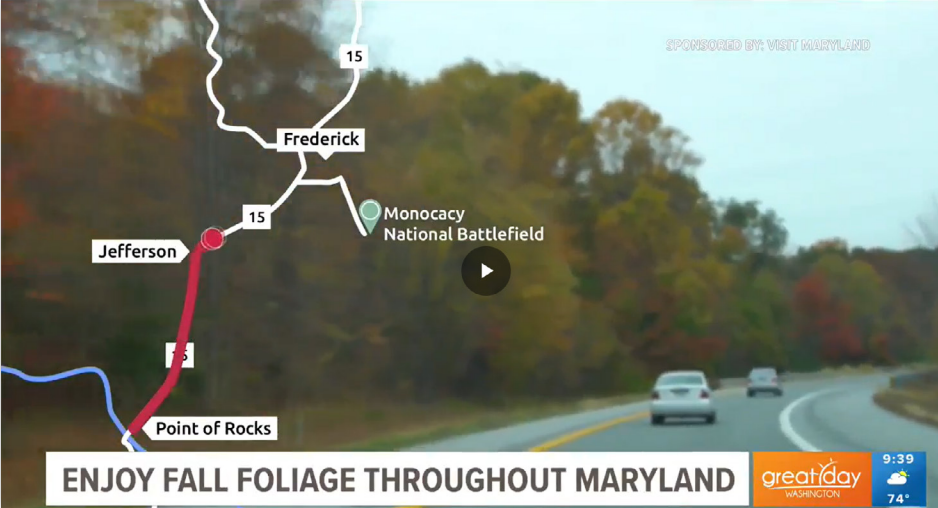
BALTIMORE MORNING 60°

AFTERNOON 64°

NIGHT 49°

7:26 | 53°

FOX 45 NEWS



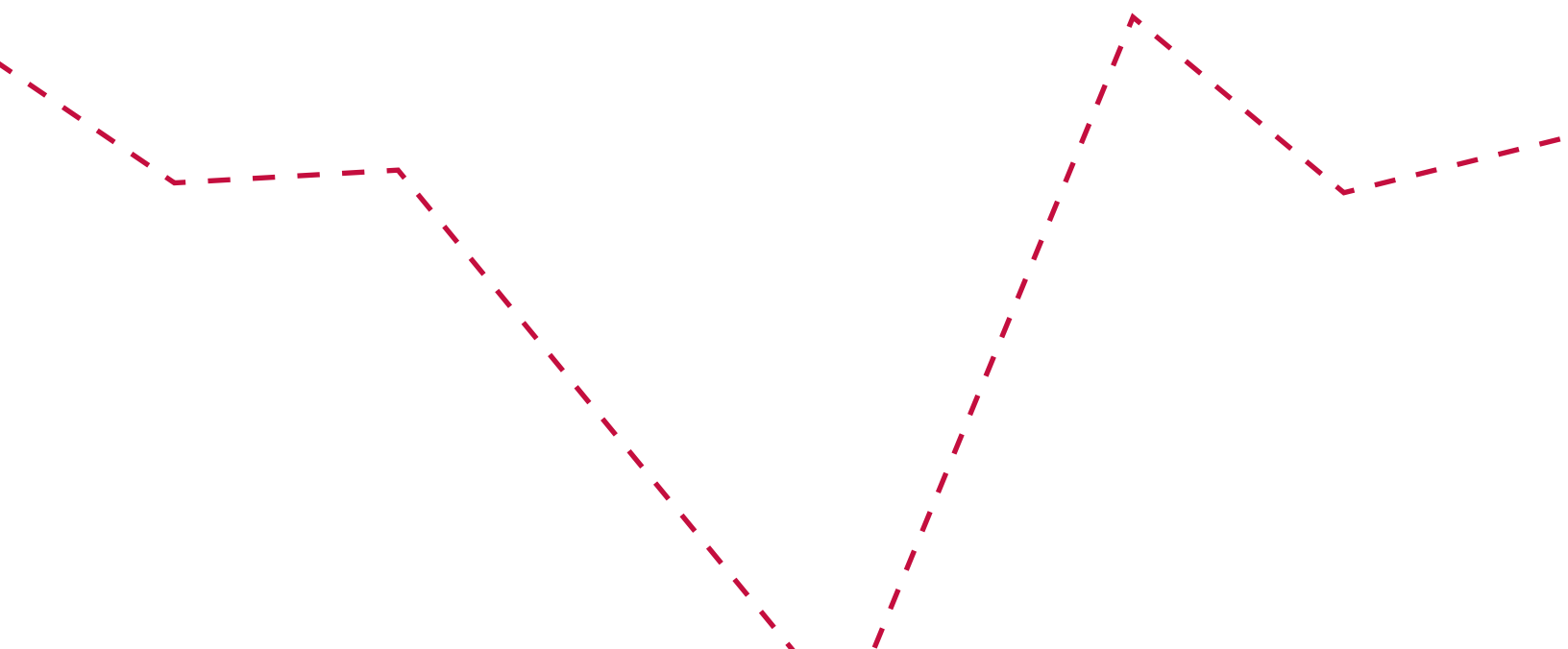
SPONSORED BY VISIT MARYLAND

ENJOY FALL FOLIAGE THROUGHOUT MARYLAND

great day WASHINGTON 9:39 74°

Social Media

- Executed a social media campaign — #WanderlustWednesday and #ScenicSunday — from April-October 2025, to promote the state's 18 scenic byways with posts strategically timed to coincide with themed holidays, seasonal trends and content-creator partnerships. Posts featured a mix of photos, short-format videos and links to *VisitMaryland.org*. Content was published on Wednesdays using #WanderlustWednesday and Sundays using #ScenicSunday to inspire and educate potential travelers about accommodations, attractions, restaurants and shopping experiences along each byway.





Jonathan Hager House Museum on the Historic National Road Scenic Byway



Pedestrian bridge at Canal Place on the Chesapeake & Ohio Scenic Byway

Photography

- Hired a freelance photographer to capture springtime images from scenic byways and related sites/attractions around the state. A total of 250 images from all five state regions were added to our Webdam assets, with unlimited rights for usage. Resulting new imagery has been deployed on VisitMaryland.org, and will be used in future advertising and marketing campaigns.



Jefferson Patterson Park & Museum on the Star Spangled Banner Scenic Byway



Terrapin Nature Park on the Chesapeake Country Scenic Byway

To learn more about the Maryland Office of Tourism,
visit our industry website here.

To take advantage of free promotional
opportunities, click here.

Explore Maryland's scenic byways online at
VisitMaryland.org/Scenic-Byways.

Order copies of *Welcome to Maryland's Scenic Byways:
A Collection of 18 Getaways Worth the Trip* for your site here.



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