Maryland
OFFICE OF TOURISM

Maryland Office of Tourism Development
Welcome Center Display Opportunities 2026-2027

All Aboard!
Rails, Trails and Outdoor Recreation

Leveraging 200 Years of American Railroading in 2027



Welcome Center Displays
Idea Kit

MARYLAND'S RAILS, TRAILS AND OUTDOOR RECREATION

-WELCOME CENTER DISPLAY OPPORTUNITIES-

Rails, Trails and Outdoor Recreation is a statewide tourism opportunity that uses the 200th anniversary of American railroading as a platform to connect history, heritage, trails, outdoor recreation, communities and contemporary visitor experiences, creating new reasons to explore Maryland and new opportunities for industry collaboration.

Maryland Welcome Centers are seeking displays from rail-themed and outdoor recreation businesses and attractions to draw attention to the anniversary, increase travelers' awareness of ways to experience and celebrate the anniversary and inspire visitation to related attractions. Eight welcome centers are located across the state from Western Maryland to the Eastern Shore.

2027 MILESTONE

200 Years of American Railroading – Maryland is the center of a national story.

Maryland's railroads helped shape the nation far beyond transportation, advancing communications and the postal service, supporting medical innovation, transforming how food was moved and preserved, and intersecting with important chapters of American history, including the Underground Railroad. *Maryland's railroad story is also part of a broader legacy of milestones that helped drive innovation, commerce and connection across the country.*

- **The National Museum of Railroad History and Innovation**
  - Formerly the B&O Railroad Museum
  - New innovation hall, new classrooms, community garden, amphitheater
  - 2027 milestones and large events and commemorations
  - nationalrailroad.org

MARKETING OPPORTUNITY AT MARYLAND WELCOME CENTERS

- **Opportunity:** Leverage Maryland's historic impact as the birthplace of railroading.
- **Strategy:** Utilizing the theme, Maryland's Rails, Trails and Outdoor Recreation, create displays at Maryland Welcome Centers to draw attention to your rail-themed attraction, outdoor recreation business, guide service or outfitter, model railroad club or event. Distribute collateral materials through the welcome centers.
- **Objective:** Utilize the anniversary milestone to drive visitation to related attractions, businesses and events and drive multi-night tourism across Maryland.
  - **Impact:** This initiative aims to attract diverse audiences—including families, history and outdoor enthusiasts and rail fans—to increase visitation and economic impact.





Get onboard with the theme to drive visitors to your destination, experience and events.

LAYING THE TRACKS

What Kind of Displays Can Be Placed at Welcome Centers in 2026-27?

- Pop-up banners promoting rail attractions, excursions and outdoor recreation experiences, events
- Model railroad displays (where space is available)
- Railroad related artifacts and interpretation for display cases (where available)
- Brochures or rack cards promoting rail and outdoor recreation-themed anniversary events, experiences, excursions and attractions
- Promotional displays for rail and outdoor recreation-themed travel packages
- Do you have another idea? Talk to us.

What Messages Should I Share

- Share the story of how the railroad shaped or touched your destination or business.
- Showcase the unique heritage of your site—from historic depots and rail corridors to trail experiences.
- Tell visitors what's unique about your site and why they should visit
- Create and share programs or events that include railroad history or heritage and outdoor recreation.

Who Can Display at Welcome Centers in 2026-27

- Railroad attractions, museums, excursions and experiences
- Outdoor recreation outfitters and guide services
- Model railroad clubs and businesses
- Destination Marketing Organizations and Heritage Areas
- Historic sites and outdoor recreation destination managers
- Any tourism related business can display anytime, space permitting

HOW TO GET STARTED

- See the list of welcome centers and specifications for each center on the following pages

WHO TO CONTACT

- Contact Brandon Chan, Visitor & Business Support Services Program Manager for more information: brandon.chan@maryland.gov 301-447-3729

  OR contact your nearest Maryland Welcome Center to discuss your ideas.

WELCOME CENTER DISPLAY GUIDELINES

Make Tracks to Reach More Maryland Travelers



Maryland Welcome Centers provide an opportunity for tourism businesses, attractions, destinations and event organizers to share information with visitors traveling throughout the state. There are display opportunities in each welcome center to install temporary banners, pop-ups, artifact displays and more. Welcome centers also distribute publications and rack cards. See the specifications below for space available at each welcome center and requirements for collateral materials.

MASON DIXON WELCOME CENTER

17300 Catoctin Mountain Highway
Emmitsburg, MD 21727
301-447-3719
Contact: Brandon Chan brandon.chan@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE: None

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
14 in x 3 ft 6 inches x height variable
FLOOR SPACE: 2 ft L X 4 ft W X 8 ft H

BAY COUNTRY WELCOME CENTER

1000 Welcome Center Drive
Centreville, MD 21617
410-758-2181
Contact: Rosalind “Michelle” Williams rosalind.williams2@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE: 6 ft X 2 ft

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
(3) Glass cases, 3 movable shelves in each case. 3 ft w X 2 ft d X 6 ft 8 in h
(2) Glass hutch cases, 3 ft 2 in w X 1 ft 3.5 in d X 3 ft 8 in h, w/2 shelves.
(1) credenza under TV 3 ft 2 in w X 1 ft 3.5 in d X 3 ft 8 in h

FLOOR SPACE 4 ft X 6 ft

I-70 EAST SOUTH MOUNTAIN WELCOME CENTER

Mile Marker 39, Between exits 35 and 42
Myersville, MD 21773
301-293-4172
Contact: Florence Brant florence.brant@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE:
Events Table 60 in L X 29.5 in W
Credenza under TV 91.5 in W x 23.5 in D x 30.5 in H

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
Glass Case 23.5 in W x 15.5 in D x 70.5 in H (w/5 shelves)
Credenza under TV 91.5 in W x 23.5 in D x 30.5 in H
Tall Hutch 64 in W x 23.5 in D (w/6 shelves 30 in W x 7.5 in D each)
Sitting Room Hutch 46 in W x 24 in D x 87 in H w/2 shelves
Events Table 60 in L x 29.5 in D

FLOOR SPACE: None

I-70 WEST SOUTH MOUNTAIN WELCOME CENTER

Mile Marker 39, Between exits 42 and 35
Myersville, MD 21773
301-293-8435
Contact: Florence Brant florence.brant@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE:
Credenza under TV 91.5 in W x 23.5 in D x 30.5 in H
Events Table 60 in W x 29.5 in D

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
Glass Case 23.5 in W x 15.5 in D x 70.5 in H (w/5 shelves)
Credenza under TV 91.5 in W x 23.5 in D x 30.5 in H
Tall Hutch 54 in W x 23.5 in D (w/6 shelves 25 in W x 7.5 in D each)
Sitting Room Table 42 in W x 15.5 in D x 29 in H
Events Table 60 in W x 29.5 in D

FLOOR SPACE: None

I-95 NORTH WELCOME CENTER

Located between exits 38 & 35, Mile Marker 37, I-95
Savage, MD 20763
301-490-1333
Contact: Marti Banks marti.banks@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE None

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
3 Display Windows and 2 Display Cases
3 Display Windows - Back board needs to be covered 48 in W X 83 in H and Floor Board 48 in W x 20 in H
2 Display Cases 27 in W X 75 in H; 4 Shelves total 3 are glass 25 in W X 27 in H

FLOOR SPACE: None

I-95 SOUTH WELCOME CENTER

Located between exits 38 & 35, Mile Marker 37, I-95
Savage, MD 20763
301-490-2444
Contact: Marti Banks marti.banks@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE None

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
3 Display Windows and 2 Display Cases
3 Display Windows - Back board needs to be covered 48 in W X 83 in H and Floor Board 48 in W x 20 in H
2 Display Cases 27 in W X 75 in H; 4 Shelves total 3 are glass 25 in W X 27 in H

FLOOR SPACE: None

SIDELING HILL WELCOME CENTER

Located on I-68 West at 3000 Sideling Hill Welcome Center
Hancock, MD 21750
301-678-6035
Contact: Dixie Lanehart dixie.lanehart@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE None

ENCLOSED SPACE
Size of materials should be designed to fit in specific Welcome Center display areas.
L- 6’ W- 2’ 3” H- 2’ 2”

FLOOR SPACE: None

YOUGHIOGHENY WELCOME CENTER

Located on I-68 Eastbound Mile Marker 6
Friendsville, MD 21531
301-746-5230
Contact: Lydia Bowman lydia.bowman2@maryland.gov

DISPLAY PARAMETERS

TABLE SPACE:
Round table 2 ft diameter
6 ft L X 2 ft W table

ENCLOSED SPACE None

FLOOR SPACE: 3 ft X 2 ft

COLLATERAL MATERIALS - ALL WELCOME CENTERS

Display your brochures and rack cards in Maryland Welcome Centers

Eligible materials include:

- Destination and attraction brochures
- Rack cards
- Visitor guides and maps
- Tourism-related event information
- Transportation and recreation information
- Other approved visitor-facing materials
  Recommended brochure maximum size: 4 in wide × 11 in high

FORMAT

For the best presentation:

- Materials should be professionally produced and visitor-ready.
- Business or organization name should be clearly visible.
- Contact information and/or website should be current.
- Materials should be easy for visitors to take with them.
- QR codes may be included to connect visitors to additional information.
- Keep content visitor-focused: Materials should help travelers answer questions such as:

  Where can I go?
  What can I see and do?
  Where can I stay, eat or shop?
  What experiences are available nearby or elsewhere in Maryland?

AVOID MATERIALS THAT ARE

- Primarily business-to-business
- Political or advocacy-focused
- Outdated or time-sensitive after an event has passed
- Oversized or unable to fit designated displays
- Unrelated to Maryland visitor experiences

BEFORE YOU DELIVER

✓ Confirm that dates, hours and contact information are current
✓ Remove outdated materials from circulation
✓ Package materials securely for delivery
✓ Clearly identify the organization and intended Welcome Center location(s)

NOTE: *Display placement is subject to available space and Welcome Center guidelines. Acceptance of materials does not guarantee placement or continued display.*

MORE WELCOME CENTER INFORMATION

Visit the Maryland Office of Tourism's industry website for more Welcome Center information.

THANK YOU!

We're incredibly grateful for the continued collaboration and support we enjoy from the thousands of tourism businesses and industry partners in this beautiful state we call home. Your innovation, determination and hard work generates visitor spending, jobs and economic impact for Maryland.

OUR VISION

Maryland is where people, places, and natural beauty come together, creating a destination that is timeless, welcoming and ever evolving.

OUR MISSION

To grow the success of Maryland's tourism economy by collaborating with industry partners, elevating the state's diverse destinations and communities, and delivering value for visitors and residents.



Maryland Department of Commerce Office of Tourism Development
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Wes Moore, Governor
Aruna Miller, Lt. Governor

www.visitmaryland.org | www.industry.visitmaryland.org

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