



# MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM  
MARYLAND DEPARTMENT OF COMMERCE



## Plan Your Maryland Day

March 25 is Maryland Day, commemorating the 387th anniversary of the founding of the Maryland colony. The first European settlers journeyed to what would become Maryland on two sailing ships, the *Ark* and *Dove*, with the goal of creating the first American colony dedicated to the ideals of religious freedom and tolerance. On Maryland Day, we celebrate the best of our state's heritage and traditions. For more information and a full slate of events both virtual and in person, visit our website's Maryland Day page.

Historic St. Mary's City has announced that Dr. Travis Parno, Director of Research and Collections for Historic St. Mary's City and his team have located the site of the original St. Mary's Fort, erected in 1634 by the first wave of European settlers who founded Maryland. The site, which spans an area approximately the size of a football field, is located in Historic St. Mary's City (HSMC) in Southern Maryland. [A formal online announcement will premiere March 25, Maryland Day, 2021 at 7 p.m. on the museum website.](#)





## OTD Social Media Channels Promote Maryland Main Street Mondays

OTD is highlighting Maryland's 33 designated Main Streets each Monday starting March 29. Follow our official social media channels @TravelMD to follow along and promote your Main Street locations (or any Maryland tourism site) using #MDinFocus and let us help amplify the message! For more information about Maryland's official Main Streets, [go to MainStreetMaryland.org](https://MainStreetMaryland.org).

Meet Maryland's Main Streets



## OTD & Maryland Partners Attend Destination Capitol Hill 2021

On March 17, Liz Fitzsimmons, Managing Director, OTD; and Marci Ross, Senior Assistant Director for Tourism Development, represented the Maryland Office of Tourism in leading a Maryland delegation for the virtual Destination Capitol Hill event. Destination Capitol Hill is sponsored by the U.S. Travel Association and is the American travel industry's premier legislative event. The event brings travel leaders from across the country together to educate policymakers about the power of travel combining a legislative day with representatives from Capitol Hill, advocacy training, guest speakers and peer-to-peer networking. This year's Maryland delegation was the largest yet, and featured 26 industry members from across the state.

More Information



## OTD's Meets Virtually With Tour Operators Ahead of On-Line ABA

Leading up to the Virtual ABA convention in June, early registrants have the opportunity to participate in one or more of the Marketplace OnDemand sessions. The Virtual Marketplace is a simulated convention floor and includes advertising placement for sponsors – Visit Baltimore and the Maryland Office of Tourism have some prominent placements; there are chat rooms for seminars; a library available for research; and a virtual “lounge” to meet up with clients and friends. Rich Gilbert, Travel Trade Manager, OTD has taken advantage of the opportunity to promote Maryland’s coach-friendly destinations, meeting with 32 tour operators so far with more expected during the next early-bird session on April 13.

Buyers will have the option of participating in one of the Marketplace sessions (May 25-27 or June 8-10). This means that you may have appointments on two days – DMO/Receptives (Tuesday, May 25 and June 8); Lodging/Attractions (May 26 and June 9 or May 27 and June 10). Some appointments are still open.

[Learn More / Registration](#)



## FY2021 Six-Month MD Tourism Taxes Revenue

The first half of FY2021, July 2020 to December 2020, Tourism and Sales and Use Tax were down more than 21 percent. Lodging was the hardest hit with nearly a 50 percent decline in revenues and restaurants had a 21 percent decline. The effects of COVID-19 have been marked, especially when compared to January of 2020 which, ahead of the pandemic’s arrival, had shown an 11.2 percent increase in total tourism tax revenue year-over-year.



## Still Time to Register for Great Chesapeake Bay Loop Certified Host Training

The Maryland Office of Tourism is pleased to announce additional Certified Host training sessions. Certified Host Programs provide training to Maryland tourism partners who interact with visitors daily. This program's goals are to increase knowledge about Maryland Office of Tourism initiatives and how you and your business/site can benefit from participating in them, increase your knowledge of regional visitor experiences in order to enhance the visitor experience, increase your business/site promotion, and provide basic customer service training. Training sessions are 90 minutes long and will be conducted online.

The Great Chesapeake Bay Loop Certified Host Program is designed for tourism partners across the state along the loop. [For more information on the Great Chesapeake Bay Loop, go to VisitMaryland.org.](#) The sessions will be held virtually on March 31 from 2:00-3:30 pm, and April 8 from 10:30 am-12:00 pm.

[For More Information and to Register](#)

### IN THE NEWS

Annapolis Launches Mobile Visitor Center

Baltimore Tourism Industry Gears up for Return of Travel, according to the *BBJ*

Fox 45 Baltimore Features National Crabmeat Day

*Thrillist* Celebrates 15 Essential Black-Owned Restaurants in Baltimore

Orioles Can Go to 50 Percent Capacity Opening Day

Preakness Will Return as Second Jewel of The Triple Crown

Baltimore County Seeks to Boost Musicians, Restaurants with More Live Music, according to *The Baltimore Sun*

Traditions Returning with Sock Burning in Eastport

Glenn L. Martin Maryland Aviation Museum Honors Working Women of WWII

Baltimore's Casey Jenkins Places 2nd in His Group For World's Favorite Chef

### ***Maryland Minute***

Each week, the *Maryland Minute* provides highlights and insights on this weekend's events around the state. *Maryland Minute* is featured on Entercom radio stations in Baltimore and Washington, D.C., WERQ on Baltimore's WBAL-AM 1090.

### ***Maryland Travel Tips***

For the latest on events and everything going all around Maryland, view the latest edition of [Visit Maryland Now!](#)

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