



**MARYLAND  
TOURISM  
COALITION**

March 5, 2024

Maryland Senate  
Senator William Smith, Chair  
Judicial Proceedings Committee  
Miller Senate Office Building  
Annapolis, Maryland 21401

RE: Support of SB 976 - Vehicle Laws - Annual Vehicle Shows - Motor and Trailer Homes

Chairperson Smith and Members of the Committee,

My name is Matt Libber, and I am the Legislative Committee Chair for the Maryland Tourism Coalition (MTC). I am writing to you today to express MTC's **SUPPORT** for Senate Bill 976. The Maryland Tourism Coalition is a trade organization with members representing all areas of tourism in the State of Maryland including Maryland Association of Campgrounds, the Town of Ocean City, Worcester County Tourism and many other small businesses that are in and around the town of Ocean City that would benefit from the passing of this bill. Our mission is to support businesses and organizations that cater to the tourism industry through education, networking, and advocacy. As such, MTC asks the committee for a favorable report for this bill.

Allowing MD dealers to participate in more than 2 annual RV shows will bring more dealers, customers, and visitors to the OCRV Show. Doing this will generate additional revenue for the OC Convention Center and the State of MD, increase tourism to Ocean City, and generate more business for restaurants, room rentals, and more. Enhancing the OCRV show will be beneficial to tourism and economic development in Ocean City and throughout Maryland. Outdoor recreation in the state of Maryland generates \$8.3 billion. RVing is listed in the top five (5) industries 2<sup>nd</sup> to boating/fishing and followed by hunting/shooting/trapping, motorcycling/ATVing and equestrian. RVs cater to the recreational consumer with disposable income and are often considered luxury purchases. As a point of comparison, boats also cater to the recreational consumer with disposable income and are often considered luxury purchases. In Maryland, boat dealers already have the opportunity to display in multiple shows around the state. Boats are licensed by DNR and RVs are licensed by MVA, but the intent of the consumer purchasing either product is the same. Currently Maryland only holds 3 show RV shows. There are two shows in Timonium, one in the Spring and one in the Fall. The OCRV Show that occurs in the Fall at a time when the visitor numbers and hotel rooms are down in Ocean City.

These changes are intended to capitalize on Ocean City's reputation as a tourist destination in order to increase sale opportunities for the nine RV dealerships in Maryland, eight of which are on the other side of the Chesapeake Bay Bridge and much farther away from the Eastern Shore market than many out-of-state dealers.



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Tourism is an especially important part of Maryland's economy. In fact, it is the 10<sup>th</sup> largest private sector employer, creating 187,296. Tourism generates \$2.3 billion in state and local taxes, saving Maryland households \$1,000 annually in state taxes. For every \$1 spent on marketing tourism by the Maryland Office of Tourism, \$31 comes back to the Maryland economy. According to RVPark.com, Maryland is home to 89 RV Parks. These parks attract visitors that are both Maryland residents and out of state residents, who are spending money and making an economic impact, statewide.

When we invest in tourism, we all win. We urge this Committee for a favorable report for this bill. Please feel free to reach out to me directly with any questions.

Respectfully submitted,

Matt Libber  
Legislative Chair  
Maryland Tourism Coalition  
[mllibber@mdsoccerplex.org](mailto:mllibber@mdsoccerplex.org)  
301-528-1480