

Maryland's Tourism Industry

A Sound Investment



\$1 = \$31
 SPENT RETURNS

Why Invest in Tourism?

Visitor spending funds government priorities and citizen services, including transportation, education, and public safety.

Our return on investment is strong. Every dollar spent on tourism marketing results in an increase in state and local tax revenue, jobs, and economic impact.

\$1 spent on tourism marketing = \$31 for state and local economies.

Source: Destination Analysts

Economic Impact

The travel sector is an integral part of Maryland's economy. In 2022, Maryland attracted 43.5 million visitors who spent \$19.4 billion, supporting the following economies:

24%
 FOOD & BEVERAGE



13%
 RETAIL



12%
 RECREATION



19%
 LODGING



30%
 TRANSPORTATION



Because of rounding, percentages do not equal 100%.

\$19.4 Billion
Visitor
Spending

Could pay every Ravens and Orioles player 68 times!

Reduces each Maryland household's state tax burden by \$1,000 annually.

187,296
Employed

Standing shoulder to shoulder, workers would span the OC boardwalk 14 times!

Making the tourism industry Maryland's 10th largest private-sector employer.

\$2.3 Billion
in Taxes

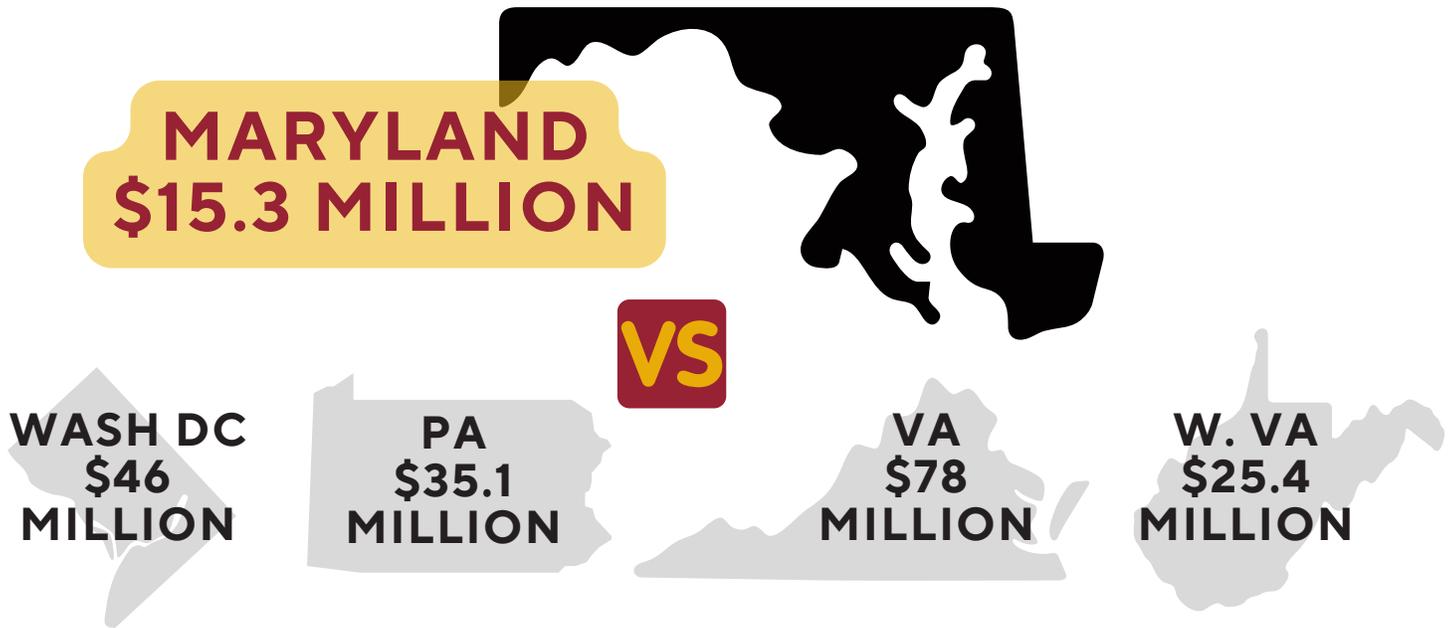
Would cover the average salaries of 30,900 MD public school teachers!

Generates income for both state and local taxes, that is used for education and public safety.

Maryland Tourism Funding v. Competing States

The Maryland Office of Tourism Development (OTD) receives \$15.3 million through the Maryland budget.

\$12.5 million is disbursed to the Maryland Tourism Development Board (MTDB) for the purpose of tourism promotion. Of that \$12.5 million, \$2.5 million is distributed to the 25 State of Maryland-recognized Destination Marketing Organizations (DMOs) through a competitive grant formula.



Compared to neighboring states, Maryland spends less on marketing to attract visitors.

Our Partners



Maryland Office of Tourism Development (OTD)

OTD stimulates and drives Maryland's thriving tourism economy, with a primary goal of creating a great place for all Marylanders to live, work, and play.

Maryland Tourism Development Board (MTDB)

With board members appointed by the governor and the legislature, MTDB guides activities to develop and market Maryland as a destination.

Maryland Association of Destination Marketing Organizations (MDMO)

MDMO brings together Maryland's 25 officially recognized Destination Marketing Organizations (DMOs) to develop tourism in all Maryland localities and foster awareness of the industry. Each county has a designated DMO, as does Baltimore City and Ocean City.

Maryland Tourism Coalition (MTC)

To elevate and improve the tourism industry statewide through advocacy, education, and connection.