

# TOURISM

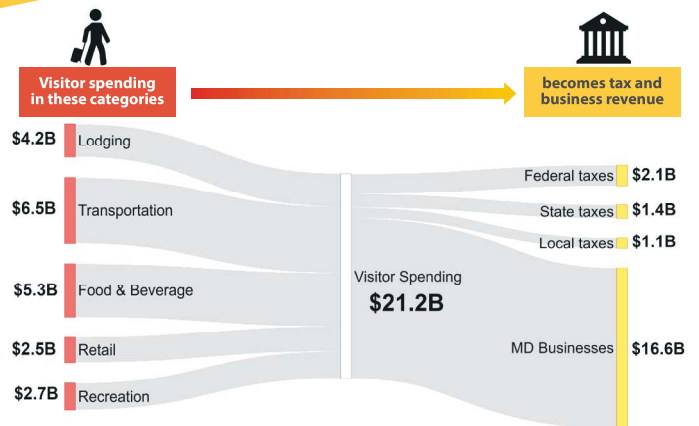
## is a Growth Strategy for Maryland



### Visitor spending fuels Maryland's economy.

Visitor dollars flow quickly and broadly through Maryland businesses. In 2024:

- **\$16.6 billion** flowed directly to Maryland businesses.
- **\$4.6 billion** supported public services.
- Visitor spending **generated substantial multiplier effects**, producing nearly **60% additional business activity**.
- Without tourism, Marylanders would have to pay **\$1,051 per household in increased taxes**.



Visitor-supported businesses are often **small, local, and employment-intensive**, creating entrepreneurial opportunity and strengthening local supply chains across industries such as **finance, insurance, real estate, and business services**.

### Tourism builds Maryland's workforce in every county.

Tourism is one of Maryland's largest employment engines.



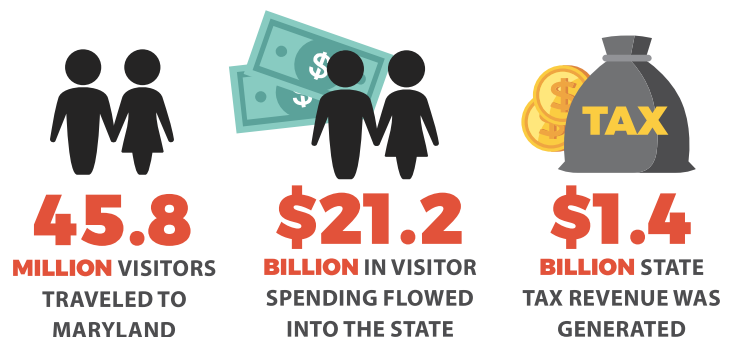
- **193,845 total jobs** supported (1 in every 21 jobs statewide).
- **\$10.5 billion in wages** paid to Maryland workers.

Tourism supports **more jobs than manufacturing statewide** and provides accessible entry points for young workers, career switchers, entrepreneurs, and seasonal employees. Importantly, tourism jobs exist in **every Maryland county**, not just growth corridors.

### Tourism marketing is a responsible investment.

Tourism is the front door and catalyst for Maryland's broader economic growth cycle supporting businesses, jobs, and communities in every region of the state.

Economic vitality in Maryland starts with a visit. Tourism is an economic and workforce strategy, not a discretionary expense. In 2024:



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## is a Growth Strategy for Maryland

**Tourism advertising delivers fast ROI, growing near-term revenue without raising taxes.**

### Typical Time to First Measurable Return



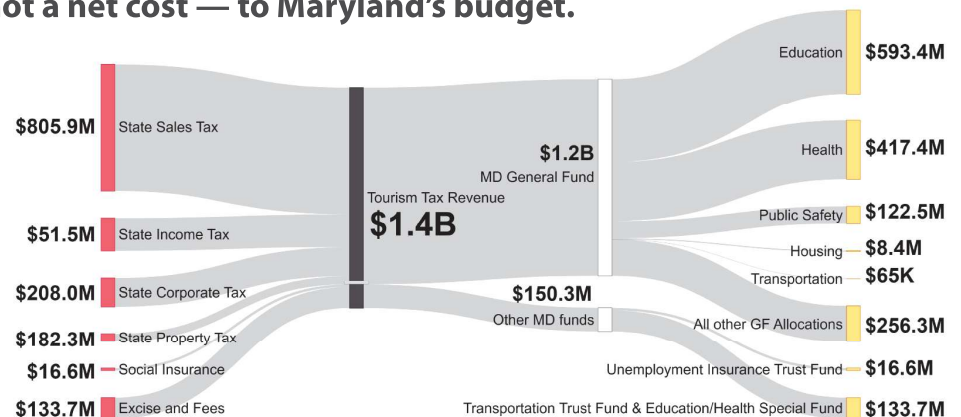
**Tourism doesn't compete with long-term investments. It helps pay for and sustain them.**

- **78% of Maryland visitors are leisure travelers** who are highly influenced by advertising.
- **\$1 in advertising returns \$55 in hotel bookings** and approximately:
  - ▶ \$354 in per-trip visitor spending.
  - ▶ \$69 in General Fund revenue.
- **Visitor spending begins to hit Maryland cash registers 60-90 days** after advertising placement.

**Visitor spending funds the things Marylanders value most.**

**Tourism is a net contributor — not a net cost — to Maryland's budget.**

- Visitor spending generated **\$1.4 billion in state tax revenue** in 2024.
- **\$1.2 billion** flowed directly to the General Fund, supporting Education, Health, Public Safety and more for Maryland residents.
- **Only 0.78%** of tourism-generated General Fund revenue is currently reinvested in tourism marketing.



**Failing to invest in tourism is risky.**  
**Ultimately, tourism marketing:**

Grows near-term revenue without raising taxes.

Supports jobs in every county.

Strengthens quality of life for residents.

Reinforces Maryland's economic competitiveness.

Is one of the state's most efficient and accountable growth tools.

Economic impact data provided by Tourism Economics. Advertising performance tracked by Adara. Analysis and visualizations provided by Gray Research Solutions.