



Fiscal Year 2021 Tourism Marketing and Development Plan

MARYLAND TOURISM DEVELOPMENT BOARD AND THE OFFICE OF TOURISM DEVELOPMENT

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Chairman's Letter



As Chair of the Maryland Tourism Development Board, I want to thank you for everything that you do to provide a positive Maryland tourism experience for our customers. Clearly, the events of the past few months have drastically altered the Tourism landscape in Maryland, and our marketing plan has pivoted to reflect this.

Prior to the pandemic-related downturn, the numbers were on an upward path. In 2019, Tourism continued to grow significant revenue that is integral to Maryland's economic vitality. Last year, visitor spending on travel in Maryland increased from \$18.1 to \$18.6 billion. That visitor spending is an important revenue generator for both state and local governments, contributing \$2.6 billion in taxes in 2019.

As the owner of a Maryland-based small business, I know the importance of the visitor-driven economy. Last year, 150,000 employees in tourism-related jobs around the state earned \$6.6 billion in wages—up 1.1 percent over the previous year. That makes tourism the 11th largest private sector employer in the state.

And on behalf of the Maryland Tourism Development Board, I would like to thank Governor Hogan for his continuing support of the tourism industry in Maryland. We appreciate his strong support and thank him for record funding for the Maryland Tourism Development Board of \$10.6 million for FY 2021. With the Governor's leadership, the Maryland Department of Commerce and the Office of Tourism have the opportunity to highlight

tourism's role in creating economic benefit for the citizens of Maryland through customer spending, and the amenities that the tourism industry brings to the state for both its residents and its visitors.

This work plan has been developed by the staff of the Maryland Office of Tourism with the support of the Maryland Tourism Development Board. It serves as a master plan for all staff activities and programs for the Fiscal Year. It introduces some of the important new partnership initiatives that will drive our endeavors in the coming year, including helping tourism-related businesses and partners in their path to recovery. Some of those initiatives include continuing to promote Maryland as the most powerful Underground Railroad storytelling destination in the world, and touting our trail system as second-to-none.

I am proud of this Board's continuing work with the Office of Tourism, and am pleased to present the Fiscal Year 2021 Tourism Marketing and Development Plan. The objectives and strategies in this plan are designed to enhance tourism's positive impact in Maryland.

The Board and I look forward to working with you, our tourism industry partners, to continue to increase Maryland's tourism expenditures, tax revenues, and job opportunities.

Sincerely,

A handwritten signature in black ink that reads "Judy Long Bixler".

Judy Long Bixler

Chair, Maryland Tourism Development Board
Owner/Captain, Oxford Bellevue Ferry

How To

How To Use This Marketing Plan

The first part of this marketing plan details our annual situational analysis, including visitor statistics, industry insights, lodging trends, and product and visitor analyses. It also lays out our fiscal year objectives and strategies by the individual programs within the Office of Tourism Development.

The Maryland Office of Tourism measures its programs against four strategic objectives:

- MARKET EXPANSION
- LEVERAGING PARTNERSHIPS
- MAXIMIZING OPPORTUNITIES
- TRANSACTIONABLE OUTCOMES

Each department within the Office of Tourism Development has outlined their strategies within these four strategic objectives in the plan.



Situational Analysis



Prelude to the Fiscal Year 2021 Marketing Plan:

In the past when developing the marketing plan, we have utilized data from the previous year to support marketing decisions. However, as we work through the Fiscal Year 2021 Marketing Plan, we know that there will be other challenges that tourism marketing will have to address. We will use consumer research from 2019 to help shape this plan but we have written this plan knowing that we will have to pivot driven by the needs of our customers and stakeholders within a landscape of uncertainty.

Research as of this moment shows that travelers are ready to go—but how and where they go will be different. Many are opting to go where they are comfortable, whether that is close to home, somewhere they've been before, or somewhere where they are close to friends and family. Maryland, which is located within a 200-mile drive of major population centers, is well-positioned to attract a large number of travelers looking for a destination near home.

Travelers are also heading outdoors in record numbers. With plenty of outdoor beauty and recreation, Maryland meets their needs. To emphasize our outdoor offerings, we have been working with our partners to promote our “Trail System Second to None.”

In addition, a number of today's travelers are looking for connections—something Maryland can provide in more ways than one. For those looking for a connection to stories of the past, we will continue to showcase Maryland as “The Most Powerful Underground Railroad Storytelling Destination in the World.” For those looking to connect with people, we'll tell stories of the Great Chesapeake Bay Loop—and the people and traditions that define this area's experience.

Many of these stories will be connected through the state's 18 scenic byways, which offer accessibility from drive markets, a chance to explore outdoors and a variety of ways to connect with the people, traditions, and history of Maryland.

During the months of working from home, the team worked with our industry partners to develop strategies for reopening the state under Governor Hogan's thoughtful leadership. We look forward to keeping that dialogue open so the Maryland Office of Tourism can learn from the industry and work to flatten the economic downturn curve. We commit to doing our very best to invite people to be open for Maryland because we are open for them, which benefits all Marylanders through economic and community development.

Situational Analysis



Annual OTD Marketing Plan Visitor Profile

Maryland welcomed 41.2 million domestic travelers in 2019, according to a national survey of U.S. travelers conducted by D.K. Shifflet and Associates, a leading tourism industry research firm. Nearly 85 percent, or close to 35 million, were leisure travelers and the remaining 15 percent, or nearly 6.3 million, were business travelers. Overnight travelers represented 46 percent of the state's total visitation, or nearly 19 million. In 2019, both the leisure and the overnight travel segments grew by 1.3 and 1.7 percent respectively. Maryland's visitor volume had a 1.6 percent increase. At the national level, there was a 3.3 percent increase in visitor volume.



D.K. Shifflet defines a visitor as either someone visiting overnight or someone who travels 50 miles or more from their home outside of their daily activity

VISITOR VOLUME ESTIMATES (PERSON-TRIPS IN MILLIONS)

	MARYLAND			U.S.		
	2017	2018	2019	2017	2018	2019
TOTAL	41.52	40.57	41.23	2,814.00	2,886.47	2,984.23
BUSINESS	6.79	6.18	6.26	552.34	550.98	566.55
LEISURE	34.73	34.39	34.97	2,261.66	2,335.49	2,417.67
DAY	22.12	21.57	22.33	1,518.61	1,572.70	1,638.64
OVERNIGHT	19.4	19.00	18.90	1,295.39	1,313.77	1,345.59

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-trips

Situational Analysis



Annual OTD Marketing Plan Visitor Profile



For the purpose of conversation with our customers, Maryland is broken down into five regions, which are outlined below.

MARYLAND DESTINATION REGIONS		2019
CENTRAL REGION	Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard counties	55.2%
EASTERN SHORE	Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester counties	18.8%
CAPITAL REGION	Frederick, Montgomery, Prince George's counties	17.5%
WESTERN MARYLAND	Allegany, Garrett, Washington counties	5.1%
SOUTHERN REGION	Calvert, Charles, St. Mary's counties	3.4%

Source: D.K. Shifflet & Associates, Ltd. with independent analysis by the Maryland Office of Tourism based on person-stays

Situational Analysis



Trends and Comparisons



National domestic travel volume increased in 2019, with total domestic U.S. visitor volume, as measured in person-trips, growing 3.3 percent from 2018. Leisure travel represented more than 81 percent of all person-trips, with day trips representing 55 percent and overnight trips representing 45 percent of visitor volume.

In 2019, the breakdown of visitors to Maryland by day and overnight travel segments was similar to that of the U.S. (54 percent day and 46 percent overnight); nevertheless, the share of the state's leisure travel segment was slightly larger than the national share (85 vs 81 percent).

PERCENT CHANGE IN PERSON-STAYS VISITOR VOLUME 2018-2019: Maryland outpaced the national average in the growth of person-stays and increased in leisure, and overnight travel—a key performance indicator. Maryland did reverse the decline of business travel, a trend the state had seen in recent years.

	U.S.	MD	DC	DE	PA	VA	WVA
TOTAL	2.9%	3.3%	4.4%	3.5%	3.8%	0.2%	0.1%
BUSINESS	1.3%	0.0%	-0.4%	5.1%	2.7%	-5.6%	-1.9%
LEISURE	3.3%	4.1%	7.5%	3.1%	4.0%	2.2%	0.4%
DAY	3.4%	4.1%	X	X	3.0%	-1.3%	-0.4%
OVERNIGHT	2.4%	2.3%	0.8%	1.8%	4.8%	1.6%	0.8%

Source: D.K. Shifflet & Associates, Ltd. DIRECTIONS Travel Intelligence System, based on person-stays

Situational Analysis

Trends and Comparisons

TOP TWO DESTINATIONS The top two destinations visited in Maryland are Baltimore and Ocean City. The chart below details numbers of visitors, average travel party size, trip length, spending per trip, and top feeder markets for those two destinations and for Maryland overall.

2019	MARYLAND	BALTIMORE	OCEAN CITY
Estimated Share of Visits		31%	14%
Estimated Person-Stays (Millions)	58.2	18.1	8.2
Average Travel Party Size	1.8	1.7	2.7
Average Length of Stay	1.0	1.1	1.7
Average Spending per Person per Day	\$109.83	\$128.32	\$134.28
Spending in MD per Travel Party	\$188.12	\$230.76	\$628.88
Top 3 DMAs of Origin			
Washington, D.C.	23.2%	22.5%	16.4%
Baltimore, MD	22.9%	17.1%	34.7%
Philadelphia, PA	10.4%	11.1%	13.5%

Source: D.K. Shifflet and Associates, Ltd., with independent analysis by the Maryland Office of Tourism

Situational Analysis



What is Maryland's Competitive Advantage: Product Analysis and Access

Maryland offers visitors and residents a range of vacation experiences. In addition, Maryland's mid-Atlantic location and moderate climate offer visitors the best of all four seasons and a host of year-round outdoor activities.

ACCESS

Five interstate highways and several improved national highways provide easy access within a 400-mile radius. There is excellent rail service from major cities throughout the northeast corridor and points north and south. Baltimore/Washington Thurgood Marshall International Airport (BWI) and three regional airports provide outstanding air service. Additionally, many Maryland destinations are accessible by boat and bicycle.

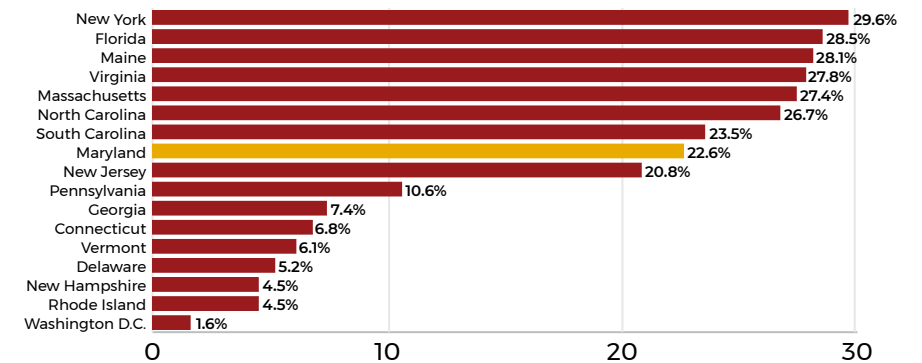
WHAT IS THE COMPETITIVE LANDSCAPE TO EARN CONSUMERS' DISCRETIONARY DOLLARS?

Competition for consumers' discretionary dollars has always been high. Since COVID-19 shut down many businesses, many industries have faced decreased revenue as consumers adapt to the new ways of purchasing or have held off on purchases due to an uncertain future. Research from the Interactive Advertising Bureau said that advertisers across all platforms invested \$227 billion to sway consumers to purchase their products. Against that backdrop of automobile manufacturers, fast food and chain

restaurants, grocery and retail stores, and the beverage industry—plus many others—state tourism offices collectively spend nearly \$1 billion in wooing the consumer's discretionary dollar.

Prior to launching the Open for It advertising campaign, Maryland commissioned Destination Analysts to measure impact and awareness of Maryland as well as key motivators for overnight visitation to the state. The research showed that when consumers were asked about East Coast destinations, which of those states came to mind. As the chart shows, Maryland is not a top-of-mind destination.

TOP-OF-MIND EAST COAST DESTINATIONS WITH MARYLAND'S ATTRIBUTES (UNAIDED)



Question: How do you typically get ideas for destinations to visit for leisure? (Select all that apply) Base: All respondents, 1,605 responses

Situational Analysis

What is Maryland's Competitive Advantage: Product Analysis and Access

ADVERTISING IS COMPETITION FOR CONSUMER HEARTS AND WALLETS

Competition for consumer's discretionary dollars has always been competitive. After COVID-19 shut down many businesses, many industries are facing decreased revenue as consumers adapt to the new ways of purchasing or have held off on purchases due to an uncertain future. Research from Interactive Advertising Bureau said that advertisers across all platforms invested \$227 billion to sway consumers to purchase their products. Against that backdrop of automobile manufacturers, fast food and chain restaurants, grocery and retail stores, and the beverage industry plus many others, state tourism offices collectively spend nearly \$1 billion in wooing the consumer's discretionary dollar.

The average state tourism budget is \$11.2 million; however, in Maryland's regional competitive set the average tourism budget is \$21 million. The Fiscal Year 2021 budget for the Maryland Tourism Development Board is \$10.6 million. The Tourism Promotion Act legislated that \$2.5 million be distributed to the Destination Marketing Organization in each county. The remainder—representing the state's purchasing power—is \$8.1 million.



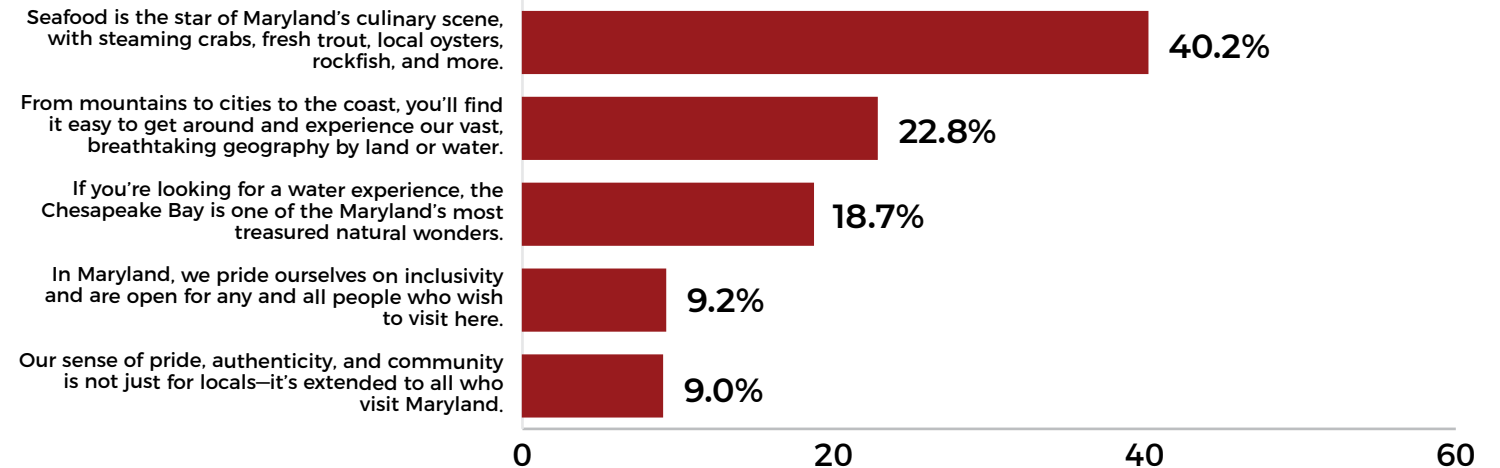
Situational Analysis



What is Maryland's Competitive Advantage: Product Analysis and Access

Research shows what inspires travel to Maryland. Our seafood is at the top of the chart.

INSPIRING TRAVEL TO MARYLAND—% OF RESPONDENTS WHO RANKED EACH STATEMENT #1 IN TERMS OF INSPIRING VISITATION TO THE STATE



Situational Analysis



Maryland Visitor Analysis: Who Are Our Visitors, What Are They Like, and What Do They Want To Do

TRAVEL DECISION MAKER/TARGET AUDIENCE DEFINITIONS

Historically, women are the travel decision makers—if not the final decision makers. They generally determine which destinations are in the consideration set. Maryland's media buys are targeted to adults 25–64 but with a strong skew to women; household income (HHI) \$75,000+; well-educated; and working in managerial and professional occupations. They have made a trip averaging about one day's duration within the United States in the past 12 months, which includes business, vacation, weekend travel, and short trips

The following tables compare the demographics and trip profiles for Maryland day-trippers and overnight travelers.

- Day trip: any journey for business or pleasure, outside your community and not part of your normal routine that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- Overnight trip: any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – INDIVIDUAL		
	DAY	OVERNIGHT
GENDER		
MALE	50%	45%
FEMALE	50%	55%
AGE		
18 - 34	23%	22%
35 - 49	27%	26%
50 - 64	26%	34%
65+	24%	19%

- Males and Females have equal percentages of day trips while Females have a larger percent of overnight trips.
- Visitors 50 – 64 years old make up 30 percent of all travelers and they represent the largest share of overnight trips.
- Visitors ages 18 – 49 years old make up 50 percent of overall visitors.
- Half of all visitors (50 percent), are ages 50 or older and they represent more than half of all overnight trips (53 percent).

DAY TRIP V. OVERNIGHTS – MARITAL STATUS		
MARITAL STATUS	DAY	OVERNIGHT
Married with Partner	67%	73%
Never Married	15%	13%
Divorced/Widowed	17%	14%

- The majority of day and overnight trips (70 percent) are taken by married individuals.

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – FAMILIES		
HOUSEHOLD SIZE	DAY	OVERNIGHT
1 Member	16%	12%
2 Members	31%	38%
3 Members	18%	19%
4 Members	27%	15%
5+ Members	9%	16%
Children Present	35%	34%

- Nearly half of day trips (47 percent) are taken by couples or individuals traveling alone.
- 54 percent of day trips are taken by households with 3 or more members and most overnight trips are taken by 2-member groups.
- Approximately 35 percent of households traveling to Maryland have children present

DAY TRIP V. OVERNIGHTS – INCOME		
INCOME	DAY	OVERNIGHT
Under \$50K	20%	19%
\$50K-\$74.9K	15%	20%
\$75K-99.9K	18%	14%
\$100K-\$149.9K	19%	19%
\$150K+	28%	28%

- Visitors to Maryland are affluent, with 28 percent of visitors having a household income of \$150,000 or more. Households with an annual income greater than \$75,000 comprise 63 percent of visitors.

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – EDUCATION		
EDUCATION LEVEL	DAY	OVERNIGHT
High School Graduate	17%	26%
Some College	20%	24%
College Graduate	35%	25%
Post-Graduate	27%	23%

- Visitors to Maryland are well educated, as 30 percent of day and overnight visitors have at least a college degree. More than 77 percent of visitors have attended an institution of higher learning.

DAY TRIP V. OVERNIGHTS – EMPLOYMENT TYPE		
EMPLOYMENT	DAY	OVERNIGHT
Full-time/Self-Employed	73%	71%
Not Employed/Retired	27%	29%

- More than 70 percent of day and overnight visitors are employed full-time or self-employed

TIME FRAME OF TRAVEL		
	DAY	OVERNIGHT
January-March	19%	22%
April-June	34%	27%
July-September	22%	32%
October-December	25%	19%

- The majority of day trips occur in the spring from April to June while the majority of overnight trips occur during the summer from July to September.

Situational Analysis



Demographic Characteristics



DAY TRIP V. OVERNIGHTS – ORIGIN STATE			
TOP 8	DAY	TOP 10	OVERNIGHT
Maryland	46%	Maryland	27%
Pennsylvania	15%	Pennsylvania	10%
Virginia	12%	Virginia	10%
New York	5%	New Jersey	8%
Washington, D.C.	4%	New York	7%
New Jersey	4%	Ohio	4%
Delaware	3%	Washington, D.C.	3%
Ohio	3%	Florida	3%
		North Carolina	3%
		Texas	3%

- 82 percent of day travelers come from Maryland and bordering states while 50 percent of overnight travelers come from these same states.
- Overnight travelers are a little more diversified with 12 percent coming from “longer” haul states such as, Florida, North Carolina, and Texas

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – DMA OF ORIGIN			
TOP 10	DAY	TOP 10	OVERNIGHT
Washington, D.C. (Hagerstown, MD)	29%	Baltimore, MD	18%
Baltimore, MD	27%	Washington, D.C. (Hagerstown, MD)	15%
Philadelphia, PA	12%	Philadelphia, PA	9%
New York, NY	7%	New York, NY	9%
Harrisburg-Lancaster-Lebanon-York, PA	5%	Norfolk-Portsmouth-Newport News, VA	4%
Salisbury, MD	4%	Harrisburg-Lancaster-Lebanon-York, PA	3%
Richmond-Petersburg, VA	3%	Richmond-Petersburg, VA	2%
Cleveland-Akron (Canton), OH	3%	Boston, MA (Manchester, NH)	1%
Norfolk-Portsmouth-Newport News, VA	2%	Pittsburgh, PA	1%
Pittsburgh, PA	1%	Johnstown-Altoona, PA	1%

- A DMA region is a group of counties that form an exclusive geographic area in which the home market television stations hold a dominance of total hours viewed. OTD is interested in visitors' DMA of origin for the purpose of targeting marketing and advertising efforts.
- The majority of day and overnight visitors are coming from the Washington, D.C. (Hagerstown, MD) DMA.
- The New York and Philadelphia DMAs are key feeder markets for overnight trips.

Situational Analysis



Demographic Characteristics

ACCOMMODATIONS & MODE OF TRANSPORTATION (ALL OVERNIGHT TRAVELERS)			
ACCOMMODATIONS		MODE OF TRANSPORTATION	
Standard Hotel (Not Resort)	40%	Personal Auto	76%
Friends/Relatives Dwelling	27%	Air Travel	5%
Suite and Resort Hotel	16%	Rental Car	5%
Other Paid Accommodation (B&B, Campsite, Cabin/Lodge, Timeshare, Rented Home, Apartment, Condo)	14%	Taxi or Ride Sharing Service	6%

Situational Analysis



Demographic Characteristics

DAY TRIP V. OVERNIGHTS – TOP 15 ACTIVITIES OF LEISURE TRAVELERS			
ACTIVITY	DAY	ACTIVITY	OVERNIGHT
Visit Friends/Relatives	27%	Visit Friends/Relatives	32%
Culinary/Dining Experience	25%	Culinary/Dining Experience	27%
Shopping	14%	Beach/Waterfront	19%
Historic Sites	13%	Shopping	15%
Beach/Waterfront	12%	Nightlife	10%
Touring/Sightseeing	8%	Historic Sites	9%
Touring/Sightseeing	8%	Live Music	8%
Festival/Fairs	8%	Touring/Sightseeing	8%
Live Music	8%	Touring/Sightseeing	8%
Business/Work	7%	Holiday Celebration	7%
Parks: National/State, etc.	7%	Business/Work	7%
Museum, Art Exhibits, etc.	6%	Parks: National/State, etc.	7%
Nightlife	6%	Other Personal Celebrations	7%
Other Personal Celebrations	5%	Museum, Art Exhibits, etc.	5%
Gambling (slots, cards, horses, etc.)	4%	Festival/Fairs	5%

- The top three activities for day and overnight travelers both are: visiting friends and relatives, culinary/dining experiences, and beach/waterfront.
- Compared to day travelers, a greater percentage of overnight travelers engage in active outdoor/nature activities which generally require a greater time commitment.

Departments



MARKETING & COMMUNICATIONS

The goal of the Marketing & Communications unit is to raise the awareness of and interest in Maryland as a travel destination. OTD focuses the state's marketing efforts on those consumers, time periods, and markets that generate the highest awareness levels and greatest return on investment, effectively and efficiently.

INTERACTIVE SERVICES

The overarching goal of Interactive Services is to strengthen the perception of Maryland as a great place to live, work, and vacation. As a result, this increases Maryland's share of the travel market and maximizes the economic impact of travel and tourism in the state. This impact benefits the lives of all Marylanders.

STRATEGIC PARTNERSHIPS & PUBLIC RELATIONS

The Maryland Office of Tourism Development's Strategic Partnerships and Public Relations office focuses on working with corporations, organizations, associations, and other state agencies to identify and publicize public/private ventures and programs that are mutually beneficial and attract more visitors to partners' destinations or events, and to Maryland in general.

Securing third-party editorial coverage and online conversations about Maryland as a premier travel destination is accomplished by collecting, creating, and curating compelling editorial content for communications outlets, including VisitMaryland.org and other related sites and developing social media conversations for journalists and the public. The third-party endorsement of Maryland as a travel destination is a compelling motivator for consumers planning their leisure and business activities.

TOURISM DEVELOPMENT

The Tourism Development Unit (TDU) coordinates statewide and regional programs that leverage partnerships with public and private sector stakeholders to market and develop assets that maximize opportunities in the domestic and international marketplace. The TDU supports market expansion and increases transactional outcomes through customer interactions at eight Welcome Centers, the Maryland Call Center, fulfillment services, and through database administration.

TRAVEL TRADE SALES

Travel Trade Sales functions as a third-party sales facilitator to tour operators, student travel planners, group leaders, and meeting & incentive planners through trade association partnerships, marketplace participation, and sales missions. It leverages media buys in new markets with public relations efforts and client meetings. And it fosters a strong Capital Region USA international marketing partnership with Destination DC and Virginia Tourism.

Departmental Goals



Market Expansion

MARKETING & COMMUNICATIONS

- Maintain a communications platform that can be leveraged and enhanced by the DMOs and the private sector to increase awareness of Maryland as a compelling, must-see destination offering lots to do.
- Continue to work with advertising/marketing agency to expand our signature advertising campaign, “Maryland—Open For It” and evolve it into “OPEN,” to be carried across multiple platforms for the near future.
- Continue efforts to appeal to and address an expanded range of diverse audiences with custom messaging, imagery, and media buys, including further development of the ‘Storytellers’ radio series.
- Continue to invest in specific campaigns that inspire overnight travel in Maryland—such as ‘Home for the Holidays’—and develop ‘Open for Overnights’ campaign
- Continue to invest in outer drive markets to encourage overnight visitation from Ohio and Pennsylvania and promote driving trips.
- Continue to work with Capital Region USA on international marketing efforts in its trade markets of the U.K., France,
- Continue to develop cooperative advertising programs that can be purchased by Maryland’s tourism industry that encompasses destinations, accommodations, tour services, and attractions.
- Continue to produce and launch new Byways videos and short “sizzle reels” to grow our collection of assets that showcase the routes as a viable way to explore Maryland.

INTERACTIVE SERVICES

- Using technology to understand what travelers are searching for, combined with research to interpret the latest travel sentiment, VisitMaryland.org will provide relevant content that addresses travelers’ safety concerns and offers a myriad of vacation possibilities in Maryland.

Departmental Goals

Market Expansion

TRAVEL TRADE SALES

- Coordinate the development of regional tour products and participate in promotional opportunities, which will result in Maryland being highlighted as a preferred tour destination.
- Coordinate efforts for a stronger sales presence in Canada.
- Continue participation in a Capital Region USA through participation in targeted U.S.-based international travel marketplaces, FAM tours, and other promotional activities.

TOURISM DEVELOPMENT

- Administer OTD grant programs to drive domestic and international demand for Maryland travel businesses, products, and services.
- Increase customer interactions through participation in Trade and Consumer shows.

STRATEGIC PARTNERSHIPS & PUBLIC RELATIONS

- Work with the Destination International Global Marketing Committee to showcase Maryland as a desirable U.S. destination.
- Target Maryland's core feeder markets of Washington, D.C., Philadelphia, Pittsburgh, and New York City through social media engagement, fam tours, and press outreach and missions.
- Develop and manage a comprehensive media relations program that generates print, broadcast, and electronic coverage with a target earned media value of at least \$5 million annually.
- Support Canada-centric PR opportunities with our Canadian PR partner, REACH Global.
- Continue to work with Capital Region USA to focus on promoting Maryland's Scenic Byways, culinary, history, and outdoor recreation offerings to international markets when they are able to travel.
- Target national media to increase coverage by lifestyle outlets and other third-party endorsers such as *Food Network*, *Southern Living*, *Garden & Gun*, and *Travel Channel*.
- Develop and manage a comprehensive media relations program that generates print, broadcast and electronic coverage with a target earned media value of at least \$1 million annually.

Departmental Goals



Maximizing Opportunities

MARKETING & COMMUNICATIONS

- Prepare materials and messaging for the upcoming national ABA conference in Baltimore in 2021.
- Promote Maryland's Scenic Byways as an ideal way to experience the variety of Maryland's destinations and authentic cultural heritage, as well as prime ways to navigate attractions such as the Harriet Tubman Underground Railroad Visitor Center, Maryland's Crab & Oyster Trail, and the Great Chesapeake Loop.
- Continue to redesign and upgrade our state Welcome Centers as storytelling destinations.
- Work with OTD Interactive team and our content vendor to introduce a new web site for VisitMaryland.org, and a new Industry site.
- Work with publishing partner to develop engaging content for *Destination Maryland*, the state's primary printed travel resource; focus more editorial content on driving tours. Optimize usage of Crowdriff platform to increase the amount of user-generated content and imagery within the guide.
- Continue to develop new spin-off publications that showcase specific office initiatives and inspire travel, such as guides for the Chesapeake Bay region.
- Work with research unit and product development unit to determine the best analytical method to gauge consumer's interaction with content and how they best consume information on Maryland travel products to guide development of consumer publications and outreach.
- Deploy and cross-purpose our evolving video assets to strategically integrate with ongoing messaging and social media outreach.
- Continue to produce video content for deployment on social media channels and for OTD-owned assets to amplify Maryland's content to customers.

Departmental Goals



Maximizing Opportunities

INTERACTIVE SERVICES

- Interactive services is in a state of perpetual transformation due to constant innovation in technology. In FY 2021, OTD will launch a new consumer website for travelers and begin development of a new tourism industry website, (Industry.VisitMaryland.org) for our partners.
- Aligning marketing channels and effectively communicating with customers using personalized content based on their preferences is essential to OTD's success in marketing Maryland as a premier tourism destination. OTD's electronic newsletters for visitors and for our industry partners are an example of this customized content. Prioritizing our customers allows us to deliver more visitors to Maryland and greater results for our tourism partners.

TRAVEL TRADE SALES

- Organize participation in trade shows and marketplaces that support the selling of Maryland travel products to tour operators and receptive tour operator clients.
- Maintain industry involvement to produce more business for Maryland venues and facilities by meeting, convention, conference, and other group event planners.

Departmental Goals



Maximizing Opportunities

TOURISM DEVELOPMENT

Develop products and programs that link and showcase Maryland's differentiating visitor experiences and businesses. Products and programs include but are not limited to:

- The Great Chesapeake Bay Loop
- Maryland: The Most Powerful Underground Railroad Storytelling Destination in the World
- Frederick Douglass Park on the Tuckahoe
- Maryland Scenic Byways & Civil War Trails
- Appalachian Forest National Heritage Area
- Maryland Crab & Oyster Trail
- Diversity, Equity, and Inclusion
- Maryland's Indigenous Peoples
- Maryland's Trail System Second to None

STRATEGIC PARTNERSHIPS

- Ensure that all curated content for the office's customer outreach is amplified through social media platforms.
- Promote state tourism initiatives (i.e., UGRR storytelling initiatives, C&O Canal Experience, Maryland's Crab & Oyster Trail, Great Chesapeake Bay Loop, Maryland's Trail System Second-to-None, Scenic Byways, etc.) through social and third-party editorial placements.
- Promote Maryland travel products through media missions, trade shows, desksides, media fam tours, educational seminars, and consumer promotions.

Departmental Goals



Leveraging Partnerships

MARKETING & COMMUNICATIONS

- Continue to implement public relations and social media training and listening sessions for DMOs and the private sector to further amplify OTD's messaging.

PUBLICATION	AUDIENCE	DISTRIBUTED	QUANTITY
<i>Visit Maryland Now!</i> e-newsletter	Consumer	Monthly	140,000+
<i>Insights</i> e-newsletter	Industry/Gov't	Bi-weekly	9,500
Product Development collateral	Consumer	As needed	As needed
Profile Sheets	Trade and Media	As needed	As needed
<i>Destination Maryland</i>	Consumer	January 2020	250,000

INTERACTIVE SERVICES

- Support and empower our tourism industry partners by providing easy online access to an array of research, news, education and marketing tools on Industry.VisitMaryland.org
- Use VisitMaryland.org as a platform for promoting state-wide marketing initiatives that are free and open to all tourism partners such as "Home for the Holidays" and "Summer of Music."

Departmental Goals



Leveraging Partnerships

TRAVEL TRADE SALES

- Partner with Fish & Hunt Maryland to promote Maryland and partner destinations at the Great American Outdoor Show to reach individuals in targeted geographic markets.
- Support efforts of the American Bus Association coming to Baltimore in 2021. Assist with FAM tours, sightseeing, and other opportunities to showcase Maryland.

TOURISM DEVELOPMENT

- Advance Maryland as a diverse, equitable, and inclusive destination through workforce development, destination development, and communications strategies that convey we are “Open for All.”
- Recruit and work with stakeholders to maximize participation in OTD Initiatives.
- Seek alternative funding sources through federal and national programs and organizations.
- Provide support for inter-agency tourism-related programs through grant review and technical assistance as needed/requested.

STRATEGIC PARTNERSHIPS

- Lead content development for a new Maryland Public Television series focused on the tourism industry. Content will include social media, community events, virtual events, and a 12-episode, 30-minute television show that will be aired on MPT.
- Provide marketing, event support, and media coverage for new partner programming and special anniversary events including the 2nd Annual International Underground Railroad Month, the inaugural Maryland Horse Month, and the 95th Anniversary of the C&O Canal.
- Expand upon current “How Tourism Can Help Your Business” marketing and customer service training and create a new “PR and Social Media” primer by offering these courses to Destination Marketing Organizations, and affiliate and corporate partners. Additionally, provide a new PR and Social Media Toolkit for partners to use throughout the year.

Departmental Goals

Transactional Outcomes

INTERACTIVE SERVICES

- Continue offering featured and enhanced business listings on VisitMaryland.org to *Destination Maryland* advertisers. Featured and enhanced business listings provide tourism partners the opportunity to bolster their business' presence on VisitMaryland.org.

TRAVEL TRADE SALES

- Coordinate with Information Technology to increase group-focused web presence. This includes itineraries and tour packages, which support sales to the packaged travel industry. Continue general updates and inputting records to keep YODA database current.

TOURISM DEVELOPMENT

- Operate eight Maryland Welcome Centers, the Maryland Call Center, and fulfillment services to increase the number of visitors, their length of stay, and their spending.
- Administer database programming in support of OTD marketing and development activities.
- Implement a Grow With Google® integration for OTD's place-based products such as Scenic Byways, Civil War Trails, Network to Freedom members, etc.

STRATEGIC PARTNERSHIPS

- Offer assistance to Maryland's tourism industry during the COVID-19 recovery by capturing recommendations, following the "Maryland Road Map to Recovery" document, addressing questions companies may have during the recovery process, and communicating health and business recovery actions through the media.
- Create a new "MasterClass" video series showcasing Maryland's leaders in the hospitality, entertainment, and tourism industries. Pilot classes will augment the Chesapeake Bay Storytellers program to test the success of the concept. If well received, a new revenue generating business model will include a fee structure whereby viewers will pay a fee to watch and learn from the videos, and corporations and individuals will pay to be featured in a MasterClass video to receive commissions on any goods or services offered by them during each MasterClass.

Events Calendar



JULY 2020

Destinations International Annual Convention	14-15 <i>Virtual</i>
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AUGUST 2020

Student Youth & Travel Association (SYTA) Marketplace	14-17 <i>Canceled</i>
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Maryland Association of Counties (MACO) Conference	19-22 <i>Canceled</i>
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Educational Seminars for Tourism Officers	22-25 <i>Grand Rapids, MI</i>
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Pennsylvania Outdoor Writers Association	27-31 <i>Grantville, PA</i>
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SEPTEMBER 2020

Maryland Fleet Week	9-14 <i>Baltimore, MD</i>
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Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Media Marketplace Writers Association	21-23 <i>Dover, DE</i>
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OCTOBER 2020

American Bus Association (ABA) Marketplace Advisory Committee Meeting	6 <i>Baltimore, MD</i>
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U.S. Sailboat Show	8-12 <i>Annapolis, MD</i>
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Receptive Tour Operator (RTO) Summit (re-scheduled from April)	20-21 <i>New York, NY</i>
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NOVEMBER 2020

OMCA Buyers Reception	8 <i>Canceled</i>
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Ontario Motorcoach Association Marketplace	8-11 <i>Virtual</i>
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Maryland tourism & Travel Summit	14-16 <i>Hanover, MD</i>
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National Tour Association Travel Exchange	17-19 <i>Virtual</i>
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DECEMBER 2020

US Tour Operator Association 2020	Nov 30-Dec 5 <i>National Harbor, MD</i>
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JANUARY 2021

ABA Pre-FAMS	26-29 <i>Eastern, Southern, and Capital Regions</i>
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American Bus Association Marketplace	29-Feb 2 <i>Baltimore, MD</i>
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FEBRUARY 2021

ABA Post-FAMS	3-5 <i>Eastern, Western, and Upper Shore</i>
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Great American Outdoor Show	6-14 <i>Harrisburg, PA</i>
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MARCH 2021

Pennsylvania Bus Association (PBA) Marketplace	22-23 <i>York, PA</i>
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Maryland Motorcoach Association (MMA) Marketplace	23-24 <i>York, PA</i>
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APRIL 2021

Receptive Tour Operator Summit East	TBD <i>New York, NY</i>
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MAY 2021

International Pow Wow	10-14 <i>Las Vegas, NV</i>
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JUNE 2021

Pennsylvania Bus Association Sales Retreat	TBD <i>Bethlehem, PA</i>
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OTD Checklist



LET'S BE OPEN FOR MORE CUSTOMERS BY WORKING TOGETHER.

There are many ways to partner with the Maryland Office of Tourism in order to market your destination/attraction and to get the word out about your events and initiatives. Here are a few suggestions and contact information for our staff members who can help you.

- Visit with a Travel Counselor at any of the eight Maryland Welcome Centers and your local Visitor Center. info@visitmaryland.org
- Distribute your brochures and display marketing materials at Maryland Welcome Centers. info@visitmaryland.org
- Send your press releases to us and participate in travel media familiarization tours (FAM tours). Leslie Troy, 410-767-6298, ltroy@visitmaryland.org
- Review VisitMaryland.org to make sure your business listing is up to date. info@visitmaryland.org
- Get help with your business listing content. Jim Meyer, 410-767-6325, jmeyer@visitmaryland.org
- Add your events to the VisitMaryland.org calendar. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- Follow @TravelMD (Facebook/Twitter) and @visitmaryland (Instagram). Use our hashtag #MDinFocus on social media.
- Provide tickets/prizes for Maryland Mondays giveaways. Ana Hall-Defoor, 410-767-6298, ahall-defoor@visitmaryland.org
- Utilize the resources and information on the Maryland Office of Tourism industry website, industry.VisitMaryland.org.
- Have a photo we can use to promote tourism? Submissions are welcome. We will send you a photo release. Kathi Ash, 410-767-6341, kash@visitmaryland.org
- Create group tour opportunities and let us know about them. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Get help reaching the travel trade market—group tours, student groups, reunions, and receptive travel buyers. Participate in sales missions and trade show outreach, and receive tour leads. Rich Gilbert, 410-767-6288, rgilbert@visitmaryland.org
- Use “Open For It” branding and creative assets in your advertising. Brian Lawrence, 410-767-6299, blawrence@visitmaryland.org
- Nominate your site to be a National UGRR Network to Freedom and/or a Smithsonian affiliate. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- Host Maryland Office of Tourism staff for a tour of your district or industry. Heather Ersts, 410-767-6974, hersts@visitmaryland.org
- Promote yourself worldwide through our partners at Capital Region USA (CRUSA) and Brand USA. Scott Balyo, 540-450-7593, sbalyo@capitalregionusa.org
- Know your Destination Marketing Organization, Heritage Areas, Main Streets, and Arts & Entertainment Districts.