

Maryland Tourism Monitor

Recap of Maryland's travel & tourism trends, monitored by the Office of Tourism Development (Data through August 2016)

Consumer Interactions

Print:

Through the first two months of FY17, both print advertising requests and broadcast leads remain down year over year approximately 20 percent; this is directly related to lower media spends but is an improvement to the decrease experienced at this time in FY16.

Request Type	FY 2017 YTD	FY 2016 YTD	Change
Print advertising requests	4,509	5,624	(19.9%)
Print ad budget	\$2,133	--	--
Broadcast leads	561	701	(20.0%)
Broadcast ad budget	\$36,612	--	--

Web:

Web visitation through the first two months of FY17 continues to see significant strength in website visits – primarily driven by traffic to VisitMaryland.Org. Total unique traffic is up 55.4 percent when compared year over year. Much of the increase is due to July 4th events and new, exciting content such as Fleet Week and PokemonGo!

Interaction Type	FY 2017 YTD	FY 2016 YTD	Change
Website unique visitors*	563,228	362,378	55.4%
Web advertising clicks	--	--	--
Web travel kit requests	2,486	2,391	4.0%
Online advertising budget	--	--	--

* The performance measure includes the following web sites: www.visitmaryland.org, www.visitmd.mobi, www.SS200.com, www.SS200.org, www.keycam.com, www.1821battles.com, www.1821battles.mobi, www.industry.visitmaryland.org, www.fishandhuntmaryland.com.

Communications Efforts

Through the first two months of FY17, communications activities such as press outreach, familiarization tours and visiting journalists generated over \$120,000 in advertising value for Maryland tourism products and services.

Each month we will also report the M3 measurement. For August 2016, these were: Message (2.0), Tonality (3.0), Graphic (1.4), Outlet Tier (1.0), Geographic Market (1.0), & OTD initiative (2.0) – for a total of 10.5 out of 18*

* Each category is graded on a scale of 1-3 for a Maximum total of 18.

Social Media

The number of *TravelMD* Facebook fans has grown 27.5 percent this fiscal year compared to last. OTD Twitter followers have grown 15.7 percent.

OTD is also excited to welcome Elizabeth Chong as our new Social Media and Digital Products Coordinator and look forward to her knowledge and expertise in continuing our social growth.

	FY 2017 YTD	FY 2016 YTD	Change
Facebook fans	33,483	26,261	27.5%
Twitter followers	37,033	32,015	15.7%

Partner Referrals & Outbound Clicks

Through the first two month of FY17, more than 71,000 outbound links have been navigated by visitors to VisitMaryland.org to our Partners. Events remain the number one outbound link category, followed by attractions and accommodations.

Category	Monthly Clicks	Clicks FYTD
Events	14,999	31,749
Attractions	8,623	20,014
Accommodations	5,444	12,598
Dining	2,189	4,447
Arts & Culture	923	1,834
Golf	92	209
Shopping	130	233
Entertainment/Nightlife	29	65
Parks, Nature, Scenic	21	58

Welcome Centers

During August 2017, 36,191 visitors passed through Maryland's welcome centers and nearly 80,000 have during this fiscal year – a 19.63 percent increase compared to FY16.

Kiosks at the I-70 Welcome Centers recorded 357 sessions during August, more than double the previous year's total of 162.

Amtrak

The Amtrak train system in Maryland recorded 76,500 non-commuter arrivals during August, an increase of approximately 4.5 percent year over year.

BWI Airport

More than 2.3 million passengers arrived at BWI airport through the first two month of FY17. When compared to the same time period the previous year, which had approximately 2.25 million arrive, this represents a 2.4% increase.

Leisure and Hospitality Employment

Employment in Maryland's Leisure and Hospitality sector grew 4.3 percent in August compared to last year. At the national level, employment in these three industries also saw an overall increase of 2.3 percent.

	August 2016	August 2015	Change
Arts, Entertainment, Recreation	57,700	57,600	0.2%
Accommodation	27,100	26,300	3.0%
Food Services	218,600	206,900	5.7%
Total	303,400	290,800	4.3%

Lodging

According to the latest data from Smith Travel Research, Inc., the number of rooms sold in Maryland in August 2016 increased 3.4 percent, while room revenue increased 4.9 percent, outpacing the nation. Nationally, room demand increased 1.3 percent while revenue increased a comparable 4.5 percent.

Gaming Revenue (in millions)

Through August, gaming facilities generated more than \$204 million dollars in revenue, an increase of 4.3 percent from last year's \$195.5 million.

Gaming Facility	FY 2017 YTD (In millions)	FY 2016 YTD (In millions)	Change
Hollywood, VLT	\$10.8	\$11.5	(6.1%)
Hollywood, Table	\$1.9	\$1.9	(3.0%)
Ocean Downs, VLT	\$12.8	\$12.5	2.3%
Maryland Live, VLT	\$69.8	\$71.8	(2.8%)
Maryland Live, Table	\$46.6	\$37.2	25.0%
Rocky Gap, VLT	\$8.4	\$7.5	11.1%
Rocky Gap, Table	\$1.3	\$1.2	4.0%
Horseshoe, VLT	\$28.4	\$26.7	6.2%
Horseshoe, Table	\$24.3	\$25.2	(3.6%)
Combined Total	\$204.2	\$195.5	4.3%

Source: Maryland Lottery

Tourism Sales Tax Revenues

TOTAL SALES TAX REVENUES (\$)				TOURISM TAX REVENUES (\$)			
Sales Tax Category	FY 2017 YTD	FY 2016 YTD	% Change	Factor	FY 2017 YTD	FY 2016 YTD	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$68,147,231	\$67,362,662	1.2%	33%	\$22,715,744	\$22,454,220	1.2%
111 Hotels, Motels Selling Food - W/BWL	\$8,225,711	\$8,730,480	(5.8%)	100%	\$8,225,711	\$8,730,480	(5.8%)
112 Restaurants and Night Clubs - W/BWL	\$48,600,810	\$48,415,160	0.4%	33%	\$16,200,270	\$16,138,386	0.4%
306 General Merchandise	\$44,323,450	\$41,720,870	6.2%	5%	\$2,216,172	\$2,086,043	6.2%
407 Automobile, Bus and Truck Rentals	\$13,828,035	\$12,846,103	7.6%	90%	\$12,445,232	\$11,561,493	7.6%
706 Airlines - Commercial	\$95,231	\$167,383	(43.1%)	50%	\$47,616	\$83,691	(43.1%)
901 Hotels, Motels, Apartments, Cottages	\$26,321,001	\$24,071,645	9.3%	100%	\$26,321,001	\$24,071,645	9.3%
925 Recreation and Amusement Places	\$2,057,623	\$1,889,488	8.9%	50%	\$1,028,811	\$944,744	8.9%
Tourism Tax Categories Subtotal	\$211,599,093	\$205,203,795	3.1%	-	\$89,200,557	\$86,070,706	3.6%
All Sales Tax Categories Subtotal	\$779,264,492	\$763,317,994	2.1%				

