

# Maryland's Tourism Industry

## A Sound Investment



**\$1 = \$34**  
 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 = \$34 for state and local economies.

Source: Destination Analysts

### Economic Impact

The travel sector is an integral part of Maryland's economy. In 2023, Maryland attracted 45.1 million visitors who spent \$20.5 billion, supporting the following economies:

**24%**  
 FOOD & BEVERAGE



**12%**  
 RETAIL



**12%**  
 RECREATION



**20%**  
 LODGING  
 INCLUDES 2<sup>ND</sup> HOMES



**31%**  
 TRANSPORTATION



Because of rounding, percentages do not equal 100%.

**\$20.5 Billion**  
**Visitor**  
**Spending**

*Could pay every Ravens and Orioles player 54 times!*

Reduces each Maryland household's state tax burden by \$1,027 annually.

**190,660**  
**Employed**

*Standing shoulder to shoulder, workers would span the OC boardwalk 15 times!*

Making the tourism industry Maryland's 11<sup>th</sup> largest private-sector employer.

**\$2.4 Billion**  
**in Taxes**

*Would cover the average salaries of 40,590 MD public school teachers!*

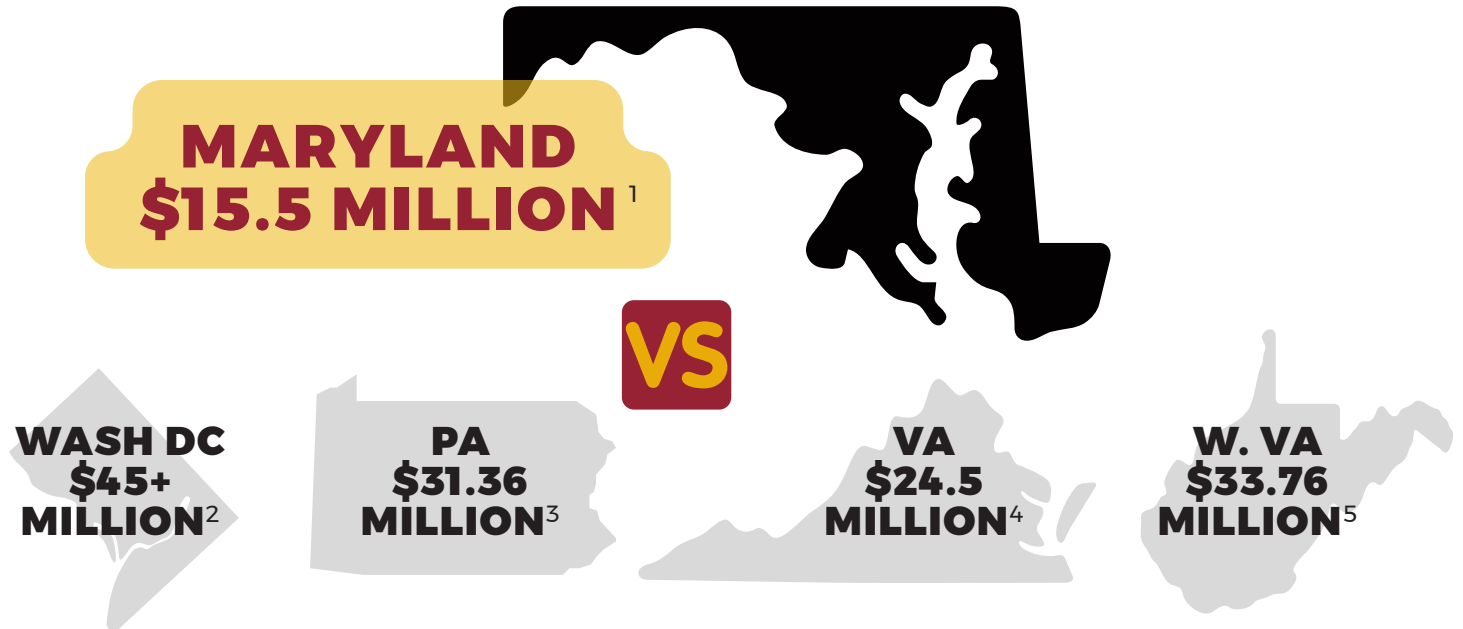
Generates income for both state and local taxes, that is used for education and public safety.

Source: Tourism Economics, Economic Impact of Tourism in Maryland – 2023

## Maryland Tourism Funding v. Competing States

The Maryland Office of Tourism Development (OTD) receives \$15.5 million through the Maryland budget.

\$12.9 million is disbursed to the Maryland Tourism Development Board (MTDB) for the purpose of tourism promotion. Of that \$12.9 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.

The figures above reference Fiscal Year 2024 budget numbers and were sourced from:

<sup>1</sup> Maryland <https://bit.ly/MDFY24>; <sup>2</sup> Wash DC <https://bit.ly/DCFY24>; <sup>3</sup> PA <https://bit.ly/PAFY24>

<sup>4</sup> VA <https://bit.ly/VAFY24>; <sup>5</sup> W. VA <https://bit.ly/4hYj3ae>

## 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 Sports Commission

To enhance Maryland's economy, image and quality of life through the attraction, promotion, retention and development of regional, national and international sporting events.



### 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.

