

TAPPING IN TO THE TOURISM INDUSTRY:
BUILDING MARKETING PARTNERSHIPS



Presented by:
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Audience Survey...Show of hands...

- How many of you are employed by a tourism organization?
- Of those who are not, how many of you have interacted with your local/state tourism office in the last two weeks? 30 days? 6 months? Ever?



Tourism Promotion Act – Tourism Tax Codes:

CODE	FY 2008 Actual	FY2008 at 5% Rate	Tourism Factor	FY2008 Base	FY2007 Base	Growth
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$262.0	\$239.4	33%	\$79.8	\$76.7	4.1%
111 Hotels, Motels Selling Food - W/BWL	\$ 33.4	\$30.7	100%	\$30.7	\$28.9	6.1%
112 Restaurants and Nite Clubs - W/BWL	\$ 185.0	\$169.3	33%	\$56.4	\$55.1	2.4%
306 General Merchandise	\$ 110.9	\$101.9	5%	\$5.1	\$4.7	7.8%
407 Automobile, Bus and Truck Rentals	\$ 63.6	\$58.7	90%	\$52.8	\$56.6	-6.7%
706 Airlines - Commercial	\$ 0.2	\$0.2	50%	\$0.1	\$0.0	144.7%
901 Hotels, Motels, Apartments, Cottages	\$ 76.8	\$70.5	100%	\$70.5	\$65.4	7.8%
925 Recreation and Amusement Places	\$ 6.2	\$5.7	50%	\$2.8	\$2.8	2.5%
TOTAL	\$ 738.1	\$676.3		\$298.2	\$290.3	2.7%

Source: Bureau of Revenue Estimates

Research to track changing Leisure Travel Patterns - Share the knowledge

- Shorter trip duration
- Closer to home
- Deal driven
- Travelers are trading down
 - not out



Promotion of Maryland to Media, Tour Operators and Consumers:

- Advertise in print, radio, and on the web
- Coordinate Familiarization Tours
- Create themed and regional itineraries
- Work with county tourism offices
- Develop resources for private-sector partners



Customer Touch Points:


- Web site
 - Over One million Unique visitors
 - Designed with consumer input
- 4 Welcome Centers
 - Also offer programming opportunities



Customer Touch Points:

- Monthly Consumer E-newsletter
 - 25,000 subscribers
 - Mostly Marylanders
 - Influence the travel decisions Of 70% of readers
 - 86% of all readers said content is excellent or very good

To view this newsletter online: [click here](#)



MARYLAND WELCOME

UPCOMING EVENTS

Maple Sugarin' Festival
March 1
Hashawha Center
Westminster
Carroll County

St. Patrick's Day Parade
March 14
Gaithersburg
Montgomery County

Spring Thyme at Sycamore Heights Craft Show
March 20-22, 27-29
Hagerstown
Washington County

Home, Condo and Garden Show / Arts & Crafts Fair
March 20-22
Ocean City Convention Center
Worcester County

Gem, Mineral and Fossil Show
March 21-22
Montgomery County Fairgrounds
Gaithersburg
Montgomery County

Lincoln Assassination Symposium
March 27-29



MARCH IN MARYLAND

2009

*What do Queen Latifah, Elton John, Eva Longoria and Maryland have in common? Give up? They all have birthdays in March. This year is the state's 375th. Historic St. Mary's City – where English settlers arrived in 1634 – and Annapolis are hosting celebrations. In fact, festive occasions that celebrate just about everything – from chocolate to toptiary – spring up in March. It's a season of renewal. Take in the fresh scenery at two prominent gardens – Annermarie and Ladew. Get outside. Visit the state's glorious sanctuaries for wildlife. It's a new season in Maryland. And, it's all *Pretty. Close.**



Arts & Entertainment – Artwork in bloom

Looking for signs of spring? How about the *Calvert Artists' Guild Spring Art Show and Sale*, March 14-15, at *Annermarie Garden* in Solomons? Annermarie Garden is a 30-acre sculpture park and art center in a scenic Southern Maryland waterfront town. Among Annermarie's collection are outdoor pieces on loan from the Smithsonian's Hirshhorn Museum and Sculpture Garden.



Collectibles – Two venues for antique weaponry

If you collect – or just appreciate – antique arms, swords and military artifacts, circle the March 20 weekend and head to Baltimore County. The *March Collectible Arms and All Military Show and Sale* is at the Maryland National Guard Armory in Pikesville, March 20-22. Also that weekend: *'Original Baltimore' Antique Arms Show* – 1,000 tables of exhibits – at the Maryland State Fairgrounds in Timonium, March 21-22.

Customer Touch Points:

- **Visitor Publications**
 - *Destination Maryland* – The Yellow Pages of Maryland Tourism
 - 3,000 listings for accommodations, attractions, and services
 - Advertising opportunities available



Produce Publications to Support Promotional Efforts:

- *Maryland Calendar of Events*
- *State Highway Map Panel*
- African-American Heritage Guide
- Scenic Byways Map and Guide
- Student Field Trip Guide
- Charms of the Chesapeake



Going Green:

- Roll out with the Hotel and Restaurant Industries as the first to self-certify
- Green Marinas
- Iconned in publications and on website



Develop and Promote Uniquely Maryland Attractions and Celebrations:

- War of 1812 Bicentennial
- Civil War Sesquicentennial
- Harriet Tubman Centennial



Trail Towns & Canal Towns: PHNST

- Targets the non-motorized visitor
- Infrastructure
- Services
- Programming
- Branding
- Programmatic
Coordination



Questions? Answers!!

