

MARYLAND

FISCAL YEAR 2025 TOURISM DEVELOPMENT BOARD ANNUAL REPORT

PUBLISHED BY THE MARYLAND TOURISM DEVELOPMENT BOARD
AND THE MARYLAND DEPARTMENT OF COMMERCE



Maryland

visitmaryland.org



Governor's Message

Dear Tourism Friends and Partners,

I'm pleased to share the Maryland Office of Tourism Development's Fiscal 2025 Annual Report, which showcases the incredible work being done to attract visitors to our State and highlight the cultural, historical and recreational assets that make Maryland such an outstanding tourism destination.

Tourism is a major economic driver for our State, and we have worked hard to promote Maryland to visitors from around the globe. In 2024, visitors to Maryland spent more than \$21.2 billion, which helped generate more than \$2.5 billion in State and local tax revenue and saved each Maryland household more than \$1,051 in taxes.

We also worked with our State and federal partners to continue successful initiatives, such as our Chesapeake Bay Storytellers program and celebrating the 25th anniversary of our Scenic Byways Program – focusing on these themes as they relate to building partnerships and helping to strengthen our economy.

I want to thank our Maryland Tourism Development Board and all of the State's tourism professionals for their hard work and dedication to making Maryland a top destination for visitors from around the world. You make us very proud.

Sincerely,



WES MOORE
Governor

Director's Message

Dear Tourism Industry Partners,

Each year the Maryland Office of Tourism Development (OTD), a Division of the Maryland Department of Commerce, in conjunction with the Maryland Tourism Development Board reports on the contributions that the travel and tourism industry made to the state's economy. This year's Annual Report highlights the economic impact of Maryland's tourism industry from the Economic Impact of Tourism in Maryland - Calendar Year 2024 Tourism Satellite Account report from Tourism Economics, a leading tourism industry research firm. They reported more than \$21.2 billion in visitor spending and \$2.5 billion in state and local taxes.

Another measurement highlighted in the Annual Report is the direct result of the passage of the Tourism Promotion Act of 2008 and its performance-based formula. Eight key tourism tax codes are tracked, reported and considered in calculating budgets. These FY2025 Direct Tourism Taxes are also included in this report. Participants in Maryland Office of Tourism Development outreach rate the information as top notch.

Economic impact and visitation are generally reported by calendar year; all other metrics in the Annual Report are Fiscal Year 2025. While the results of a Tourism Satellite Account are available only on a delayed annual basis, many performance metrics, including the tourism tax codes, are available on a more frequent basis. The Office of Tourism Development

distributes an electronic Tourism Monitor, which reports trends and key performance metrics on a regular basis.

As we continue to champion the tourism industry under Governor Moore's leadership, we look forward to keeping an open dialogue so the Maryland Office of Tourism Development can learn from the industry and continue to help strengthen the economy. We commit to doing our very best to welcome all people to Maryland, which benefits Marylanders through economic and community development.

And so, pursuant to Section 5 of Chapter 471 Acts of 1997 (HB 685), I am pleased to present the Fiscal Year 2025 Tourism Development Board Annual Report. I am proud of the work of the board and the Office of Tourism Development and the positive impact that tourism has on our state.

Sincerely,



MARCI WOLFF ROSS
Acting Executive Director
Tourism Development Board

AD CAMPAIGN DELIVERS \$55-TO-\$1 ROI

The Maryland Office of Tourism Development continued our "You're Welcome" messaging across all media platforms. Television spots featuring the state's water-based experiences, outdoor collection and culinary differentiators ran in target markets including the New York Metro region, Philadelphia, Harrisburg, Pittsburgh, Washington, D.C. and Baltimore. Print advertising in national and regional magazines, as well as companion radio, digital and social media campaigns, remained part of the media mix. The spring/summer campaign ran from March through August. Hotel room bookings of more than \$132 million were tracked via Adara. Campaign-attributable hotel bookings increased year over year from a \$34-to-\$1 ROI to a \$55-to-\$1 ROI. In addition, the companion "Open Roads" campaign continued to run in both spring and fall months to encourage in-state travel via Maryland's Scenic Byways. Other major advertising campaigns include Fall Tourism, Scenic Byways, Winter Tourism and Welcome Home for the Holidays. Total advertising spend in FY25 was \$6.3 million.

DMO GRANT PROGRAM GARNERS \$7-TO-\$1 ROI

The Destination Marketing Organization (DMO) Grant Program, awarded annually by the Maryland Tourism Development Board and administered by OTD, provides funding to the state's 25 DMOs to market the state to multi-night visitors. In turn, DMOs leverage grant funding to enhance their individual marketing investments in conjunction with OTD's annual cooperative advertising and partnership programs. In FY2025, the DMOs collectively invested \$17.3 million in addition to the \$2.5 million in grant funds for a \$7-to-\$1 direct return on investment of state funds. See the FY2026 Marketing Plan for more information.



OTD INVESTS IN INTERNATIONAL AND REGIONAL TOURISM PARTNERSHIPS

In FY2025, OTD invested in two key partnerships aimed at driving multi-night stays through international marketing and the meetings industry. The Maryland International Marketing Partnership was formed in response to the sunset of Capitol Region USA and is a collaboration with Visit Annapolis & Anne Arundel County, Visit Baltimore and Visit Frederick. The partnership will focus on building a research-based Maryland international brand and marketing plan that will provide opportunities for additional partner engagement. The marketing plan will include in-market and in-destination activations to entice more international visitors to the state and inspire them to

stay longer and spend more. The Meet in Maryland Partnership is a regional consortium that promotes Maryland as a top destination for meetings, conferences and conventions. OTD's partners include Visit Annapolis & Anne Arundel County, Visit Baltimore, Visit Howard County, Visit Montgomery, Ocean City MD and Experience Prince George's. By combining resources, the group will expand marketing reach and grow the meetings market statewide while simultaneously building the state's brand as a location for quantum technology, computational biology and position, navigation and timing industry events.

OTD PUBLISHES COMPREHENSIVE CIVIL RIGHTS TRAVEL CONTENT

In FY2025, the OTD published our most comprehensive civil rights travel material to date. A new guide and web content were produced to commemorate Maryland's "Year of Civil Rights" and to honor the 60th anniversary of the Civil Rights Act of 1964. With a focus on ensuring that all visitors feel welcome in our state and utilizing an approach that honors the contributions of Marylanders who were active participants in the struggle for equality, the new content details locations where protests and sit-ins took place, where court cases were fought and where people gained equal access to public amenities. The guide and web content also provide information on museums and guided tours in Maryland that tell compelling stories of the journey toward justice.

NEW WELCOME CENTER GRAPHICS EXPAND CUSTOMER ENGAGEMENT

In the past year, all eight of the state welcome centers were updated with new interior and exterior graphics to bring them into alignment with our current "You're Welcome" branding. The graphics include refreshed photography, signage and improved opportunities for customer engagement through use of QR codes and prominent display of Visit Maryland's social media hashtags.

INDUSTRY RELATIONS REACH NEW HEIGHTS

In FY2025, the tourism team employed bold strategies to engage with Maryland tourism stakeholders, driving the strongest level of participation with the OTD to date. From an impactful virtual training on maximizing visibility on *VisitMaryland.org* to one-on-one strategy sessions and presentations at major business and economic development conferences, the team significantly expanded both its presence and contributions.

Updated materials and enhanced communication strategies were developed to empower stakeholders to more effectively collaborate with the OTD team and leverage cross-promotional opportunities tied to Maryland Scenic Byways and seasonal advertising campaigns.

The Visitor & Business Support team at our welcome centers assisted more than 4,000 stakeholders with business listings, event promotions and deals and collaborated with Washington County Tourism on a video production for the Washington County Certified Ambassador Program. In an expansion of our social media presence, OTD launched a new LinkedIn page, offering a dynamic platform to share industry news, success stories and stakeholder opportunities. Businesses and partners can follow us on LinkedIn.

INTERNATIONAL UNDERGROUND RAILROAD MONTH

September 2024 marked the 6th anniversary of the international recognition of Underground Railroad Month. Maryland commemorated the anniversary at the Riversdale House Museum in Riverdale. New silhouettes of enslaved people working in the Calvert home were unveiled during a Proclamation Event and the new *Finding Freedom, Faith & Family on Maryland's Underground Railroad* travel guide was released. The guide and accompanying web content focus on Underground Railroad sites and stories in Southern Maryland. To date, Central Maryland, Southern Maryland and parts of the Capital Region and Eastern Shore have been featured.

International Underground Railroad Month is not only a time when Underground Railroad history is celebrated, but it also inspires multi-night travel to sites, events and programs. Numerous events included the Day of Unity and Healing at Historic Sotterley and specialty tours on The African-American Experience in London Town.



SOCIAL MEDIA SUCCESS

The Maryland Office of Tourism Development's social media strategy was an integral part of seasonal and special campaigns, reaching thousands of potential visitors and gaining new followers. The strategy included paid partnerships with local content creators to produce authentic short-format videos and posts showcasing visitor experiences.

OTD also launched two social media-only campaigns: *Stay in the Loop*, a short-format video series highlighting experiences in the Chesapeake Bay region, as well as a highlight of every Maryland Scenic Byway strategically published on #WanderlustWednesdays and #ScenicSundays.

In addition, OTD continued the #MarylandMondays giveaway promotion, a sweepstakes-style contest designed to generate excitement around ticketed events and experiences. Between campaigns, the strategy focused on participating in trending national and local holidays to keep Maryland's tourism products relevant and top of mind.



PUBLIC RELATIONS GARNERS WIDESPREAD COVERAGE

In FY2025, public relations dollar equivalencies totaled more than \$29.9 million in earned media and a total of 732 travel-article placements. Much of the media attention given to the state can be attributed to both domestic and international travel demand rebounding, major multi-day events, new products such as the Maryland Catfish Trail, and cultivating strong media relations with top-tier journalists. Domestic media placements were earned in national media outlets including *Travel + Leisure*, *Southern Living*, *Condé Nast Traveler*, *Garden & Gun*, *Afar*, *USA Today*, *AAA World*, *National Geographic*, *Yahoo News*, *Washingtonian* and *Philadelphia Magazine*. International coverage through our partnership with Capital Region USA's global media connections and Reach Global captured placements in outlets such as *The Globe and Mail*, *Toronto Sun*, *Canadian World Traveller*, *Michelin Green Guides*, *The Times*, *loveExploring* and *Wanderlust Travel Magazine*. Broadcast segments secured year-round included all major Baltimore, Washington, D.C. and Delmarva stations across the region. Multiple media familiarization tours covered themes such as the Great Chesapeake Bay Loop, Scenic Byways, America's 250th, LGBTQ+, trails and outdoor recreation, culinary, sports and more.



TRAVEL TRADE SHOWCASES MARYLAND WORLDWIDE

In FY2025, OTD's Travel Trade team participated in numerous domestic and international trade marketplaces, conferences and shows that resulted in Maryland being showcased as a preferred tour destination worldwide. Many of the events involved Maryland partners having direct contact with clients through sales promotions and sales calls. The Maryland team had direct contact with motorcoach/tour operators at the American Bus Association Marketplace, National Tour Association's Travel Exchange, Student Youth Travel Association and the United Motorcoach Association's Motorcoach Expo, as well as in multiple international markets.



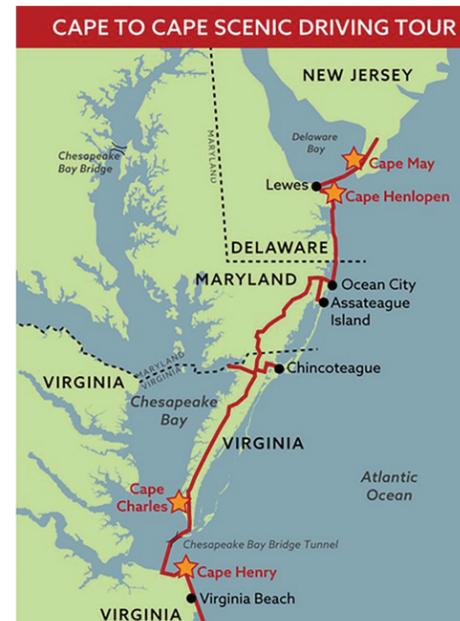
MARYLAND SCENIC BYWAYS CELEBRATES 25TH ANNIVERSARY

Maryland celebrated the 25th anniversary of the Maryland Scenic Byways Program in April 2025. The program has designated 18 scenic byways that showcase the state's scenery and historic sites along mapped routes that explore diverse landscapes. Each byway is focused on a different theme and provides a travel itinerary of related sites and attractions. OTD promoted the anniversary through updated web content that includes places to stay and dine and things to do in each season to encourage multi-night travel. Content was enhanced to include diverse and inclusive stories and tips on how to travel sustainably. OTD implemented social media posts, media pitches, advertising and a fun Spotify Ultimate Maryland Road Trip Playlist with Maryland artists from various genres to celebrate the anniversary and promote byways. Promotion and advertising of the Scenic Byways was supported by an EDA grant of \$2.2 million in FY25.



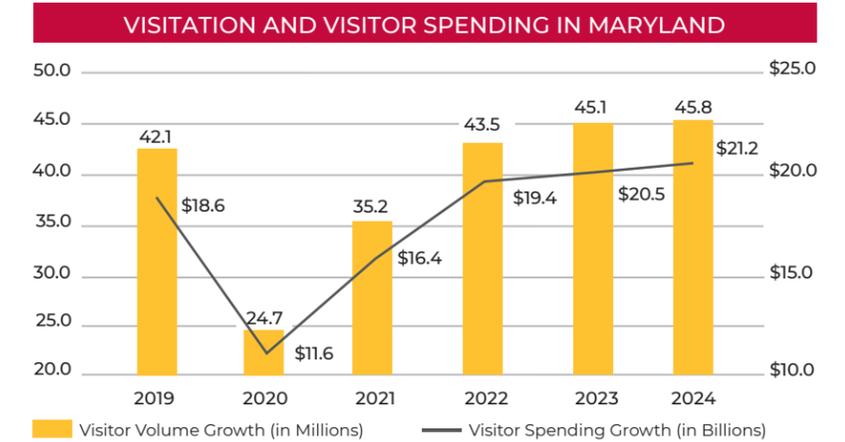
OTD LEADS ROLL OUT OF MULTISTATE SCENIC DRIVING TOUR

The OTD proudly led the development of the Cape to Cape Scenic Driving Tour – a unique, 200-mile coastal route created through a multistate alliance collaboration between Maryland, New Jersey, Delaware and Virginia tourism partners. This one-of-a-kind Atlantic Coast experience invites travelers to explore the natural beauty, coastal culture and rich history of the region. The tour connects four iconic capes – Cape May (New Jersey), Cape Henlopen (Delaware), Cape Charles (Virginia) and Cape Henry (Virginia). Maryland partners included Beach to Bay Heritage Area, Worcester County Tourism and Ocean City Tourism. Research shows multistate driving tours lead to longer, more impactful trips – with 67 percent of travelers visiting three-plus states staying five or more nights.



TOURISM GROWTH

In 2024, Maryland welcomed 45.8 million domestic and international visitors at the person-trip level, marking a 1.5 percent increase in visitor volume compared to the previous year. This growth was supported by both day-trippers and overnight visitors. Visitor spending also saw a notable rise, increasing by 3.2 percent, bringing total expenditures to \$21.2 billion.



Source: D.K. Shifflet, Tourism Economics

CONSUMER INTERACTIONS

FY2025 CUSTOMER INTERACTIONS			
Performance Metrics	FY2024	FY2025	PERCENT CHANGE
Overall Marketing Budget*	\$5,194,375	\$7,813,278	50.4%
Overall Advertising Requests**	57,910	49,828	-14.0%
Travel Media Exposure (Millions)	\$55	\$30	-45.5%
Welcome Center Visitation	223,738	221,614	-0.9%
Web Site Unique Visitors***	3,204,547	3,623,274	13.1%
Partner Referrals (Web Outbound Clicks)	630,625	546,099	-13.4%
Social Network Followers	27,220	25,640	-5.8%

Source: Google Analytics. This number includes traffic to all OTD web sites.

*Print advertising budget + Broadcast ad budget + Online advertising budget.

**Print advertising requests + Broadcast leads + Web travel kit requests.

***VisitMaryland.org only

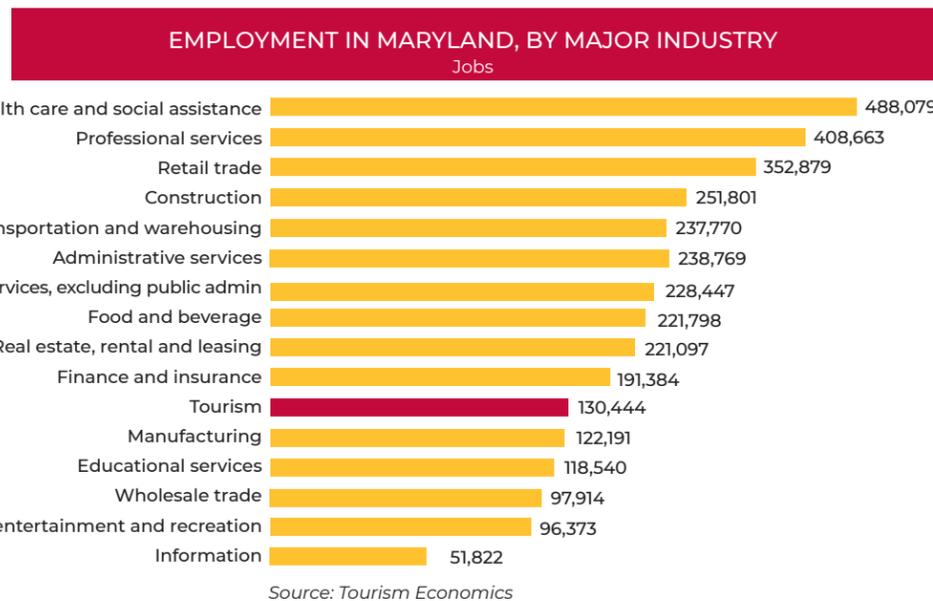
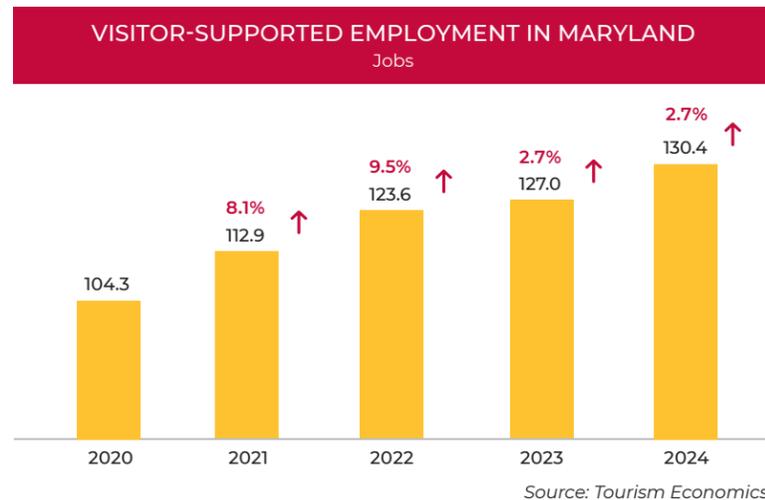
COMPETITION FOR TOURISM DOLLARS

Nationally, the average state tourism marketing budget is \$19.8 million. Within this competitive marketplace, many other destinations are vying for the same affluent customers. Many tourism entities are doubling down on advertising to encourage visitors to select their destinations. Many of these destinations are in our media market footprint. As Maryland continues to be outspent by these competitors, Maryland's tourism impact is negatively affected, leading to decreases in market share.

COMPETITORS PROSPECTING IN OUR REGION IN 2024	
Organization	Marketing Budget 2024
Visit California	\$72.4 Million
Visit Florida	\$80 Million
Destination DC	\$37 Million
NYS Division of Tourism	\$58.5 Million
WV Department of Tourism	\$23 Million
Pennsylvania Tourism Office	\$19 Million
Maryland Office of Tourism	\$11.06 Million
NJ Division of Travel & Tourism	\$17.4 Million
Virginia Tourism Authority	\$32 Million

TOURISM-SUPPORTED EMPLOYMENT IN MARYLAND

Employment directly supported by visitor activity increased 2.7 percent in 2024 and reached 130,444 jobs. Among major employment categories, tourism continued to rank 11th, just above manufacturing. Visitor activity sustained nearly 137,564 direct jobs in 2024 and approximately 56,282 additional jobs from the indirect and induced impacts of visitor activity. The total employment impact of 193,845 jobs was equivalent to 4.8 percent of all jobs in Maryland. Visitor spending supported the largest number of jobs in the food and beverage industry (54,406).



MARYLAND VISITOR SPENDING AND ANNUAL GROWTH

Visitor spending in Maryland increased 3.2 percent year over year to \$21.2 billion in 2024. Food and beverage spending grew 6.4 percent and led the way aided by strong demand and price increases. Recreation spending growth followed at 3.8 percent and lodging spending rose 2.1 percent. The overnight visitor market occupied the largest share of visitor spending relative to day spending, while international spending outpaced domestic and increased its share in 2024.

	2020	2021	2022	2023	2024	2024 GROWTH
TOTAL VISITOR SPENDING	\$11,619	\$16,391	\$19,402	\$20,507	\$21,165	3.2%
TRANSPORTATION	\$3,298	\$5,043	\$6,001	\$6,404	\$6,540	2.1%
FOOD AND BEVERAGE	\$2,987	\$4,000	\$4,704	\$4,953	\$5,271	6.4%
LODGING	\$2,230	\$3,152	\$3,873	\$4,107	\$4,195	2.1%
RECREATION	\$1,393	\$2,012	\$2,393	\$2,555	\$2,652	3.8%
RETAIL	\$1,711	\$2,184	\$2,431	\$2,487	\$2,508	0.8%

Note: Lodging includes all accommodation types.

Source: Tourism Economics

TOURISM SALES AND USE TAX REVENUE FY2025

SALES TAX CODE & CATEGORY	FY2025*	FY2024**	YOY TOTAL % CHANGE	FACTOR	ADJUSTED FY2025	ADJUSTED FY2024	YOY ADJUSTED TOTAL % CHANGE
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$573.9	\$565.3	1.5%	33.3%	\$191.3	\$188.4	1.5%
111 Hotels, Motels Selling Food - W/BWL	\$50.0	\$28.1	78.2%	100.0%	\$50.0	\$28.1	78.2%
112 Restaurants and Nite Clubs - W/BWL	\$325.5	\$332.7	-2.2%	33.3%	\$108.5	\$110.9	-2.2%
306 General Merchandise	\$1,044.0	\$1,010.3	3.3%	5.0%	\$52.2	\$50.5	3.3%
407 Automobile, Bus and Truck Rentals	\$97.2	\$99.6	-2.4%	90.0%	\$87.5	\$89.6	-2.4%
706 Airlines - Commercial	\$0.9	\$1.2	-20.7%	50.0%	\$0.5	\$0.6	-20.7%
901 Hotels, Motels, Apartments, Cottages	\$164.6	\$156.0	5.5%	100.0%	\$164.6	\$156.0	5.5%
925 Recreation and Amusement Places	\$11.1	\$10.9	2.0%	50.0%	\$5.6	\$5.5	2.0%
Tourism Tax Categories Subtotal	\$2,267.2	\$2,204.1	2.9%		\$660.1	\$629.6	4.8%
Lodging Subtotal (Code 111 + 901)	\$214.6	\$184.1	16.6%	100.0%	\$214.6	\$184.1	16.6%
Restaurant Subtotal (Code 108 + 112)	\$899.3	\$898.1	0.1%	33.3%	\$299.8	\$299.4	0.1%

Comptroller-designated tourism taxes.

*FY2025 - 12 months = July 2024 to June 2025

**FY2024 - 12 months = July 2023 to June 2024

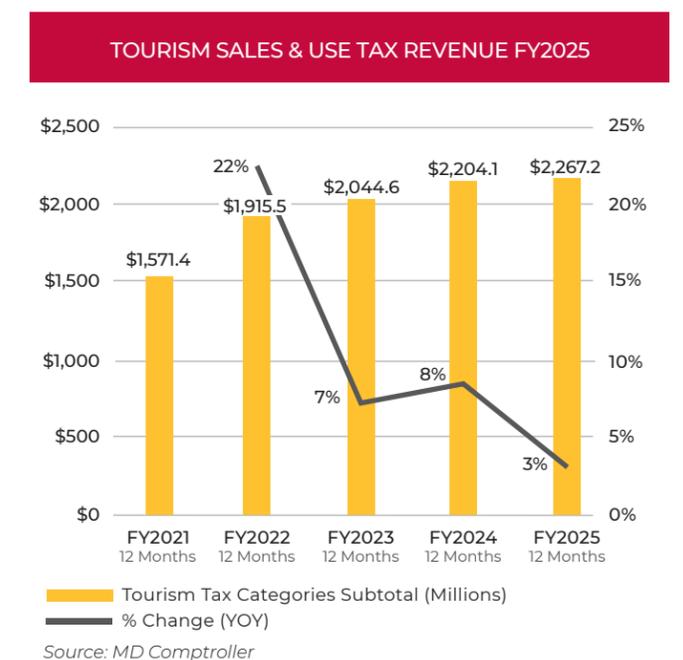
TOURISM PERFORMANCE IN MARYLAND – FY2025 SUMMARY

In Fiscal Year 2025, tourism in Maryland generated nearly \$2.3 billion in Sales and Use Tax (SUT) revenue specifically attributed to tourism activity, marking a 3 percent increase over FY2024.

- **Lodging Sector:** Despite localized declines in some areas, the overall sector saw strong growth with revenue rising 16.6 percent, from \$184 million in FY2024 to nearly \$215 million in FY2025.
- **Restaurant Sector:** Tax revenue remained steady, showing no significant change compared to FY2024.

Total Adjusted SUT Revenue (as defined by the Tourism Promotion Act of 2008) reached \$660 million, reflecting a 4.8 percent year-over-year increase from FY24.

(As required by Senate bill 458 Chapter 181 of the 2008 session of the general assembly, the Comptroller's Office uses the total of adjusted tax codes to report the qualifying tourism tax increment for each fiscal year. This analysis relies on the sales tax industry codes reflecting revenue generated from tourism and tourism-related activities, as determined jointly by the Comptroller's Office and the Department of Business and Economic Development.)



VISITOR VOLUME ESTIMATES

	2019	2020	2021	2022	2023	2024	% CHANGE 2023 VS. 2024
TOTAL	42.1	24.7	35.2	43.5	45.1	45.8	1.6%
BUSINESS	6.5	3.4	4.9	7.7	8.0	8.1	1.3%
LEISURE	35.6	21.3	30.9	35.7	37.1	37.6	1.3%
DAY	22.5	13.2	19.8	25.9	26.8	27.5	2.6%
OVERNIGHT	19.6	11.3	15.3	17.6	18.3	18.3	0.0%

Source: Tourism Economics, Visitor Volume Calendar Year 2024

CALENDAR YEAR 2024 ANALYSIS

SEGMENT	ROOM DEMAND CHANGE	ROOM SUPPLY CHANGE	ROOM REVENUE CHANGE	AVERAGE ROOM RATE	ROOM RATE CHANGE	OCCUPANCY RATE	OCCUPANCY CHANGE	ROOMS SAMPLED
UNITED STATES	0.5%	0.5%	2.2%	\$158.7	1.7%	63.0%	0.0%	4,297,125
D.C.-MD-VA-DE REGION+	1.7%	0.6%	4.4%	\$152.3	2.7%	63.7%	1.1%	325,989
MARYLAND	1.4%	0.2%	2.9%	\$142.1	1.5%	61.8%	1.3%	69,167
MD COUNTIES								
ALLEGANY COUNTY	-5.7%	-0.0%	-6.0%	\$110.0	-0.3%	53.4%	-5.7%	943
ANNE ARUNDEL COUNTY	4.0%	1.5%	5.0%	\$124.3	1.0%	70.4%	2.5%	10,409
BALTIMORE COUNTY	2.2%	-3.7%	2.0%	\$106.3	-0.2%	64.5%	6.1%	5,623
BALTIMORE CITY	2.2%	-1.9%	7.5%	\$182.4	5.2%	58.6%	4.2%	8,120
CALVERT COUNTY	27.9%	30.8%	35.7%	\$136.1	6.1%	54.0%	-2.2%	770
CECIL COUNTY	23.4%	18.8%	27.0%	\$152.1	2.9%	64.9%	3.8%	1,304
CHARLES COUNTY	-3.7%	0.0%	-3.4%	\$109.6	0.4%	62.5%	-3.7%	936
DORCHESTER COUNTY								600
FREDERICK COUNTY	3.1%	0.2%	5.0%	\$104.0	1.9%	60.3%	2.8%	2,854
HARFORD COUNTY	5.1%	-1.5%	6.7%	\$104.9	1.6%	62.5%	6.7%	2,798
HOWARD COUNTY	5.1%	0.6%	7.0%	\$114.6	1.8%	71.9%	4.5%	3,155
MONTGOMERY COUNTY	1.8%	0.9%	4.8%	\$149.2	3.0%	65.8%	0.9%	8,953
PRINCE GEORGE'S COUNTY	-2.0%	-0.9%	-0.8%	\$157.4	1.2%	62.8%	-1.1%	11,042
QUEEN ANNE'S COUNTY	2.0%	0.0%	4.4%	\$204.5	2.4%	53.5%	2.0%	520
ST. MARY'S COUNTY	-0.2%	0.0%	5.2%	\$112.2	5.4%	59.0%	-0.2%	953
TALBOT COUNTY	-1.4%	0.0%	0.2%	\$201.6	1.6%	51.6%	-1.4%	671
WASHINGTON COUNTY	-7.2%	-3.2%	-2.8%	\$113.9	4.8%	57.0%	-4.1%	1,789
WICOMICO COUNTY	-4.6%	-0.7%	-2.7%	\$123.1	2.0%	46.5%	-4.0%	1,350
WORCESTER COUNTY	-2.3%	0.7%	-3.6%	\$191.6	-1.3%	51.3%	-3.0%	4,765
MD REGIONS								
WESTERN MARYLAND+	-7.3%	-3.0%	-5.0%	\$113.6	2.5%	54.2%	-4.4%	2,823
CAPITAL REGION+	0.0%	-0.1%	1.8%	\$148.0	1.8%	63.7%	0.1%	22,849
CENTRAL MARYLAND+	3.6%	-0.6%	5.9%	\$130.6	2.2%	65.7%	4.2%	31,312
SOUTHERN MARYLAND+	2.1%	5.0%	6.2%	\$115.4	4.0%	59.4%	-2.7%	2,659
UPPER EASTERN SHORE+	9.0%	7.1%	8.5%	\$171.4	-0.5%	57.3%	1.8%	3,289
LOWER EASTERN SHORE+	-2.7%	0.5%	-3.6%	\$181.2	-0.8%	50.3%	-3.2%	6,235

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent and Somerset counties. Data for these counties is included in their respective regions.

FISCAL YEAR 2025 DIRECT TOURISM CONSUMPTION TAXES AND MTDB GRANT AWARDS

Across the state, county to county, no matter the region, visitor spending makes a significant impact. The following chart details how tourism supported the tax base in Maryland's 23 counties and Baltimore City, broken out by geographic region and the state's MTDB investment in local marketing plans.

COUNTIES	ADMISSION AND AMUSEMENT TAXES*	ROOM TAXES COLLECTED BY THE COUNTY	COUNTY TOURISM BUDGET FY2025	MD TOURISM DEVELOPMENT BOARD GRANT FY2025
ALLEGANY	\$18,823	\$2,032,947	\$783,000	\$63,521
GARRETT	\$74,176	\$6,770,864	\$1,199,128	\$85,622
WASHINGTON	\$78,574	\$2,773,348	\$1,697,610	\$55,564
WESTERN MARYLAND	\$171,573	\$11,577,159	\$3,679,738	\$204,707
FREDERICK	\$81,538	\$3,044,712	\$2,271,365	\$104,823
MONTGOMERY	\$504,940	\$22,162,522	\$2,437,103	\$113,418
PRINCE GEORGE'S	\$1,093,117	\$38,664,072	\$1,599,400	\$94,635
CAPITAL REGION	\$1,679,595	\$63,871,306	\$6,307,868	\$312,876
ANNE ARUNDEL	\$1,109,998	\$24,852,876	\$6,300,000	\$223,118
BALTIMORE CITY	\$1,931,957	\$29,167,889	\$19,440,460	\$313,643
BALTIMORE COUNTY	\$467,147	\$15,183,057	\$1,788,819	\$36,772
CARROLL	\$99,784	\$344,068	\$478,350	\$34,654
HARFORD	\$76,353	\$3,719,454	\$645,000	\$38,581
HOWARD	\$319,683	\$6,092,886	\$1,493,800	\$69,861
CENTRAL MARYLAND	\$4,004,922	\$79,360,230	\$30,146,429	\$716,629
CALVERT	\$184,168	\$610,503	\$432,943	\$27,972
CHARLES	\$44,187	\$1,225,725	\$1,136,500	\$109,470
ST. MARY'S	\$11,919	\$1,317,160	\$480,312	\$25,418
SOUTHERN MARYLAND	\$240,274	\$3,153,388	\$2,049,755	\$162,860
CAROLINE	\$2	\$49,830	\$400,389	\$20,022
CECIL	\$80,941	\$3,158,070	\$976,430	\$126,018
DORCHESTER	\$8,421	\$1,363,776	\$402,410	\$42,834
KENT	\$12,323	\$426,352	\$341,759	\$27,698
QUEEN ANNE'S	\$40,200	\$1,188,281	\$822,961	\$41,867
SOMERSET	\$3,550	\$81,698	\$354,924	\$28,237
TALBOT	\$18,985	\$2,108,783	\$701,180	\$57,181
WICOMICO	\$53,717	\$1,710,235	\$1,833,448	\$99,997
WORCESTER	\$305,449	\$2,349,535	\$1,179,108	\$173,396
OCEAN CITY		\$25,636,773	\$11,132,000	\$485,679
EASTERN SHORE	\$523,588	\$38,073,333	\$18,144,609	\$1,102,92
STADIUM	\$2,607,728			
OTHER				
TOTAL DIRECT CONSUMER TAXES	\$9,227,680	\$196,035,415	\$60,328,399	\$2,500,000

*MD Comptroller. Due to rounding, some numbers might not sum.



Maryland

DEPARTMENT OF COMMERCE
OFFICE OF TOURISM

Wes Moore ❖ Governor
Aruna Miller ❖ Lt. Governor
Harry Coker, Jr. ❖ Secretary

Maryland Office of Tourism & Film

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