

Maryland

Destination Marketing Organizations

TALBOT COUNTY

The Tourism Promotion Act of 2008 dedicated \$2.5 million for the 23 counties, Baltimore City, and Ocean City, collectively known as Maryland Destination Marketing Organizations (MDMO).

STATE OF MARYLAND

TALBOT COUNTY



150,000+ full-time tourism related jobs in Maryland



Tourism industry statewide - \$18.6 billion



Generated \$2.6 billion in state and local taxes in FY20



2,775+ tourism related jobs in Talbot County



Tourism industry countywide - \$222.9 million



Generated \$30.9 million in state and local taxes in FY20

Tourism Works for Maryland



Tourism Industry

- Visitor spending in Maryland rose for the ninth straight year in 2019 to \$18.6 billion
- Every household would pay \$1,175 more if not for the state and local taxes generated by tourism
- Maryland's Destination Marketing Organizations leverage the State's \$2.5 million investment in tourism marketing with \$13 million in municipal, county, and private partnership funds
- 1 of every 16 jobs in Maryland is sustained by tourism activity



Local Story

Not only does Judy Bixler captain the Oxford-Bellevue Ferry, she also steers the Maryland Tourism Development Board. Judy and her husband Tom sold their car dealership in Canton, New York, and lived aboard their sailboat Outrageous for three years before anchoring in Oxford. In the spring of 2020, they will begin their 19th season as owners of the ferry, proving that "ferry tales can come true." Judy is chairman of the Talbot County Tourism Board and represents transportation on the Maryland Tourism Development Board.



Attractions, Lodging, Shopping, Food & Beverage

- USA Today ranks Easton among the country's 10 best small town cultural scenes and St. Michaels among the 10 best small coastal towns
- St. Michaels is home to the Chesapeake Bay Maritime Museum
- Oxford hosted the 2018 Star Class Sailing World Championship Races
- 2020 marks the 50th anniversary of Easton's Waterfowl Festival
- Talbot County ranks No. 1 per capita in state arts funding