

Maryland

Destination Marketing Organizations

WICOMICO 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



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



3,726+ tourism related jobs in Wicomico County



Tourism industry countywide - \$198.8 million



Generated \$29.9 million in state and local taxes in FY20

WICOMICO COUNTY

Tourism Works for Maryland



Tourism Industry

- Visitor spending in Maryland rose for the tenth 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

Salisbury hosted the National Folk Festival in 2018, 2019 and will again in 2021. The National Council for Traditional Arts' 3-day, free event has celebrated the variety of culture since 1934 in cities across America. Through the Maryland Tourism Development Board's PSCAPP Grant, Wicomico County partnered with Ocean City and Worcester County to provide out of market advertising. Resulting crowds surpassed 160,000 as visitors stayed, dined local, and shopped small. Roadie Joe's Restaurant noted that, "Folk Festival 2019 will go down as our busiest weekend in history."



Attractions, Lodging, Shopping, Food & Beverage

- Salisbury, the Eastern Shore's largest municipality was recently listed by U.S. News & World Report as one of its Best Places to Live, Best Places to Retire, and Fastest Growing Places.
- The World's largest collection of decoys is held at the Ward Museum of Wildfowl Art.
- The Mid-Atlantic Amateur Sports Alliance (MAASA) hosts the United States Specialty Sports Association's (USSSA) Eastern Nationals. The largest girls' youth softball tournament in the country brings upwards of 360 teams over the course of three weeks from 14+ different States.