

# Maryland

## Destination Marketing Organizations

# OCEAN CITY

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

### OCEAN CITY



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



12,512+ tourism related jobs in Ocean City



Tourism industry citywide - \$1.74 billion



Generated \$227 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

Ocean City's beautiful beach and classic wooden boardwalk welcome millions of visitors every year. Visitors come back time and time again for that special boardwalk experience. Trimper's Amusement Park is one of those places on the boardwalk that people yearn for when visiting Ocean City. If they haven't ridden the roller coaster or laughed at themselves in front of their distorted mirrors, they may have either seen or ridden their Carousel which is classified as one of the oldest operating carousels in the nation. Trimper's Amusement Park has also remained in the same family for over 100 years!



### Attractions, Lodging, Shopping, Food & Beverage

- Ocean City was named in the "Top 25 Kid-Friendly Beach Getaways" by TripAdvisor in 2019.
- Ocean City is home to the White Marlin Open fishing tournament. The 2019 tournament drew 404 boats, over 3,500 contestants, and paid out \$6.1 million dollars in prize money.
- 2019 marked the 45th Anniversary of Ocean City's Sunfest and Spring 2020 will welcome the 35th Anniversary of Springfest. Both festivals include fun-filled days of arts and crafts, delicious food, hayrides, activities and musical entertainment.

**MARYLAND**

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