

Maryland

Destination Marketing Organizations

KENT 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

KENT 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



712+ tourism related jobs in Kent County



Tourism industry countywide - \$63 million



Generated \$9.07 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

For over 300 years, Kent County has graciously hosted visitors. From George Washington to Washington College students and their parents. From British schooners to power and sail boaters alike, the waters surrounding this bucolic peninsula have welcomed the ablest of captains. The past and the present attract visitors for the food, the Rivers, the Bay, the arts, history, and old-fashion shopping, but they find so much more. In fact, visitation to Kent County has surged over the past eighteen years, strengthening yearly visitor spending from \$27 million to \$63 million.



Attractions, Lodging, Shopping, Food & Beverage

- Visitors are drawn to the waters of Kent County and its easy access to the Chesapeake Bay for sailing, cruising, paddling, fishing, and relaxing by the shore's edge.
- Kent County is a mecca for artists and art enthusiasts. Chestertown is an Arts & Entertainment District.
- Dating back more than 300 years, history buffs will find sites and attractions around every corner.
- With more than 60% of agriculture land, Kent County boasts an award winning farmers and artisan market, six Maryland Century farms, wineries, a distillery, farm fresh foods found in local restaurants, and exceptional hunting experiences.