

# Maryland

## Destination Marketing Organizations

# BALTIMORE 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

### BALTIMORE 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



27,527+ tourism related jobs in Baltimore City



Tourism industry citywide - \$2.3 billion



Generated \$366.4 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

Visit Baltimore will host the 2021-23 Central Intercollegiate Athletic Association (CIAA®) Men's and Women's Basketball Tournaments. The CIAA is the nation's first African American athletic conference and the annual basketball tournament is one of the most highly attended basketball tournaments among all NCAA divisions. The tournament has the potential to drive \$50 million in total local economic impact, and bring 150,000 people to the city for games, shows, forums and more.



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

- The Baltimore Museum of Art, Walters Art Gallery, and American Visionary Art Museum – feature works ranging from the largest public Matisse collection to medieval suits of armor to an extraordinary collection of outsider art.
- The National Aquarium in Baltimore's Inner Harbor is consistently ranked as one of the top three in the nation, with over 1.3 million visitors every year.
- Repurposed industrial mills and warehouses now house exciting new restaurants, markets, breweries, and distilleries.