

Maryland

Destination Marketing Organizations

ST. MARY'S 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



2,429+ tourism related jobs in St. Mary's County



Tourism industry countywide - \$177 million



Generated \$26.6 million in state and local taxes in FY20

ST. MARY'S COUNTY

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 the first time in its 20-year run, the Potomac Jazz & Seafood Festival expanded its offerings from a 1-day Saturday event into a 3-day weekend affair, thanks to a partnership between Visit St. Mary's, the St. Clement's Island Museum, and the Town of Leonardtown. This new program saw hotel occupancy flourish during the event, with year-over-year occupancy for Thursday, Friday, and Saturday averaging nearly a 20% increase. Visit St. Mary's partnered with several hotels to sell numerous 2-night packages that included festival tickets, a Jazz brunch, and commemorative memorabilia.



Attractions, Lodging, Shopping, Food & Beverage

- The Swanendele Inn named as one of the Top 13 Great Luxury Hotels in Northeast USA for 2020, with beautifully appointed rooms, delicious homemade meals, and gorgeous waterfront views.
- Saying "I do" to St. Mary's County with increases in destination weddings to the county's rustic farm venues, offering unparalleled views and natural beauty.
- Adventure in the great outdoors is on the rise with new Seaplane tours of St. Mary's County, 500-miles of shoreline for unmatched fishing, boating, kayaking, and so much more.