

Maryland

Destination Marketing Organizations

CAROLINE 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

CAROLINE 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



476+ tourism related jobs in Caroline County



Tourism industry countywide - \$16.3 million



Generated \$2.8 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

In 2018, Caroline County welcomed some 180,000 campers to Martinak and Tuckahoe State Parks and Holiday Park Campground. Additionally, 7,000 people attended the 30th Summerfest in Denton, while another 5,000 visitors went to the Old Time Threshermen's Show outside of Federalsburg. On average, the Ridgely Car Show attracts about 10,000 people on a single day. The Tour the Shore Road Rally averages 50 participants who each paid \$50 to make the drive, and the show itself raises \$25,000+ for charity.



Attractions, Lodging, Shopping, Food & Beverage

- Harriet Tubman Underground Railroad Byway and Historic Sites
- Outstanding Dreams Alpaca Farm
- Turnbridge Point Inn and Bakery
- Various Choptank River outfitters and River Run Cruises
- Historic Downtown Denton's Shops, Restaurants, and Galleries
- Fabric Arts Center of the Eastern Shore and Chesapeake Culinary Center with Shore Gourmet Market