

Maryland

Destination Marketing Organizations

CHARLES 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

CHARLES 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



2,990+ tourism related jobs in Charles County



Tourism industry countywide - \$190.1 million



Generated \$28.4 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

"Mallows Bay is a unique place where we can immerse ourselves in our natural and cultural heritage by getting up close to history," said Kim DeMarr, owner of Atlantic Kayak Company. "As someone who takes people out on the water every day, the national recognition and attention that comes from having a national marine sanctuary creates new opportunities to connect our community and visitors alike to the Chesapeake Bay watershed through fun, educational experiences while growing our outdoor recreation economy."



Attractions, Lodging, Shopping, Food & Beverage

- Home to the 1st NOAA National Marine Sanctuary designated in nearly 20 years. Mallows Bay is an 18-mile stretch of the partially submerged remains of more than 100 wooden steamships built in response to threats from World War I-era German U-boats.
- 2019 host to 400 collegiate anglers for the YETI FLW College Fishing National Championship.
- The Charles, an iconic restaurant in the heart of La Plata, honored as Maryland's 2019 Favorite New Restaurant by the Maryland Restaurant Association.

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