

Maryland

Destination Marketing Organizations

CECIL 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

CECIL 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



2,426+ tourism related jobs in Cecil County



Tourism industry countywide - \$190.6 million



Generated \$28.2 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 - From Farm to 5 Star!

In the 1920s, William DuPont Jr purchased land in Fair Hill to create a nature preserve, cattle ranch, and weekend get-away with foxhunting and steeplechase racing. After his death, Maryland purchased 5,600 acres from his estate as a State Park, offering 80 miles of trails and numerous annual events. In 2020, the MD Stadium Auth. joins forces with DNR to host a premier equestrian "eventing" competition, of which there are only 7 worldwide. The MD 5 Star at Fair Hill will offer the thrill of competition, family fun, and beauty of the countryside.



Attractions, Lodging, Shopping, Food & Beverage

- Cecil Co. has over 200 miles of shoreline with 5 rivers, the C&D Canal & Chesapeake Bay
- Great Wolf Lodge breaks ground in 2020 for its Cecil Co. resort
- Award winning eateries - The Wellwood Restaurant named by USA Today Reader's Poll as MD's Best Crabs; Steak & Main voted #1 steakhouse in MD by Taste of Home/MSN and #1 Steak in America by Cooking Channel; and more!
- Exclusive equestrian event comes to Cecil in 2020 - Maryland 5 Star at Fair Hill