

# Maryland

## Destination Marketing Organizations

## WASHINGTON 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

### WASHINGTON 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



5,252+ tourism related jobs in Washington County



Tourism industry countywide - \$269.3 million



Generated \$43.2 million in state and local taxes in FY20

## Tourism Works for Maryland



### Tourism Industry

- Visitor spending in Maryland rose for the tenth 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

Recently, Hagerstown-Washington County welcomed 566 Athletes from 40 States for the USA Cycling National Championships. Bowman Hospitality opened its fourth hotel - Home2 Suites by Hilton. The Maryland Theatre opened its doors to a beautiful new 30,000 square foot expansion. The C&O Canal National Historical Park launched Canal Boats across the restored aqueduct and broke ground on a new Headquarters scheduled to open in 2021. Visit Hagerstown and the C&O Canal Association were selected host the 2021 World Canal Conference.



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

- Home to Antietam National Battlefield, Washington County Museum of Fine Arts, the Appalachian Trail, and the C&O Canal.
- Float or paddle the Antietam Creek and the Potomac River.
- Explore three Scenic Byways, Antietam Campaign, Historic National Road, and the C&O Canal. Relax at wineries on the Antietam Highland Wine Trail.
- Visit Hagerstown City Park and its Cultural Trail.