

Maryland

Destination Marketing Organizations

ANNE ARUNDEL 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

ANNE ARUNDEL 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



31,463+ tourism related jobs in Anne Arundel County



Tourism industry countywide - \$4.05 billion



Generated \$509.9 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 - Schooner Woodwind

In 1992, public boat cruises in Maryland's capital city could accommodate only up to six individuals. So, the Kaye family commissioned the Scarano Boat Yard in Albany, New York to build a 74 ft., 48-passenger wooden schooner. The Woodwind began providing two-hour public cruises in June 1993. To accommodate growing demand, the Kayes introduced the Woodwind II in 1998. Captain Jennifer Kaye began to helm the family's thriving business that provides up to four public cruises daily in season as well as a host of team-building and charter opportunities - from the dock of the Annapolis Waterfront Hotel.



Attractions, Lodging, Shopping, Food & Beverage

- Annapolis is the host city for the annual U.S. Military Bowl presented by Northrop Grumman.
- Southern Living ranked Annapolis among the South's prettiest cities in 2018.
- Annapolis is home to the U.S. Sailboat and U.S. Powerboat Shows.
- Forbes Traveler has called Annapolis "perhaps the East's most romantic town."
- National Geographic Adventure named Annapolis one of the top waterfront destinations in the country.
- Annapolis is home to the U.S. Naval Academy.