

Maryland

Destination Marketing Organizations

HOWARD 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



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



11,192+ tourism related jobs in Howard County



Tourism industry countywide - \$667.7 million



Generated \$105.1 million in state and local taxes in FY20

HOWARD COUNTY

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

Martha Clark expanded her 222-year-old family farm to become a staple tourist attraction. When remnants of The Enchanted Forest, a 1950s theme park, were in need of a new home, Martha jumped on the opportunity to relocate the historic items. The Enchanted Forest lives on at Clark's Elioak Farm and will continue to serve as an educational and inspirational experience for all who come to see it. Martha's vision for a place to experience farm life and explore has become one of the most successful agritourism sites in Maryland.



Attractions, Lodging, Shopping, Food & Beverage

- Ellicott City's historic district is home to the B&O's Ellicott City Station, the oldest surviving railroad station in America and the original terminus of the first 13 miles of commercial railroad in the country.
- Jimi Hendrix, Janis Joplin, the Grateful Dead and many more played here! Merriweather Post Pavilion is one of the world's most famous amphitheaters.
- Busboys and Poets will open its largest location outside of D.C. in the new Merriweather District in 2021.
- Howard County has six regional parks, seven golf courses, five lakes, and over 200 miles of walking, hiking and biking trails.