

Maryland

Destination Marketing Organizations

MONTGOMERY 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

MONTGOMERY 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



29,626+ tourism related jobs in Montgomery County



Tourism industry countywide - \$1.9 billion



Generated \$330.8 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

Trish Schechtman is the resident "haymaker" for Tusculum Farm. The 500-acre property includes a luxury bed & breakfast and events venue. Located on a 93,000-acre Agricultural Reserve, Tusculum Farm is considered an anchor tourism attraction and accommodation with breathtaking views of rural Montgomery County. Trish and her husband, Farmer Joel, work tirelessly to create world-class experiences both on the farm and throughout the surrounding area. They focus on local sourcing and work closely with area businesses and Visit Montgomery to package unforgettable experiences for their guests.



Attractions, Lodging, Shopping, Food & Beverage

- Glenstone is a modern and contemporary art museum on 300-acres in Potomac, Maryland.
- Montgomery County is home to the C&O Canal National Historical Park, Great Falls Tavern Visitors Center, Billy Goat Trail, and Clara Barton House.
- One third of Montgomery County - 93,000 acres - is dedicated to agricultural use and offers a wide-range of agritourism experiences including breweries, wineries and pick-your-own farms.
- Top venues include Strathmore, Olney Theatre Center, The Fillmore, and Round House Theatre.