

Maryland

Destination Marketing Organizations

DORCHESTER 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

DORCHESTER 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



2,262+ tourism related jobs in Dorchester County



Tourism industry countywide - \$173.5 million



Generated \$21.9 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

Layton's Chance Vineyard and Winery was named Maryland's first certified craft winery in 2020, which also marked the 10th anniversary for this family-owned business. The Laytons had been farming since 1948 when they decided to grow grapes. Today, the vineyard and winery in Vienna is a destination that visitors and locals flock to for a down-to-earth, family-friendly experience, whether tasting one of their more than 20 "unpretentious" wines, listening to live music, or taking a tour. Some of the wines, such as Alison's Wonderful Watermelon Wine, incorporate local produce.



Attractions, Lodging, Shopping, Food & Beverage

- Sunnyside Shop has been selling "goods for the conscience" to tourists and locals for 16 years. Despite a two-month closure, the shop is on track to have one of its best sales years.
- Providing a much-welcomed outlet for children, Cabin Fever Play Centre expanded in 2020, adding an arcade for all ages, food concession, and shop.
- Mandala Pies opened a bakery early in the pandemic, and now their sweet and savory pies bring pie enthusiasts from near and far to the tiny town of Vienna.