

Maryland Tourism Monitor

A monthly report of Maryland travel and tourism trends as monitored by the Office of Tourism Development
Data as of December 31, 2009

Web Marketing Results

November's web site visitation was up 18 percent compared to November 2008. More than 9,200 visits to *VisitMaryland.org* in November can be attributed to OTD's internet advertising and more than 1,000 requests for travel kits were received via the web site.

	Nov FY 10	Nov FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Unique Web Users	86,726	73,464	18.1	776,425	493,063	57.5
Web Advertising Responses/ Clicks	9,252	10,628	(13)	142,496	99,595	43.1
Web Site Travel Kit Requests	1,010	1,183	(14.6)	10,570	11,901	(11.2)
Online Advertising Budget				\$148,249	\$168,703	(12.1)

E-newsletters

Consumer – More than 37,500 prospective visitors received the e-newsletter in November, the same level of subscriptions OTD had in the previous month.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 7,700 subscribers in November – nearly three times the number of subscribers last November.

Requests for Travel Information

OTD also receives requests for travel kits in response to print, radio, and TV advertising. This November responses to print advertising rose more than three and a half times compared to last November. OTD's print advertising budget this year reflects nearly \$80,000 from the Federal Highway Administration for the cooperative Historic National Road campaign. OTD also continued its annual "Maryland Minute" radio sponsorship in FY10, which drives prospective visitors to the *VisitMaryland.org* web site for more information.

ADVERTISING GENERATED REQUESTS

	Nov FY 10	Nov FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Total Print Requests	8,088	2,190	269.3	28,100	17,614	59.5
Consumer Label Requests	7,915	2,128	271.9	26,383	16,782	57.2
Print Advertising Requests	173	62	179.0	1,717	832	106.4
Total Print Budget				\$139,666	\$143,842	(2.9)
Broadcast (TV/Radio) Requests	113	75	50.7	1,172	1,213	(3.4)
Broadcast Budget				\$66,790	\$299,901	(77.7)

Welcome Centers

This November, 74,389 travelers visited Maryland Welcome Center locations. The seven operating Welcome Centers served 3.4 percent more visitors compared to last November.

Lodging

According to the latest data from Smith Travel Research, Inc., Maryland lodging continued to outperform the country. The number of rooms sold through November grew 0.8 percent this year, compared to a 6.2 percent loss of demand across the country – a 7 point advantage for Maryland. Revenues are down 4.4 percent for the year to date in Maryland compared to the national revenue loss of 14.7 percent – a 10 point advantage for Maryland. In November demand increased 3.1 percent in Maryland compared to last November (outperforming the nation's 1.3 percent decline), while revenue was down 5.1 percent (compared to the 9.5 percent decline across the U.S.).

Amtrak

In November the Amtrak train system in Maryland recorded 76,300 non-commuter arrivals, a decline of 1.9 percent compared to last November.

Airports

In November BWI served 833,311 domestic passenger arrivals, up 12.6 percent compared to last November. The airport served 18,501 international arrivals, up 9 percent from last November. Total arrivals increased by 12.5 percent compared to last November.

Leisure and Hospitality Employment

November's preliminary employment estimates from the U.S. Bureau of Labor Statistics indicate a net decline of 1,300 jobs (or less than one percent) in Maryland's leisure and hospitality sector compared to November FY 2009. The number of arts, entertainment, and recreation

jobs declined by 3.5 percent; accommodations jobs grew by 0.9 percent; and food services sub-sector declined by 0.2 percent. On a national level, the leisure and hospitality industry saw a 1.6 percent loss in net jobs. Arts, entertainment and recreation jobs dropped 2.2 percent; accommodations jobs dropped 6.2 percent; and food services dropped 0.6 percent.

	Maryland Jobs			U.S. Jobs		
	November FY 10	November FY 09	% Change	November FY 10	November FY 09	% Change
Total Leisure and Hospitality	224,000	225,300	(0.6)	12,881,700	13,087,400	(1.6)
Arts, Entertainment, Recreation	32,900	34,100	(3.5)	1,761,300	1,800,900	(2.2)
Accommodation	23,100	22,900	0.9	1,652,800	1,761,800	(6.2)
Food Services	168,000	168,300	(0.2)	9,467,600	9,524,700	(0.6)

Tourism Sales Taxes

September sales and use tax data was published in the previous edition of OTD's *Tourism Monitor*. October sales and use tax data is expected to be available in the next issue of the *Tourism Monitor*.