

# Maryland Tourism Monitor

A monthly report of Maryland travel and tourism trends as monitored by the Office of Tourism Development  
Data as of July 31, 2010

## Web Marketing Results

June's web site visitation was up 17 percent compared to June 2009. Success throughout the year brings the fiscal year total to nearly 1.8 million unique web users – an increase of 19 percent over the previous year. Nearly 149,000 of the visits to *VisitMaryland.org* in June can be attributed to OTD's internet advertising and more than 5,400 requests for travel kits were received via the web site.

	June FY 10	June FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Unique Web Users	291,716	249,798	16.8	1,774,423	1,493,041	18.9
Web Advertising Responses/ Clicks	148,709	112,611	32.1	431,625	403,612	6.9
Web Site Travel Kit Requests	5,482	4,990	9.9	33,062	36,191	(8.6)
Online Advertising Budget to date				\$493,229	\$487,571	1.2

## E-newsletters

Consumer – Nearly 39,000 prospective visitors received the e-newsletter in June. Subscribers have increased 47 percent compared to June 2009.

Industry – The Division of Tourism, Film, and the Arts sent the Insights industry newsletter to more than 8,000 subscribers in June – 5 percent more than June 2009.

## Requests for Travel Information

OTD also receives requests for travel kits in response to print, radio, and TV advertising. This year responses to print advertising have garnered 6 percent more responses than last year at this time and broadcast requests have declined less than 1 percent, with a budget 9 percent lower for print advertising and 31 percent lower for broadcast advertising. OTD's advertising expenditures this year reflect more than \$128,000 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

	June FY 10	June FY 09	% Change	FY 10 YTD	FY 09 YTD	% Change
Total Print Requests	3,138	9,080	(65.4)	58,249	55,137	5.6
Consumer Label Requests	2,944	8,612	(65.8)	54,133	51,481	5.2
Print Advertising Requests	194	468	(58.6)	4,116	3,656	12.6
Total Print Budget				\$491,721	\$540,259	(9)
Broadcast (TV/Radio) Requests	203	282	(28)	2,608	2,613	(0.2)
Broadcast Budget				\$430,071	\$618,375	(30.5)

## Welcome Centers

This June, more than 37,000 travelers visited Maryland Welcome Center locations. The four operating Welcome Centers served 41 percent fewer visitors compared to last June and 23 percent fewer visitors during the fiscal year. Due to budget constraints, Welcome Center hours and days of operation were cut back in December 2009 to 8:30 am to 4:30 pm, Thursday through Sunday.

## Lodging

According to the latest data from Smith Travel Research, Inc., Maryland's lodging industry saw more demand for hotel rooms and revenue growth in June, compared to June 2009. The number of rooms sold in June grew 10.6 percent, compared to a national growth in demand of 9.2 percent. Calendar year to date, room demand grew 8.7 percent in Maryland and 7 percent across the country – a 1 and a half point advantage for Maryland. In June, revenues were up 10.7 percent in Maryland compared to the national revenue growth of 10.3 percent. Calendar year to date, revenues are up 4.3 percent in Maryland, compared to a 4.9 percent growth across the U.S.

## Amtrak

In June, the Amtrak train system in Maryland recorded 76,400 non-commuter arrivals, 6 percent more travelers compared to last June. Amtrak non-commuter arrivals were up 1 percent during this fiscal year compared to last year.

## Airports

In June, BWI served 1,008,995 domestic passenger arrivals, up 9 percent compared to last June. The airport served 25,126 international arrivals, up 18 percent from last June. The number of total arrivals grew by 9 percent compared to last June. BWI arrivals for the fiscal year are up 6 percent.

## Leisure and Hospitality Employment

In June, Maryland's leisure and hospitality sector continued to gain jobs for the fourth month in a row compared to the previous year, with growth in all subsectors in June. The number of arts, entertainment, and recreation jobs grew by 4 percent; accommodations jobs grew by 4 percent; and the food services sub-sector added 7 percent more jobs.

On a national level, the number of jobs in the leisure and hospitality sector remained steady. Arts, entertainment and recreation jobs grew by 2 percent; accommodations jobs grew by 0.1 percent; and the number of food services jobs was reduced by 0.1 percent.

	Maryland Jobs			U.S. Jobs		
	June FY 10	June FY 09	% Change	June FY 10	June FY 09	% Change
<b>Total Leisure and Hospitality</b>	<b>265,500</b>	<b>249,300</b>	<b>6.5</b>	<b>13,703,200</b>	<b>13,674,900</b>	<b>0.2</b>
Arts, Entertainment, Recreation	45,100	43,200	4.4	2,174,200	2,139,900	1.6
Accommodations	26,100	25,200	3.6	1,837,300	1,836,300	0.1
Food Services	194,300	180,900	7.4	9,691,700	9,698,700	(0.1)

## Tourism Sales Taxes

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