

# Maryland Tourism Monitor

A monthly report of Maryland travel and tourism trends as monitored by the Office of Tourism Development  
Data as of September 30, 2011

## Web Marketing Results

August's web site visitation was up 13 percent compared to last August, according to Google Analytics. More than 22,400 of the visits to *VisitMaryland.org* in August can be attributed to OTD's internet advertising and more than 1,400 requests for travel kits were received via the web site. The year's online advertising budget was 114 percent greater than last year's budget.

	August FY 2012	August FY 2011	% Change	FY 2012	FY 2011	% Change
Unique Web Users	115,658	102,812	12.5	270,746	252,225	7.3
Web Advertising Responses/Clicks	22,434	7,205	211.4	63,889	31,304	104.1
Web Site Travel Kit Requests	1,490	2,071	(28.1)	2,629	5,920	(55.6)
Online Advertising Budget to date				\$29,565	\$13,790	114.4

\*OTD began to track web stats via Google Analytics in FY 2012.

## E-newsletters

Consumer – More than 69,000 prospective visitors received the e-newsletter in August. The number of subscribers grew 81.8 percent compared to last August.

Industry – The Division of Tourism, Film, and the Arts sent the *Insights* industry newsletter to more than 9,000 subscribers in August – 8.5 percent more than last August.

## Requests for Travel Information

OTD also receives requests for travel kits in response to print, radio, and TV advertising. This year, OTD's print advertising budget was up 74 percent compared to the previous year; responses reflected 83 percent more requests. Broadcast requests were up 68 percent, with a year-to-budget that was 45 percent lower than last year's. OTD continued its annual "Maryland Minute" radio sponsorship in FY 2012. These spots drive prospective visitors to the *VisitMaryland.org* web site for travel information.

## ADVERTISING GENERATED REQUESTS

	August FY 2012	August FY 2011	% Change	FY 2012	FY 2011	% Change
Consumer Label Requests	2,672	1,118	139	5,692	3,202	77.8
Print Advertising Requests	531	228	132.9	906	414	118.8
Total Print	3,203	1,346	138	6,598	3,616	82.5
Total Print Budget				\$21,165	\$12,193	73.6
Broadcast (TV/Radio) Requests	672	323	108	1,042	620	68.1
Broadcast Budget				\$15,568	\$28,343	(45.1)

## Welcome Centers

This August, 27,690 travelers visited Maryland Welcome Center locations – two OTD-operated Welcome Centers at South Mountain, on either side of I-70, in addition to the two OTD-operated centers located on Interstate 95 south of Baltimore. South Mountain Welcome Centers are open Thursday through Sunday, 8:30 am to 4:30 pm, through the end of October. The I-95 Welcome Centers are open Wednesday through Sunday, 8:30 am to 4:30 pm, through the end of October.

## Lodging

According to the latest data from Smith Travel Research, Inc., Maryland's lodging industry saw more demand for hotel rooms and revenue growth this August, compared to last August. The number of rooms sold in August grew 1.1 percent compared to a national growth in demand of 4.4 percent. In August, revenue from hotel rooms across the state was up 0.3 percent in Maryland, compared to a national hotel revenue growth of 7.9 percent.

## Amtrak

In August, the Amtrak train system in Maryland recorded 64,500 non-commuter arrivals – 0.1 percent fewer travelers than last August.

## Airports

In August, BWI served 1,004,890 domestic passenger arrivals and 31,395 international arrivals. Total arrivals declined by 2.5 percent compared to last August. Hurricane Irene had a negative effect on passenger counts for the month due to multiple cancellations while the storm was impacting the area.

## Leisure and Hospitality Employment

Maryland's leisure and hospitality sector employment contracted by 1.3 percent compared to last August, according to preliminary employment estimates from the U.S. Bureau of Labor Statistics. The number of arts, entertainment, and recreation jobs grew by 5 percent, the number of accommodations jobs declined by 2 percent and food services jobs declined by 3 percent – for a net loss

of 3,300 jobs. On a national level, the number of jobs in the leisure and hospitality sector grew slightly. The number of arts, entertainment, and recreation sector jobs declined by 1 percent, accommodations added 2 percent and food services added 1 percent more jobs.

	Maryland Jobs			U.S. Jobs		
	August FY 2012	August FY 2011	% Change	August FY 2012	August FY 2011	% Change
<b>Total Leisure and Hospitality</b>	<b>245,400</b>	<b>248,700</b>	<b>(1.3)</b>	<b>13,862,000</b>	<b>13,673,000</b>	<b>1.4</b>
Arts, Entertainment, Recreation	45,500	43,200	5.3	2,160,300	2,184,500	(1.1)
Accommodations	25,300	25,900	(2.3)	1,953,500	1,916,800	1.9
Food Services	174,600	179,600	(2.8)	9,748,600	9,620,700	1.3

## Tourism Sales Taxes

Sales and use tax for the first two months of FY 2012 is expected to be available in the next issue of the *Tourism Monitor*.