

# 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, 2009

## Web Marketing Results

June's web site visitation was up 122 percent compared to last June. Web site visitation for this year grew 26 percent even though OTD's 2009 online advertising budget was 9 percent lower than FY 2008. More than 110,000 visits to VisitMaryland.org in June can be attributed to OTD's internet advertising and nearly 5,000 requests for travel kits were received via the web site.

	June FY 09	June FY 08	% Change	FY 09	FY 08	% Change
Unique Web Users	249,798	112,519	122.0	1,493,041	1,181,989	26.3
Web Advertising Responses/ Clicks	112,611	20,952	437.5	403,612	218,526	84.7
Web Site Requests for Information	4,990	6,155	(18.9)	36,191	40,405	(10.4)
Online Advertising Budget	-	-	-	\$487,571	\$445,931	(9.4)

## E-newsletters

Consumer - More than 26,000 prospective visitors received the e-newsletter in June, a 4 percent growth over the previous month as OTD staff members continue efforts to increase this number.

Industry – The Division of Tourism, Film, and the Arts sent the industry newsletter to more than 7,800 subscribers in June – more than 4 times the number of subscribers last year at this time.

## Requests for Travel Information

OTD receives requests for travel kits in response to print, radio, and TV advertising. In FY 2009, responses to print advertising were down 11 percent; comparably, the print advertising budget has been reduced by more than one-third, or 36 percent. The broadcast advertising budget was reduced by more than half, or 57 percent, correlating to inquiries also being down 59 percent. All advertising drives prospective visitors to the VisitMaryland.org web site for more information.

## ADVERTISING GENERATED REQUESTS

	June FY 09	June FY 08	% Change	FY 09	FY 08	% Change
Total Print	9,080	5,960	52.4	55,137	61,818	(10.8)
Consumer Label Requests	8,612	5,505	56.4	51,481	56,282	(8.5)
Print Advertising Requests	468	455	2.9	3,656	5,536	(34.0)
Total Print Budget	-	-	-	\$540,259	\$846,030	(36.1)
Broadcast (TV/Radio) Requests	282	959	(70.6)	2,613	6,366	(59.0)
Broadcast Budget	-	-	-	\$618,375	\$1,449,898	(57.4)

## Welcome Centers

About 1.5 million travelers visited Maryland Welcome Centers in FY 2009. Welcome Centers that operated on the same capacity in FYs 2009 and 2008 experienced a 0.3 percent decline in visitation.

## Lodging

According to the latest data from Smith Travel Research, Inc., Maryland lodging outperformed the country for the first six months of 2009. The number of rooms sold through June grew 0.4 percent this year, compared to an 8.0 percent loss of demand across the country – an 8 point advantage for Maryland. Revenues are down 2.8 percent for the year to date in Maryland compared to the revenue loss of 16.1 percent for the country – a 13 point advantage for Maryland. In June, demand remained steady with an increase of 0.8 percent in Maryland compared to last June (outperforming the nation's 6.8 percent decline), while revenue was down 6.2 percent (compared to the 16.0 percent decline across the U.S.).

## Amtrak

In June the Amtrak train system in Maryland recorded 72,200 non-commuter arrivals, a decline of 8 percent from last June. Ridership during FY 2009 lagged 5 percent compared to FY 2008.

## Airports

In June BWI served 928,364 domestic passenger arrivals, up 1 percent compared to last June for the first increase in domestic traveler arrivals since May 2008. The airport served 21,353 international arrivals, down 9 percent from last June.

## Leisure and Hospitality Employment

June's preliminary employment estimates from the U.S. Bureau of Labor Statistics indicate a net drop of 2,200 jobs, or 0.9 percent, in Maryland's leisure and hospitality sector between June 2008 and June 2009. The greatest decline, 3.4 percent, occurred in the state's arts, entertainment and recreation sub-sector. Maryland's accommodations and food services sub-sector showed a less than 1 percent dip in number of jobs. On a national level, the leisure and hospitality industry had a 2.3 percent loss in net jobs. Arts, entertainment and recreation jobs dropped 4.6 percent; accommodations jobs dropped 7.8 percent; and jobs in food services dropped 0.8 percent.

	Maryland Jobs (thousands)			U.S. Jobs (thousands)		
	June 2009	June 2008	% Change	June 2009	June 2008	% Change
<b>Total Leisure and Hospitality</b>	<b>252.1</b>	<b>254.3</b>	<b>(0.9)</b>	<b>13,740</b>	<b>14,069</b>	<b>(2.3)</b>
Arts, Entertainment, Recreation	42.4	43.9	(3.4)	2,124.9	2,227.5	(4.6)
Accommodation	26.7	26.9	(0.7)	1,803.5	1,955.3	(7.8)
Food Services	183	183	(0.3)	9,811.1	9,886.6	(0.8)

## Tourism Sales Taxes

Preliminary sales and use tax data is now available for fiscal year 2009. According to the Maryland Comptroller's monthly tax collection reports, tourism-related codes performed more than twice as well as total sales tax collections last fiscal year, with an 8.1 percent growth compared to a 3.1 percent

growth respectively. Using the Comptroller's assumption that consumer spending patterns slightly decreased after January 2008 due to the sales tax increase, OTD estimates that equivalent sales in all tourism-related categories have dropped 0.7 percent and the SB 458 tourism tax increment still lags 2.3 percent behind last year's collections.

### TOTAL SALES TAX REVENUES IN TOURISM-RELATED CATEGORIES

Tax Category	FY 2009		FY 2008		Actual % Tax Revenue Change	Est. % Total Sales Change
	Total Receipts (\$)	5% Spending Equivalent (\$)	Total Receipts (\$)	5% Spending Equivalent (\$)		
111 Hotels, Motels Selling Food W/BWL*	37,837,572	31,828,910	33,377,430	30,657,798	13.4	3.8
901 Hotels, Motels, Apartments, Cottages	83,122,033	69,922,133	76,767,436	70,451,320	8.3	(0.8)
108 Restaurants, Lunchrooms, Delis WO/BWL*	286,780,117	241,239,016	261,965,661	239,417,664	9.5	0.8
112 Restaurants and Nite Clubs - W/BWL*	198,132,065	166,668,404	185,016,971	169,280,891	7.1	(1.5)
306 General Merchandise	124,894,859	105,061,373	110,941,610	101,913,569	12.6	3.1
407 Automobile, Bus and Truck Rentals	59,540,440	50,085,333	63,614,761	58,693,963	(6.4)	(14.7)
706 Airlines - Commercial	220,923	185,842	225,175	200,794	(1.9)	(7.4)
925 Recreation and Amusement Places	7,592,584	6,386,871	6,179,282	5,699,716	22.9	12.1
<b>Total – Tourism Tax Categories</b>	<b>798,120,593</b>	<b>671,377,882</b>	<b>738,088,325</b>	<b>676,315,715</b>	<b>8.1</b>	<b>(0.7)</b>
<b>Total – All Sales Tax Categories</b>	<b>3,857,926,209</b>	<b>3,245,281,893</b>	<b>3,743,577,784</b>	<b>3,433,869,737</b>	<b>3.1</b>	<b>(5.5)</b>

### TOURISM TAX REVENUES & CATEGORY GROWTH BASED ON 5% ADJUSTMENTS

Tax Category	Tax Factor	FY 2009 (\$)	FY 2008 (\$)	% Change
111 Hotels, Motels Selling Food - W/BWL*	100%	31,828,910	30,657,798	3.8
901 Hotels, Motels, Apartments, Cottages	100%	69,922,133	70,451,320	(0.8)
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL*	33%	80,413,005	79,805,888	0.8
112 Restaurants and Nite Clubs - W/BWL*	33%	55,556,135	56,426,964	(1.5)
306 General Merchandise	5%	5,253,069	5,095,678	3.1
407 Automobile, Bus and Truck Rentals	90%	45,076,800	52,824,567	(14.7)
706 Airlines - Commercial	50%	92,921	100,397	(7.4)
925 Recreation and Amusement Places	50%	3,193,436	2,849,858	12.1
<b>Total</b>	<b>-</b>	<b>291,336,409</b>	<b>298,212,470</b>	<b>(2.3)</b>

\*W/BWL - includes establishments with beer, wine and liquor sales; WO/BWL - includes establishments without beer, wine and liquor sales.