

Maryland

Destination Marketing Organizations

WORCESTER 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

WORCESTER 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



10,929 tourism related jobs in Worcester County



Tourism industry countywide - \$1.9 billion



Generated \$238.4 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

The Maryland Coastal Bays watershed supports significant ecological communities and is the economic engine that drives the large tourist water-based economy in Worcester County. In 1995, the Governor successfully petitioned Congress to designate the Maryland Coastal Bays as one of just 28 embayments in the National Estuary Program in the U.S. The Maryland Coastal Bays watershed contributes over \$1.1 billion in annual economic activity including recreational and public parks benefits.



Attractions, Lodging, Shopping, Food & Beverage

- Visitor spending rose by more than 75 million dollars in 2019 over 2018
- Worcester County ranks 5th in visitor spending in the state
- Town of Berlin ranked "Top 50 Most Beautiful Towns in America" by Good Housekeeping, Woman's Day & Country Living Magazines
- Assateague Island National Seashore generates \$95 million in economic benefits to Worcester County
- Pocomoke City is home to the award-winning Delmarva Discovery Museum