



**FOR IMMEDIATE RELEASE**

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## **Maryland Destinations Introduce Partnership to Promote Meetings**

**MARYLAND** -The heart of Maryland is coming together to showcase their areas as premier groups and meetings destinations.

**Meet in Maryland (MIM)** encompasses renowned venues in Baltimore, Bethesda, BWI Airport, College Park, Columbia, Gaithersburg, National Harbor, Rockville, Silver Spring, and beyond to promote meetings and events in the greater capital region.

**Visit Annapolis and Anne Arundel County, Visit Baltimore, Visit Howard County, Visit Montgomery,** and **Experience Prince George's** Destination Marketing Organization (DMO) representatives announced the Meet in Maryland partnership at **Connect Winter Marketplace**, held in Washington D.C., November 22, 2024 for an opportunity for regional meeting professionals to network and learn more about venues available for meetings and events in the Baltimore/MD DMO Capital Region.

Business events, conferences, conventions and meetings of all sizes **have a significant economic impact on Maryland**. According to data from the Maryland Comptroller, in Fiscal Year 2023, the counties mentioned above collectively generated in Adjusted Tourism Sales and Use Taxes 46% of the state's total.

There are over **2,500** trade and professional associations located in Washington, D.C. and over **1,600** trade and professional associations in Virginia, most of them in Northern VA.

Anne Arundel County is home to **Fort Meade**, America's largest information technology, cyber security, and signals intelligence center. Montgomery County is home to the headquarters of **18** federal government agencies. **Merriweather Post Pavilion** in Howard County was ranked **#4** out of the **"Top 10 Amphitheaters in America"** by Rolling Stone Magazine. Baltimore has over **8,000** downtown hotel rooms, with **2,300** situated within one block of the **Baltimore Convention Center**. One of Prince George's County's hottest attractions, **National Harbor**, was voted one of the top 50 U.S. Destinations for meetings with surrounding waterfront, meeting spaces, and world-class entertainment.

This proposed initiative serves as a catalyst to jumpstart interest in Maryland as a meetings destination through this collaborative approach.

“This initiative brings together a dynamic alliance of Maryland DMOs aimed at promoting Maryland as a leading destination for meetings, corporate and government events,” said **Liz Fitzsimmons, Director of the Maryland Office of Tourism**. “By collaborating, we leverage our unique strengths and resources, enhancing our marketing efforts to elevate the local economy within the meetings market segment.”

The DMO cluster is centrally located in the Mid-Atlantic region and is considered an attractive location for small to mid-sized meetings, with proximity to **Baltimore-Washington Thurgood Marshall Airport (BWI), Ronald Regan Washington National Airport (DCA) and Washington Dulles International Airport (IAD)**.

This new initiative was made possible through an Economic Development Administration Grant (EDA).

To learn more about Meet in Maryland, head to the website: [www.MeetinMaryland.com](http://www.MeetinMaryland.com).

For more information about Meet in Maryland, please email Rasheeda Martin, Senior Director; External Relations at [RMartin@VisitAnnapolis.org](mailto:RMartin@VisitAnnapolis.org)

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