

Hello!

Visit Annapolis and Anne Arundel County

From dockside dining to sunset sails, Annapolis & Anne Arundel County is the kind of place where your camera roll turns into a highlight reel.

This media kit is your invitation to co-create content that inspires travel, drives clicks, and makes waves (literally and metaphorically).



Stats



+ 45K



+ 59K



+ 1K



Content Pillars

- Outdoor Adventures/Water Activities
- Culinary/Beverage Scene
- Shopping/Lifestyle
- Festivals/Events
- Family-Friendly
- Pet-Friendly
- Culture/History
- Sports/Fitness



Handles



"We provide the charm, you bring the lens."

Deliverables

You may be asked to produce content such as Reels, TikToks, Stories, long-form videos, or blog posts. A tailored agreement will outline the specific deliverables, and all content assets must be shared with us for use on our social media platforms, with appropriate credit provided.

Hosted Experiences

We curate individualized itineraries, so your content feels authentic and fun!

Pronunciation

| | |
|------------------------------------|---------------------------------|
| Anne Arundel - Ann-uh-RUN-dul | Severna Park - suh-VER-nuh Park |
| Annapolis - uh-NAP-uh-liss | Glen Burnie - Glen BURR-nee |
| Chesapeake Bay - CHESS-uh-peek Bay | Hanover - HAN-oh-ver |
| Odenton - OH-den-ten | Severn - SEV-urn |
| Crofton - CROFT-en | Linthicum - LINN-thih-kum |
| Gambrills - GAM-brills | Eastport - EAST-port |

Hashtags

#VisitAnnapolis
#WhereAdventureBegins
#ThingsToDoInAnnapolis
#AnneArundelCounty

Nicknames

America's Sailing Capital, Naptown, Maritime Republic of Eastport.

Meet Our Dream Team

Ready to lead you through the vetting process.



Katie Krause

Assistant Director of Communications
Kkrause@visitannapolis.org



Makayla Cropper

Marketing Specialist
Mcropper@visitannapolis.org