

VISION

Travel that transforms lives.

MISSION

To foster a welcoming destination and promote tourism on behalf of our visitors, partners, and community.

VALUES

Inclusivity: We welcome all people to our destination and promote inclusivity in our work.

Stewardship: We hold ourselves accountable as stewards of our community and resources.

Audacity: We embrace bold action to drive meaningful, just and equitable impact.

SHARED RESULTS

Tax receipts from tourism, including non-bed tax revenue, support a thriving Anne Arundel County

Healthy and growing local businesses in the tourism industry with an increase in businesses owned by individuals representing historically marginalized populations

New, major projects developed and promoted that significantly improve the visitor experience

Destinations across Annapolis, Anne Arundel County and the region are accessible to all visitors

PRIORITIES & STRATEGIES

Cultivate and Lead a Diverse and Inclusive Hospitality and Tourism Community

- Curate, develop and promote diverse events and activities with partners across the county
- Redefine the paid membership model to focus on engagement and cooperative partnership opportunities
- Serve as a trusted source and hub of information for the industry and other key constituents

Collaborate with Partners Across the Destination

- Serve as the voice of the visitor and partners with government and elected officials, stakeholders, and within the community
- Create a holistic and intentional approach to visitor experience
- Create dynamic opportunities for our partners through targeted marketing initiatives
- Facilitate increased accessibility and mobility across the region
- Identify and pursue partnerships for economic development

Drive Prosperity and Sustainability

- Track and analyze tourism economics and trends to make data-informed decisions and reinforce tourism's role in economic development
- Establish, share and influence workforce development and sustainable tourism practices for the City, County, and region
- Create a culture of evaluation and assessment
- Advocate for sustainability and social causes aligned with our mission

Strengthen Organizational Capacity

- Maintain and diversify revenue sources
- Ensure our footprint and facilities support the advancement of our mission
- Invest in staff, volunteer, and board engagement and development
- Create a nonprofit 501c3 for charitable projects and initiatives aligned with our 501c6
- Adopt an agile staffing model to recruit and retain staff and rapidly outsource services as needed

PERFORMANCE MEASURES

- Improved visitor experience
- Positive resident sentiment
- Increased partner engagement including partners that represent traditionally marginalized communities

- Enhanced professional and educational seminars for industry partners (Quantity/Quality)
- Marketing tools and kits provided to industry (Quantity/Quality)
- Increased total sales and marketing leads delivered
- Visitors dispersed geographically and across non-peak seasons

- Codified and expanded commitment to responsible sourcing, waste reduction, and energy efficiency for internal operations and events
- Increased partner adoption of socially and environmentally responsible practices
- Increased workforce development programs to support and expand the hospitality and tourism labor pool

- Increased total revenue to expand partner and community support
- Enhanced professional development for staff, volunteers and board (Quantity/Quality)
- Increased visibility of staff and board in the communities served