

# ECONOMIC IMPACT OF TOURISM IN MARYLAND 2023

July 2024

Prepared for: Maryland Office of Tourism

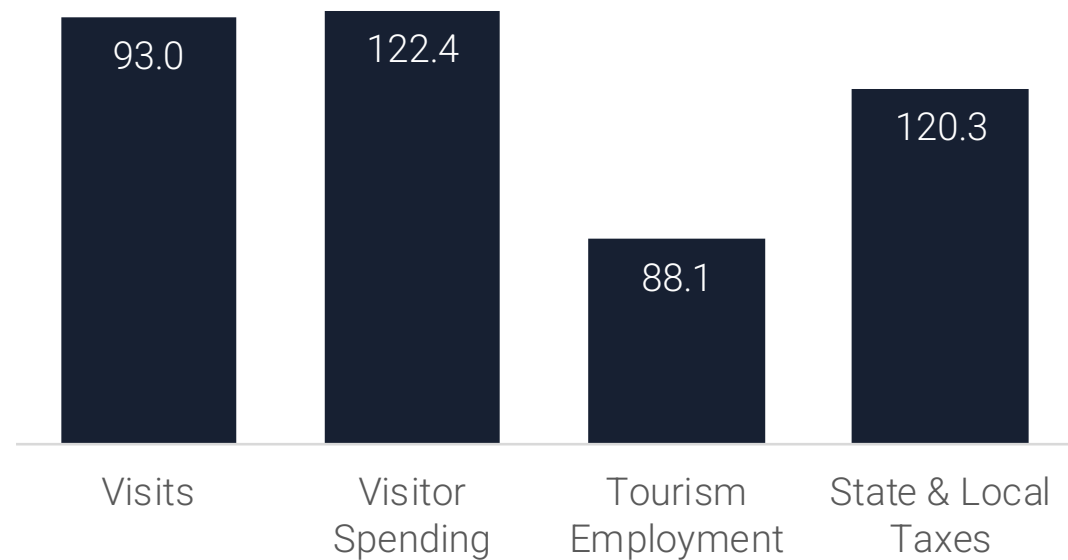


## HARFORD COUNTY HIGHLIGHTS

Visitor spending and tax revenues in Harford County surpassed pre-pandemic (2019) levels by 20% in 2023.

### Harford County key indicators

Comparison of 2023 with 2019 data, 2019=100



Source: D. K. Shifflet, Tourism Economics

## VISITOR VOLUME

Visitor volume in 2023 in Harford County increased slightly to 93% of 2019 levels.

### Harford County visitor volume

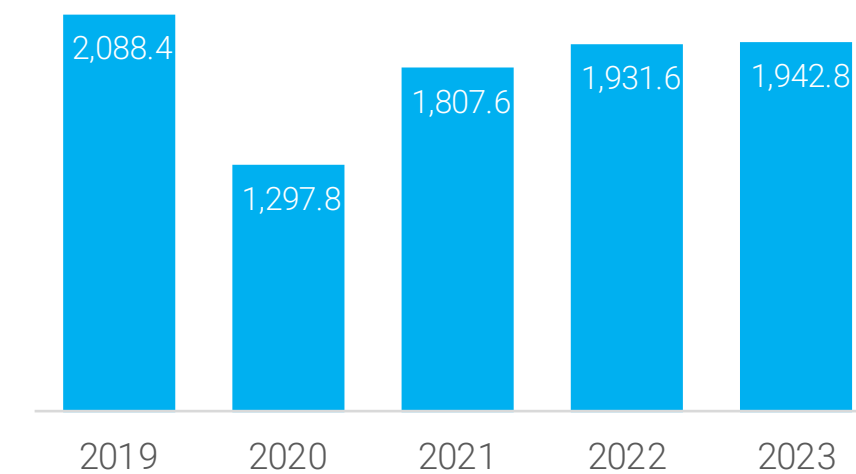
Amounts in thousands of visitors

	2019	2020	2021	2022	2023	2023 % relative Growth	2023 % relative to 2019
<b>Total visitors</b>	<b>2,088.4</b>	<b>1,297.8</b>	<b>1,807.6</b>	<b>1,931.6</b>	<b>1,942.8</b>	<b>0.6%</b>	<b>93.0%</b>
Day	1,094.8	713.0	1,040.5	1,134.5	1,145.3	0.9%	104.6%
Overnight	993.6	584.8	767.1	797.0	797.5	0.1%	80.3%

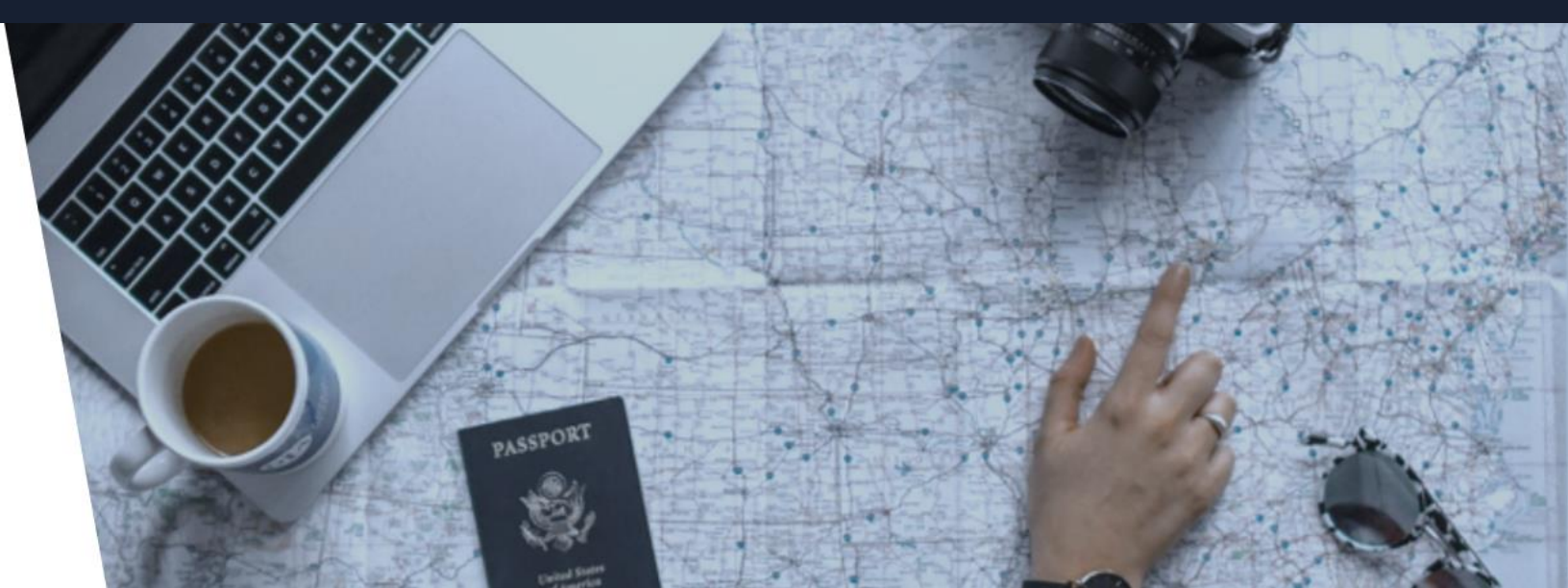
Source: D. K. Shifflet, Tourism Economics

### Harford County visitor volume

Amounts in thousands of visitors



Source: D. K. Shifflet, Tourism Economics



# HARFORD COUNTY VISITOR SPENDING

Visitor spending grew 3% in Harford County in 2023.

## Harford County visitor spending and annual growth

Amounts in \$ millions, 2023 % change, and % recovered relative to 2019

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$401.5</b>	<b>\$313.5</b>	<b>\$434.2</b>	<b>\$479.1</b>	<b>\$491.6</b>	<b>2.6%</b>	<b>122.4%</b>
Lodging*	\$71.3	\$51.5	\$73.9	\$86.1	\$88.7	3.0%	124.4%
Food & beverage	\$120.7	\$101.5	\$131.0	\$142.8	\$145.9	2.1%	120.9%
Retail	\$57.7	\$51.2	\$64.0	\$70.7	\$71.3	0.8%	123.7%
Recreation	\$73.3	\$46.8	\$66.0	\$73.9	\$75.6	2.3%	103.2%
Transportation**	\$78.5	\$62.6	\$99.3	\$105.5	\$110.1	4.3%	140.1%

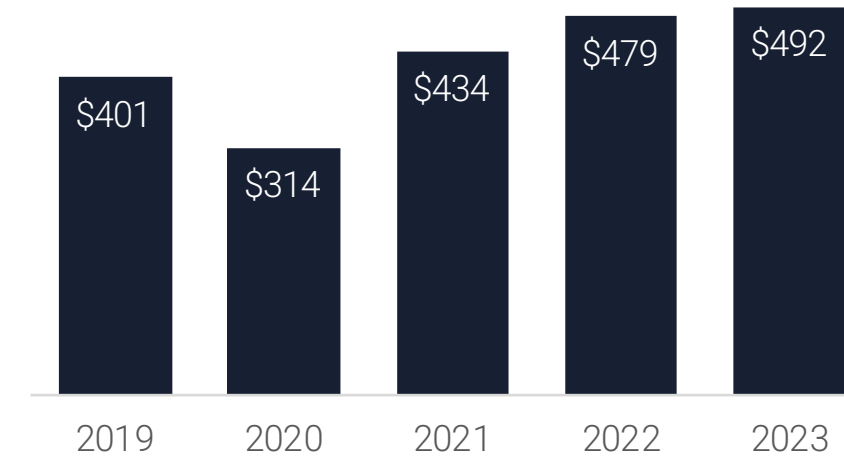
\* Lodging includes 2<sup>nd</sup> home spending

\*\* Transportation includes both ground and air transportation

Source: D. K. Shifflet, Tourism Economics

## Harford County visitor spending

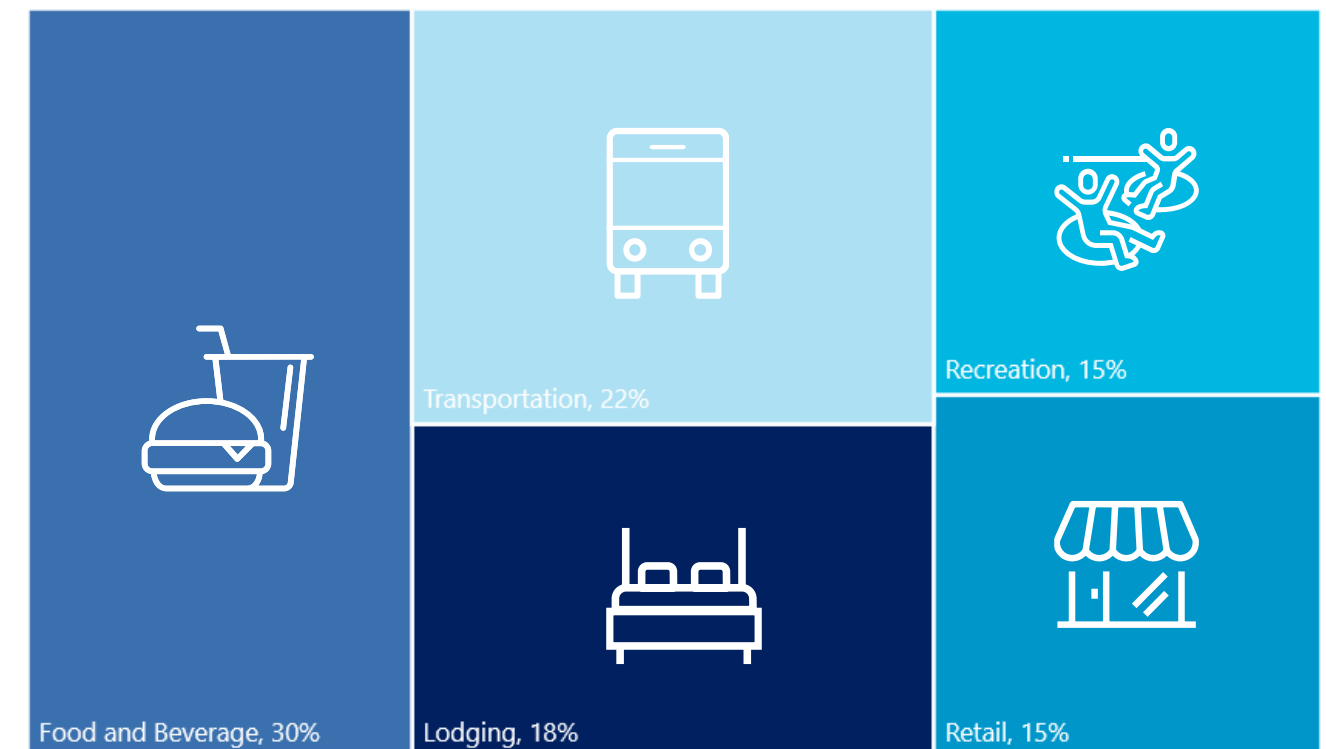
Amounts in \$ millions



Source: D. K. Shifflet, Tourism Economics

## Visitor spending by category

% of total spending



Source: D. K. Shifflet, Tourism Economics

# HARFORD COUNTY ECONOMIC IMPACTS

More than 6,600 visitor-supported jobs represent 7.0% of all jobs in Harford County.

## Visitor impacts in Harford County

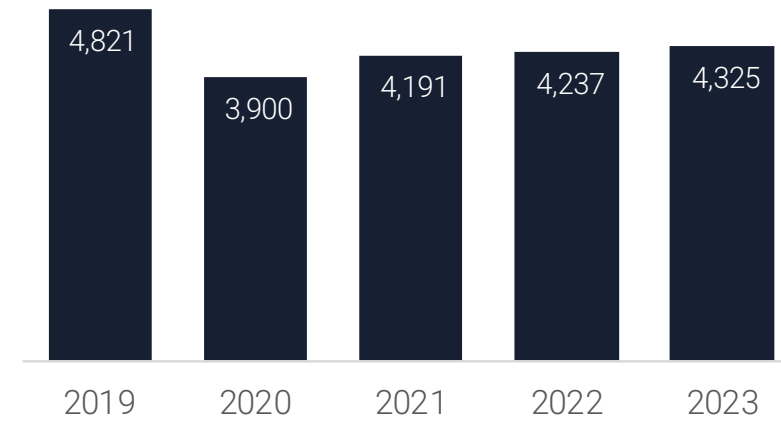
Amounts in number of jobs and \$ millions

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Employment</b>							
Direct	4,821	3,900	4,191	4,237	4,325	2.1%	89.7%
Total	7,543	6,271	6,524	6,583	6,647	1.0%	88.1%
Share of State	3.3%	3.8%	3.8%	3.5%	3.5%		
<b>Labor Income</b>							
Direct	\$138.6	\$119.2	\$132.0	\$137.1	\$142.3	3.7%	102.6%
Total	\$278.7	\$243.5	\$258.1	\$266.2	\$275.9	3.6%	99.0%
Share of State	2.6%	3.0%	3.0%	2.8%	2.7%		
<b>Tax revenues</b>							
Federal	\$57.1	\$44.8	\$50.4	\$53.4	\$53.8	0.8%	94.3%
State & Local	\$49.8	\$41.6	\$48.8	\$60.9	\$59.9	-1.7%	120.3%
Hotel	\$3.2	\$1.9	\$2.9	\$3.4	\$3.5	0.6%	108.8%
Total	\$110.1	\$88.3	\$102.1	\$117.7	\$117.2	-0.5%	106.5%

Source: Tourism Economics

## Harford County direct employment timeline

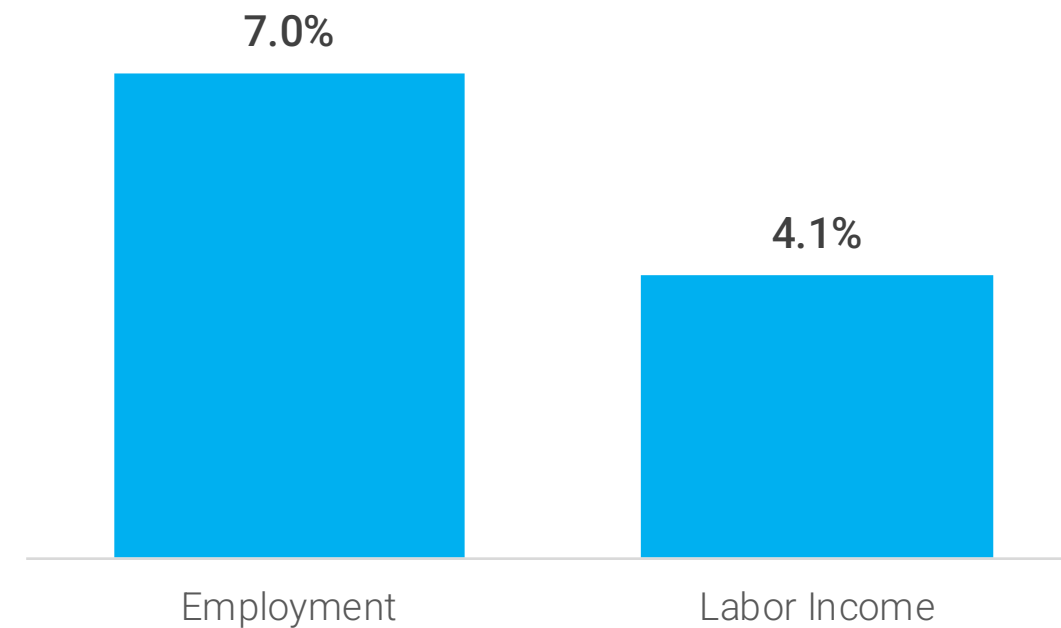
Amounts in number of jobs



Source: Tourism Economics

## Tourism share of county economy

Tourism % share of county total



Source: BLS, Tourism Economics