

Visit HARFORD MARYLAND



FY 2023 ANNUAL REPORT

 [VisitHarford.com](https://www.VisitHarford.com)  115 N. Main St. Suite C, Bel Air, Maryland 21014  (410) 838-7777

@visitharford



@visitharfordmd

OUR MISSION

- Promoting Harford County, Maryland to enhance visitors' experiences.

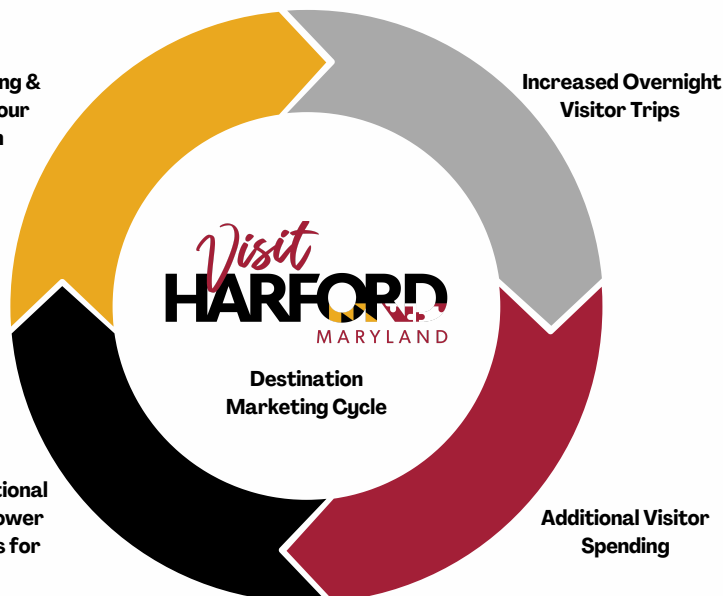
OUR VISION

- To showcase Harford County, Maryland as a "GO-TO" destination.

Travel Marketing & Promotion of our Destination

Increased Overnight Visitor Trips

New Jobs, Additional Tax Revenue, Lower Property Taxes for Residents



*Concept adapted from Salmar International

VISIT HARFORD IN THE MEDIA



Visit Harford received over **100 earned media opportunities** between broadcast, print, and digital outlets during FY 23.

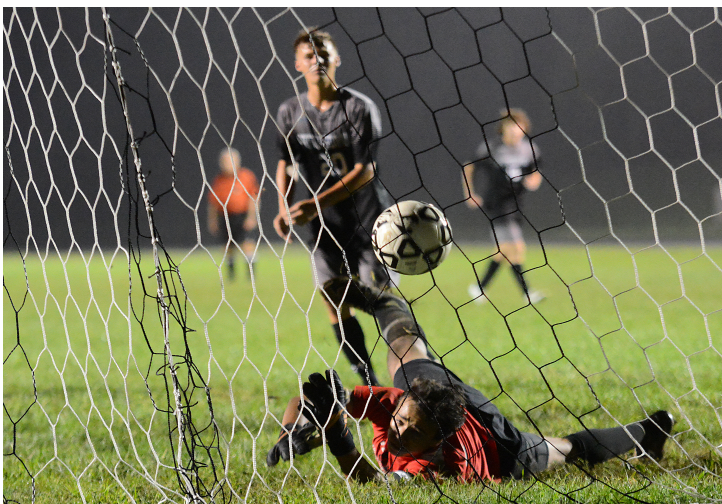
Did You Know? Since 2015, each household has saved an average of \$1,000 a year in taxes because of the impact of visitor spending in Maryland, and specifically- Harford County.



Impact of Tourism in Harford County:

- **The 2021 Tourism Economic Spending was \$479 million, spending grew 10.3% in 2022**
 - (excludes hotels and includes restaurants, retail, attractions, museums, and more)
- **Harford welcomed 1.9 million visitors in 2022, a 7% increase**

- **Tourism employment 6,583 direct and indirect jobs related to tourism, increase of 1.0%**
- **Tourism labor income 266.2 million, an increase of 3%**
- **Visitor spending generated \$60.9 million in state & local taxes, an 6.4% increase**
- **Economic impact of sports tourism is \$50 million annually**
 - (Crossroads Consulting Services -2019)



Impact of Tourism in the State of Maryland:

- **Tourism spending totaled \$19.4 billion**
- **Tourism generated \$2.3 billion in state and local taxes**
- **Tourism supported 187,296 total jobs**

SOCIAL MEDIA ANALYTICS AND GROWTH



- We have maintained a steady amount of followers through the year, with our reach fluctuating based on our marketing efforts.
- Our social media posts reached an average of roughly **17,000 users monthly**.



- Our website's Top 3 Pages for FY 23:
Chesapeake Bay Balloon Festival, Events, & Things-To-Do.
- Our website had over 200,000 new users.

INCREASED EVENT SPONSORSHIPS



Maryland 5 Star
Winter Wonderland in Bel Air Plein Air
Festival Juneteeth
And more!

SPORTS TOURISM ADVANCEMENTS



Upper Chesapeake Baseball Festival
TwirlTasTix at Harford Community College
Tyrant Wrestling at Harford Community College

WEBSITE EXPANSION



The launch of the Harford Digital Passport
Addition of the Chocolate and Cheese Trail to our Experiences Page

VISIT HARFORD TEAM

Catherine Showalter
Office Manager

Tyler Zeisloft
Marketing and
Communications
Coordinator

Bob Bloom
Ambassador

EXECUTIVE BOARD

Jay Ellenby, *President*
Stacy Rutherford, *Vice President*
Tim Engle, *Treasurer*
Lauri Altman, *Secretary*

BOARD MEMBERS

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Peter Brooks	Lisa Moody
Phyllis Grover	Lauren Morris
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Trish Heidenreich	Lauri Orzewicz
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Craig Lanphear	Angela Rose
Matt Libber	Kelly Rose