

*Visit*  
**HARFORD**  
MARYLAND

FY 2024

# ANNUAL REPORT

[VisitHarford.com](https://www.VisitHarford.com)

410-838-7777

4690 Millennium Drive Suite 405 Belcamp, MD 21017

# 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**

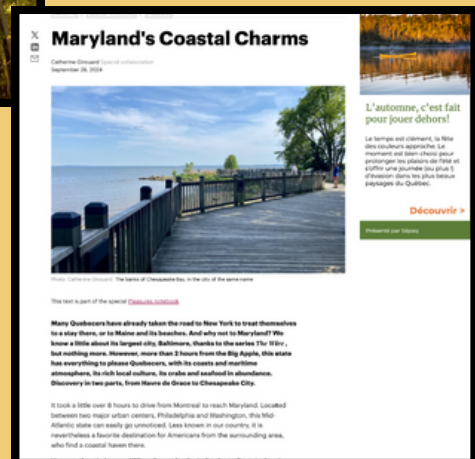
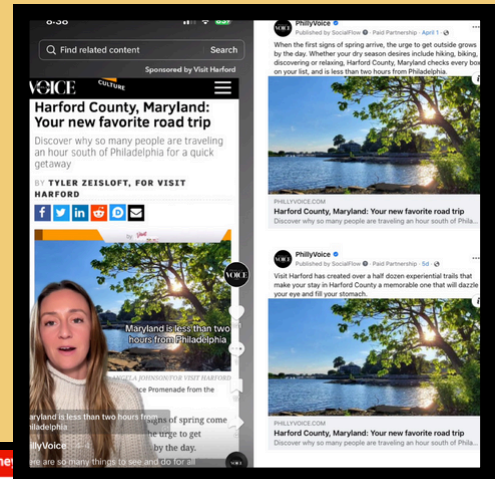
**New Jobs,  
Additional Tax  
Revenue, Lower  
Property Tax for  
Residents**

**Additional  
Visitor  
Spending**



*\*Concept adapted from Solimar International*





Visit Harford received over **75 earned media opportunities** between broadcast, print and digital outlets during FY 24.

# 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:

- Visitor Spending was \$492 million, a 3% increase in 2023
- Harford County welcomed 1.94 million visitors in 2023, a .6% increase



- Tourism employment 6,647 direct and indirect jobs related to tourism, an increase of 1%
- Tourism labor income 275.9 million, an increase of 3.6%
- Visitor spending generated \$60 million in state and local taxes, a 120% increase relative to 2019
- Economic impact of sports tourism is \$50 million annually
  - (Crossroads Consulting Services- 2019)



## IMPACT OF TOURISM IN THE STATE OF MARYLAND:

- Tourism spending totaled \$20.5 billion
- Tourism generated \$2.4 billion in state and local taxes
- Tourism supported 190,660 total jobs



# SOCIAL MEDIA ANALYTICS AND GROWTH

- Visit Harford has 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 28,000 users monthly
- Our website had over 230,000 new users
- Our website's top 3 pages for FY 24: Harford County Restaurant Week, Events & Things To Do With Kids

## INCREASED EVENT SPONSORSHIPS



- Harford County Wine Festival



- Ramble Fest



- Spring Nationals Powerboat Racing Event



- Pride of Baltimore II

## SPORTS TOURISM ADVANCEMENTS



- 2024 Big Ten Women's Golf Championship at Bulle Rock



- American Junior Golf Association at Bulle Rock

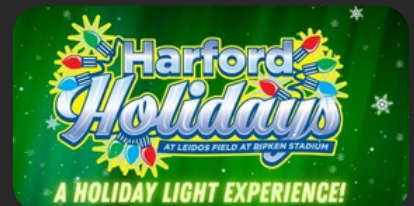


- NJCAA Lacrosse Tournament at Harford Community College

## GRANT-FUNDED EVENTS



- Route 40 Gateway to Freedom Ride Virtual Journey \$80,000



- Harford Holidays \$250,000



# Visit HARFORD MARYLAND

## VISIT HARFORD TEAM

**CATHERINE SHOWALTER**  
DIRECTOR OF OPERATIONS

**TYLER ZEISLOFT**  
MARKETING AND  
COMMUNICATIONS  
COORDINATOR

**BOB BLOOM**  
AMBASSADOR

## EXECUTIVE BOARD

**Jay Ellenby** • *President*

**Tim Engle** • *Treasurer*

**Laurie Altman** • *Secretary*

## BOARD MEMBERS

**Kim Austing**

**Peter Brooks**

**Phyllis Grover**

**Nick Hatzinicholas**

**Craig Lanphear**

**Matt Libber**

**Angela Robertson**  
**Angela Rose**

**Rick Metzgar**

**Lisa Moody**

**Lauren Morris**

**John Muldoon**

**Lauri Orzewicz**

**Follow Us On Social Media!**

