



Visit
HARFORD
MARYLAND



FY 2025
ANNUAL REPORT

VisitHarford.com

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 50 **earned media opportunities** between broadcast, print and digital outlets during FY 25.

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 \$510 million in Calendar Year 2024. This is a 3.8% increase from 2023
- Harford County welcomed over 2 million visitors in 2024, an increase of 3.5% increase



- Tourism employment 6,529 direct and indirect jobs related to tourism
- Tourism labor income 278.4 million, an increase of .9%
- Visitor spending generated \$62.5 million in state and local taxes, a 4.4% increase from 2023
- Economic impact of sports tourism is \$50 million annually
○ (Crossroads Consulting Services- 2019)

IMPACT OF TOURISM IN THE STATE OF MARYLAND:

- Tourism spending totaled \$21.2 billion
- Tourism generated \$2.5 billion in state and local taxes
- Tourism supported 193,845 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 30,000 users monthly
- Our website had over 180,000 new users
- Our website's top 3 pages for FY 25: Harford County Restaurant Week, Events & Things To Do With Kids

IN CALENDAR YEAR 2025, VISIT HARFORD CONTINUED IT'S MISSION OF GENERATING ECONOMIC GROWTH FOR HARFORD COUNTY BY CREATING SOME NEW EVENTS AND GROWING ONES THAT ALREADY EXISTED...



Visit HARFORD MARYLAND

HARFORD COUNTY RESTAURANT WEEK

January 17-26, 2025



HarfordCountyRestaurantWeek.com

Harford County Restaurant Week Winter



Calling all Harford County Restaurants!

Visit HARFORD MARYLAND presents

HARFORD COUNTY RESTAURANT WEEK

Summer Edition!

July 25 - August 3, 2025

10 Delicious Days of Summer Dining in Harford County!

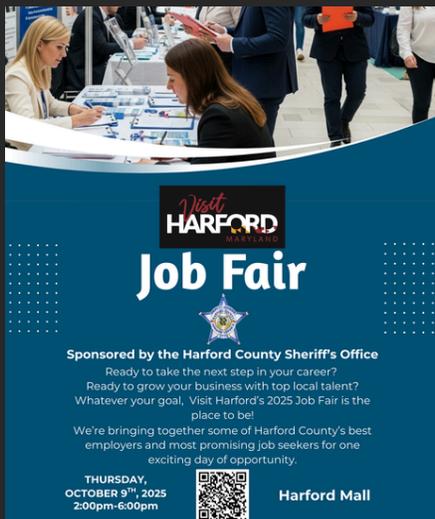
Become A Part Of The Excitement!

Visit Harford Members: \$0
Non - Members Summer Restaurant Week Only: \$275
Summer 2025 and Winter 2026 Restaurant Weeks: \$450

A large portion of these fees will go towards marketing the celebration of participating restaurants

Questions? Email : Tyler@VisitHarford.com

Harford County Restaurant Week Summer



Visit HARFORD MARYLAND

Job Fair

Sponsored by the Harford County Sheriff's Office

Ready to take the next step in your career?
Ready to grow your business with top local talent?
Whatever your goal, Visit Harford's 2025 Job Fair is the place to be!

We're bringing together some of Harford County's best employers and most promising job seekers for one exciting day of opportunity.

THURSDAY, OCTOBER 9th, 2025
2:00pm-6:00pm



Harford Mall

Visit Harford Job Fair Sponsored by the Harford County Sheriff's Office



Visit
HARFORD
MARYLAND

VISIT HARFORD TEAM

- Tyler Zeisloft** • *Executive Director*
- Jay Ellenby** • *President, Board of Directors*
- Tim Engle** • *Treasurer, Board of Directors*

Follow Us On Social Media!

