

# Tourism Contributes \$374 Million to the Harford County Economy

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A study conducted by Tourism Economics, reveals that visitor spending is on the rise in the state of Maryland. In 2017, approximately \$374 million was spent on tourism in Harford County. Tourism is a global force for economic and regional development contributing to nearly a dozen sectors of the economy including lodging, recreation, food & beverage, retail, real estate, transportation, and other businesses.

As Harford County is increasingly promoting itself as a sports tourism destination, Visit Harford! commissioned a study by Crossroads Consulting Services LLC to assess the economic and fiscal impact of outdoor sports tournaments held in the county. Throughout the year multiple sports facilities – The Ripken Experience Aberdeen, Cedar Lane Regional Park, and the Harford Polo Grounds host baseball/softball, lacrosse and soccer tournaments. Direct, indirect and induced spending generated from the tournaments held in Harford County was estimated to average over \$57 million/year. Following are some key numbers that these studies revealed about the impact of tourism to the economy.

### Impact of Tourism in Harford County

- Welcomed 1.9 million visitors in 2017
- Visitors spent \$374 million
- Tourism employment 7,331 jobs
- Tourism labor income \$254 million
- Generated \$55.8 million in state and local taxes
- Economic impact of sports tourism during the profiled three-year period: \$33.1 million from baseball/softball tournaments, \$20.6 million from lacrosse tournaments, and \$3.8 million from soccer tournaments.

### Impact of Tourism in Maryland

- Spending totaled \$17.7 billion - increase of 2.1% over previous year
- Tourism generated \$2.4 billion in state and local taxes
- Visitors to Maryland totaled over 42.5 million
- Tourism supported 224,170 jobs, directly and indirectly, accounting for 6.1% of total employment in Maryland
- Visitor spending on tourism saves each household in Maryland \$1,100/year in taxes

**About Visit Harford**

Visit Harford! is a non-profit organization dedicated to the promotion of Harford County and its tourism attractions to visitors in order to stimulate economic activity for the enhanced quality of life of all Harford County citizens.