

# Visit Howard County



Photos courtesy of Howard County Government and Howard County Tourism



# What's a DMO and why is it important to promote tourism?

In the tourism and travel industry, DMO stands for destination marketing organization. DMOs represent destinations from around the world and come in many and shapes and sizes. They help to develop tourism to and within destinations.

## How is this useful for businesses?

State and local investments in destination marketing enable Howard County to effectively compete and grow its share of leisure and group travel.

As stated in Oxford Economic's (2014) Destination Promotion: An Engine of Economic Development, "destination promotion has been consistently proven to yield significant returns in the form of incremental visitor spending driven by sales and marketing campaigns."

Destination marketing has additional benefits. It provides economic growth for air service, familiarity with an area that may attract decision-makers and improves the quality of life in a community.

## Is this concept new to Visit Howard County?

Over the past decade, the DMO's role has evolved and expanded into destination management to elevate the visitor experience more intentionally, making the term DMO interchange with destination management

# Q&A

By Susan Kim  
Staff Writer

Amanda Hof is executive director of Visit Howard County, promoting Howard County near and far.



organization.

This could not be any truer for Howard County, especially now, as Visit Howard County has worked alongside county government to provide resources to businesses and mitigate the economic effects of the COVID-19 pandemic as well as develop new strategies to stimulate tourism spending in "the new normal."

## Can destination marketing organizations promote inclusivity in terms of race and persons with disabilities ?

Promoting inclusivity of all people is absolutely something DMOs can and should be doing. What is equally important to demonstrating diversity of people, communities and geography within a destination through marketing is to reach and welcome diverse audiences. We do this by utilizing industry research to help us identify new audiences and better understand audiences in our feeder markets and incorporating those insights into our marketing campaigns.

## What are the economic benefits for our community?

In addition to visitor-generated spending in local businesses and attractions and the tax revenue, destination marketing drives broader economic growth like sustaining lodging, transportation and the services that support these industries.



Courtesy of Howard County Tourism & Promotion. Photo by Karmen Ose.

# Yes, you can join Visit Howard County

Businesses can become members of Visit Howard County, a not-for-profit that markets the efforts of its members and helps visitors and locals alike enjoy what the community has to offer.

With different levels of membership – tiered at \$50, \$500 and \$1,000 per year – businesses can choose their level of exposure, which means having their names and photos highlighted through Visit Howard County's creative channels .

"One hundred percent of the membership dues that are collected go directly towards our marketing efforts of members," said Eric Teisch, sales and membership director for Visit Howard County. "As the lead marketing organization for Howard County, we value the opportunity to support our members through print, radio, and social

media marketing campaigns."

Members' listings, information, and events on Visit Howard County's website are seen by more than 300,000 unique visitors each year.

"Visit Howard County bridges the hospitality and business communities together while consistently sharing important information that impacts everyone in Howard County," said Teisch.

How do businesses join?

Visit <https://www.visithowardcounty.com/about/tourism-council/membership/>

New members are asked to pass along photos to be included with their website listing. Photos and any questions can be sent to [Membership@howardcountytourism.com](mailto:Membership@howardcountytourism.com)

## DID YOU KNOW

*Tourism dollars saves taxpayers' dollars!*

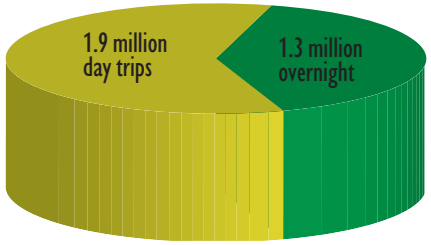
**Without tourism spending, every household in Maryland would pay \$1,140 more in taxes.**

**Economic impact studies for Maryland show that every \$1 the state invests in tourism promotion returns \$30 in tourism spending.**

# TOURISM BY THE NUMBERS

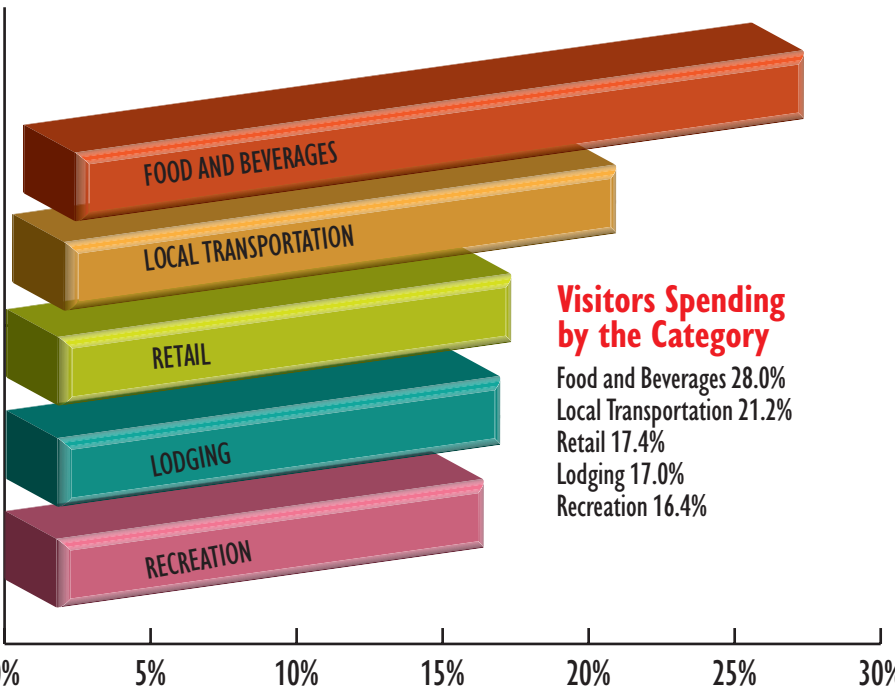
## Total Visitors

3.2 million total (up 4.4% over 2018)  
1.3 million overnight  
1.9 million day trips



## Tourism Industry Sales

\$652.5 million (up 2.4% over 2018)



## Visitors Spending by the Category

Food and Beverages 28.0%  
Local Transportation 21.2%  
Retail 17.4%  
Lodging 17.0%  
Recreation 16.4%

## State & Local Taxes

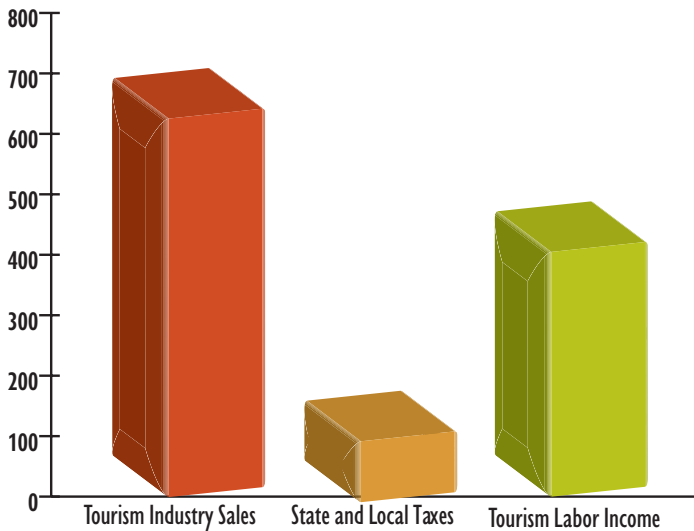
\$105 Million  
(up 4.75% over 2018)

## Tourism Labor Income

\$422 Million  
(up 6.10% over 2018)

## Full-Time jobs supported

11,152  
(up 4.75% over 2018)



## 12 Major Marketing Campaigns

Fall Getaways  
Haunted HoCo  
December in Downtown Columbia  
HoCo Holidays  
Restaurant Weeks & Craft beverages  
40+ Days of Wellness

Farm, Food, and Fun  
Summer in OEC  
OEC Bucks  
FeBREWary  
HoCo Food Go  
FestivALL

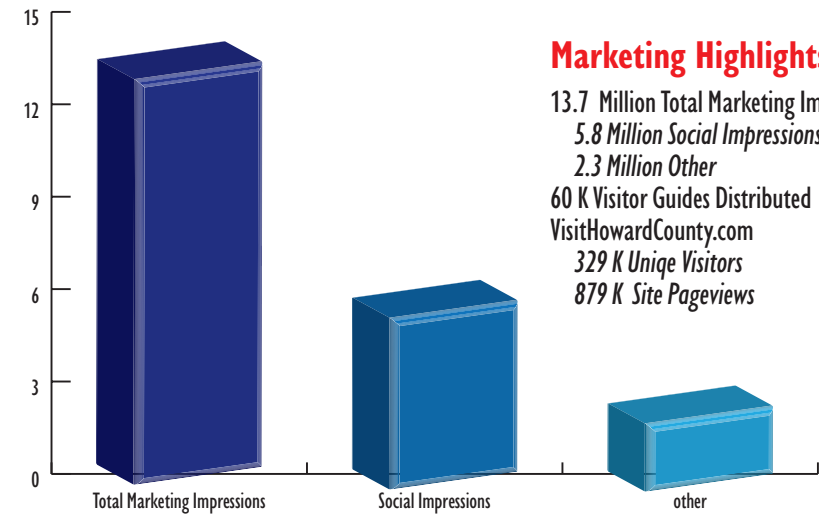
(Reference: Tourism Economics, Calendar Year 2019)



Visit Howard County aggressively markets the activities that make Howard County a premier place to live and visit. Digital Media is proving to be an exceptional method for getting in front of qualified audiences. Impressions and reach are important measurements showing the number of potential customers that are served our message. The fourth quarter did see a significant decrease in marketing impressions due to paused marketing campaigns in response to the COVID-19 pandemic. Prior to the fourth quarter website visits, website pageviews, and social impressions were on pace to outperform Fiscal Year 2019.

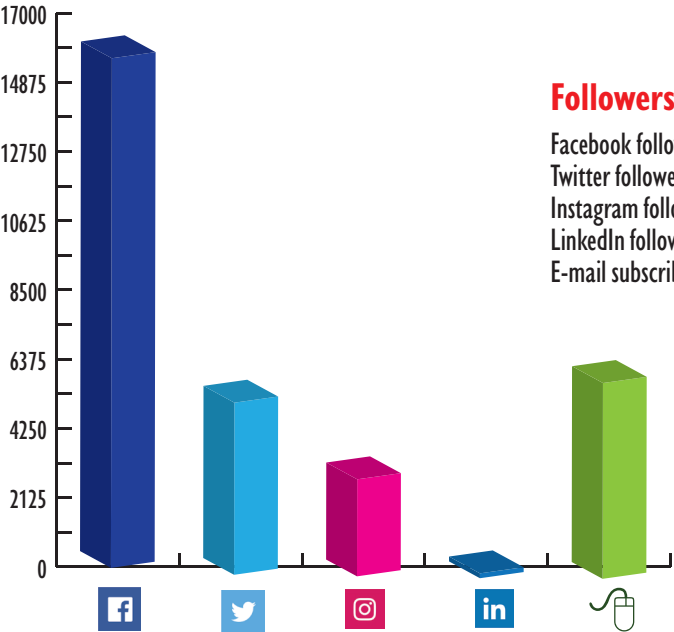
## Marketing Highlights

13.7 Million Total Marketing Impressions:  
5.8 Million Social Impressions  
2.3 Million Other  
60 K Visitor Guides Distributed  
VisitHowardCounty.com  
329 K Unique Visitors  
879 K Site Pageviews



## Followers & Subscribers

Facebook followers: 16,285  
Twitter followers: 5,500  
Instagram followers: 3,100  
LinkedIn followers: 155  
E-mail subscribers: 6,257





# VISIT HOWARD COUNTY



## Executive Committee

 Barbara Nicklas, The Mall in Columbia <i>President</i>	 Yolande Lacan, Homewood Suites Columbia <i>President-Elect</i>	 Chuck Chandler, Maryland Hotel Lodging Association <i>Immediate Past President</i>	 Jim Starke, Best Western Plus Bwi Airport <i>Finance Chair</i>	 Martha Clark, Clark's Elioak Farm <i>Nomination Chair</i>	 Pete Mangione, Turf Valley Resort	 Becky Mangus	 Debbie Slack Katz, Ellicott City Historic District Liaison
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## Board Members

 Margaret Barry, Lost Ark Distilling Co.	 Nina Basu, Inner Arbor Trust	 Dave Carney, The Wine Bin Ellicott City	 Cheryl Clemens-Everidge, Toby's Dinner Theatre	 Vince Culotta, Cured   18th & 21st	 Trish Hudson, Hudson Coastal Raw Bar & Grille
 Ian Kennedy, Downtown Columbia Arts and Culture Commission	 Vince Locke, Residence Inn Columbia	 Stan Martin, Residence Inn by Marriott Columbia/Fulton	 Soo Park, JastinTech Inc.	 Katie Turner, Howard Community College	 Donna Wilner, Historic Savage Mill

## Ex-Officio Members

 Dan Burns, Columbia Association	 The Honorable Eric Ebersole, Maryland House of Delegates	 The Honorable Katie Fry Hester, Maryland Senate	 Terry Hasseltine, Maryland Sports
 Kathy Johnson, Howard County Economic Development Authority	 Christopher Pineda Ellicott City Partnership	 Jennifer Jones, Howard County Government	 Mike Milani, Howard County Dept. Recreation & Parks

## Visit Howard County Staff

 Amanda Hof, Executive Director	 Bridget Graham, Director of Operations & Visitor Services	 Crystal Abrom, Marketing Manager
 Eric Teisch, Sales & Membership Director	 Denisa Smith, Sales and Membership Coordinator	 Mike Dwyre, Communication Coordinator