

An aerial photograph of a large outdoor festival at sunset. The sky is filled with dramatic, orange and pink clouds. Below, a large crowd of people is gathered in a grassy field, many sitting on blankets. Several buildings, including a large white one and a modern multi-story one, are visible in the background. The overall scene is vibrant and festive.

Howard County Tourism Council fy17

Annual Report

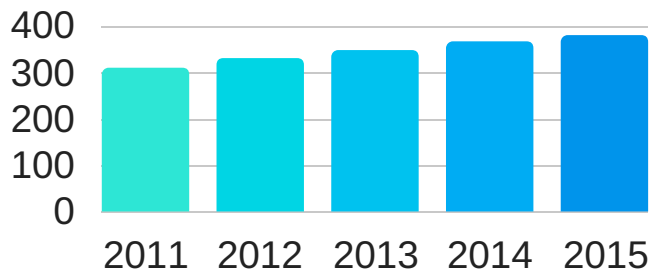
Sources of information contained in this report: Longwoods International
Howard County 2016 Visitor Research Topline Report; Tourism Economics
The Economic Impact of Tourism in Maryland Tourism Satellite Account
Calendar Year 2015.

Tourism by the numbers in Howard County

Tourism labor income

\$379.7M

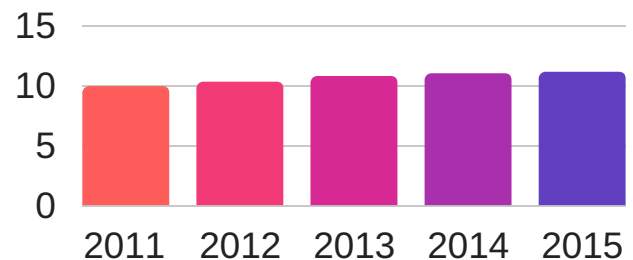
+22.6% 5-year growth



Full time jobs supported

11.12K

+12.1% 5-year growth



Tourism industry sales

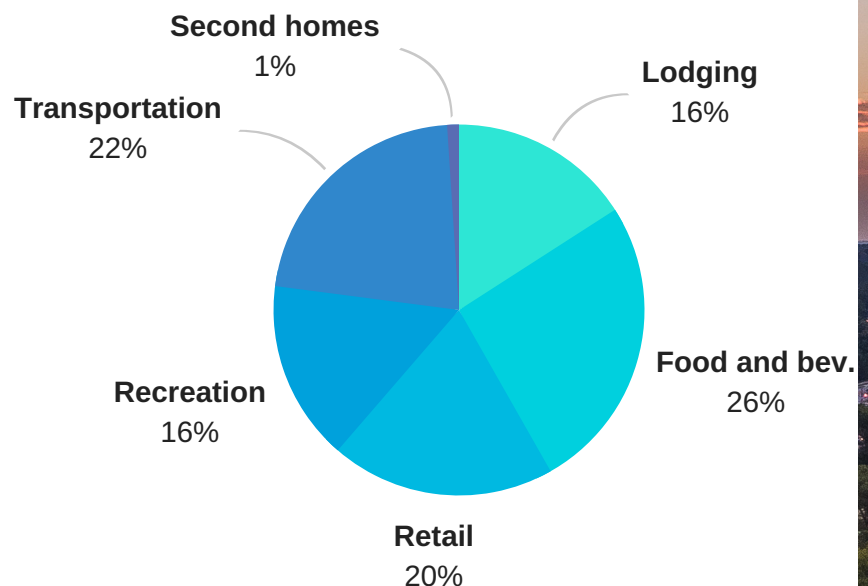
\$653M

Food & beverage, recreation, and retail sales are higher in Howard County than the MD average:

MD F&B: 21.8%

MD retail: 14.2%

MD recreation: 8.9%



State and local taxes

\$97M

Tax revenue generated by tourism supports the quality of living in Howard County by contributing to education, safety and services.

Total visitors

2.82M

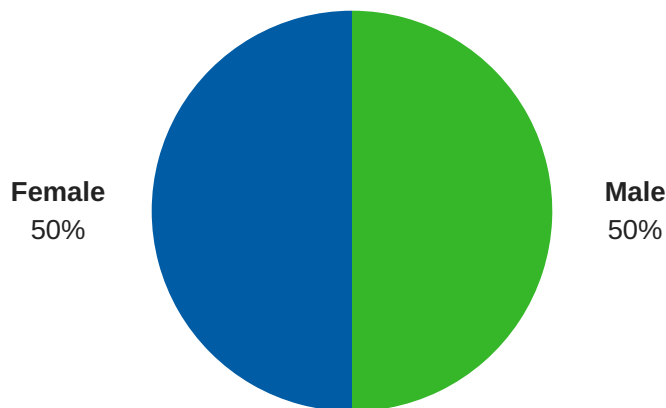
1.14M overnight / 1.68M daytrips

The average number of visitors to a Maryland county is 2.01M. More visitors come to Howard County than most other counties in Maryland.

The Howard County overnight visitor profile

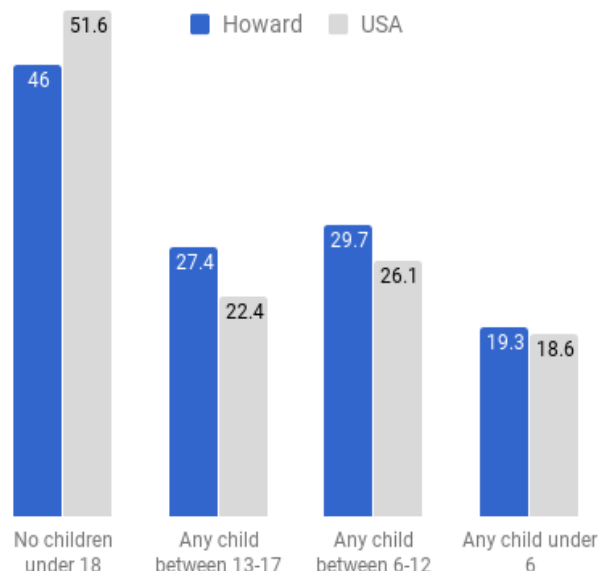
Visitor gender

Howard County's average visitor is similar to the USA destination average, which is split 50.8 male, 49.2 female.



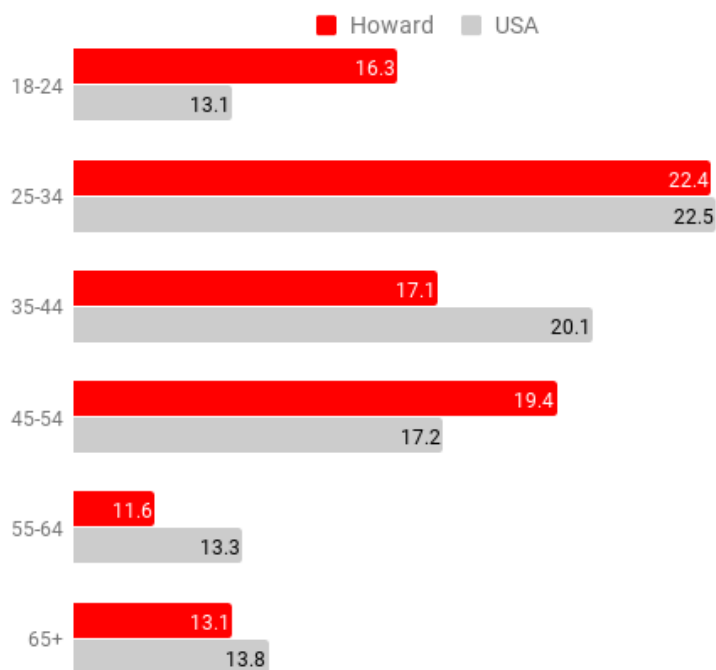
Children in household

Howard County visitors are more likely to have children of any age in their household than those visiting the average USA destination.

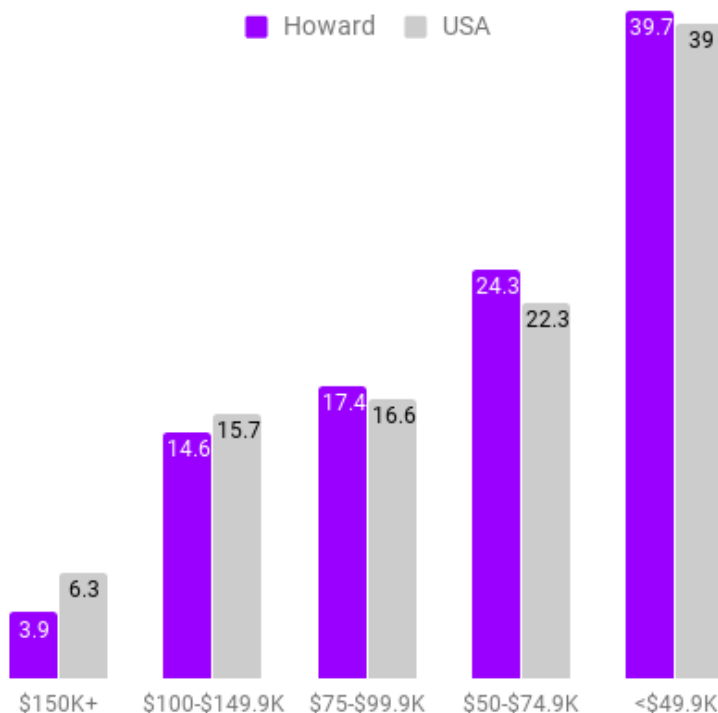


Average visitor age

Howard County is visited more by 18-24 and 45-54 age travelers than the average USA destination.

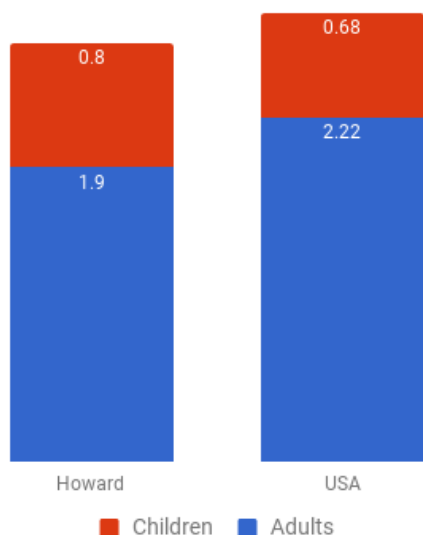


Household income



Howard County overnight trip characteristics

Size of party



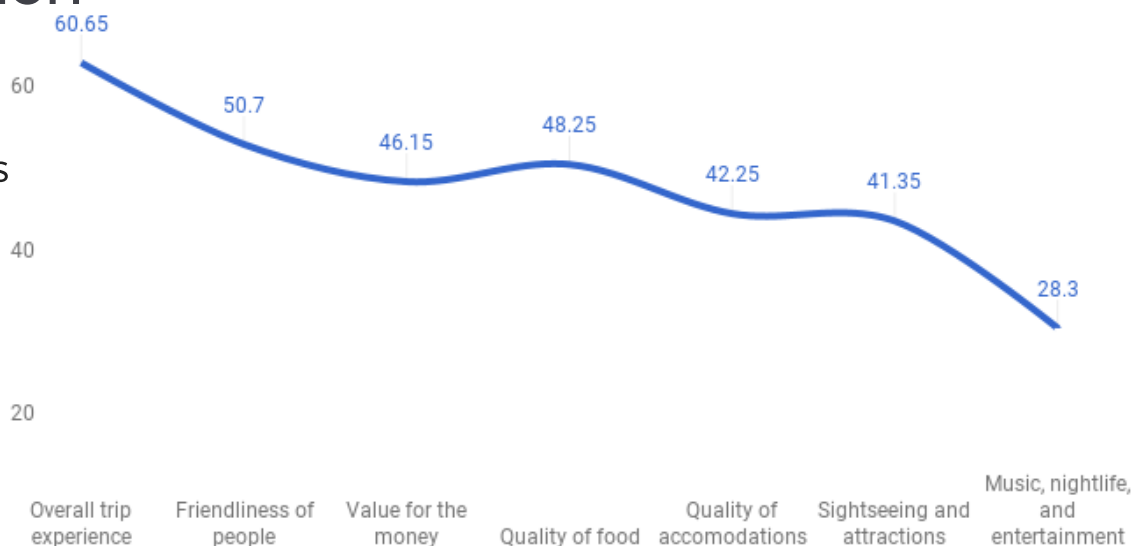
Origin (DMA) of trip



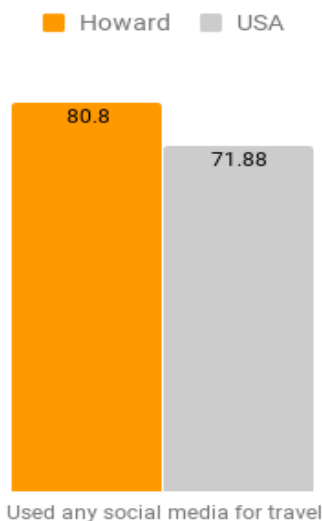
The majority of Howard County's visitors come from these top seven city-regions.

Trip satisfaction

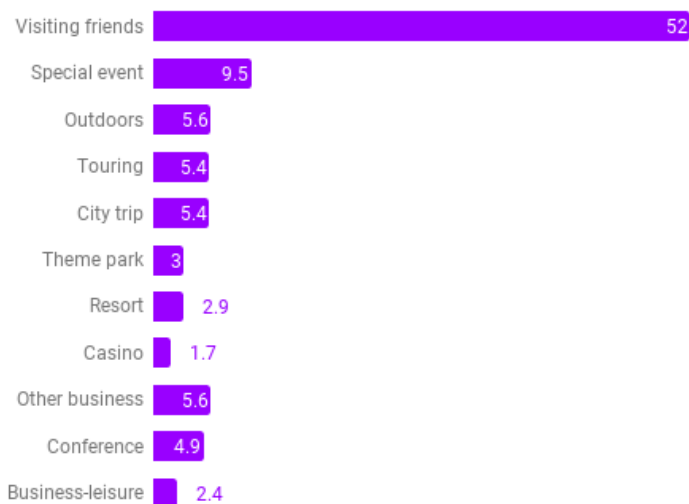
Trip satisfaction is the percentage of survey respondents who were satisfied with their experience. This data indicates opportunities for Howard County.



Social media use



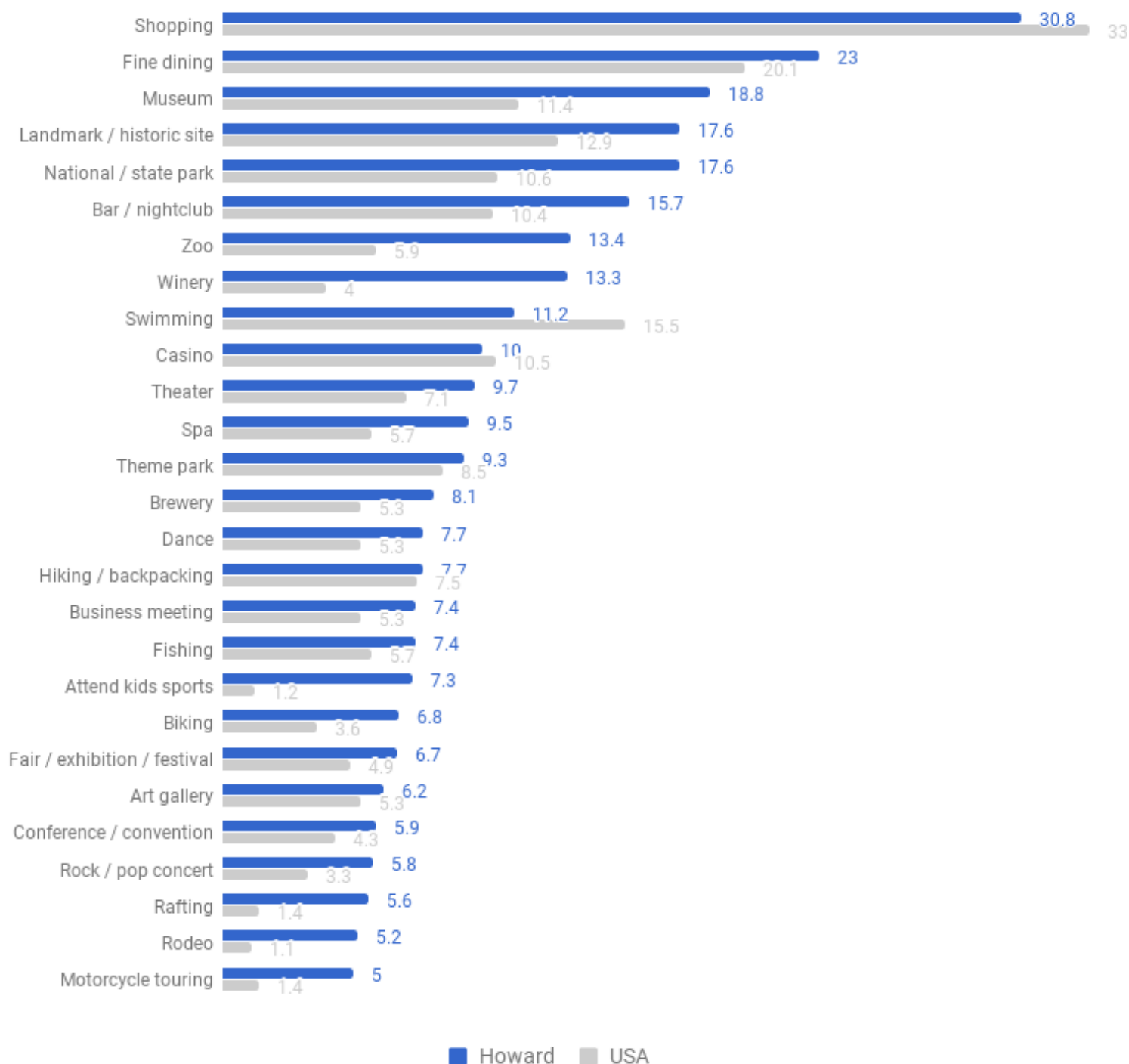
Trip purpose



Howard County overnight trip characteristics (con't)

Activities and experiences

Survey respondents who spent at least one night in Howard County indicated they participated in the following activities. Visitors to Howard County enjoy the amenities of Howard County, but also visit experiences within the surrounding region during their overnight travel.



Visit Howard County marketing highlights

Total marketing impressions

13.8M

Visit Howard County aggressively markets the activities that make Howard County an exciting place to live and visit. Social is proving to be an exceptional method for getting in front of qualified audiences. Other advertising include estimates of views for campaigns launched in the Washington Post, Philadelphia Magazine, and actual numbers from digital campaigns on Adara's ad network, iHeartMedia's online network and more.



Impressions are an important measurement showing the number of potential customers that are served our message.

Site users

187.2K

+88% fy16 to fy17

Better qualified advertising leads to more people clicking on links to the website.

Site pageviews

628K

+96.9% fy16 to fy17

Better qualified advertising leads to longer times spent researching things to do.

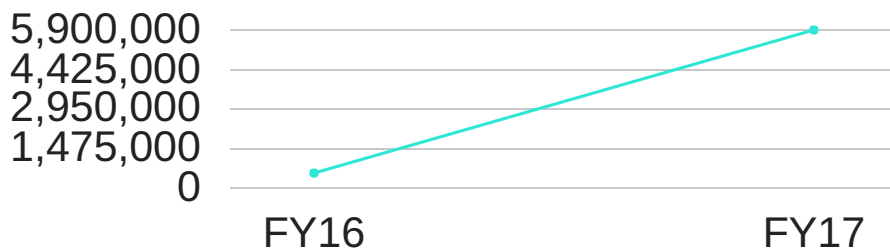
Social impressions

5.87M

+1,028% fy16 to fy17

79% of online adults actively use Facebook (Pew 2016) and 80% of visitors use social media to plan their trips.

Visit Howard County is more actively using social media to target qualified visitors and residents to share knowledge of the activities that make Howard County a great place to visit and live.



Visit Howard County special initiatives and projects

Strategic plan

Completed a three-year strategic plan with input from the Board of Directors and community partners that aspires to take our organization and community to the next level.

New marketing pieces

Launched a new website that focuses on mobile use; a new visitor guide format; meeting planner guide; Harvest Howard County magazine, and more.

Leisure events and attractions

Visit Howard County supports spending at shopping, restaurants, attractions and hotels throughout the County by advertising to visitors, potential and current residents.

Through marketing and grants supported events like Historic Savage Mill's bicentennial celebration, the Crossland Festival, the Patapsco Trail Fest, the Maryland Sheep & Wool Festival, Symphony of Lights, Merriweather Post Pavilion events, the Maryland Preakness Celebration Balloon Festival, Hops and Harvest, and many more.

Supported Old Ellicott City through marketing of events, direct grants, and creating EllicottCityHolidays.com: spread attention to re-opening businesses through millions of impressions. Promoted Columbia's 50th celebration events and Columbia's #1 Place to Live award.

Awards

Won several awards including the "Best Digital Campaign" by the Maryland Tourism Coalition for HoCoMon, "Best Print Material" award from the Maryland Tourism Coalition for Harvest Howard County, and the Executive Director was one of a dozen people in North America to gain the Certified Destination Management Executive credential.

Media tours

Hosted several media tours, produced stories and hosted a tour of Howard County's group attractions with international motorcoach planners from the IPW conference.

Tournaments

Provided resources and services to tournaments generating thousands of room nights including the Summer Smash Field Hockey Tournament, National High School Lacrosse Showcase, NJCCA Track and Field Competition, the Elite Tournaments' numerous events, the Mid-Atlantic Affiliate Challenge, multiple USSSA tournaments, events produced by Recreation and Parks, and more.

Brand Howard County

Called together a group of some of the largest organizations in Howard County to begin discussions towards branding our organizations alike to promote Howard County in a unified voice.

Visit Howard County media placements

Dozens of media stories placed

"...the indie shopping is crazy good."

BRIT+CO.

8 Unique and Relaxing Getaways
Every Mom Squad Needs This Fall

COSMOPOLITAN

Where to Vacation with Your BFFs in
Every State

MEN'S JOURNAL

20 Breweries That Grow Their Own
Hops

GETAWAY *mavens*

20 Most Popular Towns in Northeast
USA in 2016

THE HUFFINGTON POST

7 Great Historic Upscale Lodgings in
Northeast USA

Source: 8 Weird, Wacky, and
Compelling Reasons to Visit These Mid
Atlantic Destinations Now; Malerie
Yolen-Cohen, HuffPost

Visit Howard County media placements

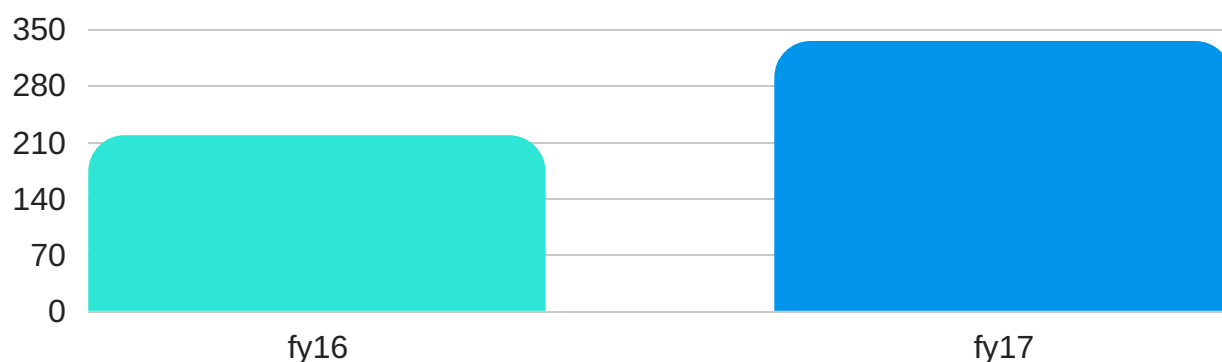
Tourism council membership

335

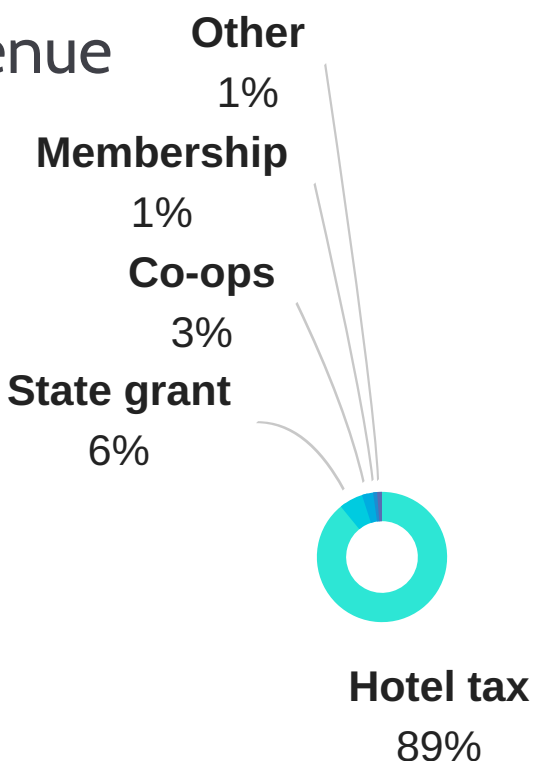
+53.6% fy16 to fy17

Visit Howard County's membership brings the hospitality community together through educational seminars, promotion efforts, and cooperative marketing.

By empowering this community to work together, get engaged, and remain informed Visit Howard County is able to better promote our community and provide for an improved tourist experience.



Revenue



Expenses

