

VISIT HOWARD COUNTY

Promoting Howard County near and far



Mid Atlantic Tourism Public Relations Alliance Tour of Howard County.



Major League Quad Ball 2022 Championship at Troy Park.



Meetings Matter Showcase — Open House



Winter Restaurant Weeks Kickoff



Visit Howard County Annual Meeting



R&L Crab Co. on WJZ Morning Show Segment



Summer Restaurant Weeks Kickoff



Martha Clark and Rodney Burley, HoCo Gratitude recipient



Maryland Tourism Coalition Spring Seminar

ABOUT VISIT HOWARD COUNTY

Founded in 1981, the Howard County Tourism Council, Inc. trades as Visit Howard County.

Visit Howard County is recognized by Howard County Government and the Maryland Office of Tourism Development as the official Destination Marketing Organization for Howard County. Visit Howard County markets and develops the county as a premier leisure and business travel destination and serves Howard County's tourism industry businesses and organizations through marketing that showcases the entire county while being a credible resource. and advocate.



Why Join Visit Howard County

For as little as \$50 a year, businesses can become members of Visit Howard County, a nonprofit that markets the efforts of its members and helps visitors and residents alike enjoy what the community has to offer. As the official marketing organization for Howard County, we value the opportunity to support our members through aggressive marketing campaigns. Additionally, members' listings, information, and events on Visit Howard County's website are seen by more than 400,000 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.

How do businesses join? Visit <https://www.visithoward-county.com/about/tourism-council/membership/>

Testimonials

"The team at Visit Howard County is one of a kind with a true collaborative spirit. They not only promote open dialogue through member sales and board meetings but follow up with prompt action on even the smallest bit of feedback provided. The management team here at the DoubleTree by Hilton Columbia has never doubted the commitment to not just the success of the county as a whole but that of our hotel and its team members as well."

Lisa Zinnamon - Director of Sales, DoubleTree by Hilton Columbia

"Our business has been a member of Visit Howard County since the first year we opened. What I love about being part of Visit Howard County is the direct exposure to visitors to our county, the clarity of the website, the responsiveness of the staff at Howard County Tourism and the cost of membership is affordable for a small business like ours. Whenever I have a special event, which is several times a year, I send the information to Eric and within a very short period of time, the event is posted on the Visit Howard County website. We have had the opportunity to partner on events as well, which is an added benefit!"

Lori Caprara - Partner, Decadent Coffee & Desert Bar

What events are you most looking forward to for the fall season?

There's so much happening in the fall! Merriweather Post Pavillion has a stellar fall lineup, including a special Baltimore Symphony Orchestra concert featuring the soundtrack of "Rocky" with the iconic film on a larger-than-life screen.

Have there been any significant changes in tourism numbers over the past year?

This year we benchmarked 2019 in regard to hotel tax collection by 4% and are up over last fiscal year by 25%. This is a great sign. With strong existing attractions and events and many new ones coming, plus the rebound of business travel, we expect these numbers to grow.

Do you think the tourism sector is finally recovering from COVID?

Yes. 2023 is the year to exceed 2019 tourism demand. Maryland Tourism Development Board's Tourism Monitor tool shows a 139.8% increase in tourism tax collection.

What's the most popular local activity or destination for visitors versus local folks?

Our County Parks and Patapsco Valley State Park are by far the most popular places for residents to visit.

What do you regard as the "best kept secret" in terms of tourist attractions in Howard County?

Q&A

Amanda Hof, executive director of Howard County Tourism, reflects on tourism's continued rebound, the county's best kept secret, and what she's looking forward to this fall.



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Affordability. We are conveniently nestled in between Baltimore and the Nation's capital without the hustle and bustle and inflated expenses of the big city - go to the city for the day or evening and stay with us for a fraction of the price. Plus, there are hundreds of free and almost-free activities to do in Howard County.

As kids go back to school, does this put a dent in tourism, or do field trips help fill in those spaces?

It really depends on the activity. Restaurants may see a lull in family dining but an uptick in corporate and 'game day' activity. The same is true for hotels with corporate business. Fall also brings more festivals and youth tournaments that help local businesses in the shoulder season.

What keeps you rejuvenated as you continually try to share the gifts of Howard County with everyone?

I wake up every day knowing that our tourism businesses and stakeholders are depending on us to raise awareness of Howard County as a destination and generate tourism spending to help keep their bottom lines healthy.

What are some ways businesses can help boost tourism in Howard County?

Follow us @VisitHoCoMD, and be sure to tag us in your posts and share what we post!

TOURISM BY THE NUMBERS

51%

Visitors stayed overnight



95%

Visitors were from out of state

WHAT VISITORS ARE BUYING



Retail 43.5%



Food 29.6%



Accommodations 12.3%



Gas & Service Stations 6.6%



Attractions 3.6%



Outdoor Recreation 1.5%



Health 1.2%



Nightlife 0.8%



Transportation 0.8%

VHC BY THE NUMBERS

50+ Marketing Campaigns

465 K Visithowardcounty.com website sessions

360 K New website visitors

04:27 Website session duration

4.5 M Social Media Impressions

6.5 K Instagram Followers

292 LinkedIn Followers

6100+ Email Subscribers

5 Exhibits in the Howard County Welcome Center

10,000+ Visitors to the Howard County Welcome Center

40,000 Visitors Guides Printed

300+ Members

WHAT REGIONS DO THEY COME FROM?



Philadelphia Pa. 12.7%

New York Ny. 12.2%

Harrisburg-Lancaster-Lebanon-York Pa. 5.9%

Washington D.C. (Hagerstown Md.) 4.5%

Norfolk-Portsmouth-Newport News Va. 3.6%

Pittsburgh Pa. 2.8%

Salisbury Md. 2.7%

Boston MA-Manchester Nh. 2.4%

Chicago Il. 2.1%

Richmond-Petersburg Va. 2.8%



Maryland

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Maryland, Open.

VisitHowardCounty.com @visithocomd

Sources:

Smith travel Research via

Zartico Dashboard

Near via Zartico Dashboard

Affinity via Zartico Dashboard

WHERE DO THEY GO?

Columbia, Maryland 44.5%

Elkridge, Maryland 22.7%

Western Howard County 16.9%

Ellicott City 13.2%

Savage, Maryland 8.0%

North Laurel 7.2%

Maplelawn(Fulton), Maryland 1.9%

Ellicott City Historical District 1.2%



HC HOTEL PERFORMANCE

Occupancy 67.5%

Revenue 102.2 M

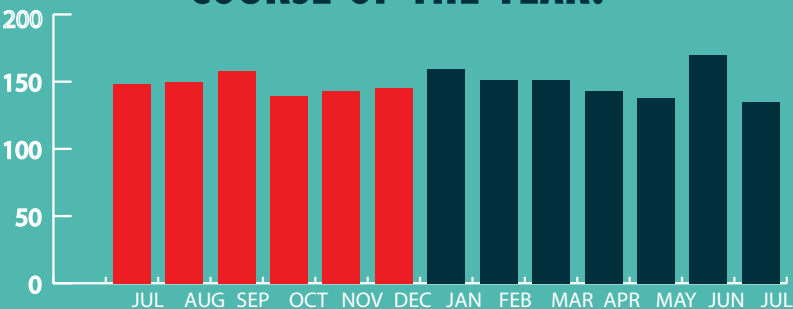
Average Daily Rate \$109

Demand 918 K Rooms



Visit Howard County continues to provide its own updates to members with information as it pertains to Howard County's hospitality community.

HOW DOES AVERAGE VISITOR SPENDING CHANGE OVER THE COURSE OF THE YEAR?



TOURISM ECONOMICS STUDY FINDINGS: 2021

Visitor activity increased significantly in 2021. With the pandemic's effects waning and traveler confidence rising, the number of visitors to Howard County grew to 2.8 million travelers in 2021, an increase of more than 800 thousand trips or 37%. The spending of these visitors grew by \$195 million in 2021 to reach \$628 million at hotels, restaurants, retailers and other businesses that support the visitor experience in Maryland. Visitor spending rebounded back to 94% of 2019 levels.

VISIT HOWARD COUNTY

Executive Committee

Board Members



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Hudson Coastal Raw Bar & Grille
President



Jayquin Bella
The DoubleTree by Hilton Columbia
Presidentt- Elect



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Best Western Plus Bwi Airport
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Clark's Elioak Farm
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Immediate Past President



Barbara Nicklas



Chuck Chandler
Residence Inn by Marriott Fulton at Maple Lawn



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Maryland Sports



Katie Fry Hester
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Kathy Johnson
Howard County Economic Development Authority



Mike Milani
Howard County Dept. Recreation & Parks



Chris Pineda, Ellicott City Partnership



Grace Anastasiadis, Howard Community College



Margaret Barry
Independent Consultant



Nina Basu
Inner Arbor Trust



Mae Beale
Community Activist



Steve Carne
Terrapin Adventures



Cheryl Clemens-Everidge
Toby's Dinner Theatre



Vince Culotta
Cured | 18th & 21st



Phillip Dodge
Downtown Columbia Partnership



Julie Eurice
Savage Mill



Ian Kennedy
Merriweather Arts and Culture Center



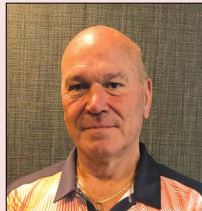
Nicole Motsay
Turf Valley Resort



Marcus Nicks
Howard County Center of African American Culture



Soo Park
Korea Town Council



Rod Vese,
Elite Events, LLC dba Pinot's Palette - Ellicott City

VISIT HOWARD COUNTY STAFF



Amanda Hof
Executive Director



Eric Teisch
Sales & Membership Director



Denisa Smith
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Alex Sullivan
Visitor Services & Community Engagement



Theresa Meeker Pickett,
Marketing Content & Communications Manager



Keith Shuey
Visitor Services Specialist IIII

Outgoing Members

Thank you for your service



Pete Mangione
Turf Valley Resort

We extend our heartfelt gratitude to Pete for his 20 years of service on the board and for his ongoing contributions to the community.

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