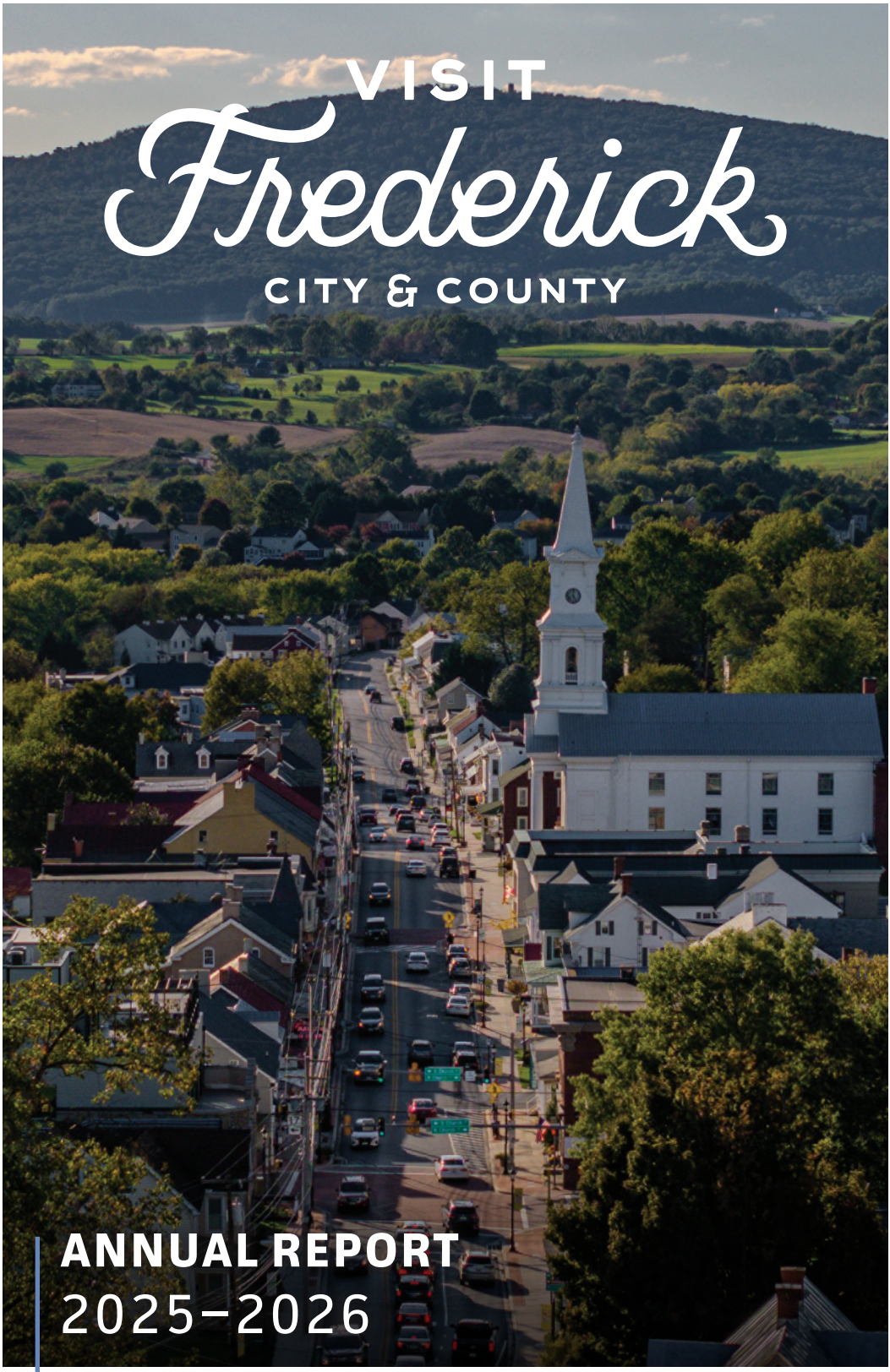

VISIT
Frederick
CITY & COUNTY
ANNUAL REPORT
2025–2026



FROM THE EXECUTIVE DIRECTOR

As we reflect upon the achievements of the past year, Visit Frederick is proud to present our Annual Report for FY26.

This report tells the story of another year of success - one in which we watched visitor numbers and visitor spending reach new highs. In a travel landscape that continues to evolve and change, Visit Frederick marketed our destination as the vibrant and welcoming community that it is, sharing Frederick County's unique character with visitors across the country and around the world. The result is measurable progress for our local economy, deeper community engagement, and continued recognition of Frederick County as a premier Maryland destination.

FY26 was also a year of shaping the future of tourism. We completed a five-year strategic plan that will guide our work into the 2030s as our community continues to grow and evolve. This plan sets clear priorities for marketing, product development, and partnership growth. Central to that work has been engaging our entire community and tourism partners as we prepare for a long-awaited addition to Downtown Frederick - the Marriott Downtown Frederick at Carroll Creek - which will expand our capacity to welcome meetings, groups, and extended stays. Our Tourism Reinvestment in Promotion & Product (TRIPP), Main Street Communities Cooperative, and Destination Development programs continued to support visitor-serving projects and initiatives across the county, ensuring reinvestment keeps pace with demand.

These achievements reflect the dedication of our team and the strength of collaboration with our members, partners, residents, and community leaders. We are thrilled to continue our support for Frederick County's businesses, cultural institutions, and municipalities as they continue to deliver authentic experiences that inspire travelers and benefit residents. As we look ahead, we will use the insights in this report and the guidance of our strategic plan to advance Frederick County's prominence as a visitor destination. We remain focused on strengthening our tourism economy, sharing our community's story, welcoming everyone to experience Frederick County, and enriching the quality of life for the residents who make it exceptional.



Dave Ziedelis
EXECUTIVE DIRECTOR





Scan the QR Code to find Visit Frederick's 2026-2031 Strategic Plan.

Visit Frederick strengthens economic vitality and community pride by developing and promoting tourism that enhances quality of life for residents and visitors alike.

Frederick Visitor Center
151 S. East Street · Frederick, Maryland
301-600-4047 · visitfrederick.org

@visitfrederickmd

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Sherif Salem
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& BANTER

Amie St. Angelo
SPRINGFIELD MANOR

Scott Wisnom
WHISKEY CREEK GOLF CLUB

Non-Voting Community Liaisons

Robert Black
CATOCTIN
MOUNTAIN ORCHARD

Stephanie Chaiken
WEINBERG CENTER
FOR THE ARTS

Kara Norman
DOWNTOWN FREDERICK
PARTNERSHIP

Rick Slade
CATOCTIN MOUNTAIN PARK

Staff

Dave Ziedelis
Executive Director

Becky Bickerton
Assistant Director

Katie Reichard
Operations Director

Jake Wynn
Senior Marketing and
Communications Manager

John Lustrea
Visitor Services Manager

Emily Griffin
Marketing and
Membership Coordinator

Noel Samoraj
Destination Development
Coordinator

Amanda Williams
Social Media Content Specialist

Barbara Brewster
Contract Accountant

Visitor Services Specialists

Debbie Ciechoski
Wendy Duke
Melissa Gregory
Renate Owen
Emma Nanes
Fred Genau
Randy Gray
Maria F. Lane
Christy Lynch

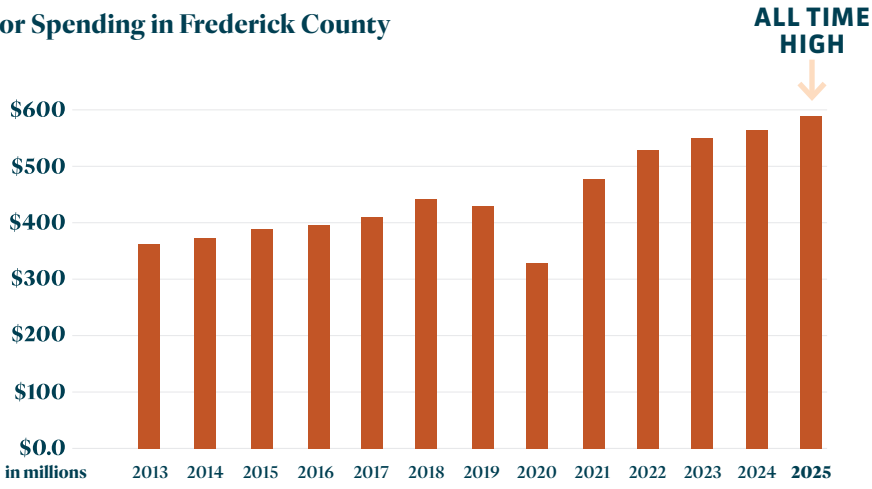
Visitor Spending in Frederick County

Visitor spending in Frederick County topped $500 million for the fourth straight year in 2025, according to Tourism Economics (August 2026).

Visitors spent a record $590 million in 2025, a 4.6% increase over 2024. Frederick County showed the 4th highest aggregate Visitor Spending and Visitation percentage among Maryland counties.

Since 1998, visitors have spent more than $9.4 billion in Frederick County, supporting local businesses and strengthening the county's economy.

Visitor Spending in Frederick County



$590 million

VISITOR SPENDING IN 2025

4.6% ABOVE 2024



Visitor Data

Frederick County visitation grew again in 2025.

According to Tourism Economics, 2.2 million visitors traveled to Frederick County in 2025, a fifth straight year of growth since the pandemic.

Tourism Economics defines a visitor as someone who travels at least 50 miles to their destination. Over the past two decades, visitation has increased steadily.

2.2 million
VISITORS IN 2025

5.1%
GROWTH IN VISITORS OVER 2024



Five Years

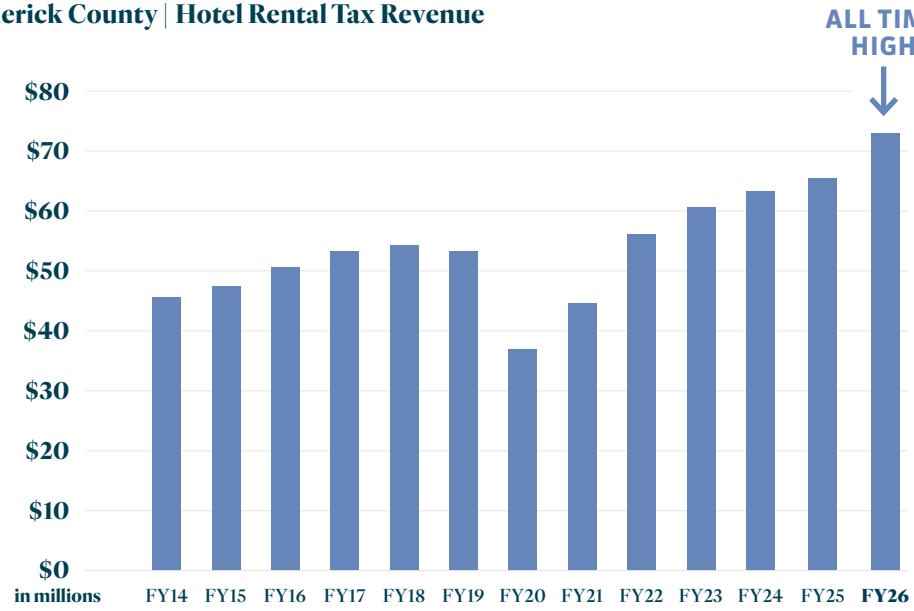
FREDERICK COUNTY HAS RECORDED FIVE STRAIGHT YEARS OF VISITOR INCREASES

776,500
OVERNIGHT VISITORS

1.4 million
DAYTRIP VISITORS



Frederick County | Hotel Rental Tax Revenue





$73.5 million

HOTEL REVENUES IN FY26

12%

ABOVE FY25



Hotel Rental Tax Revenue

Hotel rental tax revenues again eclipsed an all-time high in FY26, marking the fourth time in Frederick County history that hotels reported more than $60 million in tax revenue.

Frederick County hotel rental tax revenues have steadily increased over the last 20 years. In FY26, hotel rental tax revenues continued with a sizable increase over the previous all-time high recorded in FY25.

Overnight visitors continue to fuel the success of Frederick County as a thriving visitor destination, with hotel tax revenues funding Visit Frederick's marketing efforts to continue the hospitality industry's growth in the region.

Tourism's Economic Impact

Tourism remains a crucial driver of Frederick County's economy, with sustained growth in both visitation and visitor spending across the county.



The economic impact visitors bring is clear: visitor spending supported 6,367 jobs in 2025. In addition to bolstering local businesses and organizations, visitors generate tax revenue that helps fund public services and infrastructure across our region.

As a cornerstone of Frederick County's economic landscape, tourism continues to drive growth and energize our community.

JOBS

6,367

VISITOR SUPPORTED JOBS IN FREDERICK COUNTY

VISITOR SUPPORTED JOBS ACCOUNT FOR

5.8%

OF TOTAL FREDERICK COUNTY EMPLOYMENT





SPENDING

$71 million

WAS SPENT IN LOCAL RETAIL BUSINESSES

$85 million

WAS SPENT ON RECREATION ACTIVITIES

$181 million

WAS SPENT BY VISITORS IN LOCAL RESTAURANTS AND CRAFT BEVERAGE BUSINESSES

Investing in the Future of Frederick County Tourism

The growth of the tourism industry in Frederick County can be traced to the commitment of a dedicated revenue source—funding from the county hotel rental tax.

As per a Memorandum of Understanding with Frederick County Government, and after the removal of necessary administrative fees, 10% of our local hotel rental tax is directed towards the bonds and capital improvements of the Frederick Visitor Center.

37.5% is dedicated to three tourism-related initiatives that directly fund nonprofit organizations and governmental agencies: Tourism Reinvestment in Promotion and Product Program (TRIPP), Main Street Communities Cooperative Program, and the Destination Development Fund.

On an annual basis, Visit Frederick directly commits approximately 20% of expenditures to advertising and marketing with the goal to increase out-of-county visitation to Frederick County.



TRIPP Success in FY26

Grants through the TRIPP program went to support a variety of Frederick County projects that will continue to benefit tourism attractions and initiatives into the future.

TRIPP Program

The Tourism Reinvestment in Promotion & Product Program (TRIPP) provides an opportunity for Frederick County's nonprofit organizations to apply for advertising awards and development grants.

$4.9 million
INVESTED IN FREDERICK COUNTY NONPROFITS & GOVERNMENT AGENCIES SINCE 2005

$337,000
INVESTED IN FREDERICK COUNTY NONPROFITS & GOVERNMENT AGENCIES DURING FY26

The goal of the program is to increase the number of visitors to Frederick County, encouraging them to stay longer, increasing the number of overnight stays in Frederick County hotels, and enhancing the overall marketability of Frederick as a destination. This program provides an opportunity for tourism related nonprofits and government agencies to further their initiatives and create a more vibrant experience for visitors and residents.

During FY26 the TRIPP program invested over $337,000 in Frederick County nonprofits and government agencies. The funding supplements local marketing budgets, allowing organizations to reach their target audience in new ways and represent Frederick County in a variety of digital and print media.

ADVERTISING GRANT

Main Street Advertising Partnership

Frederick County's four designated Main Streets partnered on a digital advertising initiative. The campaign marketed the entire county and showcased the unique charm and character of its Main Street communities.

DEVELOPMENT GRANT

National Museum of Civil War Medicine

Grant funded Phase 1 of a multimillion-dollar upgrade to the exhibits at the National Museum of Civil War Medicine in Downtown Frederick. The exhibitions are planned to open in 2027.

DEVELOPMENT GRANT

City of Brunswick: Railroad Park Visitor Experience Plan

This new park in the City of Brunswick will spotlight the community's railroading heritage while encouraging visitors to dig deeper into the city's culture.







Main Street Communities Cooperative Program

Frederick County is home to 4 designated Main Streets: Frederick, Brunswick, Middletown, and Thurmont. Emmitsburg and New Market are "Connected Main Streets," part of the Main Street Maryland program.

These Main Streets reflect the community's commitment to preserving the character of Frederick County's historic towns. Visit Frederick developed the Frederick County Main Street Communities Cooperative Fund in partnership with Frederick County Government to support and promote the Main Street program.

Through this fund, more than $343,000 went to the county's four designated Main Streets in FY26. Since the fund's inception in 2016, more than $2.4 million has been invested in the Main Streets.

$2.4 million
INVESTED INTO FREDERICK COUNTY'S MAIN STREETS SINCE 2016

$343,000
DISTRIBUTED TO OUR MAIN STREETS IN FY26




FREDERICK


ROOTS & RIVER
YOGA
BRUNSWICK


MIDDLETOWN


THURMONT


NEW MARKET
CONNECTED MAIN STREET


EMMITSBURG
CONNECTED MAIN STREET



Destination Development in Frederick County

Destination Development funding provides sponsorship opportunities for outdoor recreation, agritourism, heritage tourism, workforce development, and visitor-oriented events in Frederick County.

This initiative helps grow and evolve current visitor experiences to strengthen tourism throughout Frederick County. The programs it supports draw both locals and visitors, building a shared sense of community pride.

$318,000
DESTINATION DEVELOPMENT FUNDS DISTRIBUTED IN FY26

$2.4 million
DESTINATION DEVELOPMENT FUNDS DISTRIBUTED SINCE PROGRAM'S INCEPTION IN 2017

Destination Development Successes



Destination Development funds supported a milestone for Catoctin Furnace.

AFRICAN AMERICAN CEMETERY COMMUNITY GATHERING AT CATOCTIN FURNACE

After a seven-year fundraising effort, the Catoctin Furnace Historical Society purchased the African American Cemetery from private property owners. A special ceremony commemorated the transfer of the cemetery to the Maryland Department of Natural Resources.



Destination Development funds supported one of Maryland's biggest Pride celebrations.

FREDERICK PRIDE

Frederick Pride is a two-day annual celebration of the Lesbian, Gay, Bisexual, Transgender, and Queer+ (LGBTQ+) community, hosted by The Frederick Center. Frederick Pride has grown to become one of the largest Pride celebrations in Maryland.

Destination Marketing

As Frederick County's official Destination Marketing Organization, Visit Frederick plays a central role in showcasing the region's distinctive attractions, history, and cultural experiences. Through compelling content and strategic campaigns, our small team drives visitation, strengthens local businesses, and fuels economic growth across the county. In FY26, Visit Frederick's marketing team delivered a series of key projects designed to enrich the visitor experience and expand Frederick County's reach.

- Produced a fall/winter and spring **Events Snapshot**
- Produced and printed 150,000 **Frederick Visitor Guides** (2026)
- Updated and reprinted the **Downtown Frederick Walking Tour**
- Printed the new **Frederick County Scenic Byways Guide**, launched a companion microsite, and ran commercials promoting the guide and Frederick County Scenic Byways
- Coordinated with the **Frederick County's U.S. Semiquincentennial Commission** to produce a rack card and developed the County's 250th landing page at visitfrederick.org for the multi-day event

During FY26, the Visit Frederick marketing staff partnered with Postern to reimagine and redesign the 2026–2027 Frederick Visitor Guide. Playful features such as "What Type of Explorer Are You?" help travelers tailor their trips to their unique interests and encourage them to explore—and spend—across the entire county.





POSTERN

Destination Advertising

As Frederick County's designated Destination Marketing Organization, Visit Frederick showcases the county's attractions, events, and cultural experiences to inspire travel and fuel the local economy. We combine data-informed storytelling, integrated campaigns, and strong partner amplification to turn interest into visits.

Visit Frederick placed more than $715,000 in advertising during FY26, which included a marketing grant from the Maryland Office of Tourism Development in the amount of $100,395.



$34,839
AD SPEND

1.6M
IMPRESSIONS

1,327
CLICKS

0.08%
CTR

$442.4K
REVENUE

12.7
ROAS (RETURN ON INVESTMENT)

FY26 Advertising Placements*:

- Better Homes & Gardens
- Billboards on Rt. 15 and I-76 in PA
- Blue Ridge Outdoors
- Bicycling Magazine
- Comcast
- Country Living
- Expedia
- Food Network Magazine
- Garden & Gun Magazine
- Good Housekeeping
- Group Tour Magazine
- New York Family Media
- Newsday
- Philadelphia Magazine
- Pioneer Woman Magazine
- Pittsburgh Magazine
- Real Simple Magazine
- Southern Living Magazine
- Warehouse Cinemas
- WXPN Radio

**This is not a complete list of FY26 advertising placements.*

Media Relations



Jake Wynn represented Visit Frederick as part of the Public Relations Society of America Travel and Tourism Summit in Albuquerque, NM discussing our regional media strategy through MATPRA.

We worked with dozens of writers and journalists in FY26 to share stories from across Frederick County - from cycling the C&O Canal towpath and setting out on historic hikes along the Appalachian Trail to raising a glass at our wineries, breweries, and distilleries. Closer to home, the Visitation Hotel and the soon-to-be-completed Marriott Downtown Frederick at Carroll Creek are driving fresh attention and excitement in Downtown Frederick, giving visitors more reasons to stay overnight and media more to write about.

We also deepened our regional collaboration this year, working closely with Visit Baltimore, Visit Annapolis & Anne Arundel County, and the Maryland Office of Tourism to create the Maryland International Marketing Partnership. Together, this coalition represents Maryland as a destination in the United Kingdom and German markets - carrying forward the momentum of Capital Region USA, which previously represented the wider region - to keep Frederick County top of mind for international travelers and media.

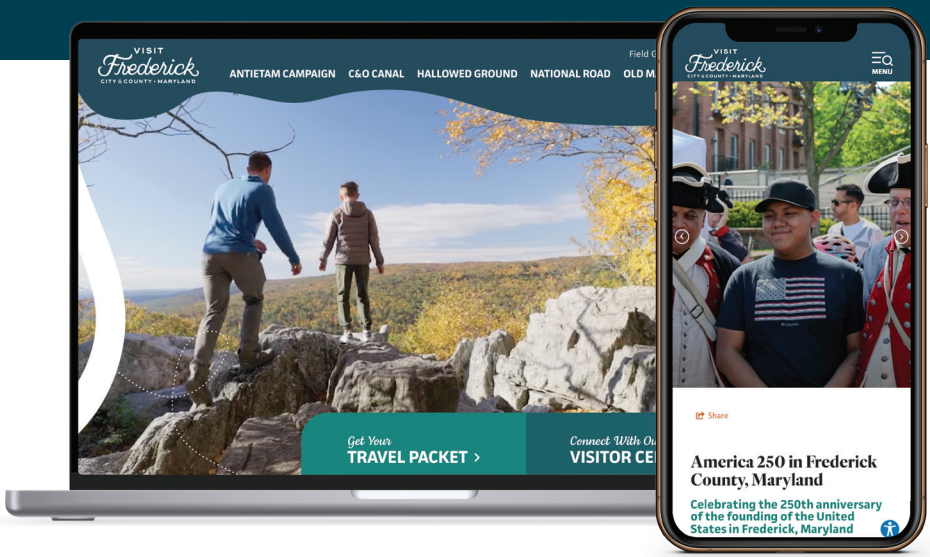
This effort has already generated earned coverage in the United Kingdom, and we look forward to building on that momentum and expanding our international media presence in FY27.

The following are among the outlets we've worked with in FY26 to share stories about visitor experiences in Frederick County:

Washington Post
Washingtonian Magazine
Baltimore Magazine
Pittsburgh Magazine
Philadelphia Magazine
NBC4
FOX5
WUSA9
WMAR2
WDMV
WTOP
Southern Living
New York Family Magazine
Travel and Leisure
MLB.com
The Local Palate Magazine
Main Line Today
Arlington Family Magazine
Frederick Magazine (Monthly Column)
Frederick News Post
Baltimore Banner
The MoCo Show
Secret DC
Daily Hive (Canada)
Our Man on the Ground Travel and Lifestyle (UK)
Selling Travel (UK)



Katy Brennan of the Daily Hive (Canada) with Jake Wynn on a press trip to Brunswick Main Street and Frederick County in early 2026.



Website | Visitfrederick.org

The Visit Frederick website continues to be our most successful and far-reaching marketing effort.

In FY26, we sharpened VisitFrederick.org with fresh content and targeted improvements that power trip planning and partner visibility. We published 12 new blog posts spotlighting historical sites, our thriving food and beverage scene, and the one-of-a-kind attractions only Frederick County can claim. We refreshed high-traffic pages, expanded our photography, and continued embedding video produced through our Destination Frederick County partnership with Frederick County Government (FCG-TV).

AI-driven search and the shifting ways travelers find information remain a growing challenge, one that we're meeting head-on. Working closely with Granicus, and especially our sharp SEO analyst Kayla Acosta, we've reshaped our approach to keep pace with a fast-changing environment: refining site structure, strengthening technical SEO, and updating content to stay useful, accurate, and discoverable. We also completed the Scenic Byways microsite to showcase road trips across Frederick County.

VisitFrederick.org remains a cornerstone of our marketing strategy and a strong benchmark among mid-sized DMOs for usability, content quality, and partnership integration.

MORE THAN

820,000

Individual Users Accessed

VISITFREDERICK.ORG IN FY26*

VisitFrederick.org

RECEIVED

3.1 million

VIEWS IN FY26*

**As of June 30, 2026.*

Social Media

In FY26, Visit Frederick brought Amanda Williams onto the marketing team as Social Media Content Specialist. Amanda has revolutionized our organic social media content, bringing a fresh perspective to our social media presence as well as many fun, short-form videos that highlight the best experiences for visitors (and residents) in Frederick County.

28,568
FOLLOWERS

22,582
FOLLOWERS



Conferences & Trade Shows

Visit Frederick staff members attend trade shows throughout the year to promote Frederick County to specific market segments and also attend conferences to pursue professional development opportunities.

- American Bus Association Annual Marketplace
- BrandUSA Travel Week
- Destinations International Annual Convention
- Destinations International Marketing & Communications Summit
- Destinations International Visitor Services Summit
- ESTO
- IPW
- Learn Tourism Conference
- Maryland DNR Outdoor Recreation Summit
- Maryland Main Street Conference
- Maryland Motorcoach Association Marketplace
- Maryland Travel & Tourism Summit
- Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Media Marketplace
- Pennsylvania Bus Association Marketplace
- Public Relations Society of America Travel and Tourism Summit
- Simpleview Summit
- Small Museum Association Conference



Visit Frederick staff members Emily Griffin, Noel Samoraj, and John Lustrea at the 2025 Destinations International Convention in Chicago.



Becky Bickerton at IPW in Fort Lauderdale, FL with members of the Maryland International Marketing Partnership.



Visitor Services

We're always looking for reasons to bring more people through the Visitor Center doors, where we can point them toward the best of Frederick County. This fiscal year, we partnered with the Heart of the Civil War Heritage Area to serve as the physical pick-up point for the commemorative coin on their historic geotrail. Nineteen geocaches are hidden at historic sites across Frederick, Washington, and Carroll Counties. Find at least 15, and the trail leads here - to the Frederick Visitor Center - to claim your coin.

The trail's opening weekend brought 93 people from 18 states and Canada through our doors for that coin. They've kept coming ever since, arriving after a day at the region's historic sites and leaving with fresh recommendations on what to see and do next. Many are travelers who might never have found their way to us otherwise. We've been glad to have them.

18,684 | **VISITORS TO THE FREDERICK VISITOR CENTER IN FY26**

Top 5 Visitor Origins *Outside of Maryland*



VIRGINIA



PENNSYLVANIA



WASHINGTON, DC



FLORIDA



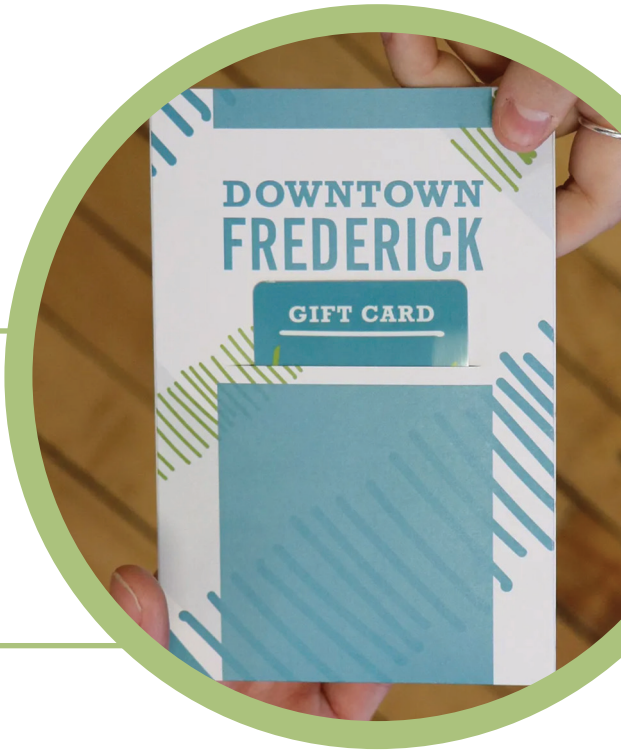
NEW JERSEY

DOWNTOWN FREDERICK GIFT CARD SALES IN FY26

$330,980

VISITOR CENTER RETAIL SALES IN FY26

$16,307.29



Top 5 Visitor Countries



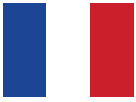
GERMANY



CANADA



UNITED KINGDOM



FRANCE



AUSTRALIA

Membership Program

For 50 years, Visit Frederick has strengthened economic vitality and community pride by developing and promoting tourism through the support of our members and partners to enhance the quality of life for residents and visitors alike.

Membership is open to locally owned businesses who want to promote tourism in a sector that generates hundreds of millions of dollars for the regional economy each year. Members receive practical, high-visibility benefits that drive visitation and spending. These include custom listings in the official Frederick Visitor Guide and on VisitFrederick.org, access to the Destination Insights Newsletter, and brochure and rack card placement at the Frederick Visitor Center.

Throughout the year, members were welcomed to annual events, Marketing Committee meetings, and familiarization tours across Downtown Frederick and the wider county. These opportunities continue to build meaningful connections within the tourism community. Through these collaborations, Visit Frederick is able to showcase Frederick City and County, support our members, and generate lasting impact for the tourism economy.

FY26 Members:

WELCOME VISIT FREDERICK'S 25 NEW MEMBERS!

24-7 Prayer Room of Frederick (aka: Frederick Prayer House)
A Lit'le Irish Too
Artspiration Frederick
Black Rock Farm
BRANDARTYOGA
Bridgeway Bikes
Brown's
Brunswick Arts Council
Fire and Oak Culinary Tavern
Frederick Wine House
InBloom Jewelry
Marriott Downtown Frederick at Carroll Creek
Maryland National Golf Club
Mental Health Association of Frederick County
Old Harmony
One Goods Company
Pleasant Hill Produce
Premier Pics Maryland
Purpose One Realty
Raw Blossom
Spacie Gracie
Swirls of Frederick
The Center . Sound . Mind . Body
The SEWcial Café
Wavelength Wear

400+
TOTAL MEMBERS



Visit Frederick partnered with Postern to design a new window cling, giving local businesses and organizations a way to proudly display their support for tourism in Frederick City and County, MD.



The 2025 Visit Frederick Annual Meeting was held at the Visitation Hotel in Downtown Frederick

Partnerships and Membership Events

Annual Meetings

Each year, Visit Frederick hosts two signature membership events. The Annual Meeting Breakfast took place in October 2025 at Visitation Hotel Frederick in Downtown Frederick, and Visit Frederick partnered with Abloom, Ltd., for florals. In May 2026, members gathered for the Spring Membership Social at Monocacy Brewing Company, and Visit Frederick partnered with Premier Pics Maryland for a photo booth experience.

America 250 Special Beer Release

In celebration of America's 250th anniversary (A250), Visit Frederick partnered with Monocacy Brewing Company and the Brunswick Arts Council's Messy Bee Studio to launch a special commemorative brew, the Hessian Hefe. The beer made its debut at Visit Frederick's Spring Membership Social and was later served at the Maryland Craft Beer Festival. The collaboration also received coverage in The Frederick News-Post's 72 Hours print edition, and contributed to the statewide "Make Mine a Maryland" campaign.



Visit Frederick Familiarization Tours

Visit Frederick offers familiarization (FAM) tours around Frederick City and County for members and partners. These tours are a great chance to meet others in the industry while learning about the new experiences being offered to visitors in Frederick County. This year, Visit Frederick partnered with the Frederick County Chamber of Commerce to open this opportunity up for their members.

Visit Frederick Turns 50 in 2026

Visit Frederick got its start in 1976, the year the United States turned 200. The Tourism Council of Frederick County, as it was first known, spun off from the Chamber of Commerce with a simple idea: that Frederick County had a story worth telling, and that telling it well could shape a prosperous future with a thriving tourism economy.

It was a fitting year to begin. That October, more than seven inches of rain fell in a single day, and Carroll Creek and the Monocacy River poured into historic Downtown Frederick. The flood caused millions in damage and, for a while, left the city's future in doubt. What Frederick County did next set the course we still follow. Rather than turn away from a battered downtown, the community reinvested in it. Out of the wreckage came the Carroll Creek Flood Control Project - and with it, the seeds of a revival. What began as flood protection is today Carroll Creek Park, one of the most beloved places to visit in all of Frederick County.







1976

AN ORGANIZATION FOR A GROWING DESTINATION

The Tourism Council spun off from the Chamber of Commerce during the nation's bicentennial year.

THE FLOOD THAT RESHAPED DOWNTOWN FREDERICK

That October, seven inches of rain sent Carroll Creek surging through downtown, setting revitalization in motion.

1993

CARROLL CREEK GOES UNDERGROUND

The flood-control project buried the creek in concrete conduits, freeing the ground above for Carroll Creek Park.

2005

HEART OF THE CIVIL WAR HERITAGE AREA CERTIFIED

Frederick joined Carroll and Washington counties in Maryland's certified Civil War heritage area, a Visit Frederick partnership.

2006

THE TRIPP GRANT PROGRAM LAUNCHES

The new TRIPP grant program has since reinvested nearly $5.5 million into local attractions and events.

Through hard years, business owners and community leaders saw what others had overlooked: the promise in our historic towns, our agricultural heritage, our parks and open spaces, centuries of stories worth retelling, and a location at the center of the Mid-Atlantic, within easy reach of Washington, Baltimore, and the cities of the Northeast. They chose to invest in that promise by investing in tourism.

Under the recent leadership of John Fieseler and Dave Ziedelis, our Board, and decades of dedicated staff, that early vision has grown into an industry that welcomes 2 million visitors and brings $550 million to Frederick County's economy every year. On our 50th anniversary, we celebrate that heritage - and we thank everyone whose hard work, hospitality, and belief in this place have made Frederick County a welcoming place for all.







2011

THE FREDERICK VISITOR CENTER OPENS ON EAST STREET

The Tourism Council opened a full-service Visitor Center in an 1899 building at 151 S. East Street in a rehabilitated 1899 industrial building.

2016

FORTY YEARS AND A $50 MILLION MILESTONE

Celebrating forty years at the Weinberg Center, the Tourism Council marked county hotel revenue reaching $50 million.

2022

VISITOR SPENDING TOPS $500 MILLION

Annual visitor spending surpassed half a billion dollars for the first time, reaching $518 million.

2025

A REIMAGINED VISITOR CENTER

After a multi-year upgrade adding a new theater and film, the Visitor Center reopened in March.

2026

FIFTY YEARS AND A FIVE-YEAR VISION

Preparing for its 50th anniversary, Visit Frederick adopted a 2026–2031 Strategic Plan for sustainable tourism growth.

50 YEARS

Thank You!

To our partners, elected officials, the business community, and the residents who call Frederick County home - thank you. Your enthusiasm for this community is the reason visitors arrive as guests and leave as friends, eager to return to our historic downtowns, mountain trails, and restaurant tables. Every welcome extended, every story shared, and every door held open makes Frederick County an amazing and memorable destination, and we are deeply grateful to share that work with you.

Looking Ahead

In FY26, we adopted our 2026–2031 Strategic Plan, a five-year roadmap shaped by the voices of residents, stakeholders, and visitors across the county. It charts a course for tourism that strengthens our local economy while protecting the quality of life and sense of place that make Frederick County special.

Scan the QR Code to find
Visit Frederick's 2026-2031 Strategic Plan or go to
visitfrederick.org/about-us/strategic-plan-26/

VISIT Frederick
CITY & COUNTY • MARYLAND

@visitfrederickmd
151 S. East Street, Frederick, Maryland 21701
301-600-4047 or 800-999-3613 | **visitfrederick.org**