

Maryland

Office of Tourism Development Results Report for December 2007

A monthly report of travel, trade and tourism trends in Maryland
as monitored and reported by the Office of Tourism Development.

	FY 2007 Final Year End	Month Comparison			YTD Comparison			
		Dec-06	Dec-07	% Change	FY 2007	FY 2008	% Change	
OTD Productivity Measures	Web Statistics for visitmaryland.org							
	Unique Web Users*	1,187,935	41,166	56,289	36.74%	476,513	589,285	23.67%
	Newsletter Sign-ups	—	—	—	—	—	1,828	
	Page Views	5,875,997	351,792	217,368	-38.21%	3,193,978	2,600,260	-18.59%
	Advertising-generated inquiries							
	Print Advertising Calls	11,896	1,018	231	-77.31%	6,619	2,397	-63.79%
	Consumer Labels	77,326	3,757	1,750	-53.42%	35,171	19,029	-45.90%
	Internet Requests	46,303	1,087	1,307	20.24%	23,796	14,126	-40.64%
	TV Advertising Calls	7,115	190	111	-41.58%	3,153	2,221	-29.56%
	OTD 800 Number	2,554	97	62	-36.08%	1,209	944	-21.92%
	Internet Clicks	379,129	1,460	0	-100.00%	161,876	139,483	-13.83%
	Total*	524,323	7,609	3,461	-54.51%	231,824	178,200	-23.13%
	Literature Distribution*							
		1,654,426	62,518	91,826	46.88%	818,142	889,428	8.71%
	Travel & Tourism Industry Trends	State Economic Indicators						
Hotel Revenue Per Available Room		**	\$42.15	\$42.71	1.33%	\$71.83	\$74.25	3.38%
Hotel Occupancy Rate		**	43.50%	42.00%	-3.45%	63.08%	62.53%	-0.87%
Hotel Sales Tax Revenues		\$99,134,326	\$7,192,054	\$6,402,903	-10.97%	\$55,614,798	\$53,245,218	-4.26%
Industry Indicators								
BWI Domestic Arrivals		9,990,223	760,952	778,251	2.27%	5,096,763	5,296,575	3.92%
BWI International Arrivals		337,906	22,991	21,420	-6.83%	174,468	162,957	-6.60%
Amtrak Arrivals (non-commuter)		825,370	67,875	74,647	9.98%	412,650	448,958	8.80%
Travel Industry Association of America's Travel Price Index			225.1	243.3	8.09%			
Other								
Welcome Center Visitation	2,050,419	112,655	100,015	-11.22%	951,418	938,921	-1.31%	

* Department of Business and Economic Development Managing For Results assessment measure.

** Comparison not available.



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