OUR ROLE

Visit Baltimore, a private, not-for-profit corporation, is the official destination sales and marketing organization for Baltimore City.

We generate economic benefits for the region through the attraction of convention, group and leisure visitors. We also work to provide a positive experience for all guests.
Fiscal Year 2015 was a rollercoaster year for Baltimore tourism and Visit Baltimore.

We saw the largest tourism week in recent history thanks to September’s ‘trifecta’ of a Star-Spangled Spectacular grand finale celebration matched by hometown stands by our Baltimore Ravens and Baltimore Orioles. We continued that momentum into the new year, announcing that 2015 would be a record year for arriving citywide conventions; launching a three-city sales partnership called Synchronicities to drive future business; and, unveiling a new destination awareness advertising campaign called ‘My Bmore’ to promote Baltimore as a leisure and meetings destination.

And then we paused. The unrest of late April impacted everyone in our community. We know that Baltimore, like many other American cities, is not without its challenges. They did not arise spontaneously, nor will they be easily solved, but their existence does not negate the beauty of a city that was, is and remains well worth visiting.

And visiting is important - because tourism and meetings mean business, economic prosperity, and, most importantly, jobs. It remains our job to fuel this engine and show the world that Baltimore is a great destination with vibrant neighborhoods, rich culture and history, world-class venues and inspiring people. Moving forward, we are committed to doing just that and delivering the bottom-line message: “come to Baltimore.”

Enjoy reading the following 2015/16 e-report for a quick glance on what we do, why we do it and why it matters.
TOURISM IMPACT

Tourism drives Baltimore’s economy and quality of life in a number of ways. What follows is a summary of this meetings and tourism impact as of 2014 - by the numbers.
The U.S. travel market grew 4% in 2014. Domestic travel to Baltimore grew by 2.5% to reach 24.5 Million visitors.
Not only did more people visit Baltimore in 2014 – each visitor spent on average 1.5% more per trip. In total, Baltimore’s visitors spent $5.2 Billion at local businesses or on local services (+3.7% from 2013).
But the total economic value of tourism extends far beyond direct visitor spending.

82,379 JOBS Created or Sustained

56,919 Directly Employed

25,460 Indirectly Employed

7.4% of all Baltimore area employment

Or enough people to fill up M&T Bank Stadium & Royal Farms Arena

$2.7 BILLION pumped back into the community through salaries earned

Driving $9.4 BILLION in total Tourism Industry Sales

Which support vital community services:

- Schools
- Healthcare
- EMS

Generating

$377 MILLION in State Taxes/Fees

$272 MILLION in City Taxes/Fees

Saving $630 in tax contributions PER BALTIMORE HOUSEHOLD

Sources: Longwoods International • Tourism Economics • U.S. Travel Association • Smith Travel Research
Visit Baltimore has four primary goals.
Driving business and revenues by booking and servicing city-wide conventions, meetings and sporting events in the Baltimore Convention Center (BCC), at city hotels and at other venues.
DEFINITE ROOM NIGHT GENERATION BY FISCAL YEAR

In FY2015, Visit Baltimore booked 424,115 Total Future Room Nights from 398 Events through as far out as 2032.

$263 MILLION In Future Economic Impact
Visit Baltimore provided customized services and welcome program benefits to 26 CONVENTIONS & 249 NON-CITYWIDE MEETINGS in total.

Visit Baltimore hosted 364 events:
- 479,600 attendees
- 319,305 room nights

Including 19 citywides, each generating 4,000+ room nights and/or an economic impact exceeding $4 million.
MARKETING & COMMUNICATIONS

Promoting a positive image of greater Baltimore through targeted public relations and marketing campaigns that encourage visitation.

This includes supporting leisure tourism events such as Artscape, the African American Festival and Free Fall Baltimore; partnering in the creation and execution of bespoke promotions, from the Baltimore Family Reunion Expo to Absolutely Febulous; and, partnering in statewide tourism campaigns that have a local impact such as Star-Spangled Spectacular and Jubilee 1864.
Visit Baltimore launched ‘My Bmore,’ a new advertising campaign showcasing Baltimore through the genuine experiences and reflections of well-known personalities with significant ties to the city.

Designed for print, digital, radio and video, ‘My Bmore’ offers natural logo extensions for leisure messages like “Play More,” “Explore More” and “Discover More” as well as the trade execution of “Meetings with More,” which speaks to Baltimore’s high value rankings among meeting planners for service, convenience, and ROI.

(Click on an ad to zoom)
Why do I take my family to Baltimore? Because I have three kids—and I want to show them everything. The sharks at the Aquarium. The dinosaurs at the Science Center. Chessie the paddleboat. The art at the Walters. And the whole wide world at the Irvine Nature Center. Because I want their days to be full of excitement, activities and fun. And I want their nights to be full of wonder and lightning bugs—just like mine were. Baltimore knows just how special a day out with your family can be.

Julie Bowen
Actress, Cool Mom
What makes Baltimore my scene?

Never before have I been so warmly embraced by a city than when I filmed my movie in Baltimore. I’ve discovered some great restaurants here, but it’s the people that really make this place come alive. Every neighborhood has its own unique personality. Historic. Artsy. Soulful. Fun. I’ve made friends here that will be a part of my life forever.

Common
Artist, Social Conscience

“Never before have I been so warmly embraced by a city than when I filmed my movie in Baltimore. I’ve discovered some great restaurants here, but it’s the people that really make this place come alive. Every neighborhood has its own unique personality. Historic. Artsy. Soulful. Fun. I’ve made friends here that will be a part of my life forever.”
Enjoy

Why do I visit Baltimore?

Because I can take the train from New York and in just over two hours I’m watching the O’s play in Camden Yards. Because the American Visionary Art Museum is a unique and mind-blowing experience. Because I know my favorite table is waiting for me in Little Italy. Baltimore is special, but don’t just take my word for it. See for yourself.

Josh Charles
Actor, Native Son
BALTIMORE IN THE MEDIA

Visit Baltimore generated a record $38.75 MILLION in free, positive editorial coverage of Baltimore.

Included $31.7M in Star-Spangled Spectacular coverage
Included $11.9M in Super Bowl coverage
Included $14.4M in Star-Spangled Sailabration coverage

1,078,660,156 CIRCULATION IMPRESSIONS IN FY2015

3,843 POSITIVE BALTIMORE STORIES

FY2015 FY2014 FY2013 FY2012

$40M $30M $20M $10M

$38.75 $21.97 $29.90 $28.02

$38.75 MILLION
Baltimore among Top 10 Budget US Trips for 2015

Baltimore on list of 7 most underrated American Food Cities

Baltimore among top 20 charming American Cities

Top 15 Waterfront Destinations in the World

The city’s distinguished venues are the perfect fit for any size gathering...
– Black Meetings and Tourism

The selection of accommodations in Baltimore has never been better.
– Mid-Atlantic Events
Being an effective and respected partner. Because membership means business, and a collaborative, engaged and informed hospitality and services network helps more people discover our city and ensures the best possible visitor experience when they are here.
FY2015 BY THE NUMBERS

- **87%** Member Retention Rate
- **13%** Member Acquisition Rate

**704** Total Members
MEMBERSHIP BY CATEGORY

Visit Baltimore’s members represent all types of businesses.

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIGHTLIFE</td>
<td>17</td>
<td>2%</td>
</tr>
<tr>
<td>ACCOMMODATIONS</td>
<td>69</td>
<td>10%</td>
</tr>
<tr>
<td>RESTAURANTS</td>
<td>145</td>
<td>22%</td>
</tr>
<tr>
<td>SERVICES including transportation</td>
<td>117</td>
<td>19%</td>
</tr>
<tr>
<td>ATTRACTIONS &amp; ENTERTAINMENT</td>
<td>132</td>
<td>17%</td>
</tr>
<tr>
<td>AGENCIES/NON-PROFITS</td>
<td>41</td>
<td>6%</td>
</tr>
<tr>
<td>RETAIL</td>
<td>183</td>
<td>25%</td>
</tr>
</tbody>
</table>
MEMBERSHIP BY REGION

Visit Baltimore’s members span both the city and the state.

MEMBERSHIP:
- NW: 96 MEMBERS
- NE: 86 MEMBERS
- SW: 263 MEMBERS
- SE: 106 MEMBERS

551 BALTIMORE CITY
62 BALTIMORE COUNTY
38 ANNE ARUNDEL (including BWI)
27 GREATER BALTIMORE METRO
11 HOWARD COUNTY
15 NON-MARYLAND
Building a healthy and visible tourism industry through advocacy and community outreach, including a Visit Baltimore Education & Training Foundation.
FY2015 HIGHLIGHTS

- **5 STUDENTS** Employed/Placed as part of Hire One Youth
- **5 YEARS** Sponsoring THE JOURNEY HOME
  - Baltimore’s Plan to make Homelessness Rare & Brief
- **4 YOUTH LEADERS** Sponsored as part of The Inner Harbor Project
- **$5,000** In academic scholarships awarded through the new VISIT BALTIMORE FOUNDATION
A 501(c)(3) charitable organization, a core mission of the Foundation is to nurture a strong and diverse tourism workforce by funding educational and training opportunities for Baltimore City students and residents.

MEET OUR 2015 SCHOLARSHIP WINNERS

“Through hospitality management I am able to provide excellent service while building lasting relationships…”

- Brianna Williams
Morgan State University
Hospitality Management
Graduating 2017

“A motto I follow is, ‘the more you know the more you grow.’ This is why I’ve dedicated so much time and energy into school.”

- Jodi Radebaugh
Morgan State University
Hospitality Management
Graduating 2016
Since opening in April 2004, the Visitor Center has welcomed 3.8 MILLION PATRONS at the rate of 300,000 per year.

We also operate the Baltimore Visitor Center, located along the Inner Harbor waterfront.
In 1997, the Maryland General Assembly enacted legislation allotting 40% of Baltimore City's hotel tax to Visit Baltimore for tourism promotion – a tax paid by those convention and leisure visitors that we work so hard to attract – with the remainder going to the City of Baltimore to support general fund services. This legislation is in effect for five years at a time and was last renewed in 2012 (through 2017).

**FY16 BUDGETED REVENUE**

- 88.2% OCCUPANCY TAX
- 3.5% CONVENTION SERVICES/HOUSING
- 2.7% MEMBERSHIP
- 2.5% STATE FUNDING
- 1.2% SPONSORSHIPS/PARTNERSHIPS
- .7% OTHER
- .8% PROMOTIONAL PARTICIPATION
- .4% ADVERTISING

$15,844,780
FY16 BUDGETED EXPENSES

32% LEISURE MARKETING
35.2% CONVENTION/TRAVEL TRADE SALES & MARKETING
8.2% ADMINISTRATION/OTHER
8.9% CONVENTION SERVICES & HOUSING
6.3% VISITOR SERVICES
6.2% COMMUNICATIONS/PR
3.2% MEMBERSHIP

$16,209,080
LOOKING AHEAD

Our Priority Strategies For FY2016

In addition to building upon all of the programs and great progress made to date, Visit Baltimore will focus on the following priority strategies and new initiatives to grow Baltimore’s tourism industry while ensuring a strong meetings calendar complete with a solid foundation of high-impact, citywide business.
Counterbalance the information flow and amplify the message about Baltimore as a top meetings and tourism destination in the region and nationally.
Support Baltimore’s transformation as a global hub for innovation, leading all marketing efforts for the inaugural Light City Baltimore.

March 28–April 3, 2016
The first large-scale, international light festival in the U.S.
Leverage unique industry partnerships to drive more business opportunities.

Our first major *Synchronicities* booking is coming to Baltimore in December 2015. An event for meeting professionals and convention planners, *IAEE Expo! Expo!* is a special opportunity to showcase the Baltimore experience to thousands of potential clients who will be in our city at one time.
Enhance the visitor and client experience through key investments in our facilities and systems.

Including www.baltimore.org – which already introduced an interactive social media hub and 360 virtual tour of the BCC in FY2015, all leading to...

#4

We hit **2,278,036** TOTAL WEB VISITS

From **1.82 MILLION** UNIQUE VISITORS
Engage partners and support to grow Baltimore as a modern visitor destination – one that is in tune with the emerging sharing economy and with competitive convention and meeting facilities.
THANK YOU FOR WATCHING

Download the full report here