



Craft Beer Promotion in Maryland & How You Can Get Involved



September 8, 2017

Maryland Office of Tourism Development Mission

- Serves as the State's official travel marketing agency, promoting Maryland's attractions, accommodations and services **to increase visitor spending in the State.**
- Provides residents and out-of-state visitors with information and services to ensure a positive trip experience; and
- Positions Maryland as a competitive destination through product development and tourism industry engagement.

Visitors Are Vital To Maryland's Economic Engine

- In 2016, Maryland welcomed **42.1** million visitors, up **4%** percent from 2015 **40.47** million.

In 2014, **38.7** million visitors.

- Leisure markets continue to drive performance.
 - 82% Leisure travelers, 34.6 million people
 - 18% Business travelers, 7.5 million people

Visitors Are Vital To Maryland's Economic Engine

- In 2016, visitors to Maryland spent **\$17.3** billion on travel in Maryland.
- Visitor spending is an important generator of revenue to state and local governments - **\$2.35** billion in state and local taxes.

**Tourism revenues SAVES every
Maryland Household **\$1,080!****

Visitors Are Vital To Maryland's Economic Engine

- 10th largest employer in Maryland.
- 10th largest private sector employer in Maryland.
- In 2016, 146,000 Marylanders directly employed by the tourism industry.

Tourism Promotion Act of 2008

- Requires OTD to grant \$2.5M to DMOs annually; and,
- Eight sales tax codes are tracked and multiplied by a tourism factor – the amount deemed attributable to visitor spending by the Comptroller.

Sales Tax Category	Factor
108 Restaurants, Lunchrooms, Delicatessens	33%
111 Hotels, Motels Selling Food	100%
112 Restaurants and Night Clubs	33%
306 General Merchandise	5%
407 Automobile, Bus and Truck Rentals	90%
706 Airlines - Commercial	50%
901 Hotels, Motels, Apartments, Cottages	100%
925 Recreation and Amusement Places	50%

MD Domestic Visitor Profile:

Top 10 Activities

Activities	All MD Overnight
Shopping	39%
Fine dining	23%
Beach/waterfront	20%
Swimming	17%
Landmarks/historic sites	16%
Museum	15%
National/state park	13%
Bar/Disco/Night club	12%
Theme park	8%

Culinary Tourism

Savor Maryland

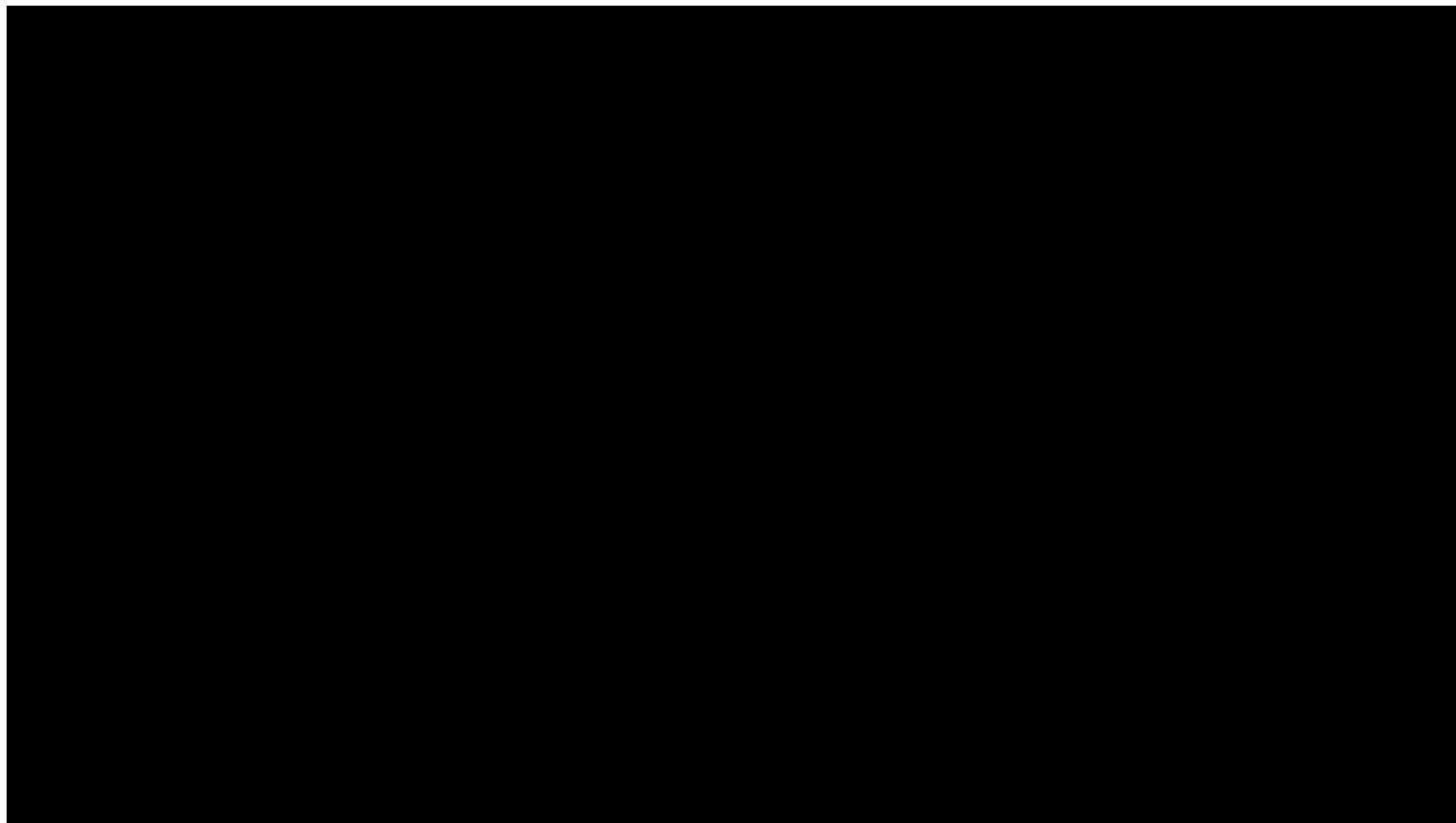
Experiencing the food and drink of a country, region, or area and is now considered a vital component of a tourism experience.

Percentage of U.S. leisure travelers who travel to learn about and enjoy unique dining experiences grew from

40% in 2006

51% in 2013.









UNIQUELY
MARYLAND

PLACES
TO GO

THINGS
TO DO

EVENTS &
FESTIVALS

PLACES
TO STAY

DINING &
ENTERTAINMENT



FeBREWary in Maryland

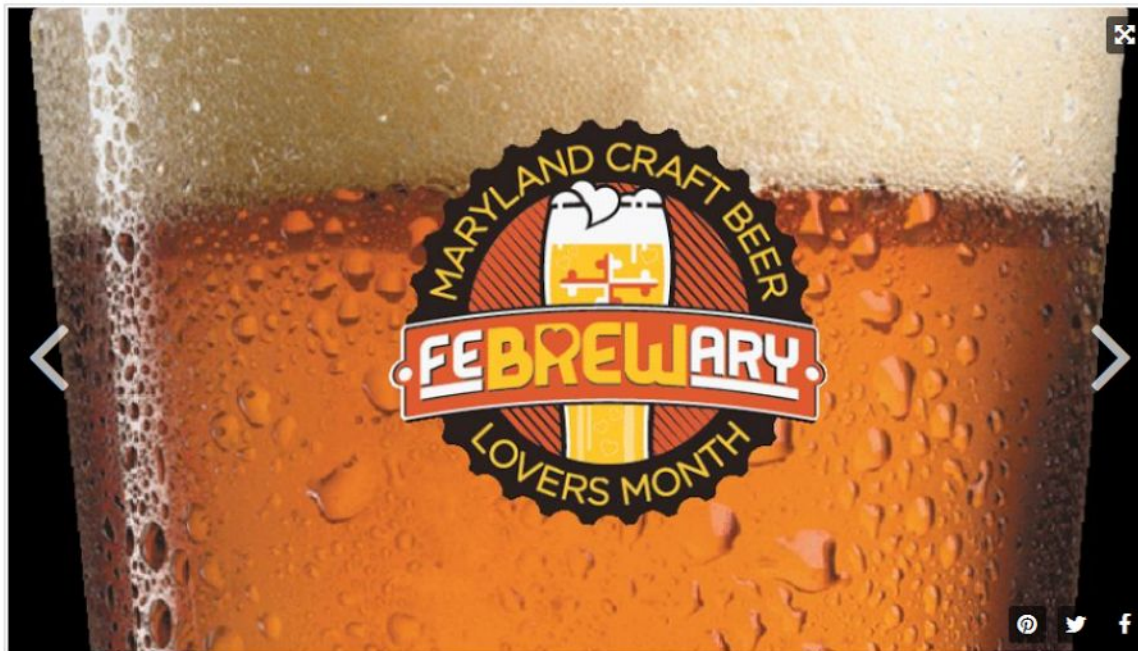
FeBREWary to celebrate Maryland Craft Beer Lovers Month.

Share

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- Tweet
- Google +1
- Pinterest
- Share

Save

- Print
- Download PDF
- Email



Maryland Craft Beer Lover Month - FeBREWary

What is FeBREWary?

By official proclamation of Governor Larry Hogan, FeBREWary is Maryland's official month-long celebration of craft



Get our Free
TRAVEL GUIDE



Sign up for our
NEWSLETTER



Search
EVENTS



Discover
ATTRACTIONS



Browse
MAP



Hotel Packages—Your Local Tourism Office will help!



Park Place Hotel

208 North Baltimore Avenue, Ocean City, MD 21842
(410) 289-6440

The Park Place Hotel with its prime location on Ocean City's Boardwalk, has views of the ocean and the bay, with Conner's Beach Cafe and Sail Loft Deck Bar offering American cuisine for breakfast, lunch or dinner, plus happy hour. The Park Place Hotel offers a 2 Night Shore Craft Beer Package that includes a tour and tasting at Backshore Brewing, two souvenir mugs, and more.

[VIEW PACKAGES](#)[PHOTOS](#)[WEBSITE](#)

Boardwalk Hotel Group

Various Locations, Ocean City, MD 21842
1 (888) 465-3451

The Boardwalk Hotel Group offers three different craft beer packages which include visits to to Burley Oak in Berlin, Dogfish Head in Rehoboth, and Evo in Salisbury, plus visits to Assateague Island, Tanger Outlets, Salisbury Zoo or Harrington Races and Casino, with breakfast and dinner at some of our favorite restaurants in town.

[VIEW PACKAGES](#)[PHOTOS](#)[WEBSITE](#)

The Dogfish Inn

105 Savannah Road, Lewes, DE 19958
(302) 644-8292

<https://web.archive.org/web/20160320121512/http://shorecraftbeer.com/boardwalk-hotel-group/> embraces modern style and convenience while celebrating a bygone era of family vacations, big



Welcome to the Cupid's Curse Challenge.

- The first rule of Cupid's Curse is: You do not talk about Cupid's Curse.
- The second rule of Cupid's Curse is: You DO NOT talk about Cupid's Curse!
- Third rule of Cupid's Curse: the Governor yells "Cheers!", raises a glass, kegs are tapped, then you must drink.

In honor of FeBREWary, we have challenged the Maryland breweries to craft a unique beer to be called; "Cupid's Curse".

Each and every recipe will be unique and will remain a *complete secret* until the first pour. Breweries will be tapping their Cupid's Curse on February 3rd at 5pm after the governor's toast to FeBREWary.

Help us put their brews to the test! See the list of participating breweries below and try to taste them all throughout the month of FeBREWary. Use your social media to tell us which you liked the best using the hashtag #CupidsCurseMD.





Ideas for FeBREWary:

- Create an event(s) around your FeBREWary beer or Cupid's Curse beer.
- Host a date night. Prepare a special meal that pairs with your brews.
- Partner with local restaurants/bar for a tap take-over.
- Be a part of your local restaurant week--Beer infused foods!
- Partner with local attraction to highlight you both in a creative way—museum, historic house, zoo, nature center, hiking/biking trail, national/state park.
- Have a party! Invite a band and food trucks and show off your featured brew.
- Work with your local Destination Management Organization—they will help!

THE OFFICIAL MARYLAND
Baseball & Brew
SCORECARD

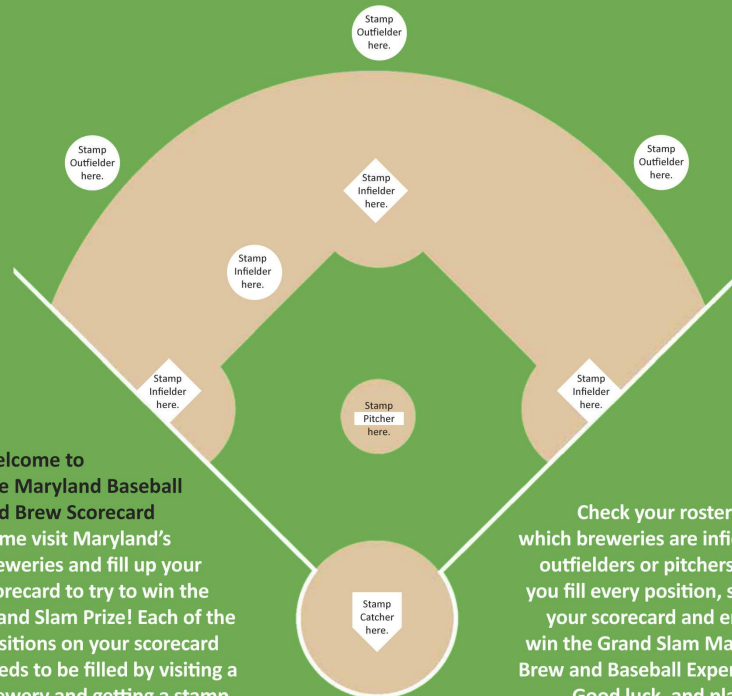
Maryland + Baseball + Brews = Summer Fun!



#BrewsandBasesMD



Team Roster Scorecard



Welcome to
The Maryland Baseball
and Brew Scorecard
Come visit Maryland's
breweries and fill up your
scorecard to try to win the
Grand Slam Prize! Each of the
positions on your scorecard
needs to be filled by visiting a
brewery and getting a stamp.

Check your roster to see
which breweries are infielders,
outfielders or pitchers. Once
you fill every position, send in
your scorecard and enter to
win the Grand Slam Maryland
Brew and Baseball Experience!
Good luck, and play ball!

To submit entry, photograph scorecard and email to brewandbaseball@marylandbeer.org. Include name, address and phone number. If unable to send as photo, mail card to 6247 Falls Rd., Suite G, Baltimore, MD 21209. Include name, phone number and email address.

Infielders

For directions and information on all breweries go to: marylandbeer.org

7 Locks BrewingCapital Region
Antietam BreweryWestern Maryland
Attaboy BeerCapital Region
Backshore Brewing CompanyEastern Shore
Barley And HopsCapital Region
Black Flag Brewing CompanyCentral Maryland
Brewer's AlleyCapital Region
The Brewer's ArtCentral Maryland
Brookeville Beer FarmCapital Region
Bull and Goat BreweryEastern Shore

Outfielders

Franklins BreweryCapital Region
Full Tilt Brewing CompanyCentral Maryland
Growlers of GaithersburgCapital Region
Heavy Seas BeerCentral Maryland
Hysteria Brewing CompanyCentral Maryland
Independent Brewing CompanyCentral Maryland
Jailbreak Brewing CompanyCentral Maryland
Johansson's Dining HouseCentral Maryland
Key Brewing CompanyCentral Maryland
Mad Science Brewing CompanyCapital Region
Manor Hill BrewingCentral Maryland
Market Street Public HouseEastern Shore
Midnight Run BrewingCapital Region
Monument City Brewing CompanyCentral Maryland
Mully's BrewerySouthern Maryland
Ocean City Brewing CompanyEastern Shore
Oliver Brewing CompanyCentral Maryland
Peabody Heights BreweryCentral Maryland
RavenBeer (Peabody Heights)Central Maryland

Calvert Brewing CompanyCapital Region
Chesapeake Brewing CompanyCentral Maryland
Cushwa Brewing CompanyWestern Maryland
Denizens Brewing CompanyCapital Region
Diamondback Brewing CompanyCentral Maryland
DuClaw Brewing CompanyCentral Maryland
Rockwell BreweryCapital Region
Union Craft Brewing CompanyCentral Maryland
Waverly Brewing CompanyCentral Maryland
Wet City BrewingCentral Maryland

Pitchers/Catchers

Distillery Lane CiderworksCapital Region
Eastern Shore Brewing CompanyEastern Shore
Evolution Craft Brewing Co.Eastern Shore
Falling Branch BreweryCentral Maryland
Flying Dog BreweryCapital Region
Olde Mother Brewing CompanyCapital Region
Milkhouse BreweryCapital Region
Monocacy Brewing CompanyCapital Region
Push American Brewing CompanyCentral Maryland
Pub Dog Brewing CompanyCentral Maryland
RAR / Real Ale Revival BrewingEastern Shore
Red Shedman Farm BreweryCapital Region
Ruddy Duck Brewery & GrillSouthern Maryland
Ruhlman Brewery / "OUR ALES"Central Maryland
Scorpion Brewing CompanySouthern Maryland
Smoketown Brewing StationCapital Region
Steinhardt Brewing CompanyCapital Region
Waredaca Brewing CompanyCapital Region
White Marsh BrewingCentral Maryland
at Red Brick Station	



Hit a Home Run!

As you travel in Maryland this summer,
circle the bases each trip:

- 1st Base - Drink at a brewery
- 2nd Base - Eat at a local restaurant
- 3rd Base - See a unique attraction
- Home Plate - Stay overnight

For more summer fun and
trip ideas see
VisitMaryland.org

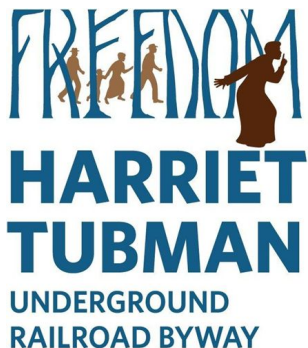
Please enjoy Maryland Beer responsibly.



Maryland Office of Tourism Development

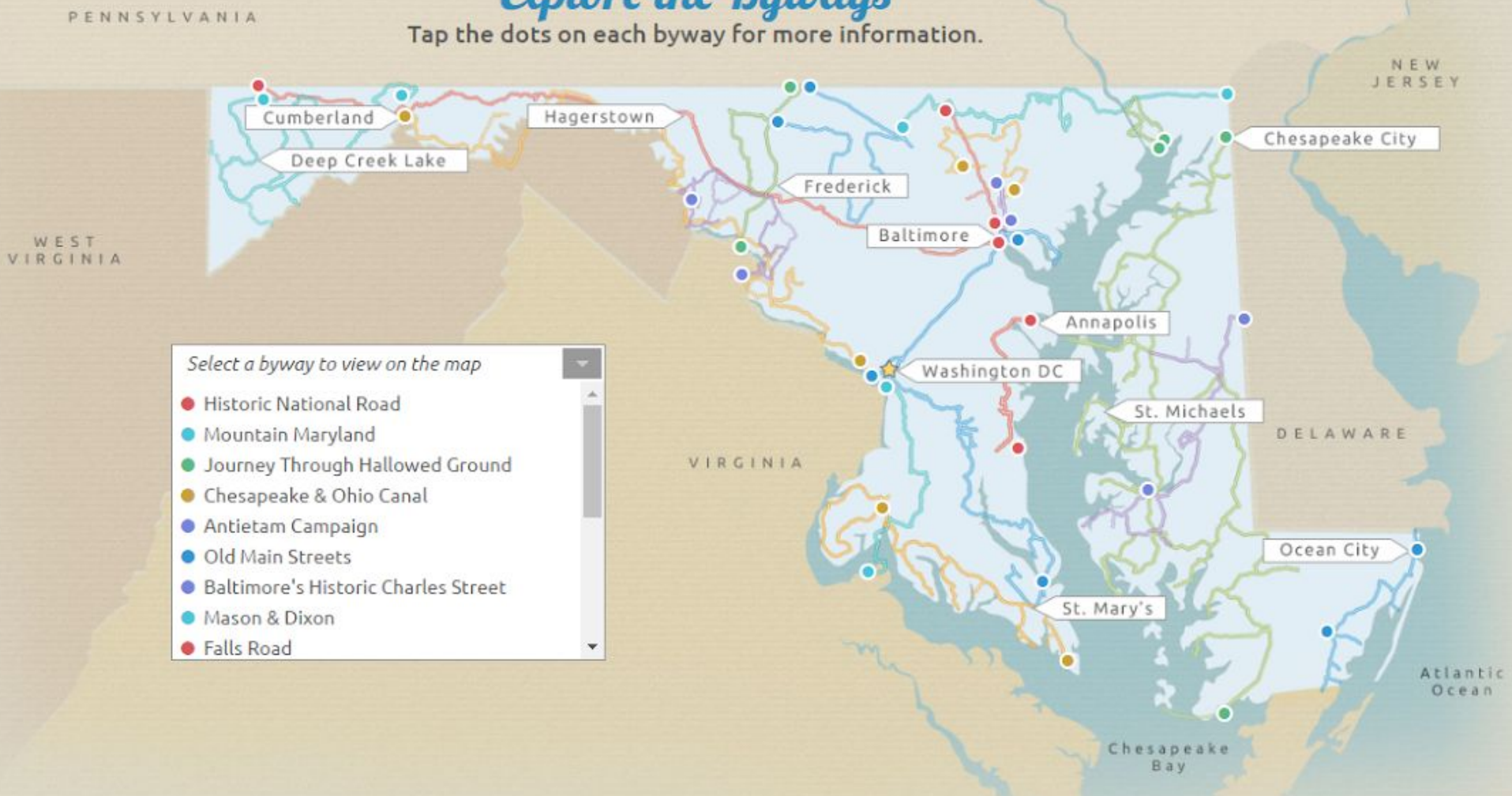
Sustain Existing Initiatives

- Harriet Tubman and the Underground Railroad
- Civil War Sesquicentennial
- Bicentennial of the National Anthem/Star-Spangled Banner
- Maryland and America's Byways



Explore the Byways

Tap the dots on each byway for more information.



**HOW CAN I WORK
WITH
THE MARYLAND OFFICE OF
TOURISM DEVELOPMENT?**

Checklist of How I Can Market with the Maryland Office of Tourism Development



- ☐ Work with your local Destination Marketing Organization and/or Heritage Area, Main Streets, Arts & Entertainment District.
- ☐ Visit with a Travel Counselor at any of the 8 Maryland Welcome Centers and your local Visitor Center.
- ☐ Distribute your brochures through and display marketing materials at the Welcome Centers.
- ☐ Send your press releases and participate in travel media familiarization tours (FAM tours).
- ☐ Review VisitMaryland.org to make sure your content is up-to-date.
- ☐ Add your events to the VisitMaryland.org calendar.
- ☐ Connect with Maryland Office of Tourism on social media.
- ☐ Utilize the resources and information on the new industry.visitmaryland.org website.
- ☐ Submit photos to our WebDAM (Web Digital Asset Management).
- ☐ Create group tour opportunities and let us know about them.
- ☐ Host OTD staff for a tour of your district or industry.
- ☐ Maryland Office of Tourism Development promotes world-wide through our partners at Capital Region USA and Brand USA. Make sure we have a great product to promote!

Raise a glass to the best batches of locally made beers and spirits.

By Patricia McNamara



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appetite for style

Maryland Celebrating "Feb-Brew-Ary" All Month



Leslie Troy from the Maryland Office of Tourism and Keith Kohr of Waredaca Brewing Company join Chris Leary to celebrate FeBREWary!

INDULGE ALL 5 SENSES

IN MARYLAND



SEE



TASTE



TOUCH



HEAR



SMELL



UPCOMING EVENTS

Western Maryland Blues Fest

June 1-4
Hagerstown

Capital Jazz Fest

June 2-4
Columbia

Delmarva Soap Box Derby

June 3
Federalsburg



June in Maryland Means Craft Beers and Baseball

Try a frosty Baltimore Brown while catching an O's game at The Yard, or find the perfect farmhouse ale for your trip to the farm at one of Maryland's six amazing minor-league stadiums. Retrace the history of barnstorming Negro League legends and pay homage to Hall of Fame greats like Babe Ruth, Lefty Grove and Jimmie Fox while exploring Maryland's unparalleled craft brew scene. You'll find lots of great suggestions from our [Craft Brew and Baseball tour](#) and [Maryland Baseball History roundup](#) here on our website.



Dynamite Doings for Dads

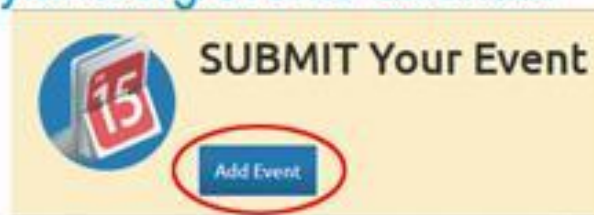
Father's Day may be only 24 hours, but Maryland has

Add events to VisitMaryland.org calendar

4 EASY STEPS:

1. Visit <http://visitmaryland.org/events-calendar>

2. Click “Add Event”



3. a. Enter login information

b. If not registered, create an account

4. Enter required information and click “Save”

The Maryland Office of Tourism will review and post your event

