



NEWS RELEASE

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ANNE ARUNDEL COUNTY LEADS THE STATE IN TOURISM GENERATED REVENUES

ANNAPOLIS, MARYLAND—A study released by the travel research company Tourism Economics shows Anne Arundel County leads the state in tourism generated expenditures. According to the report, nearly 5.6 million visitors to Annapolis and Anne Arundel County left behind nearly \$3.2 billion in new revenues in 2011. This is a 7.2 percent increase over the \$3 billion generated in 2010. It accounts for 22.2 percent of Maryland's total tourism industry sales.

Of the nearly \$3.2 billion tourism dollars spent in Anne Arundel County, \$2 billion was spent on transportation (up from \$1.9 billion in 2010); \$336 million was spent on food and beverages (up from \$326 million in 2010); and \$251 million covered lodging costs (up from \$244 million in 2010). Visitors spent \$260 million on recreation (up from \$240 million); and \$253 million on retail goods (up from \$236 million).

Tourism expenditures in Anne Arundel County accounted for \$676 million in federal, state, local, and hotel tax revenues, compared to \$659 million in 2010. Of this, \$305 million went to federal taxes (up from \$296 million); \$397 million went to state and local taxes (up from \$380 million); and hotel taxes generated \$17 million (up from \$16.7 million in 2010).

Tourism in Anne Arundel County directly and indirectly employs 27,500 individuals – 19,064 directly and 8,436 indirectly. This represents 14 percent of the state's tourism employment. It compares to 27,136 tourism jobs in 2010. Tourism in Anne Arundel County accounts for \$1.4 billion in wages (18 percent of the state tourism total), compared to \$1.3 billion in 2010.

The Annapolis & Anne Arundel County Conference and Visitors Bureau (AAACCVB) will celebrate the significant contribution tourism makes to the local economy during National Travel and Tourism Week, May 4-12. In keeping with this year's national theme, the *Travel Effect*, the AAACCVB will use the week to reinforce the overall sense of wellbeing travel helps to instill.

All interested individuals are invited to stop by the Senator John C. Astle Conference Room at the AAACCVB's 26 West Street Visitors Center in Annapolis on Thursday, May 9, between 11:00 a.m. and 2:00 p.m. Beginning at 11:30 a.m., the *Travel Effect* program will include city and county proclamations, the introduction of key Annapolis and Chesapeake Bay *Travel Effect* providers, and a sneak preview of the AAACCVB's new Visitor Ambassador Program that kicks off Memorial Day weekend. Annapolis Mayor Joshua Cohen, Anne Arundel County Executive Laura Neuman, and Miss Annapolis, Jade Kenny, have been invited to join in the festivities.

From noon until 2:00 p.m. everyone who stops by the Visitors Center will be invited to enjoy ice cream created specifically for National Travel & Tourism Week compliments of Annapolis Ice Cream Company. From May 4 through May 12, the AAACCVB randomly will give away coupons and "I'm part of the *Travel Effect*" stickers to 100 individuals who stop by the Visitors Center. The sticker and coupon may be redeemed for an ice cream cone of the winner's choice at Annapolis Ice Cream Company.

The AAACCVB is a nonprofit, membership-based, destination marketing organization that generates revenues for the local economy by promoting Annapolis and the Chesapeake Bay to leisure and business travelers across the country and around the world.

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