



Economic Impact of Tourism in Maryland

Calendar Year 2017 analysis



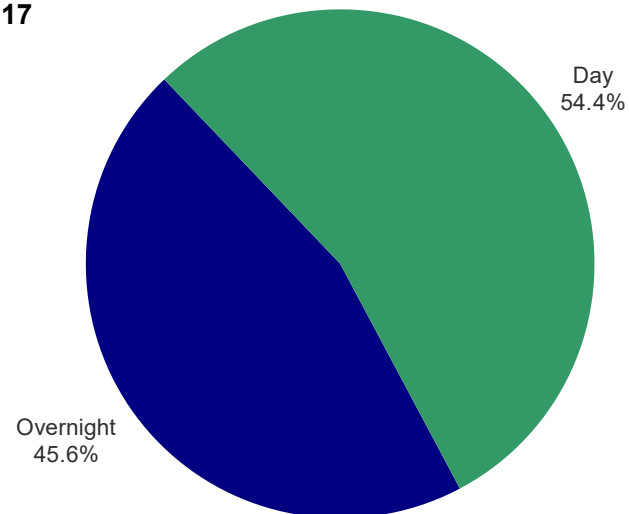
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Frederick County, visitors

Frederick County				
	Visitors (thousands)			
Year	Overnight	Day	Total	Growth Rate
2017	905.7	1,078.7	1,984.4	4.9%
2016	849.1	1,041.8	1,890.9	4.2%
2015	817.6	996.9	1,814.5	3.3%
2014	788.2	968.6	1,756.8	1.6%
2013	746.9	981.6	1,728.5	4.6%

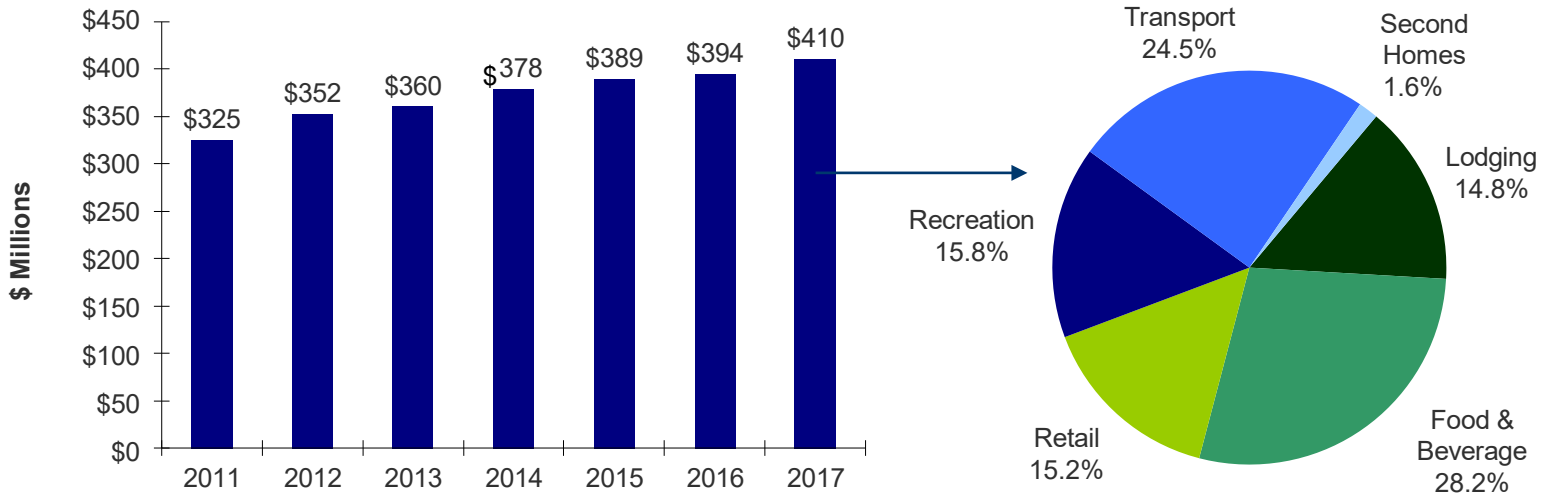
Visits by type
2017



Frederick County, industry sales

Frederick County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2017	\$60.8	\$115.6	\$62.1	\$64.6	\$100.4	\$6.6	\$410.1	4.0%
2016	\$57.8	\$109.8	\$60.5	\$63.4	\$95.5	\$7.3	\$394.5	1.3%
2015	\$54.1	\$104.7	\$61.2	\$62.0	\$99.8	\$7.7	\$389.5	2.9%
2014	\$51.6	\$98.1	\$61.0	\$61.0	\$99.0	\$7.8	\$378.5	5.2%
2013	\$48.2	\$92.3	\$58.0	\$59.2	\$93.0	\$9.3	\$359.9	2.2%

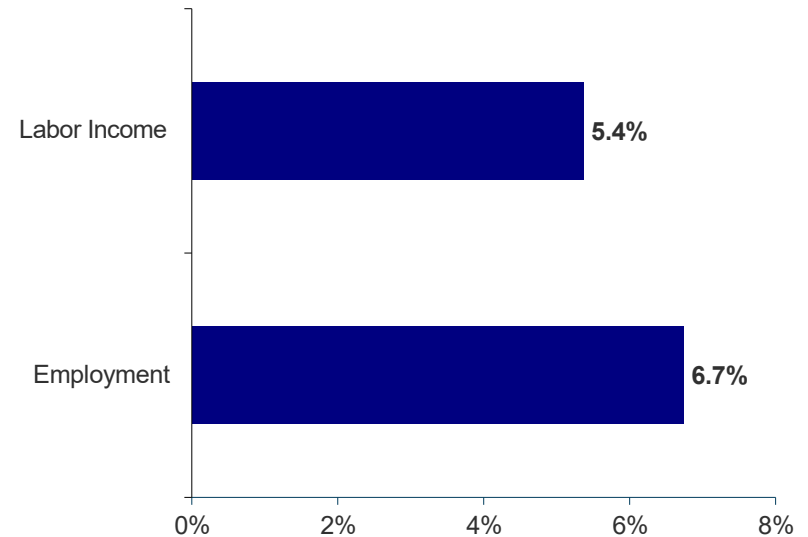
Tourism industry sales



Frederick County, tourism impact

Frederick County				
Tourism Employment				
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)	
2017	4,278	6,791	3.03%	
2016	4,165	6,676	3.01%	
2015	4,106	6,597	3.02%	
2014	4,019	6,473	3.03%	
2013	4,131	6,595	3.12%	
Tourism Labor Income, (millions)				
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)	
2017	\$137.0	\$270.2	2.68%	
2016	\$128.0	\$256.6	2.64%	
2015	\$124.1	\$247.4	2.67%	
2014	\$119.7	\$236.9	2.70%	
2013	\$117.7	\$230.0	2.77%	
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2017	\$55.8	\$59.7	\$2.53	\$115.5
2016	\$53.1	\$55.9	\$1.50	\$109.0
2015	\$51.3	\$54.7	\$1.37	\$106.0
2014	\$49.2	\$53.0	\$1.27	\$102.3
2013	\$47.8	\$51.0	\$1.22	\$98.8

Tourism share of County economy



Tourism Sales (millions)	
Tourism Industry	Tourism Economy
\$410.1	\$442.3
\$394.5	\$426.6
\$389.5	\$422.7
\$378.5	\$408.6
\$359.9	\$388.7

About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 200 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

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