

Worcester County Tourism 2010



The Year In Review

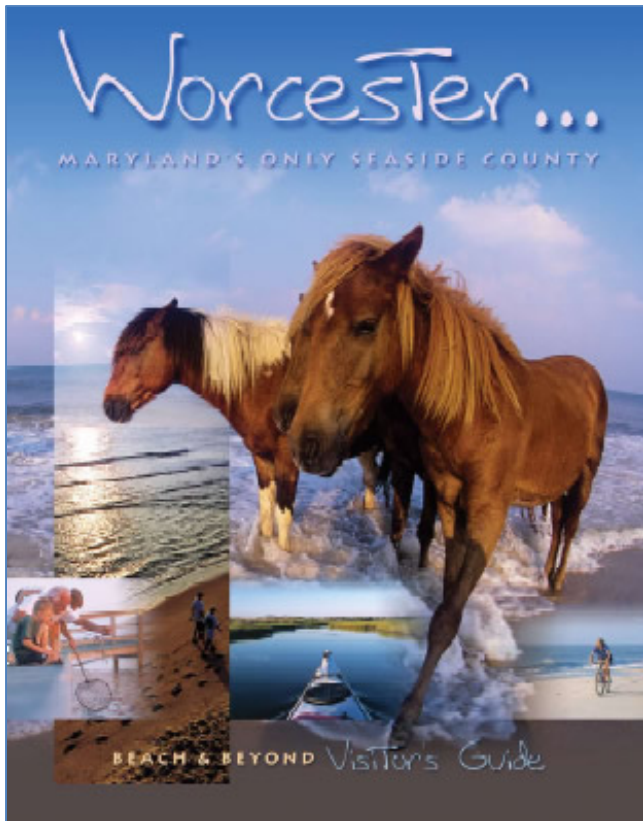
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Worcester County Tourism 2010

Worcester tops year with boost to advertising & strong promotional gains!

Worcester County Tourism was able to grow their advertising budget by 100% in FY2011 thanks to the support of the Worcester County Commissioners.

Tourism makes a significant impact on Worcester County's economy. According to the new Global Insights Economic Impact figures for 2009, visitors to the county spent \$777 million dollars in transportation, food, lodging, shopping and entertainment. While \$660.4 million was spent in Ocean City, 116.6 million was spent in the county, outside Ocean City.



Tourism provided 8,653 jobs, more than \$393 million in wages & more than \$201 million in federal, state & local tourism taxes.

Worcester County Tourism 2010

In 2010 we saw great strides in our marketing response. Highlights include:

- Visitors to the Worcester County Website, www.visitworcester.org & www.beachandbeyond.org increased 40% over last year. A very successful campaign included an on-line “seize the summer” promotion through Collinson Media. Over 20,000 pages views were recorded during this summertime campaign.
- Worcester County Tourism purchased advertising to promote the county as a destination in both print and on-line media outlets including, Washington Post and washingtonpost.com, Better Homes & Gardens, Redbook, Coastal Living, Southern Living, Reader’s Digest, and Maryland Life. Worcester County also ran local TV spots on WBOC, Fox 21 and Comcast to promote Christmas in Berlin and Snow Hill.
- Media coverage included a cover feature in June on Spokes Magazine highlighting our Viewtrail 100, Berlin and the Atlantic Hotel were features on the cover of the Nov/Dec issue of Maryland Life and Sea Kayaker Magazine carried a feature story on the Pocomoke in the December issue. Total media value for these and other articles on Worcester was well over \$300,000.

the Worcester County
SAND PAPERS

Worcester County continued to expand its e-marketing with the quarterly newsletter- SandPapers, created a Facebook page called Beach and Beyond - with a fan base of 475 and over 200 Twitter (Touristgal) followers - In addition, Worcester took the lead with DLITE in the award-winning Host Our Coast Promotion, in which media-savvy travelers spent more than a month exploring the county. Their reports about Worcester County were promoted through the website- www.hostourcoast.com , YouTube, Twitter, Facebook and Flickr.



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Worcester County produces many brochures highlighting the outdoors and attractions including our award-winning visitors guide. This year over 30,000 were distributed through advertising lead requests and visitor centers. Other popular brochures include the newly revamped Viewtrail 100, Just for Kids, Birding, African American and the quarterly arts calendar.



Worcester County assisted with grant funding for brochure redevelopment for the Pocomoke Chamber of Commerce, Town of Snow Hill & the Marva Theater.

Worcester County Tourism Department took over the US 13 Welcome Center in July. The center is open 5 days a week and has assisted over 95,000 visitors in 6 months, only slightly below the 2009 figure when the center was open 6 and 7 days a week. New exhibit panel displays are currently underway.

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Worcester County was involved in numerous projects over the year including:

- Assisting with the creation of the Assateague Water Trails network
- Created an interpretive sign for the West Ocean City Commercial Fishing Harbor
- Assisted in the planning of and participation in Harbor Day in October
- Hosted a group of 10 outdoor writers from Pennsylvania in October
- Created a new website as a companion to the arts calendar: www.artsandtimes.org
- Participated in discussion and planning with Virginia and Delaware in the “Space Coast” tourism initiative
- Created a new video promoting the county that runs on the tourism’s home page



*Assisted with the movie
filming of Brooklyn
Brothers Beat the Best*

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Worcester County Tourism is represented on the following boards:

- Maryland Life Magazine
- Maryland Destination Marketing Association
- Coastal Fisheries Advisory Committee
- Delmarva Low Impact Tourism Experiences, Inc.
- Lower Eastern Shore Heritage Council
- Furnace Town Living Heritage Museum
- Delmarva Discovery Center

*Worcester Tourism won two awards in 2010:
The Maryland Downtown Development
Association's Marketing Award for the
Eat.Drink.Buy Art campaign
& the Lower Eastern Shore Heritage
Council's Heritage Award.*

eat. drink. buy art.
on maryland's eastern shore

