

MARYLAND



Destination Marketing Organizations

January 18, 2024

The Honorable Guy Guzzone, Chair
Senate Budget and Taxation Committee

Re: Senate Bill 14 – Tourism Zones – Designation and Benefits

Position: *Support*

Chair Guzzone and Committee Members:

On behalf of the Maryland Association of Destination Marketing Organizations (MDMO), I am writing to express our support for Senate Bill 14 – Tourism Zones – Designation and Benefits. Senate Bill 14 would provide important economic development incentives for tourism across Maryland’s municipalities.

Tourism is an economic ecosystem, delivering opportunity and quality of life for Marylanders that is derived from visitor spending. The travel sector is an integral part of Maryland’s economy and contributes over **\$2 billion** in state and local tax revenues a year. Remaining competitive in our regional market is essential to attracting new and repeat visitors to the State.

By allowing Maryland’s jurisdictions to designate tourism zones and provide tax incentives for businesses in those zones, this bill encourages investment in tourism infrastructure. The tax incentives in Senate Bill 14 will make it more financially feasible for businesses to operate tourism venues. This will spur the growth of new hotels, restaurants, entertainment facilities, and other tourism-related establishments. More tourism development translates into more tourists visiting and spending money, which creates a positive ripple effect throughout local economies. For all these reasons, we respectfully request a favorable report and thank you for your dedicated support to the tourism industry.

Respectfully Submitted,



Cassandra Vanhooser, Chair
Maryland Association of Destination Marketing Organizations