

# Economic Impact of Tourism in Maryland - 2021

November 2022

Prepared for: Maryland Office of Tourism

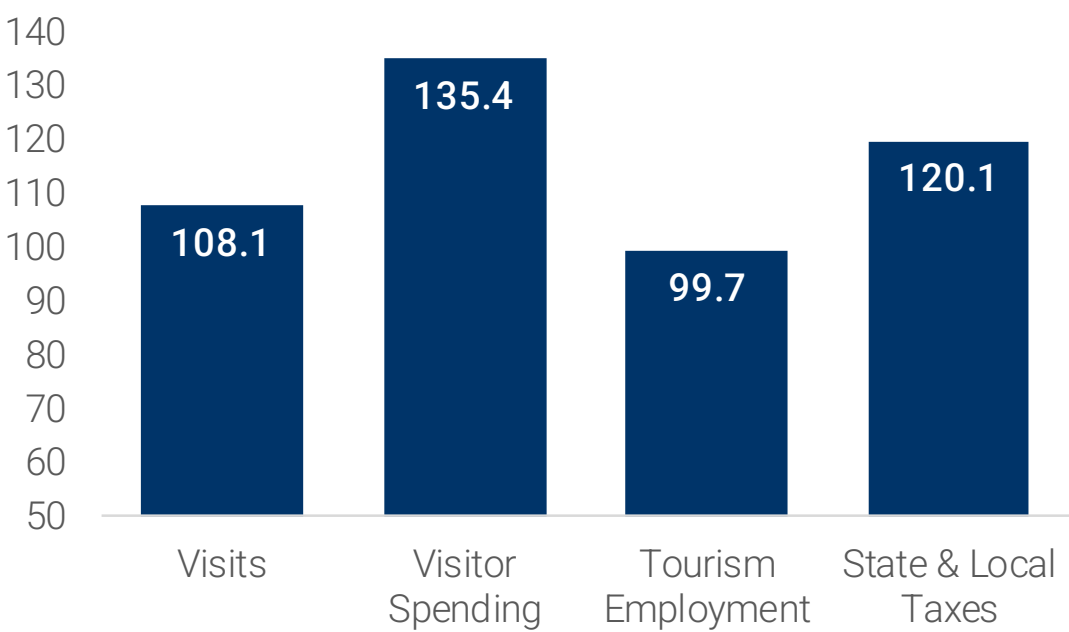




# TALBOT COUNTY HIGHLIGHTS

Most key indicators in Talbot County are near or have surpassed pre-pandemic (2019) levels in 2021.

Talbot County key indicators  
Comparison of 2021 with 2019 data, 2019=100



Sources: D. K. Shifflet, Tourism Economics

## VISITOR VOLUME

Visitor volume in 2021 in Talbot County has grown to 108% of 2019 levels.

### Talbot County visitor volume

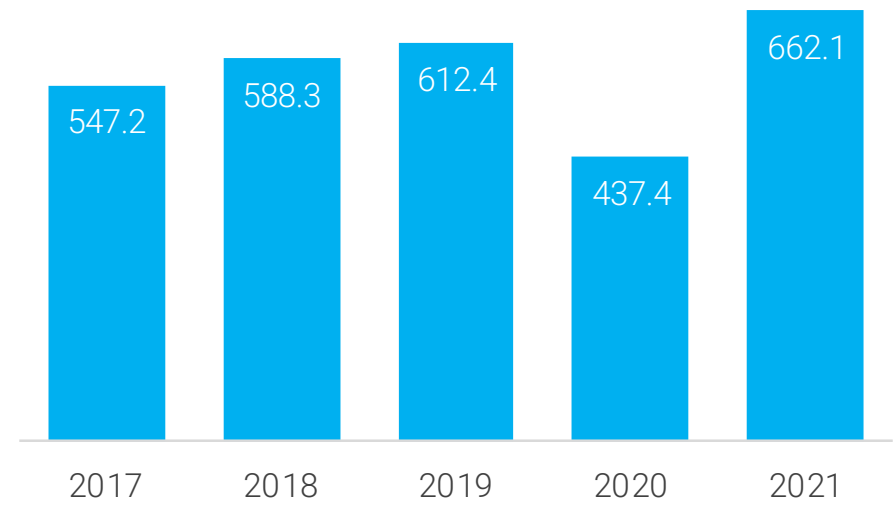
Amounts in thousands of visitors

	2017	2018	2019	2020	2021
Visitors					
Day	332.5	357.2	371.6	261.5	406.1
Overnight	214.8	231.1	240.8	175.9	256.0
Total Visitors	547.2	588.3	612.4	437.4	662.1
Growth rate		7.5%	4.1%	-28.6%	51.4%

Sources: D. K. Shifflet, Tourism Economics

### Talbot County visitor volume

Amounts in thousands of visitors



Sources: D. K. Shifflet, Tourism Economics



# TALBOT COUNTY VISITOR SPENDING

Visitor spending grew 58% in Talbot County in 2021, 35% more than in 2019.

## Talbot County visitor spending and annual growth

Amounts in \$millions, 2021 % change, and % recovered relative to 2019

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$206.1</b>	<b>\$217.2</b>	<b>\$223.6</b>	<b>\$191.7</b>	<b>\$302.8</b>	<b>58.0%</b>	<b>135.4%</b>
Lodging*	\$62.0	\$65.8	\$68.4	\$53.7	\$78.8	46.7%	115.3%
Food & beverage	\$46.9	\$49.3	\$50.7	\$48.8	\$72.6	48.8%	143.1%
Retail	\$26.0	\$27.3	\$27.3	\$27.1	\$39.3	44.8%	143.8%
Recreation	\$27.3	\$28.3	\$28.7	\$22.0	\$34.7	58.1%	120.9%
Transportation**	\$43.9	\$46.5	\$48.5	\$40.0	\$77.4	93.3%	159.7%

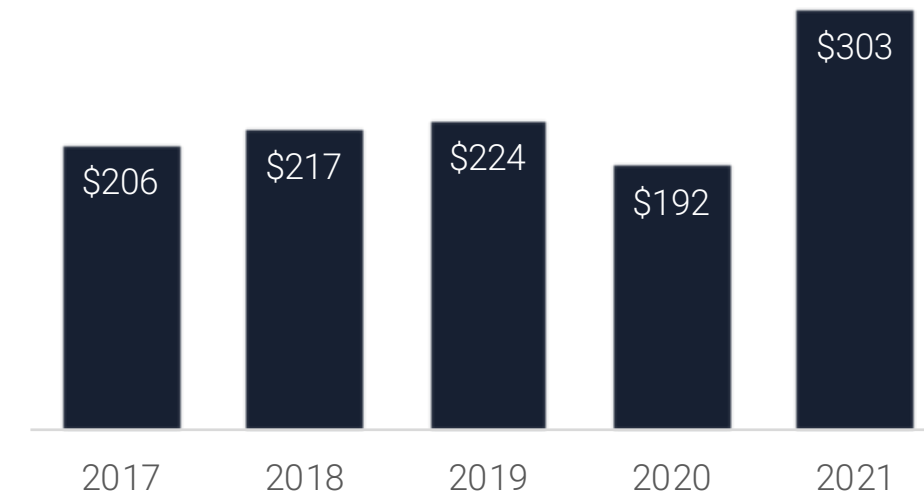
\* Lodging includes 2<sup>nd</sup> home spending

\*\* Transportation includes both ground and air transportation

Sources: D. K. Shifflet, Tourism Economics

## Talbot County visitor spending

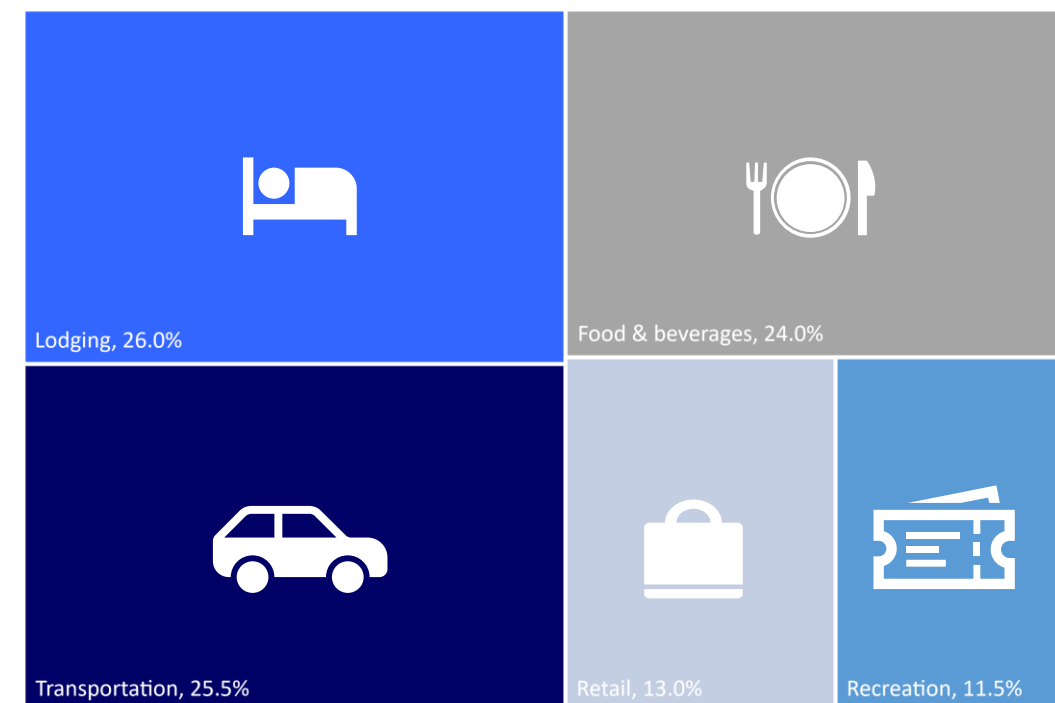
Amounts in \$ millions



Sources: D. K. Shifflet, Tourism Economics

## Visitor spending by category

Percent of total



Sources: D. K. Shifflet, Tourism Economics

# TALBOT COUNTY ECONOMIC IMPACTS

Nearly 2,800 visitor-supported jobs represent 16.7% of all jobs in Talbot County with jobs very close to pre-pandemic levels.

## Visitor impacts in Talbot County

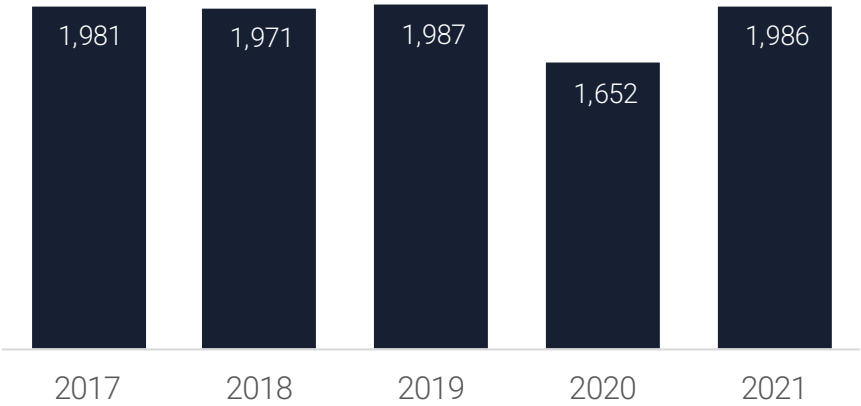
Employment in units, income and taxes in \$millions

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Employment							
Direct	1,981	1,971	1,987	1,652	1,986	20.2%	99.9%
Total	2,761	2,755	2,775	2,397	2,766	15.4%	99.7%
Share of State	1.23%	1.22%	1.23%	1.44%	1.59%		
Labor Income							
Direct	\$66.0	\$67.8	\$68.9	\$63.0	\$79.8	26.6%	115.8%
Total	\$110.4	\$113.3	\$115.4	\$109.5	\$131.1	19.7%	113.5%
Share of State	1.10%	1.10%	1.09%	1.35%	1.50%		
Tax revenues							
Federal	\$23.6	\$24.3	\$24.8	\$21.2	\$26.9	27.2%	108.6%
State & Local	\$27.0	\$28.7	\$29.5	\$26.8	\$35.5	32.4%	120.1%
Hotel	\$1.3	\$1.4	\$1.4	\$1.1	\$2.0	74.2%	138.0%
Total	\$51.9	\$54.4	\$55.7	\$49.1	\$64.3	31.1%	115.5%

Source: Tourism Economics

## Talbot County direct employment timeline

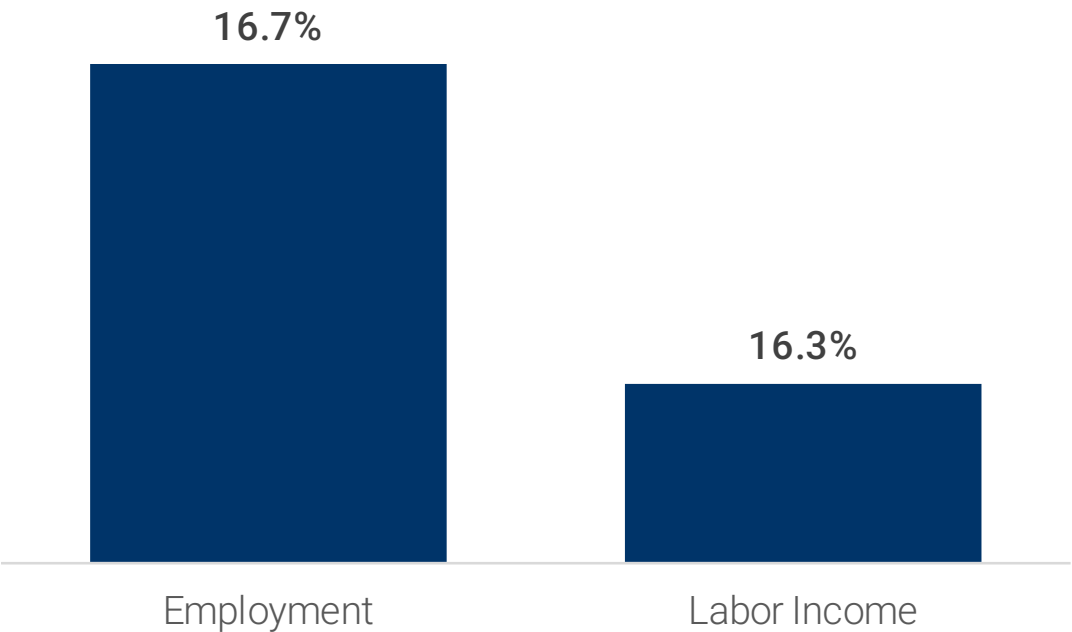
Amounts in jobs



Source: Tourism Economics

## Tourism share of county economy

Tourism share of payroll employment and income



Source: BLS, Tourism Economics