



**Making Maryland's Heritage, Cultural &
Recreation Destinations EV Friendly:
A Focus on Maryland Scenic Byways**

**Presented by:
Marci Ross
Senior Assistant Director
Maryland Office of Tourism Development**



MARYLAND TOURISM DEVELOPMENT BOARD/MARYLAND OFFICE OF TOURISM DEVELOPMENT:

Vision Statement: Maryland leads the way as one of America's most exciting, diverse and welcoming destinations - creating enjoyable memories and experiences for visitors worldwide.

Mission Statement: Under MTDB leadership, OTD stimulates and drives Maryland's *thriving tourism economy*, with a primary goal of creating a great place for all Marylanders to live, work and play.

Definition: Tourism is an ecosystem that delivers Marylanders increased economic opportunities and better quality of life through **visitor spending**.



TOURISM ECONOMICS ANNUAL IMPACT REPORT

Visitor Spending is up 42 percent in 2021

Calendar Year 2021 \$16.4 billion

Calendar Year 2020 \$11.6 billion

* Maryland captured nearly 90 percent of its pre-pandemic visitor spending of \$18.6 billion in 2019.

Visitation from Domestic and International Visitors

Calendar Year 2021 35.2 million

Calendar Year 2020 24.7 million

Overnight Spending in 2021 Surpasses 2019

Calendar Year 2021 \$830 - up 6 percent

Calendar Year 2019 \$784

Why? The increase is likely attributable to the 4 percent growth in the state's average daily rate (ADR) to \$124.31 compared to 2019's \$119.62.



STRATEGIC APPROACH:

Marketing:

- Domestic and International
- Advertising
- Public Relations
- Social Media
- Welcome Centers
- E-newsletter Distribution
- Consumer and Trade Sales
- Statewide Collateral

Research:

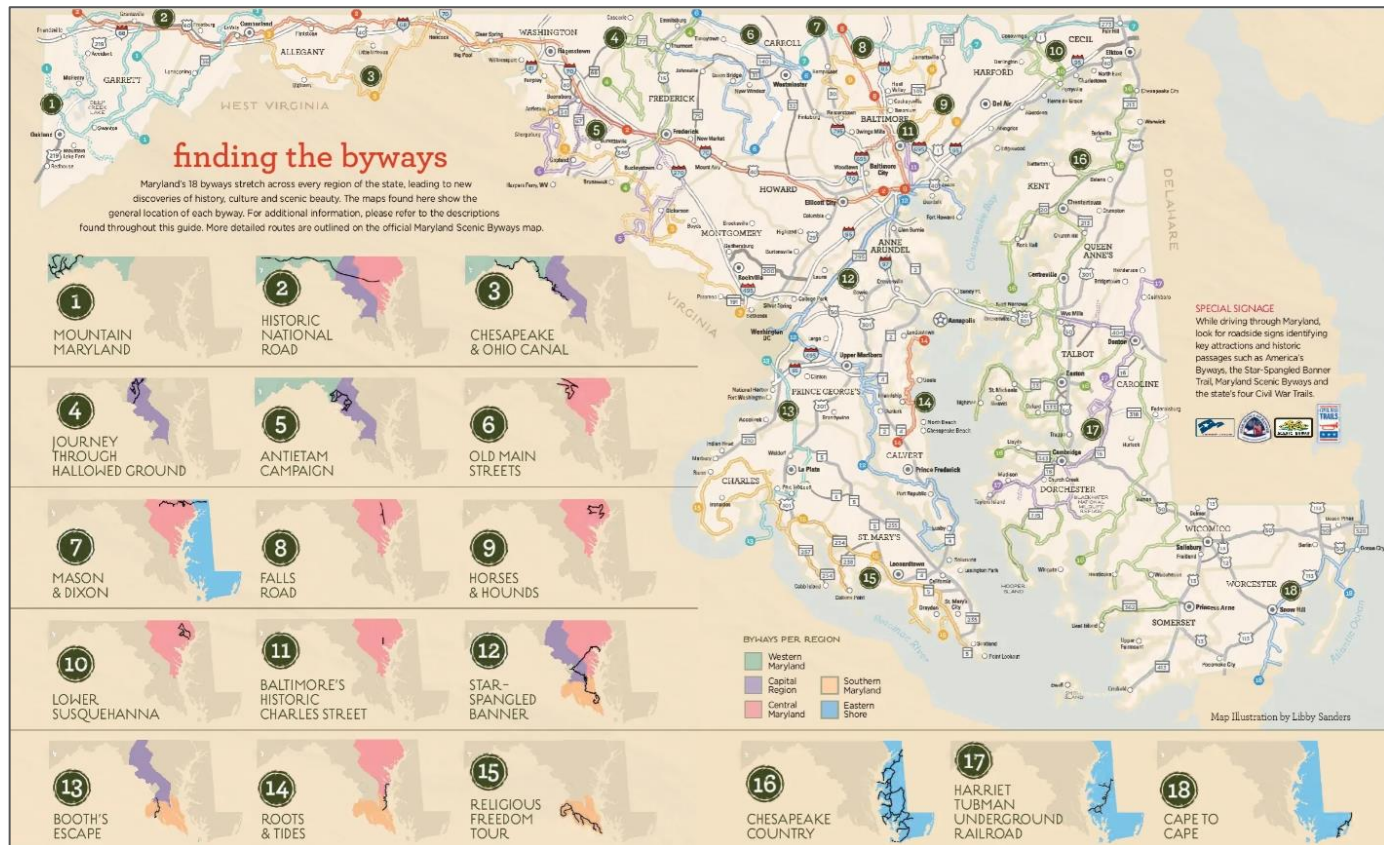
- Economic Impact
- Consumer
- Programmatic

Development:

- Industry Engagement
- Asset Packaging
- Google Business Profiles
- Niche/Themed Storytelling
- Destination Development



MARYLAND SCENIC BYWAYS: A KEY DRIVER OF RURAL TOURISM



IMPORTANCE OF BYWAYS TO RURAL TOURISM

IMPACT ON TRAVEL PLANS

Activities Travelers Planning to Do on Next Leisure Trip



Travel Sentiment Study Wave 57

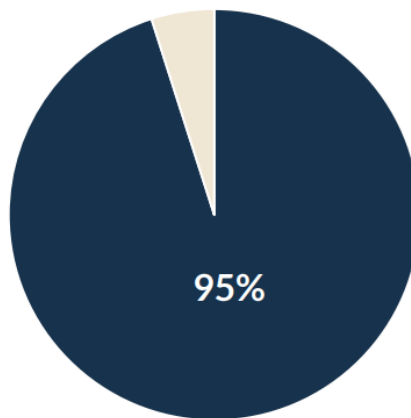
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IMPORTANCE OF BYWAYS TO RURAL TOURISM

IMPACT ON TRAVEL PLANS

Percent of Travelers with a Road Trip Planned for the Next Year



IMPORTANCE OF EVs TO TRAVEL:

“Electrification efforts of the US transportation sector are strong and growing. More than 800,000 fully electric vehicles (EVs) were sold in the country in 2022, which is nearly 60% of all vehicles sold and double the year before. In comparison to recent years, EV sales in 2022 affirm that policy efforts to encourage EV deployment are taking root and consumer appetite for electrified transportation is growing.” (Levi McAllister, Automotive World, 2/9/23)



CONCERN OVER LACK OF EV CHARGING INFRASTRUCTURE GROWS

FIGURE 4

Consumer priorities for EV adoption, 2018 and 2020

Greater concerns are shown in orange.

In your opinion, what is the greatest concern regarding all battery-powered electric vehicles?	2020 Global Auto Consumer Study											
	FRANCE		GERMANY		ITALY		UK		CHINA		US	
	2018	2020	2018	2020	2018	2020	2018	2020	2018	2020	2018	2020
Driving range	31%	28%	35%	33%	4%	27%	26%	22%	25%	22%	24%	25%
Cost/price premium	32%	22%	22%	15%	19%	13%	24%	16%	9%	12%	26%	18%
Time required to charge	11%	15%	11%	14%	18%	16%	13%	16%	12%	15%	10%	14%
Lack of electric vehicle charging infrastructure	16%	22%	20%	25%	44%	32%	22%	33%	18%	20%	22%	29%
Safety concerns with battery technology	4%	11%	5%	10%	7%	10%	6%	12%	22%	31%	8%	13%
Others	6%	2%	7%	3%	8%	2%	9%	1%	14%	0%	10%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sample size	1,083	1,266	1,287	3,002	1,048	1,274	965	1,264	1,606	3,019	1,513	3,006

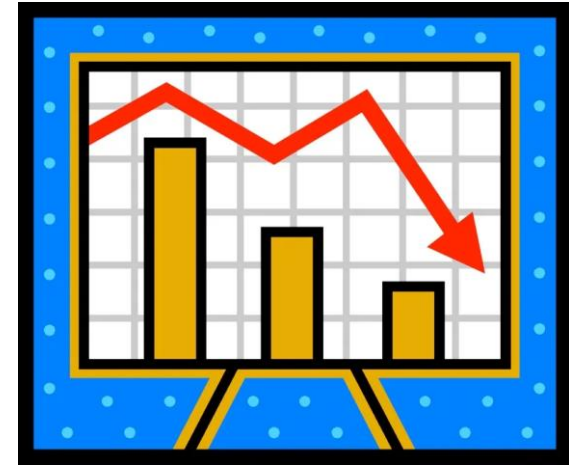
Source: Deloitte Global Auto Consumer Study¹⁸



SUMMARY:

1. Road trips are viable rural tourism activities
2. Consumer demand for road trips is extremely high
3. Consumer demand for EVs is on the rise and expected to grow through 2030
4. Expanding Maryland's rural EV infrastructure is vital to capitalizing on these trends
5. Failing to do so will decrease competitive advantage in the tourism marketplace

QUESTION: SO WHAT ARE WE GOING TO DO ABOUT IT?



RECOMMENDATIONS:

- Follow the lead of Colorado and Oregon and create an “Electric Byways” Program through interagency partnerships and byways communities and organizations.
- Identify one Scenic Byway as a “pilot project” to establish best Maryland practices and to share lessons learned.
- Develop the plan to transition all Maryland Scenic Byways to Electric Byways.
- Develop promotional packages that inspire traveling byways by EV.
- Market Maryland’s Electric Byways to domestic and international visitors.
- Measure the economic, community and environmental impacts of the program.

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Stay in Touch!

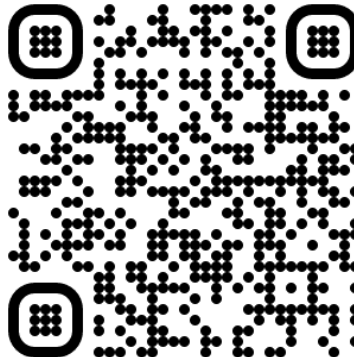
Marci Ross

Senior Assistant Director for Tourism Development

mross@visitmaryland.org



VisitMaryland.org



Industry Site
Portal



Data Entry

