

# HARFORD county



# Love *it!*



## HARFORD COUNTY OFFICE OF TOURISM

# 2013 ANNUAL REPORT

[www.harfordmd.com](http://www.harfordmd.com)

410.638.3059

### Impact of Tourism in Harford County at a glance...

- An estimated 1,644,866 people visited Harford County in 2013
- Harford County Tourism generated \$10,753,727 in visitor related state and local sales taxes in FY 2013 *(Comptroller of Maryland)*
- Visitors spend an estimated \$320 million annually in local businesses
- 6,694 jobs in Harford County are supported by Tourism

**Winifred J. Roche**

Tourism Manager

**James C. Richardson**

Executive Director

Harford County Office of Economic  
Development

**David R. Craig**

Harford County Executive

## Office of Tourism Highlights 2013

- Harford Tourism stakeholders joined over 200 others for Tourism Day in Annapolis to raise awareness of tourism's economic impact. ( February)
- Electronic newsletter, *E-xperience Harford* and *Where's Wini?* Video Blog reach over 20,938 subscribers monthly.
- Coordinated a successful extended Restaurant Week June 3-15 increasing business by 10-15% during promotion.
- Celebrated the opening of the 30,000 sf Water's Edge Events Center on U.S. Route 40. (September)
- Supported a successful 1812 Bi-Centennial celebration in Havre de Grace (May)
- Eighty tourism stakeholders united to support and celebrate Harford's local industry at annual luncheon (October)
- Tourism Manager Wini Roche received Tourism Person of the Year award at Maryland Tourism Council Annual Conference in November.
- Launched "Bring It Home" campaign to attract more meetings and events to the area
- Coordinated new State Highway Administration (SHA) Sign Plan with local stakeholders

## 2013 Harford County Visitation Statistics

Total Visits	2013	1,644,866	<i>Unofficial - based on survey of local attractions &amp; event coordinators. Official visitation statistics for 2013 will be available in late 2014.</i>		
	2012	1,684,800	<i>Official Visit Statistics (767.4 overnight/917.3 day) Source: Tourism Economics Study on MD Counties</i>		
	2011	1,601,700	<i>Official Visit Statistics (733.0 overnight/868.7 day) Source: Tourism Economics Study on MD Counties</i>		
Cedar Lane Regional Park	510,400	Concord Point Lighthouse	35,000	Decoy Museum	9,968
Ripken Stadium	350,000	Steppingstone Museum	18,561	Eden Mill Nature Center	9,817
Susquehanna State Park	194,219	Anita Leight Estuary Center	12,099	Fiore Winery	9,537
Rocks State Park	158,032	Susquehanna LockHouse Museum	12,000	Lantern Queen	5,500
Equestrian Center	63,000	Havre de Grace Visitor Center	10,645	HdG Maritime Museum	5,000
Ladew Topiary Gardens	37,297				

### Total Major Event Attendance 2013

	Month	Attendance
Darlington Apple Festival	October	60,000
Seafood Festival	August	43,000
Farm Fair	July	42,000
Maryland BBQ Bash	August	30,000
Bel Air Arts Festival	September	25,000
War of 1812 Reenactment	May	25,000
Independence Day Celebration - Havre de Grace	July	15,000
Havre de Grace Arts Festival	August	25,000
My Lady's Manor Steeplechase Races & Champagne Reception	April	9,000
Independence Day Celebration - Bel Air	July	5,000
Decoy & Wildlife Festival	May	3,729

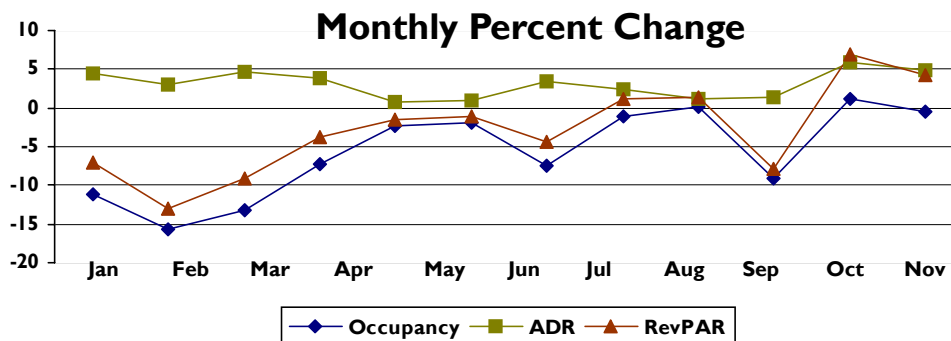
## 2013 Lodging Performance Summary

- Lodging revenue totaled 45,783,415 in 2013 decreasing 7.3% from 2012
- The average daily rate was \$84.86 in 2013 from \$82.49 in 2012, increasing 2.9%
- The average occupancy rate was 56.0%, decreasing 5.7% from 2012
- Room demand decreased 7.3% in 2013
- Harford County's Room Supply consisted of 2,725 overnight rooms

Occupancy (%)	Running 12 Months			RevPAR	Running 12 Months			Demand	Running 12 Months		
	2011	2012	2013		2011	2012	2013		2011	2012	2013
This Year	62.3	59.4	56.0	This Year	49.83	49.02	47.54	This Year	582,494	581,831	539,508
Percent Change		-4.6	-5.7	Percent Change		-1.6	-3.0	Percent Change		-0.1	-7.3

ADR	Running 12 Months			Supply	Running 12 Months			Revenue	Running 12 Months		
	2011	2012	2013		2011	2012	2013		2011	2012	2013
This Year	79.97	82.49	84.86	This Year	934,765	979,156	963,018	This Year	46,582,460	47,994,169	45,783,415
Percent Change		3.1	2.9	Percent Change		4.7	-1.6	Percent Change		3.0	-4.6



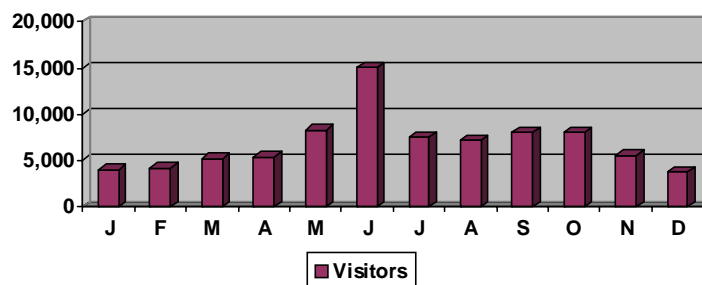
Source: Smith Travel Research Star Report

## 2013 Tourism Website Activity & E-Marketing Stats

Tourism Website (Total Visitors) 2013	
WEBSITE VISITORS	112,552
TOTAL VISITORS (VISITED BY MOBILE)	(23,000)
MOST VISITED FEATURES	CALENDAR OF EVENTS

Website Visitor Comparison 2009-2013	
Year	Visitors
2010	70,249
2011	79,340
2012	85,170
2013	112,552

### 2013 MONTHLY TOURISM WEBSITE ACTIVITY



Electronic Newsletter Stats 2013	
TOTAL MONTHLY SUBSCRIBERS	20,938

**HARFORD county**

**Love it!**

*2013 Annual Report*

**BRING IT HOME**  
BRING YOUR NEXT MEETING OR EVENT HOME  
TO HARFORD COUNTY



**Harford COUNTY RESTAURANT WEEK**  
**June 3-15**

**2013 Restaurant Week**



**Waters Edge Events Center Opens!**



**Travis Tritt at APGFCU**



**War of 1812**

Upper Bay  
Heritage Attractions  
& War of 1812 Sites  
Discovery Guide & Passport



www.UpperBay1812.com



**Tourism Day in Annapolis**



**Group Tour Show, NJ**



**Tourism Advisory Board**

*Thank You 2013 Tourism Partners!*

Aberdeen IronBirds & Ripken Stadium, Advanced Eye Care, Amanda's Florist & Gifts, Anita C. Leight Estuary Center, APGFCU Arena, Applewood Farm, Bahoukas Antique Mall & Beer Muzeum, Bar Harbor RV Park & Marina, Basta Pasta, Bel Air Downtown Alliance, Bel Air Golf Center, Biller's Bikes, Budget Inn of Aberdeen, Bulle Rock Golf Course, Candlewood Suites, Cedar Lane Regional Park, Center for the Visual & Performing Arts, Century 21 Diana Realty, Inc., Chesapeake Heritage Conservancy, Chiapparelli's Italian Cuisine, City of Aberdeen, City of Havre de Grace, Clarion Aberdeen, Concord Point Lighthouse & O'Neill House, Conowingo Dam, Country Inn & Suites, Courtyard by Marriott, Economy Inn, Eden Mill Park Nature Center & Historic Mill, El Rodeo Mexican Bar & Grill, Fiore Winery, Geneva Farm Golf Club, Giovanni's Restaurant, Gunpowder Falls State Park, Hardt & Wisener Promotions, Harford Community College, Harford County Chamber of Commerce, Harford County Cultural Arts Board, Harford County Division of Agriculture, Harford County Public Library, Harford Mall, Havre de Grace Arts Commission, Havre de Grace Decoy Museum, Havre de Grace Main Street, Havre de Grace Maritime Museum, Hays House Museum, Hilton Garden Inn, Historic Jerusalem Mill Village Jericho Covered Bridge, Holiday Inn Chesapeake House, Homewood Suites, I-95 Business/MD Arrive, Josef's Country Inn, Kilgore Falls/Falling Branch, La Banque de Fleuve, La Cucina, Ladew Topiary Gardens, Lantern Queen, LaQuinta Aberdeen, Laurrapin Grille, Liberatore's, Liriodendron, Lower Susquehanna Greenway, Ma & Pa Heritage Trail, MacGregor's Restaurant, MaGerk's Pub, Main Street Tower Restaurant, Maryland Faerie Festival, MEDA, Mountain Branch Golf, Mt. Felix Vineyard, Olive Tree, Pairings Bistro, Pat's Family Restaurants, Primavera Restaurant, Residence Inn, Rockfield Manor, Rocks State Park, Rt 40 Business Association, Scotto's Café, Sean Bolan's Irish Pub, Silks Restaurant at Bulle Rock, Silver Spring Mining Co., Simply Grand Events, Skipjack Martha Lewis, Springhill Suites, Steppingstone Farm Museum, Super 8 Havre de Grace, Susquehanna Museum, Susquehanna State Park, Swan Harbor Farm, The Arena Club, The Courses at APG, The Greene Turtle Aberdeen, The Mill of Bel Air, The Vineyard Wine Bar, Tidewater Grille, Town of Bel Air, Upper Chesapeake Health, Vandiver Inn, WAMD Radio, Washington Street Books, Water's Edge Events Center, Wetlands Golf Club, Wingate by Wyndham