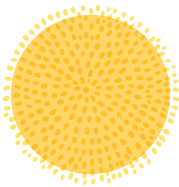


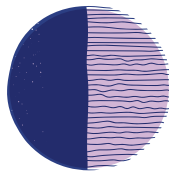
TOURISM IMPACT REPORT: 2025

Visit Baltimore's mission is to **positively impact the quality of life** of the people who live and work in the city by attracting visitor spending that creates jobs, supports local businesses and attractions and generates revenue for the city and state.

28.7 MILLION VISITORS



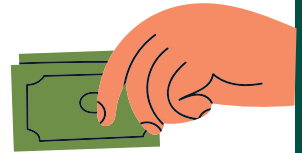
16.3 MILLION
DAY TRIP
VISITORS



12.4 MILLION
OVERNIGHT
TRAVELERS



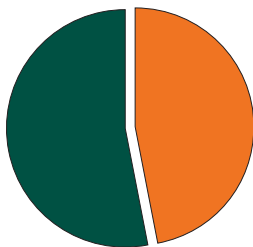
6.3% INCREASE
SINCE 2019



\$4.3
BILLION
IN VISITOR
SPENDING

32.6% INCREASE
SINCE 2019

TOURISM EMPLOYS
123.6K
IN THE BALTIMORE REGION*



Accounting for
47% of leisure and
hospitality workers
across the entire state

*Bureau of Labor Statistics



2.7 NIGHTS
AVERAGE LENGTH
OF STAY

\$1.9 BILLION
SPENT ON LODGING

4 OUT OF 5 OVERNIGHT
TRAVELERS ARE
REPEAT VISITORS

Average time since last visit has
decreased by **1.1 YEARS**

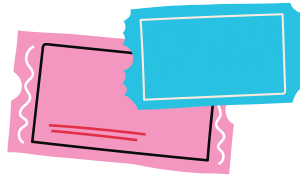
VISIT
BALTIMORE

BALTIMORE.ORG

VISITOR SPENDING ON ACTIVITIES



\$1.15 BILLION
SPENT AT
RESTAURANTS



\$701 MILLION
SPENT ON
RECREATION AND
ENTERTAINMENT



\$734 MILLION
SPENT ON
RETAIL

2 OUT OF 5

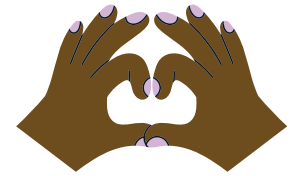
overnight travelers participate in a cultural activity – like a **museum, historical site, art gallery** or **Civil Rights heritage** experience

3 OUT OF 5

overnight visitors participate in **entertainment** – like **sightseeing, attractions** and **nightlife**

Baltimore's visitors are **6-8% more engaged in cultural activities** than the average U.S. traveler

1 OUT OF 10 travelers' primary motivation for visiting is a **special event** – like a **festival** or **sports event**



57% OF DAY TRAVELERS'

primary motivation for visiting is to see **family and friends**



26% get trip planning **advice from friends and family**

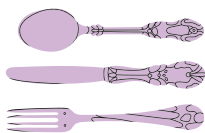
1 OUT OF 3 overnight visitors are traveling **with kids**



16% are traveling **with pets**



VISITORS SAY BALTIMORE'S TOP ATTRIBUTES ARE:



LOCAL CUISINE



WATERFRONT ACCESS



EASY TO GET TO



DIVERSITY

47% use **Instagram** or **Facebook** to plan their trips

32% turn to **tourism and destination marketing resources** to book activities during their stay



VISIT BALTIMORE
BALTIMORE.ORG

DATA PROVIDED BY:
Future Partners
Longwoods INTERNATIONAL

All data included reflects the 2025 calendar year.