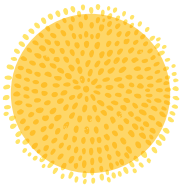
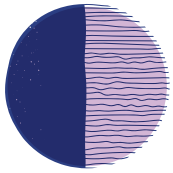
# TOURISM IMPACT REPORT: 2025

**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

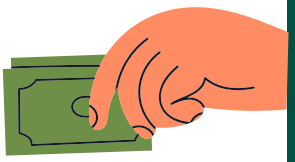


**16.3 MILLION**
DAY TRIP VISITORS



**12.4 MILLION**
OVERNIGHT TRAVELERS

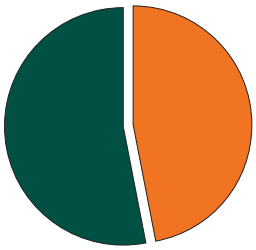
**6.3% INCREASE**
SINCE 2019



## $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**

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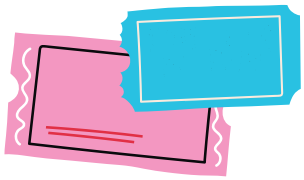
# VISITOR SPENDING ON ACTIVITIES

**$1.15 BILLION** SPENT AT RESTAURANTS



**$701 MILLION** SPENT ON RECREATION AND ENTERTAINMENT

**$734 MILLION** SPENT ON RETAIL

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**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**

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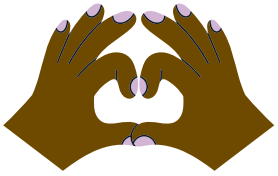
Baltimore's visitors are **6-8% more engaged in cultural activities** than the average U.S. traveler

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



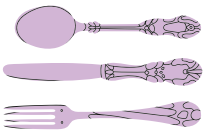
**45% OF OVERNIGHT TRAVELERS'**
primary motivation for visiting is to see **family and friends**

**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

*All data included reflects the 2025 calendar year. Updated August 2026.*

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**DATA PROVIDED BY:**
**Future Partners**
Longwoods INTERNATIONAL