

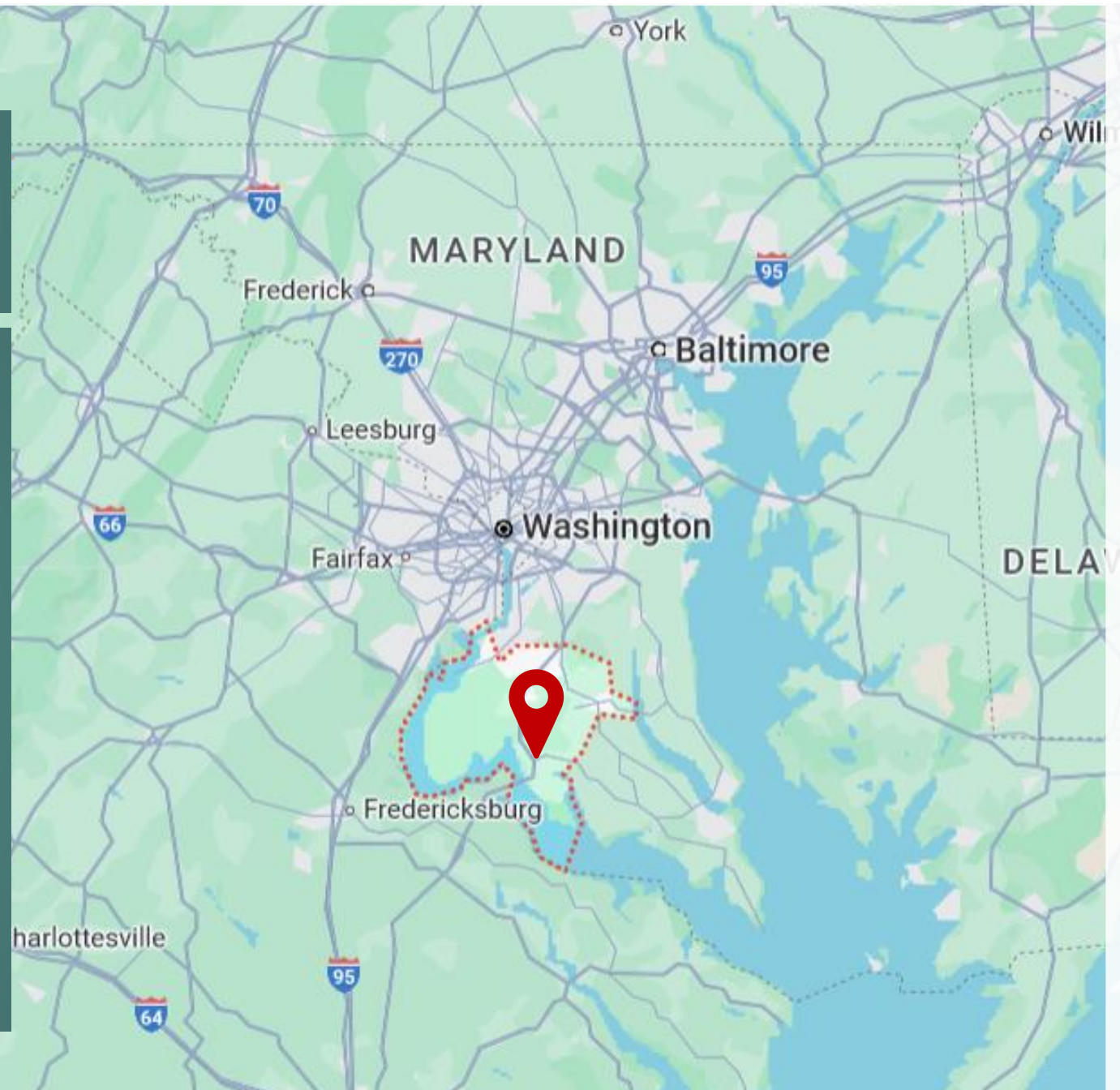


Charles County
Legends, Lore and Room to Explore

Ashley Chenault | Chief of Tourism
Charles County Department of Recreation, Parks, and Tourism

Where is Charles County?

- 30 miles southeast of Washington, D.C.
- 95 miles from Richmond, VA
- Major Waterways:
 - Potomac River
 - Patuxent River



Mission, Objectives, & Structure

Main Objective

To preserve, protect, and promote the county as a travel destination to generate revenue to support the local economy.

Mission Statement

The Department of Recreation, Parks, and Tourism's mission is simply to enhance the quality of life of Charles County residents and visitors through providing enjoyable recreation and tourism opportunities.



Baltimore, MD



Richmond, VA



Raleigh, NC



Washington, DC

Key Markets

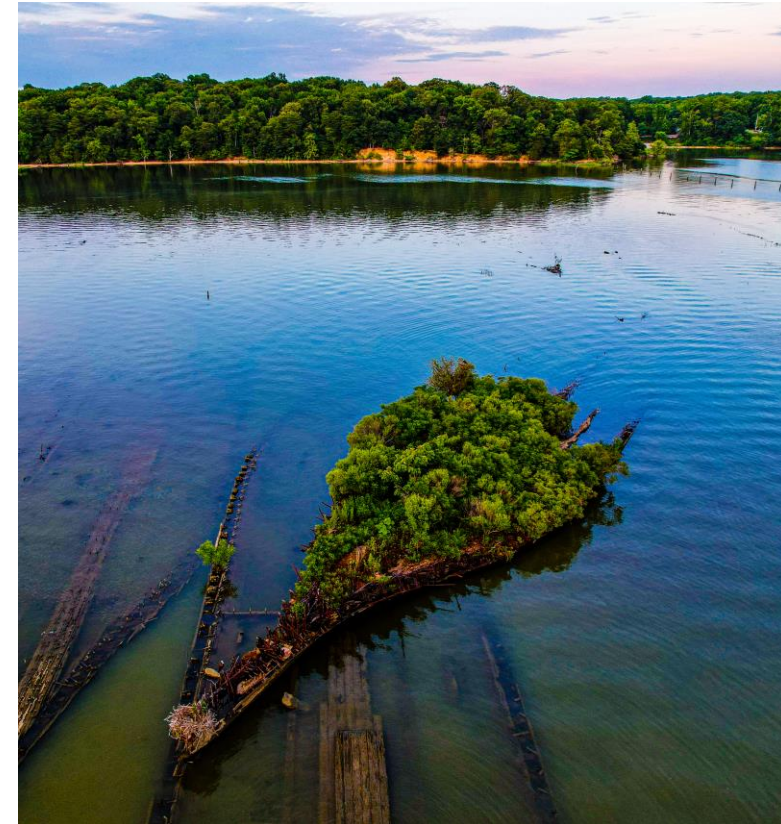
Diversifying Assets Outdoor Recreation



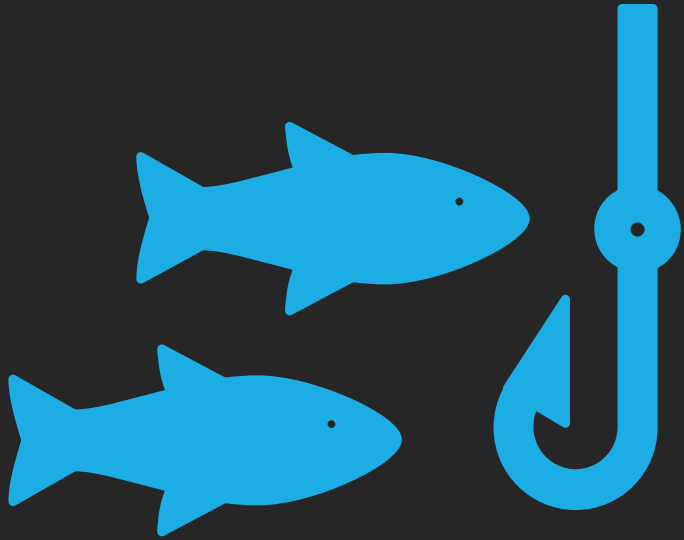
Regency Furniture Stadium



Indian Head Rail Trail



Mallows Bay



Outdoor Recreation Events

- Fishing tournaments and partnerships
- **2,000** tournament anglers visit Charles County annually and travel an average of **177 miles**

Visitor Research

Recreation is 10% of the overall tourism-related spending in Charles County

\$24.1M spent in recreation activities in 2023

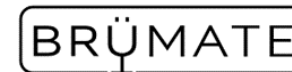
“Outdoor Adventure” is one of the top five landing pages on the Explore Charles County website

From 2023-2024, non-resident visitation increased at Mallows Bay National Marine Sanctuary from 86.20% to 88.05%



Tactical Marketing

- Public-private cooperative marketing partnership to strategically amplify messaging
- Marketing materials were placed in **54 Ace Hardware retail store locations** in Maryland, Washington D.C., Virginia and Pennsylvania



Results

The campaign generated:

- **74,376** views on YouTube
- **439,998** emails sent with 63,524 opened
- **22,145** visitors to the sweepstakes sign-up page
- **4,220** sweepstakes entries
- **32,000** visits to Charles County's website





Contact Charles County

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