



REQUEST FOR PROPOSALS  
Issued By: Maryland Tourism Coalition

## 46th Annual Maryland Tourism & Travel Summit 2027

### CONTACT INFORMATION

**Event Organizer:** **Ruth Toomey**  
Executive Director, Maryland Tourism Coalition, ruth@mdtourism.org  
626 C Admiral Dr. #311, Annapolis, MD 21401

**Event Name:** **Maryland Tourism & Travel Summit (MTTS)**

### BACKGROUND

MTTS is Maryland's premier tourism industry conference providing educational and networking opportunities for tourism professionals from Maryland and the Mid-Atlantic. Attendees participate in seminars, hear from nationally prominent speakers, and interact at informal social functions with industry and political leaders.

Maryland Tourism Coalition (MTC) coordinates MTTS, in cooperation with the Maryland Office of Tourism Development, and industry sponsors. The property selected will have a unique opportunity to showcase itself to the tourism industry and state political leaders.

### EVENT PROFILE

#### Date Pattern:

MTTS will be held between mid October and mid November 2027 (excluding holidays; election dates if applicable, preferably with a pattern of Wednesday - Friday), depending on availability of the site.

#### Event History & Attendance:

On average, 250 people attend MTTS each year.

- 2026 Baltimore Convention Center & Royal Sonesta Harbor Court Hotel
- 2025 The Hotel at the U of MD
- 2024 Waters Edge Conference Center
- 2023: Marriott Owings Mills Towne Centre

#### Space needs:

- 1) One room capable of seating 250-300 at round tables for lunch and dinner.
  - a. Adequate provisions for podium and stage, sound system, AV, and computer equipment; this space will be utilized for general sessions as well and must be committed exclusively to MTC for the duration of the summit.
- 2) Two (2) Break-Out Rooms – to hold 100 people Theater Style each.
  - a. If you are unable to accommodate this, please let us know within your proposal. Based on the venue, we have excluded the breakouts for some of our conferences.

- 3) Area capable of holding at least 35-40 six-foot display tables with space for refreshment breaks, continental breakfast, and a cocktail reception prior to the awards banquet.
  - a. This area will be utilized throughout the Summit for registration, hospitality, reception, and trade show; and must be in close proximity to main sessions. Exhibit tables should be draped or skirted at **no cost** to the summit. Please include any additional fees for electric, extension cords and shipping & handling guidelines, if not included, for exhibitor needs during the program.
- 4) Room(s) for the Post Banquet party; One area large enough for music, a bar, and dancing; Within close proximity to a quieter space or hallway for dessert, coffee, and networking.
- 5) One room for approximately 75 people theatre style for New Member Orientation on the first day of the conference, approximately 2 hours prior to kick off.
- 6) One office room to hold up to 12 people – Preferably conference style beginning day prior to conference through 3PM on Final day.
- 7) Access to the registration and trade show space the day prior to the start of MTTs for organizing purposes.
- 8) One room for approximately 60 people for Maryland Tourism Development Board Quarterly Board Meeting on the first day of the conference, approximately 2 hours prior to kick off. This event will have an independent coordinator with separate BEO and separate payment from the actual MTTs.
- 9) All meeting room rental fees should be waived.

**Overnight Accommodations:**

It is anticipated that 80 - 150 sleeping rooms could be utilized for two nights, along with up to 20 rooms on set up day. (Central Maryland locations would be closer to 80 - 100 rooms) Proposal should include a special group rate for MTTs which will remain available until the 2 weeks prior to the event, depending on availability. Some attendees may extend their stay; group rate should be available up to 3 days pre and post conference.

**Proposal should indicate:**

- |  |  |
|--|--|
| • Location of Summit session rooms                       | • Group rate   |
| • Number of rooms per night                              | • Parking and/or Resort fees (if applicable)             |
| • Minimum and maximum room blocks available              | • Fee for Amenity Room Drop                              |
| • Complimentary room policy                              | • Any other fees to include internet, housekeeping, etc. |
| • Availability of complimentary suite upgrades for VIP's |  |

**Audio / Visual:**

AV is used throughout the summit. Please indicate the equipment available on site, and what equipment is available for use at no charge. Please also provide pricing for those items that would not be complimentary. This should include the cost of engineering, set up, and A/V personnel during events. If A/V is not available on site, the name and price list from a recommended vendor is requested with the RFP. Discounted A/V fees will be considered in the selection process. There is an A/V Sub Committee to assist with some tasks.

**Meals:**

The following meals will be provided at the Summit. Please include any Food & Beverage minimums. Please also indicate whether it is acceptable to have wine donated, and if so, what the corkage fee is.

| Day   | Description  | Expected Attendance  |
|-------|--|--|
| One   | Evening: Taste of the Destination Welcome Reception *  | 150-200  |
| Two   | Morning: Breakfast Buffet<br>Mid-morning: Coffee, Tea, Water<br>Noon: Lunch Buffet<br>Afternoon: Refreshment Break<br>Evening: Cocktail Reception**<br>Evening: Dinner Banquet & Awards<br>Post Banquet: Cash Bar/Drink Tickets – possibly the hotel bar | 175 – 225<br>175 - 225<br><br><br>200 - 250<br>200 - 250<br>100 -150 |
| Three | Breakfast Buffet   | 100 - 150  |

*Events may be added, changed, or eliminated as the Summit plans proceed*

- \*Function Details:** This event is planned by the Host Committee (DMO) and is generally held off-site to showcase the area. Host Committee is the Host County DMO. (In the event this is held on property, a menu will be requested by the Host Committee). Planning and financial obligations for this event are solely the responsibility of the Host Committee (DMO) - including but not limited to food, beverage, transportation, rental fees, decor, etc. **as well as organizing a dine around at local restaurants following the Welcome Reception. NEW** - MTC will have no involvement with planning this portion of the event. Proposals must include a message from site's Destination Marketing Organization which support the bid and agrees that they (the DMO or designated Host Committee) will plan and fund the welcome reception and organize the dine around.

**Host Personnel:**

Key venue/hotel personnel will be expected to attend the summit prior to the host year, to become acquainted with the flow and operation of the event. A representative from the facility will serve on the 2027 MTTS planning committee and is expected to attend all meetings (held virtually). A banquet and catering manager will be exclusively assigned to MTTS during the event. Proposal should indicate key personnel to assume these roles.

The venue will host an MTC and MTTS committee meeting which would be scheduled between September and October. The hotel will also host the Pre-Conference meeting closer to the event. **(Meeting room rental fees to be waived)**

**PROPOSAL SPECIFICATIONS & TIMELINE**

The deadline for proposals is **June 1, 2026**. Decision will be made by September 1, 2026. Proposals should be sent to MTC Executive Director, Ruth Toomey via email at [info@mdtourism.org](mailto:info@mdtourism.org). Site visits will be scheduled following the proposal deadline.

**Key Decision Factors:**

The selection will be made by a committee who will evaluate the proposals based on the following criteria:

- Host site must be (or become) a member of MTC
- Ability of partner(s) to provide high level of service

- Proposal must include a message from site's Destination Marketing Organization which supports the bid and agrees that they (the DMO) will plan and fund the welcome reception and organize the dine-around
- Meeting criteria and space requirements
- Commitment to providing additional benefits and value, as per proposal
- The general image, reputation, and quality of property
- Guest room rates
- Information provided in the response to the RFP
- Responses due by June 1, 2026; Decision expected no later than September 1, 2026