



# Hotel Caring Initiative- Social Impact Analysis

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Prepared for:

**MHLA**  
Maryland Hotel  
Lodging Association



AN INITIATIVE OF



# Project Background

Hotels are more than just places to stay – they are pillars of community vitality and service.

Hotel Caring is an initiative led by the California Hotel & Lodging Association (CHLA) to showcase the positive social impact the industry has on local communities. As a research partner with CHLA, Tourism Economics conducted the research and analysis.

The project is intended to highlight all the philanthropic activities carried out by hotels.

This report presents results from the study carried out to scan and map out a portion of the philanthropic activities carried out by hotels in the state of Maryland.



# Methodology and Data Sources

A survey of hotel operators was the primary form of data collection. The survey was followed by direct communications with the hotel respondents to complete missing data items and confirm/validate the data submitted.

The survey was in the field for an eight-week period starting January 6<sup>th</sup>, 2025.

Philanthropic activities covered in the survey included cash or in-kind contributions, fundraisers, food/supply drives, employee initiatives, refugee support, and training. Specific details such as hours of volunteering or number of room nights donated were requested.

For each category of giving, the analysis relied on calculating the following:

1. The average contribution per hotel
2. The median contribution per hotel
3. The share of hotels within a specific bracket of giving (e.g., percentage of hotels that provided in-kind donations within each defined range)

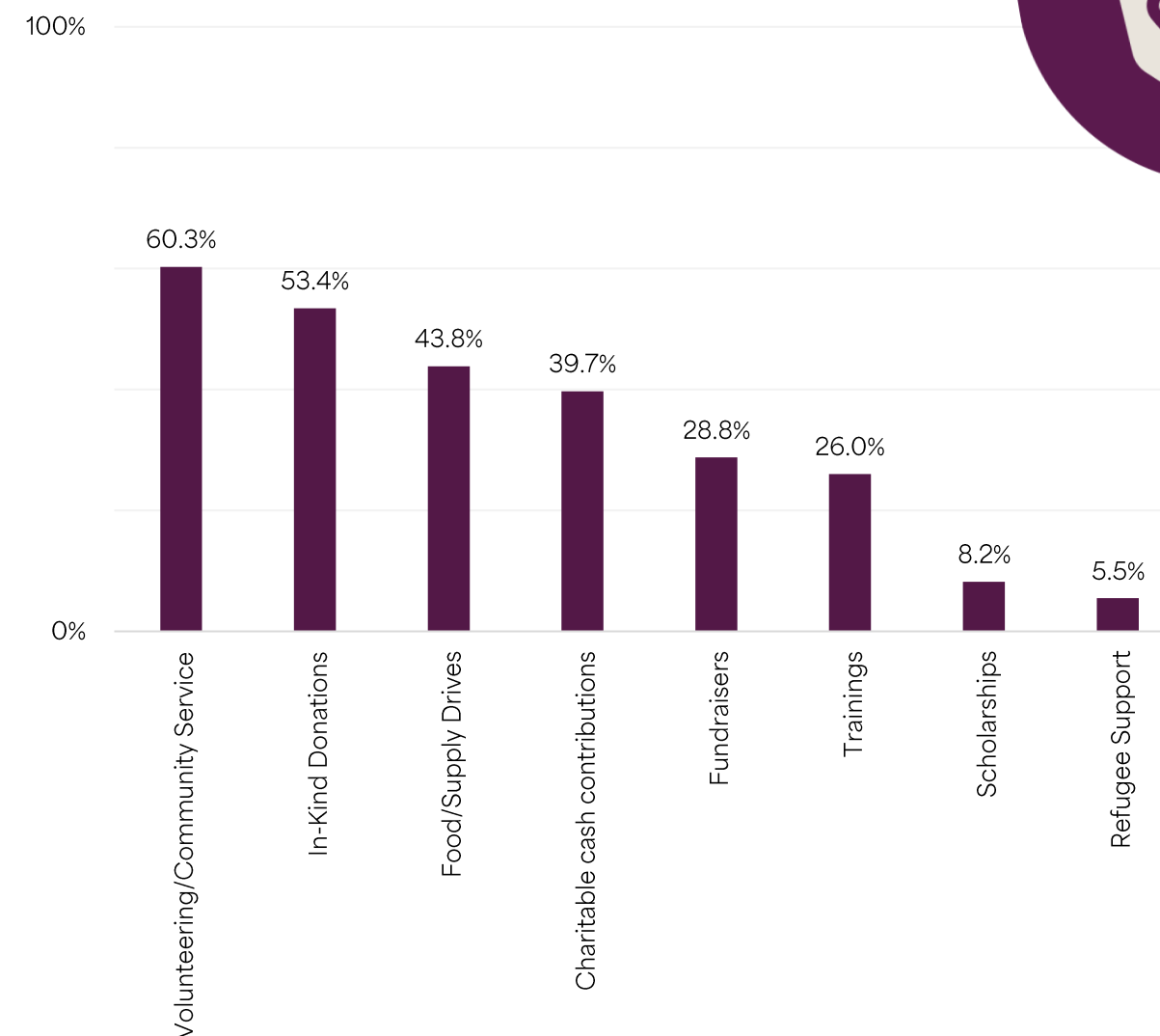
Based on hotel size and the share of hotels participating in each type of giving, estimates of total giving, by category, were extrapolated for Maryland.

# Types of Giving

The most common type of giving among hotels in Maryland is volunteering/community service. This is followed by in-kind donations and food/supply drives.

## HOTEL CARING SURVEY RESULTS

Types of giving, Maryland





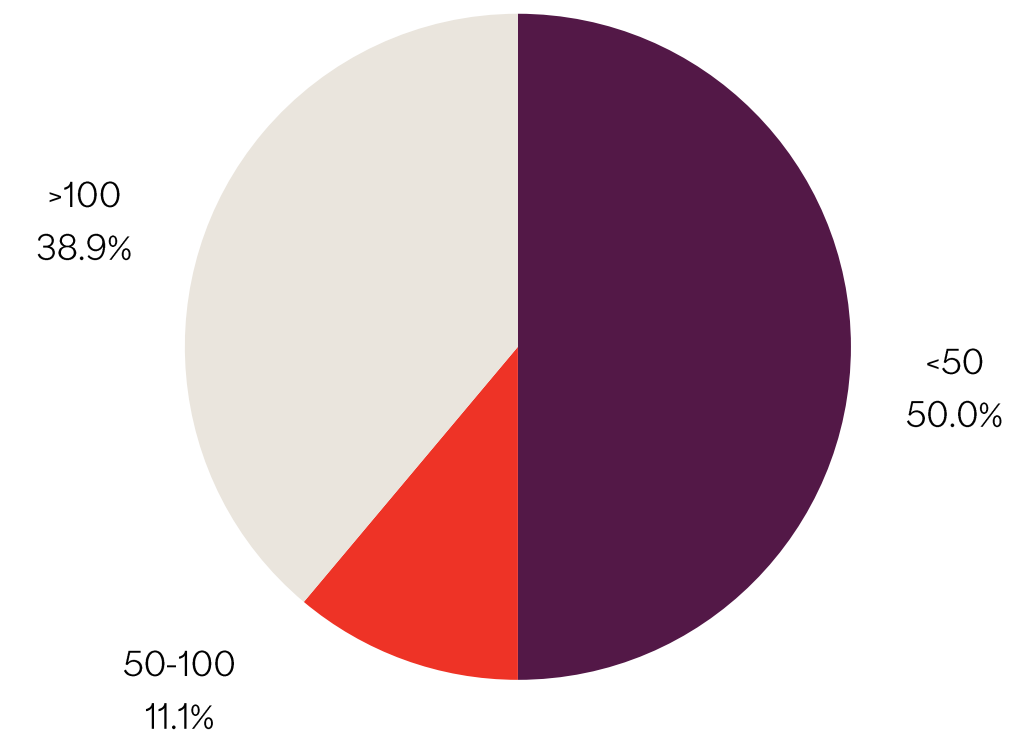
# Volunteering & Community Service

Six in 10 (60%) hotels in Maryland participated in community service activities in 2024. On average, a hotel in Maryland donated **1,063 hours** to the community in 2024. The median contribution was **63 hours** (i.e., 50% of hotels donated a number of hours greater than 63 hours).

Almost four in 10 (39%) hotels in Maryland volunteered more than 100 hours in 2024. More than one in 10 (11%) hotels donated between 50 and 100 hours. The remaining half of hotels volunteered less than 50 hours to the community in 2024.

## HOTEL CARING SURVEY RESULTS

Share of hotels by number of hours volunteered in the community, Maryland



# Volunteering & Community Service

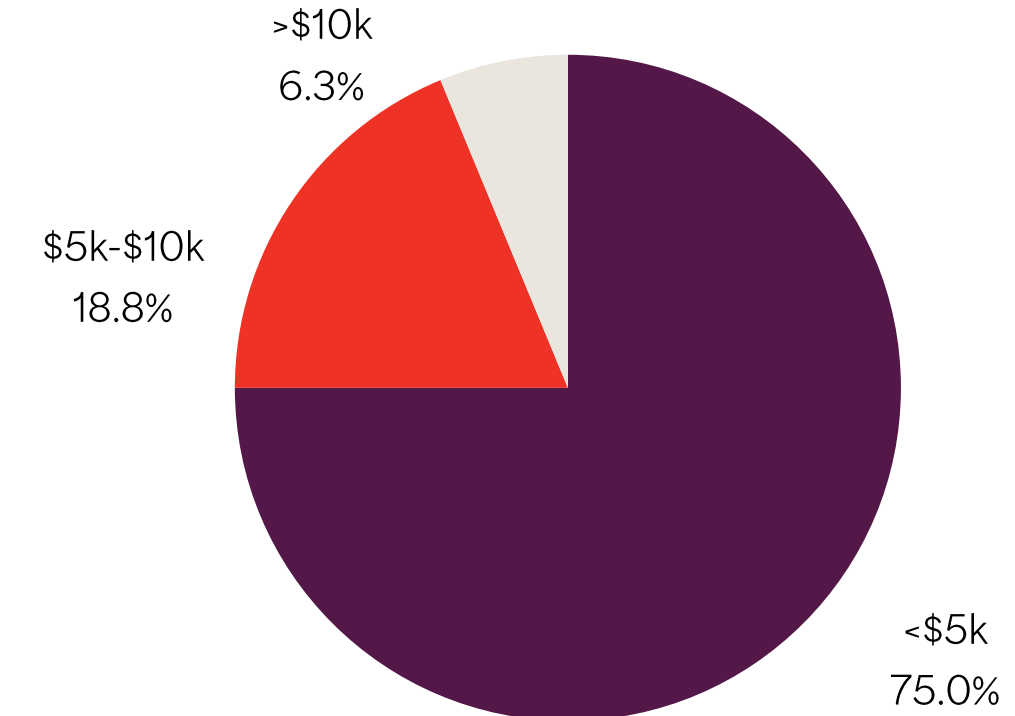
The most common initiative was support to local shelters carried out by many hotels engaged in community service. In addition, some hotels volunteered with Bread for the City, Ronald McDonald House, Meals on Wheels, Baywater Animal Rescue, Toys for Tots, and Blossoms of Hope.

The average dollar value for the hours volunteered in the community is estimated at \$5,245 per hotel.

Less than one in 10 (6%) of hotels volunteered a number of hours worth \$10,000 or more. Almost one in five (19%) of hotels volunteered hours estimated between \$5,000 and \$10,000, while the majority (75%) of hotels donated hours worth \$5,000 or less.

## HOTEL CARING SURVEY RESULTS

Share of hotels by dollar value of hours volunteered in the community, Maryland



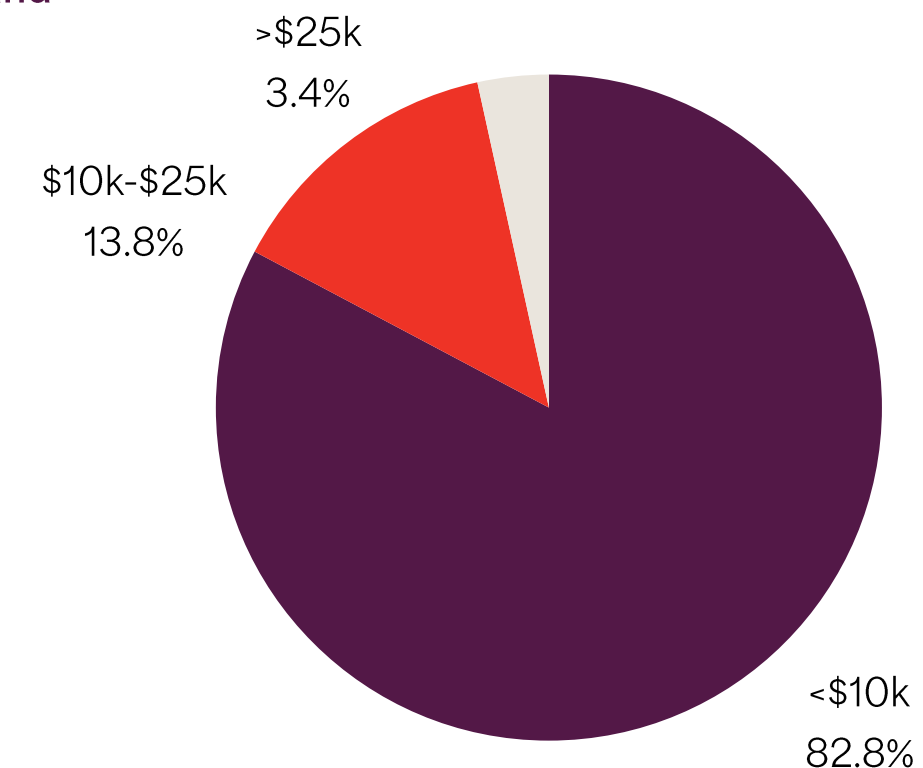
# In-Kind Donations

More than a half (**53%**) of hotels in Maryland provided in-kind donations\* in 2024. On average, a hotel in Maryland donated in-kind donations estimated at a value of **\$6,946 in 2024**. The median contribution was **\$4,000** (i.e. 50% of hotels donated in-kind donations of a value greater than \$4,000).

A small share (3%) of hotels in Maryland gave in-kind contributions with a value of \$25,000 or more. More than one in 10 (14%) gave in-kind contributions estimated at a value of \$10,000-\$25,000, and the majority (83%) of hotels contributed with in-kind donations at a value of less than \$10,000.

## HOTEL CARING SURVEY RESULTS

Share of hotels by size of in-kind contributions, Maryland



\* Examples of in-kind donations include hotel rooms, catering, and event space provided at no or reduced cost for nonprofit organizations



# In-Kind Donations

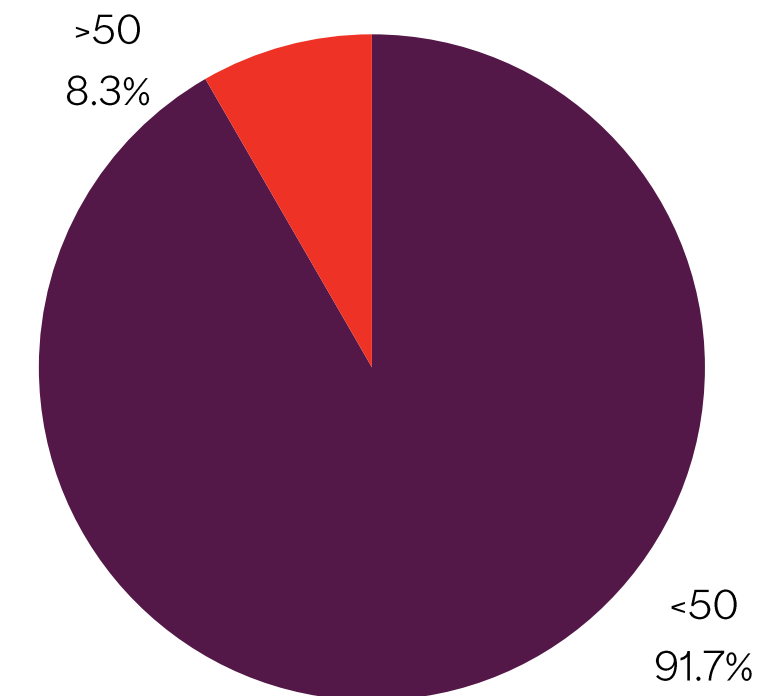
Beneficiaries of the in-kind contributions included the Jacob Sloan Foundation, St. Mary's Hospital, Anne Arundel Hospital, and the John Hopkins Children's Center, among various other nonprofit charities, schools, and hospitals.

In addition, **33% of hotels** donated room nights with the average donated per hotel estimated at **23 room nights**. The median contribution was **14 room nights** (i.e. 50% of hotels donated more than 14 rooms in 2024).

Almost one in 10 (8%) of hotels in Maryland donated 50 room nights or more, while the majority (92%) donated less than 50 room nights.

## HOTEL CARING SURVEY RESULTS

Share of hotels by number of donated room nights, Maryland





# Food/Supply Drives

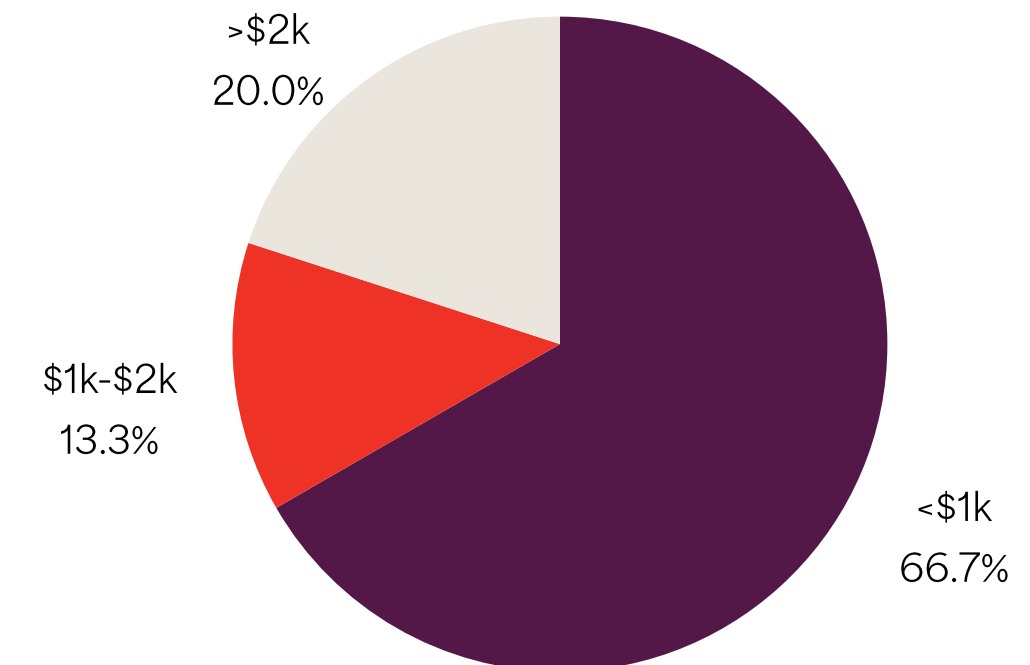
More than four in 10 (**44%**) hotels in Maryland organized food/supply drives in 2024. On average, a hotel in Maryland organized food/supply drives estimated at a value of **\$3,424**. The median value of a food/supply drive was **\$1,000** (i.e. 50% of hotels organized food/supply drives with a value greater than \$1,000).

Beneficiaries included the Haven Ministries, the Maryland Food Bank, and Feed the Fridge.

One in five (20%) hotels in Maryland organized food/supply drives with values greater than \$2,000 in 2024. More than one in 10 hotels (13%) organized drives valued between \$1,000 and \$2,000, while the majority (67%) organized drives worth \$1,000 or less.

## HOTEL CARING SURVEY RESULTS

Share of hotels by value of food drive, Maryland



# Charitable Cash Contributions

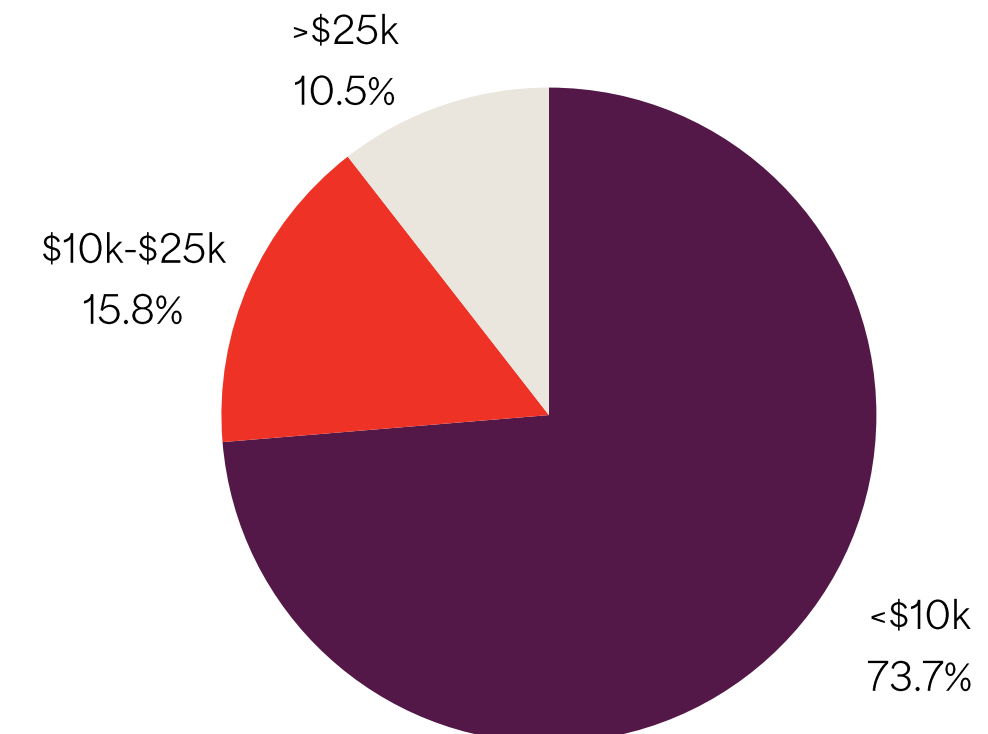
Almost four in 10 (**40%**) of hotels in Maryland gave cash contributions. On average, a hotel in Maryland donated **\$33,282 in cash** in 2024. The median contribution was **\$2,750** (i.e. 50% of hotels donated an amount greater than \$2,750).

Beneficiaries of the in-kind contributions included United Way, the Children's Miracle Network, the Special Olympics, the National Center for Missing and Exploited Children, the Dorchester County Public Schools, among many other local organizations.

More than one in 10 (11%) hotels in Maryland gave cash contributions with an amount of \$25,000 or more in 2024. Another 16% gave an amount between \$10,000 and \$25,000. The remaining 74% of hotels gave an amount less than \$10,000.

## HOTEL CARING SURVEY RESULTS

Share of hotels by size of cash contributions, Maryland



# Fundraisers

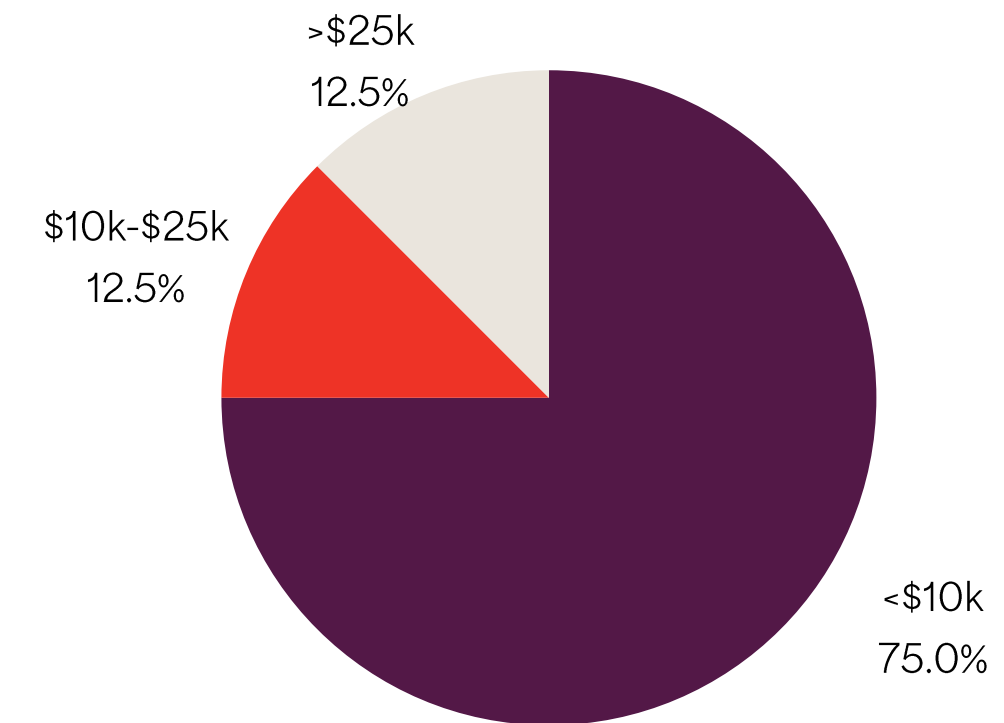
Slightly less than a third (**29%**) of hotels in Maryland organized fundraisers in 2024. On average, a hotel in Maryland raised **\$6,032** through fundraisers in 2024. The median value of a fundraiser was **\$1,270** (i.e. 50% of hotels raised more than \$1,270).

Beneficiaries of the fundraisers included the Ronald McDonald House, the Calvert Hospice, and the Children's Miracle Network, the American Cancer Society, as well as several other charitable hotels.

The majority of hotels raised \$10,000 or less through fundraisers in 2024, 13%% raised between \$10,000 and \$25,000, while another 13% of hotels raised funds with a value of more than \$25,000.

## HOTEL CARING SURVEY RESULTS

Share of hotels by value of funds raised, Maryland



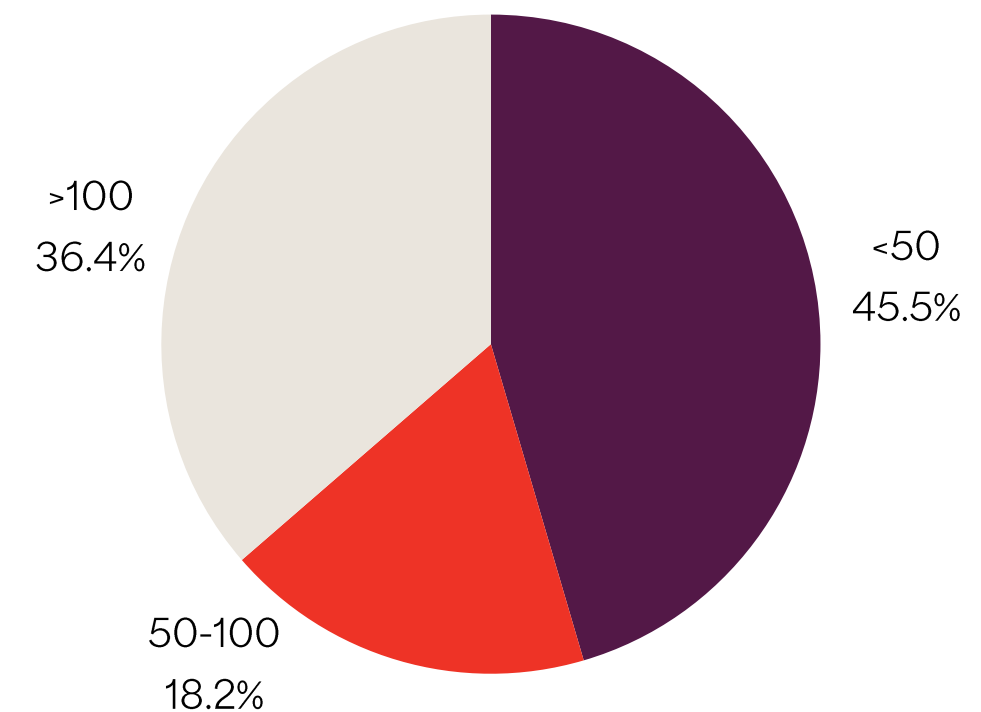
# Trainings

More than a quarter of **(26%) hotels** in Maryland organized no-cost workforce trainings. On average, a hotel in Maryland held **323 hours** of workforce training in 2024. The median value was **89 hours** (i.e., 50% of hotels provided more than 89 hours of training).

Almost half (46%) of hotels held more than 50 hours of no-cost workforce training in 2024. Almost two in 10 (18%) of hotels held 50 to 100 hours of workforce training, while the remaining 36% held more than 100 hours of workforce training.

## HOTEL CARING SURVEY RESULTS

Share of hotels by hours of workforce training, Maryland



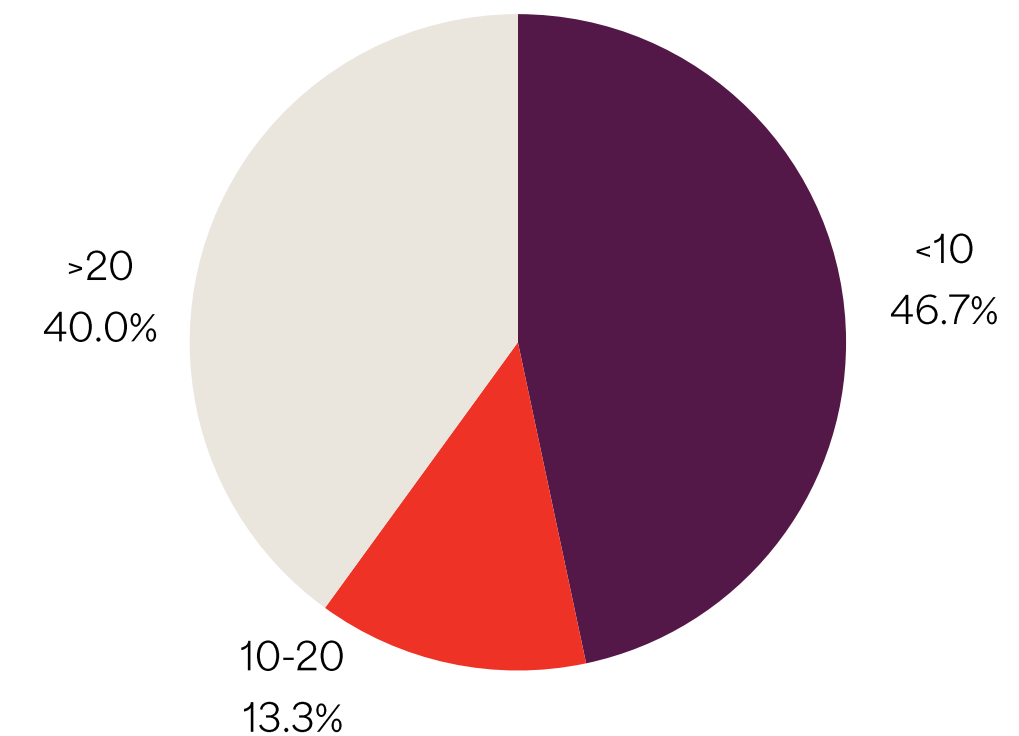
# Trainings

On average, **17 individuals** participated in no-cost workforce training per hotel and acquired skills as CPR, management, customer service, food handling, alcohol awareness, front office, rescue management, and anti-trafficking. While many of the hotels provided the trainings to their staff, a number of hotels extended the trainings to college and high school students.

Four in 10 trained 20 individuals or more, 13% trained between 10 and 20 individuals, while almost half (47%) of the hotels trained 10 individuals or fewer.

## HOTEL CARING SURVEY RESULTS

Share of hotels by number of individuals participating in trainings, Maryland



# Scholarships

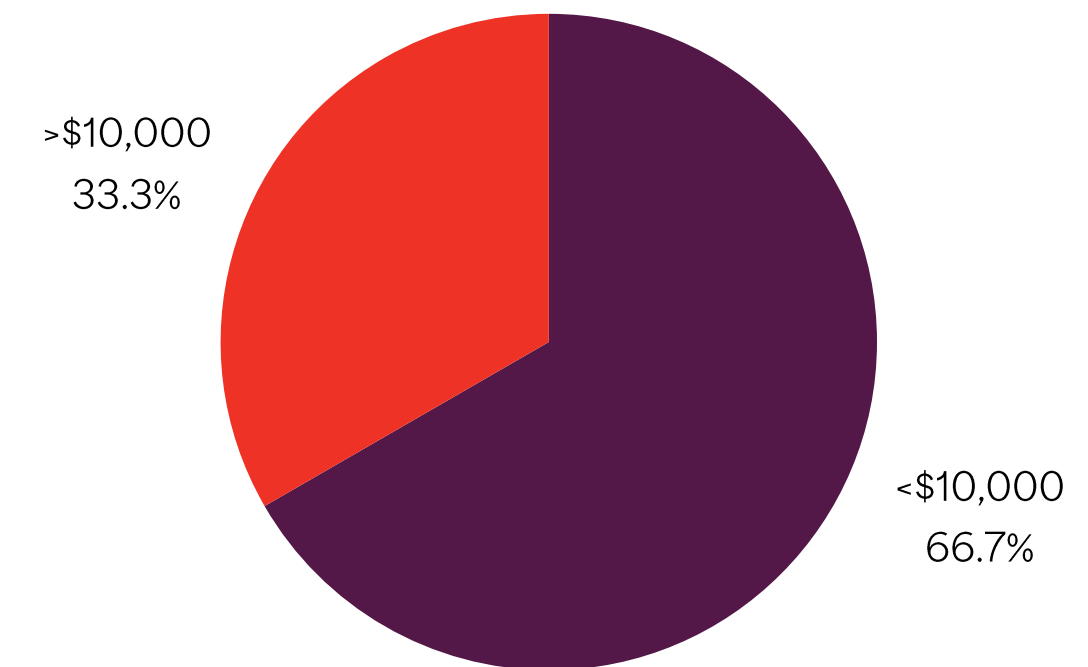
Almost one in 10 (**8%**) **hotels** in Maryland supported scholarships. On average, a hotel in Maryland supported scholarships with an estimated value of **\$10,917**.

The donations were made either to internal scholarships to the employees, to scholarships for children of team members, or to the Howard Community College.

A third of hotels supported scholarships with more than \$10,000, while the remaining two-thirds supported with a value of less than \$10,000.

## HOTEL CARING SURVEY RESULTS

Share of hotels by value of scholarships provided, Maryland





# Social Impact Analysis Approach

To estimate the size of philanthropic contributions by hotels in Maryland, Tourism Economics designed a model to extrapolate the total amount based on hotel size and the share of hotels participating in each type of giving.

A conservative assumption – based on the distribution of hotels by class – was made to adjust for potentially lower levels of typical giving among non-respondent hotels.

The results on the state level are presented in this section by type of giving.



# Volunteering/Community Service

It is estimated that hotels in Maryland donated a total of **164,816 hours** in **2024**, with a value of **\$1.1 million**.

## In-Kind Donations

It is estimated that hotels in Maryland donated a total of **3,450 room nights** and in-kind contributions with a value of **\$1.0 million in 2024**.

# Food/Supply Drives

It is estimated that hotels in Maryland organized food/supply drives with a total value of **\$386,547** in **2024**.

# Charitable Cash Contributions

It is estimated that hotels in Maryland donated a total of **\$3.6 million** in **cash contributions** in **2024**.

# Trainings

It is estimated that hotels in Maryland organized **24,734 hours** of no-cost workforce trainings, teaching a total of **1,393 members** of the community.

# Scholarships

It is estimated that hotels in Maryland provided scholarships worth **\$159,561**.

# Total Contributions

Aggregating hotel contributions in the various forms of giving, it is estimated that hotels in Maryland contributed **\$6.2 million** in the form of cash, in-kind, fundraising, scholarship, and food drive donations.

# Key Findings – Maryland

## Average Giving Contributions In Maryland

On average, a hotel in Maryland contributed \$14,385 in the community in 2024, with 50% of hotels making a contribution higher than \$1,200.



**\$14k**

### Average Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations



**1,063**

### Average Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



**323**

### Average Training Hours

in the form of no-cost workforce trainings to members of the community.



# Key Findings – Maryland

## Total Giving Contributions In Maryland

It is estimated that all hotels in Maryland contributed \$6.2 million in the community in 2024 in the form of cash, in-kind, fundraising, scholarship, and food drive donations.



**\$6.2M**

### Total Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations.



**164,816**

### Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



**24,734**

### Training Hours

in the form of no-cost workforce trainings to members of the community.

# About MHLA

The Maryland Hotel Lodging Association (MHLA) is a trade-based membership organization that serves as the unified voice for the lodging industry in Maryland at both the state and local levels. It actively works to advance the interests of hotels, motels, and related businesses throughout the state. MHLA plays a crucial role in advocating for the industry on legislative and regulatory issues, providing valuable resources, and fostering networking opportunities among its members. By representing a significant sector of Maryland's economy, MHLA aims to create a favorable environment for the continued growth and success of the hospitality industry within the state.

The association's activities are diverse, encompassing advocacy, information dissemination, recognition programs, and networking events. MHLA engages in lobbying efforts to protect and promote the interests of its members before state and local governments.

MHLA also provides its members with access to important industry information, compliance guidance, and money-saving programs. Furthermore, MHLA hosts events such as the annual Stars of the Industry Awards, which honor outstanding employees and properties, and the annual meeting, which offers opportunities for networking and industry updates.

MHLA's membership comprises a wide range of stakeholders in the lodging industry, including hotel owners, managers, associates, and related businesses that supply goods and services to hotels. By bringing together these various entities, the association facilitates collaboration and the sharing of best practices. MHLA's efforts not only benefit its members but also contribute to the broader Maryland economy by supporting jobs, generating tax revenue, and promoting tourism within the state.



# About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

