August 2026

sail 250® MARYLAND
& AIRSHOW BALTIMORE
JUNE 24-30, 2026
presented by
NORTHROP GRUMMAN

2026 ECONOMIC IMPACT REPORT





Prepared by
Living Classrooms Foundation with support
by Baltimore Development Corporation

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EXECUTIVE SUMMARY



EVENT OVERVIEW

SAIL250 Maryland & Airshow Baltimore was a seven-day, multi-site maritime and aviation celebration held from June 24 through June 30, 2026. Attendance was reported across the Inner Harbor, Fells Point, Baltimore Peninsula, Locust Point, Canton Waterfront, Fort McHenry, and Martin State Airport. The event combined ship visits, waterfront programming, an airshow, and related visitor experiences that drew residents and tourists across Baltimore's waterfront and regional transportation network.

SUMMARY

The SAIL250 Maryland & Airshow Baltimore generated an estimated $114.5 million in total economic impact across the Baltimore region through visitor spending, tourism activity, and supply-chain effects modeled using the input-output (I-O) framework. The event attracted an estimated 608,148 visits across seven venues, producing significant spending in hotels, restaurants, retail establishments, transportation providers, and visitor attractions. With event expenditures totaling $1.94 million, the SAIL250 Maryland & Airshow Baltimore generated an estimated 49:1 economic return on investment, meaning every public and private dollar invested in producing the event generated approximately $49 in economic activity for the local economy. This level of return demonstrates that SAIL250 was not only a nationally significant commemorative event, but also a powerful economic development initiative that stimulated local businesses, increased tourism, and expanded Baltimore's visibility as a premier destination for large-scale maritime and aviation events.



Total Visitors

608K

Source: Baltimore Development Corporation (2026)



Economic Impact

$114.5M

Includes both direct and indirect economic activity



Event Experience

98%

The % of of survey respondents who would recommend the event to others

SAIL250 PARTNERS



PRESENTING SPONSOR

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GOVERNMENT PARTNERS

Maryland VisitMaryland.org

City of Baltimore

Baltimore County Maryland

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America 250

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CONTRIBUTING PARTERS

COPT Defense Properties

Maryland Ad Network

Flagger Force

Vane Brothers



BEVERAGE/SPIRITS/BEER PARTNERS

Captain Morgan

Don Julio 1942

Freedom Brew

smartwater

Coca-Cola

America 250

HOTEL PARTNER

Marriott Baltimore Waterfront

SAIL250 EVENT SNAPSHOT



sail250 MARYLAND & AIRSHOW BALTIMORE
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608,148
Total # of visitors

85.3%
Adults
(>18 years old)

14.7%
Youth
(<18 years old)

$83.4 million
Direct Economic Impact

$31.1 million
Indirect Economic Impact

$114.5 million
Total Economic Impact

Event Engagement Metrics

297,848
Ship Visitors

18,354
App Downloads

16,352
STEM Tent Visitors

685,501
Website Visits

3.2B
Media Impressions

Economic Return on Investment (ROI)

For every **$1** in funding the SAIL250 organizers invested to create & manage this event, **$49** was generated in total economic activity

ROI calculations based on $2,359,645 from State, national and local sponsorship support managed by LCF

Visitor Profile & Experience

3
Avg. Group Size

73.3%
Live outside of Baltimore City

1.6
Avg. Visit Length (days)

4.5
Overall Satisfaction (out of 5)

98%
Would Rec. Others to Attend SAIL250



EVENT REACH & ENGAGEMENT



SAIL250 Maryland & Airshow Baltimore is the most successful event on the waterfront in the last decade achieved with exceptional levels of public participation and engagement across in-person experiences, educational programming, and digital platforms. The event attracted more than 608,000 visits, welcomed nearly 300,000 ship visitors, generated 685,501 website visits, and reached thousands more through its mobile application and livestream broadcasts. In addition to its tourism and economic contributions, SAIL250 engaged more than 16,000 visitors through STEM programming and was supported by 916 volunteers who contributed 5,316 hours of service, underscoring the event's broad community impact and national reach.

LIVE

69,170

AirShow Live Streamers



33

Total # of Ships
Representing 14 Countries



6,937

Visitors to new NHHC Navy Exhibit (Balt. Visitor Ctr.)



18,767

Martin State Airport Open House Visitors



5,316

Total # of Volunteer Hours
(n=916 volunteers)

ECONOMIC IMPACT



PURPOSE OF THE STUDY

The purpose of this study was to evaluate the economic contribution of SAIL250 Maryland & Airshow Baltimore by examining visitor attendance, spending patterns, and participant experiences. Specifically, the analysis sought to estimate the event's contribution to the Baltimore economy through visitor expenditures while also assessing attendee satisfaction, travel behavior, and overall event engagement.

METHODOLOGY

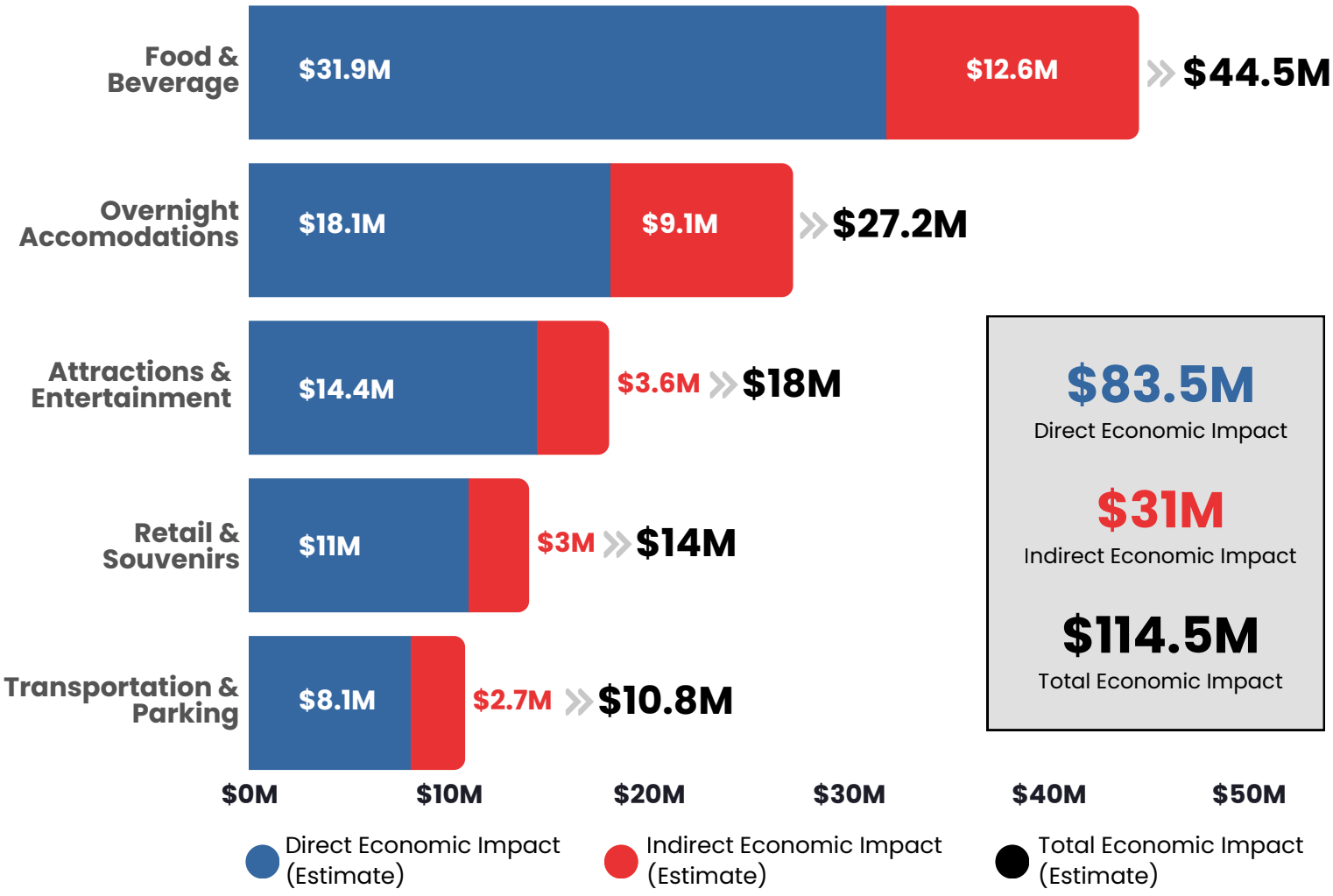
This study used a visitor expenditure methodology commonly applied in tourism and event impact research to estimate the economic contribution of SAIL250 Maryland & Airshow Baltimore. The analysis integrated primary data collected through the SAIL250 Visitor Survey with official attendance estimates provided by the Baltimore Development Corporation (BDC) and other relevant secondary data sources. Survey responses were used to estimate average visitor expenditures across major tourism related categories, including lodging, dining, retail, transportation, and entertainment, which were then applied to official attendance estimates to quantify total visitor spending. Visitor expenditures were analyzed using an input output economic modeling framework to estimate the direct, indirect, and induced economic effects generated throughout the Baltimore regional economy. Together, these effects represent the event's estimated total economic impact. As with all economic impact studies, the findings are modeled estimates based on survey responses, secondary data sources, official attendance figures, and the assumptions embedded within the input output framework.

LIMITATIONS

As with all economic impact studies, the findings presented in this report are estimates based on visitor survey responses, official attendance data, and the assumptions of the input-output (I-O) model. The analysis is based on a non-probability convenience sample of 104 visitor surveys, a common sampling approach for large public events where random sampling is not practical. Because respondents were not randomly selected and the sample represents a very small proportion of total attendees, the results do not fully reflect the spending patterns or experiences of all event visitors. In addition, spending estimates are self-reported and subject to normal survey and recall bias. Accordingly, the results should be interpreted as reasonable estimates of SAIL250's economic contribution to the Baltimore regional economy rather than exact measures of actual economic activity.

ECONOMIC IMPACT





$83.5M
Direct Economic Impact

$31M
Indirect Economic Impact

$114.5M
Total Economic Impact

SECTOR ANALYSIS SUMMARY

Visitor spending generated broad-based economic activity across Baltimore's hospitality, tourism, and service sectors. Based on visitor survey data and secondary data sources, food and beverage establishments experienced the greatest estimated economic impact ($44.5 million), followed by overnight accommodations ($27.2 million). Additional spending at attractions and entertainment ($18.0 million), retail and souvenirs ($14.0 million), and transportation and parking ($10.8 million) further expanded the event's economic benefits across the local economy. Collectively, these preliminary findings demonstrate how SAIL250 stimulated economic activity beyond the event footprint, reinforcing the value of large-scale destination events as catalysts for tourism, local business growth, and regional economic development.



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