



For immediate release

### **St. Mary's County Tourism Wins Multiple Statewide Industry Awards**

COLLEGE PARK, Md., November 18, 2025 – Visit St. Mary's MD received two awards during the 44<sup>th</sup> annual Maryland Tourism and Travel Summit from the Maryland Tourism Coalition in the "Rising Star" and "Best Use of Social Media" award categories.

Alyssa Reeves, the Marketing, Social Media and Content Coordinator for Visit St. Mary's MD (VSMMD), was recognized as this year's Rising Star. The new award for 2025 honors a tourism professional who is making an early yet significant impact on Maryland's tourism industry.

"Alyssa's positive impact on our organization's digital presence can't be understated; her creativity and dedication have positively changed the trajectory of tourism in St. Mary's," said Bailey Casselman, Chair of the VSMMD Board of Directors. "She has re-imagined and exploded the marketing and social media content for Visit St. Mary's; she is an absolute Rising Star in the tourism industry."

In addition, VSMMD was recognized in the Best Use of Social Media category, awarded based on an organization's creativity in generating original and compelling visuals that drive engagement across digital platforms.

VSMMD has seen incredible growth across its Facebook ([@VisitStMarysMaryland/](https://www.facebook.com/VisitStMarysMaryland/)) and Instagram ([@visitstmarysmd](https://www.instagram.com/visitstmarysmd)) accounts since November 2024, based on new, innovative campaigns and social media strategy. The organization has invested in a variety of new partnerships and sponsorship opportunities to promote its digital brand and presence. The result – more followers, engagement and website traffic.

"I am proud of our marketing efforts over the last year," said Liz Mildenstein, VSMMD Executive Director. "We take great pride in sharing the St. Mary's story with prospective visitors, followers and residents. Thank you to all the businesses and attractions that have opened their doors and welcomed our marketing ideas."

Established in 2018, VSMMD is the official destination marketing organization for Maryland's Original Destination: St. Mary's County. The organization focuses on attraction development, marketing, and helping tourism partners deliver unique visitor experiences. VSMMD is managed by a team of strategic thinkers, operations gurus and innovative marketers, all passionate about the visitor experience and the success of the county's tourism economy.



For more information about VSMMD or to plan your trip, go to [visitstmarysmd.com](http://visitstmarysmd.com).

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