

# Office of Tourism & **Economic Development**

## Tourism Metrics Dashboard

MONTH | AT-A-GLANCE - August 2022

#### Highlights







- Booth at MACo Conference
- Mixer at Windmill Creek
- Continued building Ambassadors group

Visitors



Page Views



22,102

11,703

17.564

58 Seconds 48 Seconds

34.513

#### Top 5 Web Pages

- I. Home Page
- 2. Things To Do Golf
- 3. Things To Do
- 4. Ocean City Giveaway
- 5. Request a Visitor's Guide

#### Social Media









17,909

7,445

3,815

235

6.452

3.849

179

#### **Monthly Newsletter - Tourism**

Recipients







Click Thru Rate



**Information Requests** 



47,556

23.95%

1.2%

70.001

3.750

28,438

11.82%

98%

55.881

### Advertising Campaigns





