

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - April 2024

Web Trends

VisitMarylandsCoast.org

Visitors



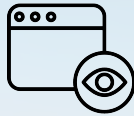
5,734

Time on Site



:38

Page Views



11,946

Newsletters

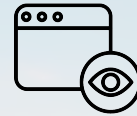
Tourism: Naturally Fun

Recipients



122,535

Open Rate



2.76%

Click Thru Rate



.29%

ChooseMarylandsCoast.org

Visitors



930

Time on Site



:11

Page Views



1,512

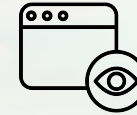
Ec. Dev.: Business Resource

Recipients



1,511

Open Rate



4.31%

Click Thru Rate



1.39%

WorkMarylandsCoast.org

Visitors



226

Time on Site



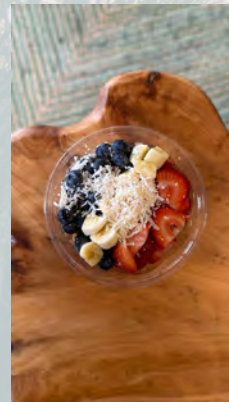
6:31

Page Views



1,540

Top Social Post



Golden Clover Cafe feature.

Posted on April 1 to Facebook.

Reached 4,704 people, 163 engagements, 35 reactions, and 4 shares.

Social Media Reach



47,384



5,596



2,659



1,326

Visitor Information

Welcome Center Guests



16,126

Bus Quantity



18

Advertisements

Job Fair Promotion through GSB Media Station - April 17 through April 30 and May 1 from 6am to noon. 280 ads total and 3 live interviews.

Job Fair Advertisement on social media.

Job Fair interviews with Ocean 98 & Talk of Delmarva.

Blogs

April 5:
Worcester County Job Fair

April 29:
Best Photo Spots on Maryland's Coast



Highlight



Our office collaborated with community partners to host Celebrate Trails Day in Snow Hill on Saturday, April 27. This event was open to the public to explore the Summerfield Trails.

Our office showcased resources on social media with videos, training events, and organizations to utilize during National Small Business Week, April 28-May 4.