

Office of Tourism & Economic Development




Metrics Dashboard

MONTH | AT-A-GLANCE - April 2026




Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org



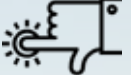
| Visitors | Time on Site | Page Views |
|--|---|--|
|  42,025 |  :23 |  71,641 |
| 16,971 | :35 | 33,685 |

ChooseMarylandsCoast.org



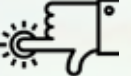
| Visitors | Time on Site | Page Views |
|---|---|---|
|  528 |  :34 |  2,799 |
| 1,898 | :11 | 2,682 |

Newsletters

Tourism: Stepping Into Coast...

| Recipients | Open Rate | Click Thru Rate |
|---|--|--|
|  65,162 |  2.4% |  .06% |
| 155,185 | 3.2% | .36% |

Ec. Dev.: Maryland's Coast...

| Recipients | Open Rate | Click Thru Rate |
|--|---|---|
|  1,093 |  17.6% |  .7% |
| 1,493 | 6.2% | 2.4% |

Top Social Posts







Springfest Post shared on 4/15 - had over 54k views, 350 interactions and 145 link clicks for more info.



CounterClox welcome post shared on 4/21 got over 22k views and 187 interactions.

Social Media Reach

|  ^{x2} |  |  |  |
|--|---|---|---|
| 982,435 | 71,040 | 2,045 | 1,304 |
| 351,779 | 10,197 | 1,737 | 1,304 |

Visitor Information

Welcome Center Guests



15,359

4,755

Bus Quantity



13

2

Guide Requests



-

1,417

Advertisements

Vistagraphics:

4 pages sent for the OC Visitors Guide (General, Snow Hill, Pocomoke City, Berlin)



HD Marketing:

Beach Bucks Coupon, Digital Truck Ads, and Mobile Ads to promote Visit Maryland's Coast and Stop Offshore Wind.

Unscene Productions:

Working on 5 new commercials, scripts have been submitted.



Blogs

April 6:

Job/Resource Fair Thank You

April 7:

Spend Time Biking On Maryland's Coast

April 20:

Lesser-Known Walking Trails on Maryland's Coast

April 20:

Go Green OC Blog

April 30:

Spend Your Birding Era on MD's Coast

Highlights

We hosted a Job and Resource Fair at SHVFC on April 1, welcoming over 115 attendees to connect with community resources and local employers. On April 8, our department led a soft skills workshop focused on professional development. Our office is preparing for the upcoming season with meetings involving new business owners and partners. Several collaborative projects are nearing completion, including promotions for the Chesapeake Country All-American Road and Voices250 with the Lower Shore 250 Alliance. We also attended the annual MEDA conference and donated a locally sourced gift basket to the silent auction. In addition, we have scheduled advertising meetings for the new fiscal year and are currently filming promotional videos.