

To: Worcester County Economic Development Worcester County  
Economic Development <emarketingteam@d3corp.com>  
From: Maryland's Coast  
From Email: tourism@marylandscoast.org  
Subject: 1st Quarter - August Tourism Metrics  
Preheader:



# Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE - June  
2021

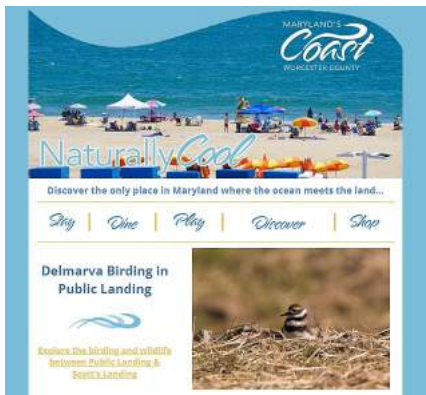
## Highlights

Attended Maryland Association of Counties Conference

Hosted a table at the the White Marlin Open

Co-hosted the Maiden Voyage of our treasured Black Eyed Susan Riverboat

Began distribution of two Economic Development monthly newsletters



Bridletown Historical  
Marker

## Website Analytics

Visitors



17,564

Time on Website



48 sec

Page Views



34,513

Source



-

## Top 5 Web Pages

1. Home Page
2. Things To Do - Golf
3. Ocean City MD Giveaway
4. Stories - Top 5 Day Trips
5. Things to Do

## Information Requests

Welcome Center Guests----- Mail Requests



55,881



2,100

## Social Media Channels



17,291



6,452



3,849



179

## Email Subscribers

Recipients



28,438

Open Rate



11.82%

Click Through Rate



0.98%

## Advertising Campaigns





Be invigorated by salt air, endless waterways and spectacular scenery! Maryland's Coast is the ultimate year-round destination.

MARYLAND'S  
*Coast*  
WORCESTER COUNTY

*The Black-Eyed Susan*  
Snow Hill

**Naturally Outdoors**

www.VisitMarylandsCoast.org  
1-800-852-0335



WORCESTER COUNTY, MARYLAND

***Farmers Markets***  
*Locally Made & Grown*

**Ocean City** @ Gold Coast Mall, Tues., Th., Sat. & Su. 8:00am-1:00pm  
**Snow Hill** @ Sturgis Park Pavilion, Thursdays 12:00pm-5:00pm  
**Pocomoke** @ 3 Market St, Fridays 7:00am-til  
**Ocean Pines** @ White Horse Park, Saturdays 8:00am- 1:00pm  
**Berlin** @ Pitts St, Commerce St & Main St, Sundays 9:00am-1:00pm

MARYLAND'S  
*Coast*  
WORCESTER COUNTY

MARYLAND'S  
*Coast*  
WORCESTER COUNTY  
Office of Tourism



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410-632-3110 - 800-852-0335 - tourism@marylandscoast.org

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