

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - August 2024

Web Trends

VisitMarylandsCoast.org

Visitors



56,609

10,324

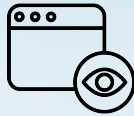
Time on Site



:16

1:58

Page Views



91,998

20,093

ChooseMarylandsCoast.org

Visitors



319

232

Time on Site



:31

:33

Page Views



587

437

WorkMarylandsCoast.org

Visitors



377

177

Time on Site



:30

2:18

Page Views



926

1,375

Newsletters

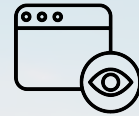
Tourism: Vibrant Art Scene

Recipients



153,693

Open Rate



8.03%

Click Thru Rate



.16%

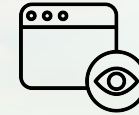
Ec. Dev.: ED Updates

Recipients



1,732

Open Rate



26.6%

Click Thru Rate



2.89%

Social Media Reach



767,649

54,562



5,528

6,069



3,507



3,569

1,058

Top Social Post



Labor Day weekend post shared on 8/30. Reached 2,871 people and had 48 interactions.



Guessing game post about spotlights completed. Shared on 8/21 reached 1,746 people with 70 interactions and 2 link clicks.

Visitor Information

Welcome Center Guests



25,978

22,791

Bus Quantity



9

Advertisements

Clear Channel Billboard
placed at rt 13 north bound

Last month of
Transpromotion advertising
on media trucks



Blogs

August 23:
Marketing Workshops Coming Soon!

August 26:
Things to Do in OCMD While Visiting For
Oceans Calling

August 28:
Support Local Artists

August 30:
Worcester County Job Fair



Highlight



Our department has had an eventful month! We kicked off Agriculture Week from August 3-11 and concluded it by working at the Worcester County Fair. From August 14-16, we proudly attended and represented at MACo in Ocean City. Additionally, our most recent Maryland's Coast 'Advocates' meeting took place at Tides and Vine (as shown in the picture).