

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - August 2025

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors



55,259

56,609

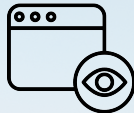
Time on Site



:12

:16

Page Views



77,963

91,998

#### ChooseMarylandsCoast.org

Visitors



2,260

319

Time on Site



:06

:31

Page Views



3,418

587

### Newsletters

#### Tourism: Fall Fun Awaits!

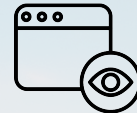
Recipients



188,763

145,031

Open Rate



8%

8%

Click Thru Rate



.24%

.16%

#### Ec. Dev.: New Business, Grants..

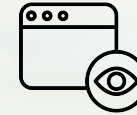
Recipients



6,906

1,568

Open Rate



19.8%

26.6%

Click Thru Rate



1.1%

2.8%

### Social Media Reach



x2

895,461

767,649



18,185

5,528



2,954

3,507



2,782

3,569

### Top Social Posts



White Marlin Open reel posted on 8/3 had 6,575 views and was watched a total of 5 hours and 45 mins.



Pocomoke entrepreneurs post on 8/8 reached 3,867 people with 31 interactions.



# Visitor Information

Welcome Center Guests



30,290

25,978

Bus Quantity



8

9

Guide Requests



-

-

## Advertisements

Assateague State Park Map - print ad.

White Marlin Open tv stream advertising.

Extended 3 month advertising with Transpromotion.

## Blogs

August 8:  
Cannabis Reinvestment and Repair Grant

August 20:  
Public Art in Worcester County, MD

August 25:  
A 3-Day Mural and Public Art Trail Itinerary



## Highlights

Agriculture Week drew strong community support and engagement. We saw 8,470 visits to the blog website page.

At this year's MACo Conference in Ocean City, we hosted a booth. We also welcomed MD Dept. of Commerce Secretary Coker to the county, where we toured long-standing family businesses and discussed upcoming projects.

Our team also supported the Stop Offshore Wind initiative by helping staff the booth at Harbour Island during the White Marlin Open.

We wrapped up a professional photoshoot with photographer Jill Jasuta, capturing businesses and key assets in Snow Hill and Pocomoke City. These images will be featured in our marketing materials and art displays to showcase the county's unique character.