



WEB

Engaged Views

106,123

Top 5 Pages

- 1.Home page
- 2.Things to do
- 3.Golf - To Do
- 4.Request a VG
- 5.Ag Week PSA

Session Source

google / cpc	21K
fb / paid	19K
an / paid	11K
(direct) / (none)	4.4K
google / organic	4.3K
OCA / M	1.7K
ig / paid	1.5K

of Sessions

65,508

Top 3 Markets

- 1.New York
- 2.Philadelphia
- 3.Not Set

Engaged Views

7,387

Top 5 Pages

- 1.Home page
- 2.Service Page
- 3.Feed security
- 4.Ag/Farm Tours
- 5.Contact

Session Source

(direct) / (none)	481
facebook.com / referral	25
bing / organic	22
m.facebook.com / referral	20
visitmarylandscast.org / ref...	19
cityofpocomoke.com / referral	14
google / organic	13

of Sessions

617

Top 3 Markets

- 1.Not Set
- 2.Singapore
- 3.Paris

SOCIALS

FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, & X

37,911 LINK CLICKS



VIEWS

1,386,280

470



NEW FOLLOWERS

Seafood Festival:
29,085 views/227 interactions

POSTED ON: 8/6



POSTED ON: 8/9

Food Rite/OC Organics:
29,787 views/437 interactions

EMAILS

tourism

MORE SUMMER FUN...



Recipients

246,163



CTR

271 (0.11%)



Open %

20,823 (8.4%)

economic development

FISHING HERITAGE...



Recipients

1,583



CTR

27 (1.7%)



Open %

385 (24.3%)

VISITORS

Placer-Count
13.1k

Door Count
35,604

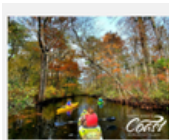


Busiest Day
8/15 - 1.25k
-24% down from '25

Average Stay (July)
4.3 nights

ADS/CREATIVE

5
BLOGS



CONTENT / SPONSORED

Visit Maryland's Coast in Worcester County
Make this fall season one to remember on Maryland's Coast! From fresh local seafood and scenic outdoor adventures to rich history, vibrant arts, and exciting community events, there's something for everyone to enjoy. Whether you're planning a weekend getaway or a relaxing escape, discover the charm of Pocomoke City, Snow Hill, Berlin, Assateague Island, and Ocean City. Start planning your fall adventure today and discover all there is to see and do at VisitMarylandsCoast.org.

Learn More / See Full Calendar / Ask Ivan



This Week at the Beach
newsletter, Vistamedia (8/26)

Digital Truck Ads
HD Marketing, Football Season

Print Ad ¼ page
Assateague State Park Map



Agriculture Appreciation Week
Enradius Digital, Meta, Spotify, OC Today-Dispatch, Bayside Gazette, GSB Media

LEADS

1,034
guide requests

21

kiosk sessions



Team projects, meetings, and more!

HIGHLIGHTS

We hosted our third annual Agriculture Appreciation Week (August 1-9), connecting the community with local farms, events, tours, and agricultural experiences. Our team also attended the MACo Summer Conference (August 13-14), promoting Worcester County as a vacation destination while participating in educational sessions and networking with partners from across the state. Nancy attended the National Association of Workforce Development Professionals Academy in Las Vegas for professional development. We also wrapped up our internship with Nate, who completed a final marketing reflection assignment highlighting his experience with our department. On August 20, we welcomed Maryland Agriculture Secretary Kevin Atticks for a brand launch and toured three local shellfish growers, showcasing Worcester County's growing aquaculture industry.