

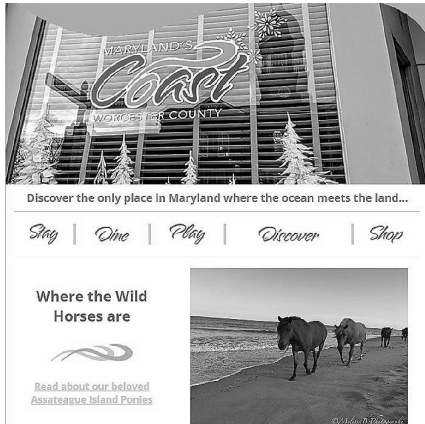
To: Worcester County Economic Development Worcester County Economic Development
<emarketingteam@d3corp.com>
From: Maryland's Coast
From Email: tourism@marylandscoast.org
Subject: December 2021 Metrics
Preheader:



Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE - December 2021

Highlights




Discover the only place in Maryland where the ocean meets the land...

[Stay](#) | [Dine](#) | [Play](#) | [Discover](#) | [Shop](#)

Where the Wild Horses are

Read about our beloved Assateague Island Ponies



MARYLAND'S
Coast
WORCESTER COUNTY

Happy Holidays
from our team to yours!



Ocean Pines Chamber of
Commerce

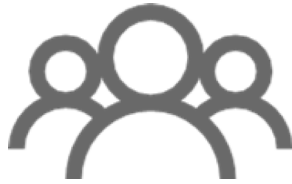
Website Analytics

Visitors

Time on Website

Page Views

Source



2,332



1:03 sec



5,138



-

Top 5 Web Pages

1. Home Page
2. Where to Stay
3. Things to Do
4. Golf
5. Request A Visitor's Guide

Information Requests

Welcome Center Guests----- Mail Requests



41,878-----

Social Media Channels



18,149



6,531



3,833



183

Email Subscribers

Recipients



Open Rate



13.83%

Click Through Rate



27,030

1.32%

Advertising Campaigns



Worcester County Office of Tourism 104 West Market Street - Snow Hill, MD 21863
410-632-3110 - 800-852-0335 - tourism@marylandscost.org

This email is intended for emarketingteam@d3corp.com.
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