

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - December 2024


Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
 4,332	 1:02	 15,905
5,435	:26	8,871

ChooseMarylandsCoast.org


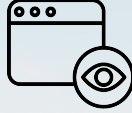

Visitors	Time on Site	Page Views
 345	 :19	 622
130	1:07	362

WorkMarylandsCoast.org


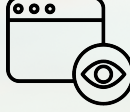

Visitors	Time on Site	Page Views
 119	 1:03	 581
97	1:53	496

Newsletters

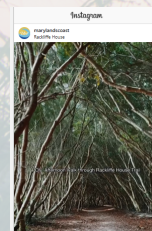
Tourism: Bundle Up & Explore

Recipients	Open Rate	Click Thru Rate
 156,468	 8.9%	 .15%

Ec. Dev.: County Connections

Recipients	Open Rate	Click Thru Rate
 1,548	 37.5%	 2.1%

Top Social Posts



Rackliffe Trail POV video shared on Instagram on 12/18, reached 1,376 people with 1,770 views.



Meet Our Advocates shared on 12/13, reached 2,441 people, had 6,078 views, and 34 interactions.

Social Media Reach

 x2			
50,163	11,453	1,393	842
55,604	3,140		625

Visitor Information

Welcome Center Guests



13,865

Bus Quantity



6

Guide Requests



0

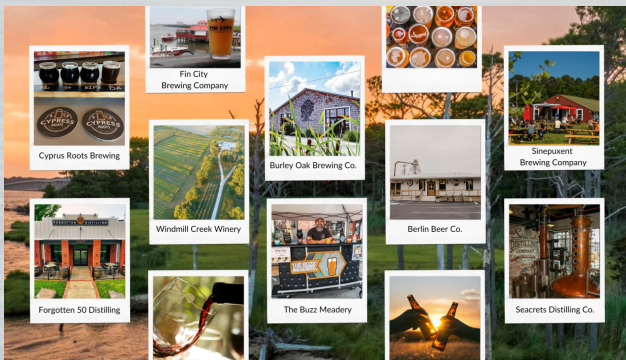
Advertisements

Nothing new this month. Stay tuned for the spring placements!

Blogs

December 26:
Follow Maryland's Coast Bubble Trail

December 29:
Uncover Maryland's History: The Inspiring Legacy of the Germantown School



Highlights



Our office has also been working closely with Bedrock Advocacy Group with our wind opposition efforts. On December 4, we hosted a fundraiser event in partnership with the Harrison Group. Close to \$8,000 was received for marketing purposes.

Director Melanie Pursel was asked to speak at the Southern Delmarva Economic Forecast event on December 8.