

# Office of Tourism & Economic Development

## Metric Dashboard

MONTH | AT-A-GLANCE - December 2025

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
40,074	:05	51,853
4,332	1:02	15,905

#### ChooseMarylandsCoast.org

Visitors	Time on Site	Page Views
2,007	:05	2,633
345	:19	622

### Newsletters

#### Tourism: From Coast to...

Recipients	Open Rate	Click Thru Rate
187,603	8.8%	.09%
156,468	8.9%	.15%

#### Ec. Dev.: Coasting Through...

Recipients	Open Rate	Click Thru Rate
1,473	25%	2.53%
1,548	37.5%	2.1%



### Social Media Reach



803,173    15,625  
50,163    11,453

717    1,043  
1,393    842

### Top Social Posts



What's Happening in January flyer shared on 12/26 had 21.5k views.



The rt 611 shared use pathway shared on 12/19 had 284 interactions and 22,397 views on the post.

# Visitor Information

Welcome Center Guests



14,722

13,865

Bus Quantity



5

6

Guide Requests



-

-

## Advertisements

No ads were placed this month.

## Blogs

December 4:  
Gifting Outdoor Experiences Along MD's Coast

December 10:  
Venture Outdoors this winter

December 29:  
January on Maryland's Coast

December 30:  
The OC RV and Van Lifestyle Show: Driving Growth Across Maryland's Coast



## Highlights

Our team attended the winter session of MACo.

Brianna returned to work from maternity leave, and both she and the baby are doing great.

Our office continues to participate in monthly trainings with Placer.ai to retrieve data and generate reports for use within our department and across the county.

We also hosted our staff Christmas party and enjoyed a wonderful luncheon together.

