

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - December 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors



40,074

4,332

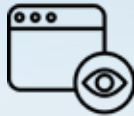
Time on Site



:05

1:02

Page Views



51,853

15,905

ChooseMarylandsCoast.org

Visitors



2,007

345

Time on Site



:05

:19

Page Views



2,633

622

Newsletters

Tourism: From Coast to...

Recipients



187,603

156,468

Open Rate



8.8%

8.9%

Click Thru Rate



.09%

.15%

Ec. Dev.: Coasting Through...

Recipients



1,473

1,548

Open Rate



25%

37.5%

Click Thru Rate



2.53%

2.1%

Social Media Reach



803,173

50,163



15,625

11,453



717

1,393



1,043

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.

