

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



Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE - February
2022

Highlights

Stay | Dine | Play | Discover | Shop

Hidden Gems on Maryland's Coast


Warmer weather is on the horizon, start planning your day trips today!



Maryland's Coast... Naturally Cool


Explore and familiarize yourself with Maryland's Coast...



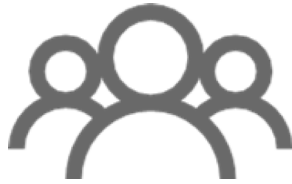
Website Analytics

Visitors

Time on Website

Page Views

Source



5,312



42 sec



3,171



-

Top 5 Web Pages

1. Golf
2. Home Page
3. Where to Stay
4. Food and Drink
5. Request a Visitor's Guide

Information Requests

Welcome Center Guests----- Mail Requests



Social Media Channels



18,816



6,856



3,821



184

Email Subscribers

Recipients



Open Rate



22.52%

Click Through Rate



26,682

2.25%

Advertising Campaigns



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410-632-3110 - 800-852-0335 - tourism@marylandscost.org

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