

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - February 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors



3,672

5,128

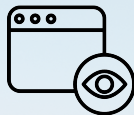
Time on Site



:40

:35

Page Views



7,541

10,280

ChooseMarylandsCoast.org

Visitors



272

185

Time on Site



:31

:26

Page Views



518

352

WorkMarylandsCoast.org

Visitors



127

251

Time on Site



:53

1:39

Page Views



437

1,119

Newsletters

Tourism: Relaxing Retreat

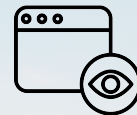
Recipients



153,598

113,130

Open Rate



2.7%

2.7%

Click Thru Rate



.30%

.34%

Ec. Dev.: Upcoming Events

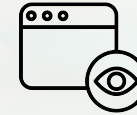
Recipients



1,517

1,355

Open Rate



9.38%

4.8%

Click Thru Rate



3.3%

1.25%

Top Social Posts



Delmarva Discovery Museum featured post shared on February 19 received 9,853 views, 51 interactions and had 8 link clicks.



We shared the new forestry intern position on February 11. It was viewed 5,446 times with a reach of 3,206 individuals to learn more information about the position.

Social Media Reach



x2

26,975

95,007



9,353

11,549



2,524

3,798



973

790

Visitor Information

Welcome Center Guests



9,411

11,286

Bus Quantity



0

5

Guide Requests



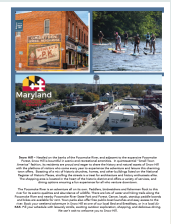
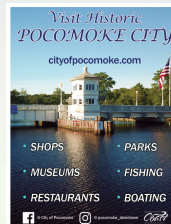
65

0

Advertisements

Sojern display ads were submitted for our March-May campaign.

Sandmarks double-page spread was sent off to be included in the 2025 book.



Blogs

February 5:
Trails Driving Economic Development

February 19:
Worcester County Job Fair



Highlights



Our office hosted a roundtable discussion on the aquaculture industry. Following that meeting, we were awarded a MARBIDCO grant to support marketing efforts that highlight Worcester County watermen and their high-quality seafood.

Additionally, our department participated in several events, including the OC Boat Show to advocate for Stop Offshore Wind, Maryland Tourism Day in Annapolis, and the quarterly meeting with the Worcester County Bike and Pedestrian Coalition.