

# Office of Tourism & Economic Development

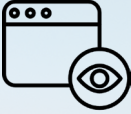
## Metrics Dashboard

MONTH | AT-A-GLANCE - February 2026

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org


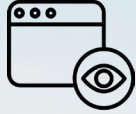

Visitors	Time on Site	Page Views
 3,697	 :35	 6,497
3,672	:40	7,541

#### ChooseMarylandsCoast.org




Visitors	Time on Site	Page Views
 2,649	 :05	 3,836
272	:31	518

### Newsletters

#### Tourism: Heartfelt Happenings

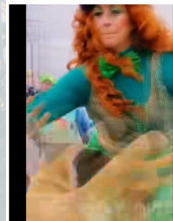
Recipients	Open Rate	Click Thru Rate
 196,782	 1.2%	 .13%
161,817	2.5%	.24%

#### Ec. Dev.: Let's Ride the wave...

Recipients	Open Rate	Click Thru Rate
 1,447	 11.7%	 2.9%
1,548	7.48%	2.9%

### Top Social Posts

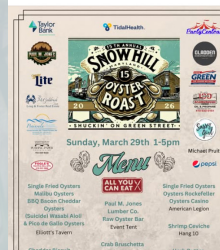
insider your calendar officially booked March 13-14 at the Ocean City St. Pa. See more



St. Patrick's Day parade reel posted on February 16 had 52,507 views and had 438 comments/reactions.





Worcester County Economic Development Published by Smart Social February 16 at 6:05AM

The Snow Hill Oyster Roast returns Sunday, March 29, from 1-5 PM on Green Street. This annual event consistently sells out and showcases the strength of Snow Hill Area. See more



SH Oyster Roast flyer information posted on 2/16 had 14,235 views and was clicked on 73x.

### Social Media Reach

 <sup>x2</sup>			
249,948	3,090	2,394	1,157
26,975	9,353	2,524	973

# Visitor Information

Welcome Center Guests



8,947

9,411

Bus Quantity



3

0

Guide Requests



0

65

## Advertisements

Enradius contract placed in partnership with the Greater Ocean City Chamber of Commerce to host a geo-target campaign from February-June.

Job and Resource Fair promotions implemented - including radio spots with GSB Media, digitally on META, and print in The Guide.

**Worcester County  
JOB & RESOURCE FAIR**

**FREE!**

Snow Hill Volunteer Fire Company  
4718 Snow Hill Road, Snow Hill, MD 21863

Calling all Job Seekers! You're invited to join us at the free **Job and Resource Fair**. Come meet employers that have a variety of open positions available.

Look for full-time, part-time or find a new career.  
Want to tell us you're coming? Pre-registration is optional, and walk-ins are welcome.

**WEDNESDAY, APRIL 1**  
**2:00 p.m. - 5:00 p.m.**

<https://tsur.com/AprilRegistration>

*Spanish and Russian Creole interpreters will be available. Interpreter services are subject to availability. All requests are especially welcome for individuals with disabilities.*

**Come explore your options!**  
All experience and education levels welcome.

Community Resources will also be available to assist: American Job Center • Department of Labor • Worcester Community College • Worcester County Adult Education • Shore Transit, and more!

In celebration of Second Chance Month, the Maryland Department of Labor will feature Reentry Navigator Towards Rebuilding alongside the Workforce Development Specialist to assist individuals with diverse backgrounds to join us for essential support services.

MARYLAND'S **Coast** WORCESTER COUNTY  
Brought to you by Worcester County Economic Development partnerships with:

**QUESTIONS?**  
Nancy Schwendeman, Workforce Development Specialist  
n.schwendeman@worcestermd.gov, (410) 632-3112 ext. 2120

## Blogs

February 1:  
February on Maryland's Coast: The Month Between

February 6:  
Worcester County Job and Resource Fair (seekers and employers)

February 16:  
Spend Your Birding Era on Maryland's Coast

February 24:  
More Than a Single Day: The Economic Impact of Weddings in Worcester County, Maryland



## Highlights

Our staff attended Maryland Tourism Day on 2/13, where we joined others across the state in celebrating and advocating for the tourism industry. Throughout February: Melanie traveled to Annapolis to show support for legislative bills and provide testimony on behalf of our interests. Michele hosted the first annual Women's Business Summit on 2/20. The sold-out event brought together women from a variety of backgrounds and professions to share their experiences, offer insights, and build meaningful networking connections. Advertising and promotional efforts are underway to encourage job seekers to attend the upcoming Job and Resource Fair scheduled for April 1. Our office has been scouting potential webcam locations across the county in preparation for launching live webcams on our tourism website this summer.