

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - January 2024

Web Trends

VisitMarylandsCoast.org

Visitors



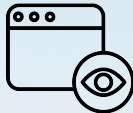
4,859

Time on Site



:34

Page Views



9,597

ChooseMarylandsCoast.org

Visitors



200

Time on Site



:46

Page Views



485

WorkMarylandsCoast.org

Visitors



189

Time on Site



:53

Page Views



901

Newsletters

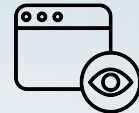
Tourism: Winter Wonders

Recipients



122,645

Open Rate



18.38%

Click Thru Rate



.37%

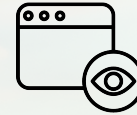
Ec. Dev.: Business Resource

Recipients



1,530

Open Rate



20.33%

Click Thru Rate



1.11%

Social Media Reach



75,518



61,667



2,639



846

Top Social Post



Maryland Watermen's Tradeshow with Luke McFaden.

Posted on January 12 to Instagram.

Reached 57,681 - 8,666% higher than our median reach of 658.

Visitor Information

Welcome Center Guests



11,102

Bus Quantity



4

Advertisements

No new placements this month.

Currently have radio spots running on Ocean 98 and Talk of Delmarva.

Blogs

January 10:
Maryland's Coast and the
Chesapeake Country All-American Road

January 18:
Environmental & Sustainability Programs in
Worcester County, MD

January 24:
National Plan Your Vacation Day



Highlight



Workforce development specialist Nancy Schwendeman and marketing specialist Brianna Dix represented our county as a top destination spot with Ocean City Tourism at the Travel and Adventure Show in New York City. Over 24,000 attendees came through the event, January 27-28. The team accumulated over 530 valid email addresses for email marketing.