

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - January 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
 3,343	 :41	 6,956
4,859	:34	9,597

ChooseMarylandsCoast.org


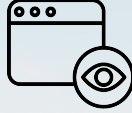

Visitors	Time on Site	Page Views
 199	 :27	 368
200	:46	485

WorkMarylandsCoast.org


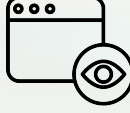

Visitors	Time on Site	Page Views
 782	 :16	 1,431
189	:53	901

Newsletters

Tourism: Bundle Up & Explore

Recipients	Open Rate	Click Thru Rate
 161,817	 2.5%	 .24%
113,854	18.3%	.37%

Ec. Dev.: County Connections

Recipients	Open Rate	Click Thru Rate
 1,548	 7.48%	 2.9%
1,372	20.3%	1.1%

Top Social Posts







Chesapeake Bay Farms spotlight shared on January 24 reached 1,951 people with 29 interactions.



Michele's Happy Birthday post had 2,246 views and 71 interactions.

Social Media Reach

 x2			
14,012	3,264	1,140	960
75,518	61,667	2,639	846

Visitor Information

Welcome Center Guests



9,323

11,102

Bus Quantity



0

4

Guide Requests



58

0

Advertisements

5 new commercials sent to Effectv to air on WMDT this spring.

New radio ad created for WRDE FM.



Blogs

January 2:
Discover the Revitalized Main Streets

January 22:
Slow Down and Savor the Off-Season



Highlights



Our office participated in the Chesapeake Gateways Assessment from January 14-16 in Annapolis to evaluate our county, with a focus on the assets along the Pocomoke River. During the event, we gained valuable insights, expanded our network, and are now working towards organizing a familiarization tour in collaboration with the National Park staff and Gateways team to Snow Hill and Pocomoke City.

Additionally, we are excited to welcome a new intern from Salisbury University, Rosele Disconte, who will be working closely with our department on marketing projects over the next 10 weeks.