

Office of Tourism & Economic Development

Metric Dashboard

MONTH | AT-A-GLANCE - January 2026

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
		
6,843	:18	10,353
3,345	:41	6,956

ChooseMarylandsCoast.org

Visitors	Time on Site	Page Views
		
1,740	:05	1,942
199	:27	368

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



Welcome Center closure post due to the winter storm. Posted on 1/23 reached 6,218 people.

Social Media Reach



118,484	4,307	1,654	1,144
14,012	3,264	1,140	960



Applications for the forestry intern. Shared on 1/16 reached 2,187 people and was shared 27x.

Visitor Information

Welcome Center Guests



9,507

9,323

Bus Quantity



3

0

Guide Requests



536

58

Advertisements

Inside Chincoteague - one full page advertisement as well an Furnace Town ad



Visit Furnace Town Historic Site

19th-century village of the Nassawango's Iron Furnace located at 3816 Old Furnace Road, Snow Hill, Maryland 21863

www.FurnaceTown.org

Open Thursday - Sunday
10:00AM - 4:00PM
April - October
Daily Admission Prices
\$8/Adult * \$4/Child 5-10 * \$3/Under 5
\$6/Senior & military * Members FREE

Blogs

January 6:
Best Winter Walks Near OC, MD

January 13:
What Winter Builds in Worcester County

January 15:
Cozy Cafes & Comfort Food Spots Near OCMD

January 26:
Planning a Summer Getaway...



Highlights



We began the year by highlighting new local businesses and supporting a Stop Offshore Wind informational panel on January 12. Staff also attended the Maryland Watermen's Association Convention from January 16-18.

In partnership with the Worcester County Library, we hosted a LinkedIn workshop focused on professional growth.

Planning is underway for a Women's Business Summit, and promotion has begun to reach local women entrepreneurs.

We're excited and looking ahead to an engaging legislative session.