

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - January 2026

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors



6,843

3,345

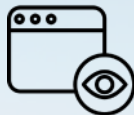
Time on Site



:18

:41

Page Views



10,353

6,956

#### ChooseMarylandsCoast.org

Visitors



1,740

199

Time on Site



:05

:27

Page Views



1,942

368

### Newsletters

#### Tourism: Heartfelt Happenings

Recipients



196,782

161,817

Open Rate



1.2%

2.5%

Click Thru Rate



.13%

.24%

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

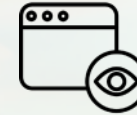
Recipients



1,447

1,548

Open Rate



11.7%

7.48%

Click Thru Rate



2.9%

2.9%

### Top Social Posts



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



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

### Social Media Reach



x2

118,484

14,012



4,307

3,264



1,654

1,140



1,144

960



# 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 as Furnace Town ad



## 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.