

To: Worcester County Economic Development Worcester County  
Economic Development <emarketingteam@d3corp.com>  
From: Maryland's Coast  
From Email: tourism@marylandscoast.org  
Subject: 1st Quarter - July Tourism Metrics Report  
Preheader:



# Office of Tourism Marketing Dashboard Month | AT-A-GLANCE - July 2021

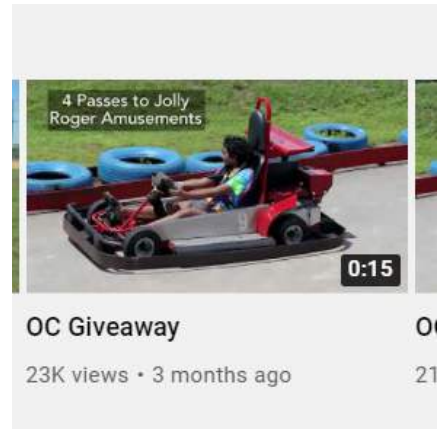
## Highlights

Hosted a successful Job Fair at the Elks Lodge in Pocomoke

Installed two new marquette signs for Maryland's Coast at the Welcome Center

Hosted our first Tourism Advisory Board meeting in person!

Held a very successful digital giveaway campaign, doubling email subscribers!



## Website Analytics

Visitors



42,107

Time on Website



33 sec

Page Views



79,219

Source



-

---

## Top 5 Web Pages

1. Ocean City Giveaway
2. Home Page
3. Ocean City Giveaway Form
4. Where to stay
5. Request a Visitor's Guide

---

## Information Requests

Welcome Center Guests----- Mail Requests



48,994-----1,000



---

## Social Media Channels



17,234



6,298



3,854



171

---

## Email Subscribers

Recipients



24,157

Open Rate



21.35

Click Through Rate



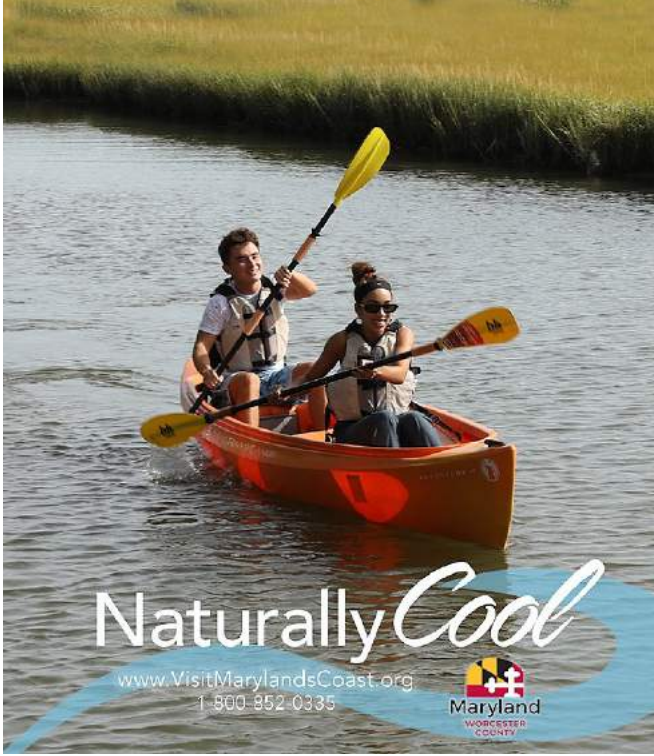
9.36%

---

## Advertising Campaigns

Be invigorated by salt air, endless waterways and spectacular scenery! Maryland's Coast is the ultimate year-round destination.

MARYLAND'S  
*Coast*  
WORCESTER COUNTY



Naturally *Cool*

[www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)  
1-800-852-0335



Naturally *Wild*

Ocean City • Assateague Island National Seashore • Berlin • Snow Hill • Pocomoke

[www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)



MARYLAND'S  
*Coast*  
WORCESTER COUNTY



MARYLAND'S  
*Coast*  
WORCESTER COUNTY



Naturally *Wild*



Naturally *Wild*

[www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)  
1-800-852-0335



Be invigorated by salt air, endless waterways and spectacular scenery! Maryland's Coast is the ultimate year-round destination.

MARYLAND'S  
*Coast*  
WORCESTER COUNTY

MARYLAND'S  
*Coast*  
WORCESTER COUNTY  
Office of Tourism



Worcester County Office of Tourism 104 West Market Street - Snow Hill, MD 21863  
410-632-3110 - 800-852-0335 - [tourism@marylandscoast.org](mailto:tourism@marylandscoast.org)

This email is intended for [emarketingteam@d3corp.com](mailto:emarketingteam@d3corp.com).

[Update your preferences](#) or [Unsubscribe](#)