

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - July 2024

Web Trends

VisitMarylandsCoast.org

Visitors



44,692

11,703

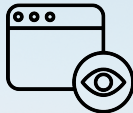
Time on Site



:17

1:16

Page Views



73,841

22,510

ChooseMarylandsCoast.org

Visitors



264

244

Time on Site



:24

:40

Page Views



412

490

WorkMarylandsCoast.org

Visitors



290

132

Time on Site



:29

1:58

Page Views



795

845

Newsletters

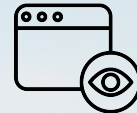
Tourism: Farms, Fairs & Fun

Recipients



150,118

Open Rate



4.12%

Click Thru Rate



.37%

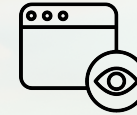
Ec. Dev.: Business Resource

Recipients



1,748

Open Rate



15.01%

Click Thru Rate



3.72%

Top Social Post



Town of Snow Hill is hiring posted on July 18. Reached 1,641 people with 41 link clicks.



Stranded at Sea posted on Instagram on July 9. Reached 1,364 people and had 7 shares.

Social Media Reach



661,483

263,710



4,075

12,036



2,948



3,131

1,044

Visitor Information

Welcome Center Guests



28,735

Bus Quantity

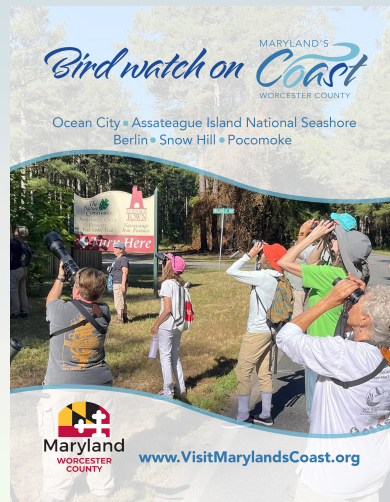


8

28,171

Advertisements

Maryland Bird watching guide and four radio scripts with Irie Radio



Blogs

July 1:
Maryland's Coast Agriculture Week

July 24:
Maryland's Coast Agriculture Week

July 26:
Explore the Campgrounds



Highlight



Held a tour at the Technical School on July 24 for the S.T.A.T.T. Camps. Over 20 community partners gathered to get a behind-the-scenes tour of the facility and all the fun projects the students were working on in the skilled trades, agriculture, tourism and technology.