

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - July 2025

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors



59,202

44,692

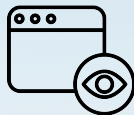
Time on Site



:10

:17

Page Views



82,371

73,841

#### ChooseMarylandsCoast.org

Visitors



451

264

Time on Site



:22

:24

Page Views



649

412

### Newsletters

#### Tourism: Farm Fun, Markets...

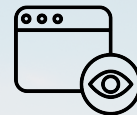
Recipients



191,658

143,888

Open Rate



2.4%

4.1%

Click Thru Rate



.17%

.37%

#### Ec. Dev.: Upcoming Events...

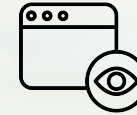
Recipients



1,511

1,585

Open Rate



8.6%

15%

Click Thru Rate



3.3%

3.7%

### Social Media Reach



1,405,367

661,483



14,263

4,075



2,800

2,948



2,192

3,131

### Top Social Posts



Post promoting the Snowball Stand on July 18 reached 109k and had 540 interactions.



Blessing of the Combines feature on July 14 reached 3,407 people and had 15 click links to view their website.



# Visitor Information

Welcome Center Guests



29,188

28,735

Bus Quantity



7

8

Guide Requests



1,179

-

## Advertisements

August-December media placed with HD Marketing for their digital mobile billboard.

2 new commercials produced with WBOC - one on local dining experiences and the other on exploring hidden gems.

Agriculture Week advertising completed in the newspapers, radio and digital.

## Blogs

July 2:  
Maryland's Coast Agriculture Week

July 23:  
How Fall Tourism and Festivals Boost...

July 28:  
The Secret Season Why Fall is the Best...



## Highlights

Promotions for Agriculture Week in full swing, with interviews airing across various radio stations. The official Commissioner's proclamation was issued on July 8.

On July 15, we hosted a community engagement evening in Snow Hill to gather feedback from residents on development ideas for the riverfront.

The following day, July 16, the S.T.A.T.T. Camp partners and community leaders enjoyed a tour of the Technical School.

We brought together our museum partners for a roundtable discussion on July 23, fostering collaboration and future planning.

Finalized the Welcome Center grant this month to wrap up renovation efforts.