



WEB

Engaged Views

35,462

Top 5 Pages

- 1.Home page
- 2.Things to do
- 3.Ag Week PSA
- 4.Request a VG
- 5.Trips near OC blog

Session Source

fb / paid	5.1K
google / organic	4.8K
(direct) / (none)	4.4K
google / cpc	3.4K
ig / paid	1.2K
ocean.com / referral	1.1K
an / paid	1.1K

of Sessions

23,760

Top 3 Markets

- 1.Singapore
- 2.Not Set
- 3.New York

Engaged Views

9,050

Top 5 Pages

- 1.Home page
- 2.Discovery services
- 3.Planning an ag biz
- 4.Business services
- 5.Event Directory

Session Source

(direct) / (none)	446
trafficheap.cc / referr...	440
google / organic	28
friendshipfarmberlin...	21
facebook.com / refer...	19
m.facebook.com / re...	16
bing / organic	12

of Sessions

1,009

Top 3 Markets

- 1.Not Set
- 2.Singapore
- 3.Ashburn

SOCIALS

FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, & X

9,544

LINK CLICKS



VIEWS

416,899

258



NEW FOLLOWERS

WMO Post:
107,546 views/1,328 interactions



Maryland's Coast Video:
151,952 views/1,078 interactions

EMAILS

tourism

HARVEST TRADITIONS...



Recipients

223,510



229 (.10%)



Open %

13,922 (6.2%)

economic development

CONNECTING COMMUNITIES...



Recipients

1,587



51 (3.2%)



Open %

450 (28.3%)

VISITORS

Placer-Count
14.3k

Door Count
24,281



Busiest Day
7/18 - 1k
-16% down from '25

Average Stay (June)
4.3 nights

LEADS



1,290
guide requests

34

kiosk sessions



ADS/CREATIVE

3

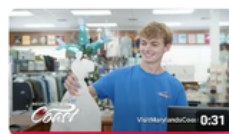
BLOGS



Seafood and Naturally Fresh



Maryland's Coast - Naturally Playful



Maryland's Coast - Naturally Wild

3 New Commericals produced with WBOC.

Team projects, meetings, and more!

HIGHLIGHTS

In recent activities and meetings, Michele participated in the IEDC training. The staff held discussions with Advance Aviation regarding the SBY airport marketing campaign and met with Eric's Law and Wheel the World. The STATT Camp Tour was hosted on July 20. The Women's Business Group convened at the Art Collective on July 23. Additionally, the staff is collaborating on a new calendar system with BeWith.