

To: Worcester County Economic Development Worcester County  
Economic Development <emarketingteam@d3corp.com>

From: Maryland's Coast

From Email: tourism@marylandscoast.org

Subject: Maryland's Coast Tourism June Metrics

Preheader: View our initiatives, advertising campaigns, marketing metrics, and more!

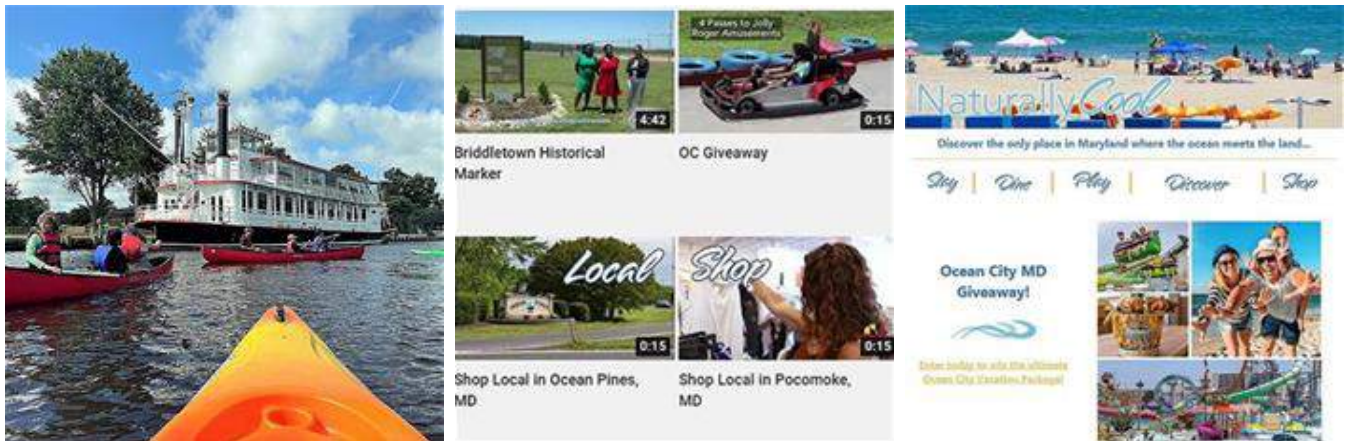


# Office of Tourism Marketing Dashboard

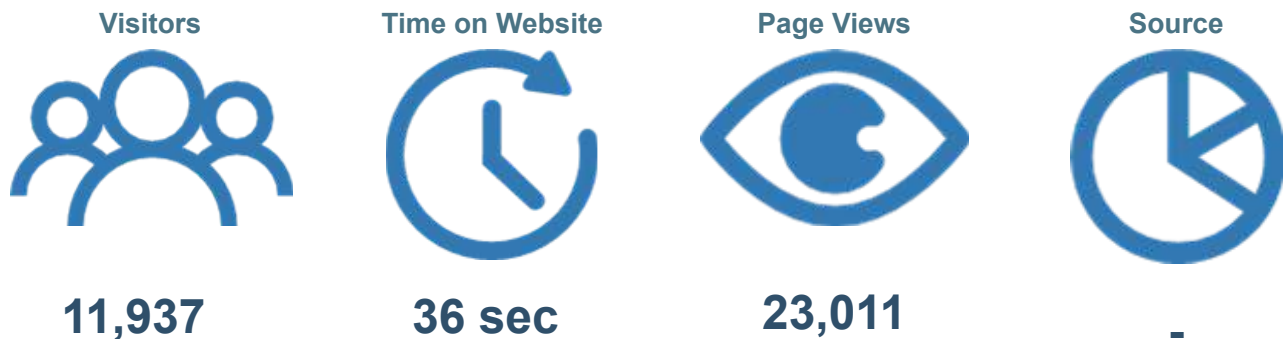
Month | AT-A-GLANCE - June  
2021

## Highlights

- Developed the new Maryland's Coast Economic Development newsletter
- Snow Hill welcomed the Black-Eyed Susan to town!
- Wrapped up Fiscal Year 2021 and started plans for FY2022
- Started reproduction of the Maryland's Coast Visitor's Guide



## Website Analytics



## Top 5 Web Pages

1. Home Page
2. Golf
3. Play
4. Things To Do
5. Shopping

## Information Requests

Welcome Center Guests--- Mail Requests



26,567



750

## Social Media Channels



16,632



6,082



3,851



140

## Email Subscribers

Recipients



16,832

Open Rate



13.34%

Click Through Rate



1.38%

## Advertising Campaigns



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)

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