

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - June 2024

Web Trends

VisitMarylandsCoast.org

Visitors



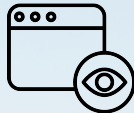
22,491

Time on Site



:35

Page Views



50,521

ChooseMarylandsCoast.org

Visitors



327

Time on Site



:19

Page Views



506

WorkMarylandsCoast.org

Visitors



153

Time on Site



1:38

Page Views



834

Newsletters

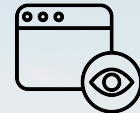
Tourism: Summer Fun Guide

Recipients



142,024

Open Rate



3.24%

Click Thru Rate



.26%

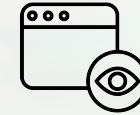
Ec. Dev.: Business Resource

Recipients



1,756

Open Rate



6.47%

Click Thru Rate



2.45%

Social Media Reach



210,637



10,206



2,057



2,299

Top Social Post



Simply Susan Originals: Business Spotlight posted on June 12 reached 1,161 people and had 23 click links.



Jolly Roger anniversary sale - posted on 6/18 reached 1,907 people.

Visitor Information

Welcome Center Guests



24,371

Bus Quantity



6

Advertisements

HD Marketing Consulting: Beach Truck, digital static images



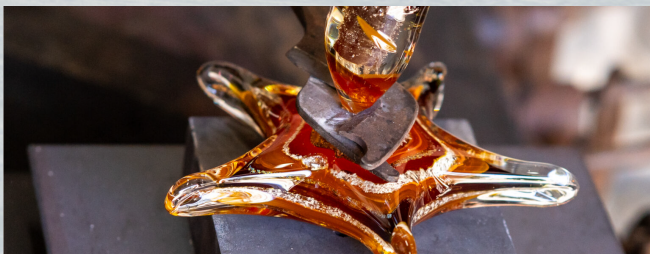
Blogs

June 5:
Celebrate Juneteenth

June 24:
Lower Shore Museum Passport Program

June 28:
4th of July Fireworks

June 28:
Support Local Artists (Berlin)



Highlight



Our office co-hosted the secretary Jake Day of the Maryland Housing Department on June 26. We toured downtown Pocomoke and Snow Hill as well as had a round table discussion about funding opportunities.

Participated in multiple partner events including: MD Coastal Bays Boat Captains Meeting (6/3), UMES Agritourism Workshop (6/10), & J-! Summer Work Travel Event (6/26).