

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - June 2025

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors



53,667

22,491

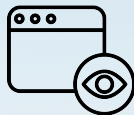
Time on Site



:18

:35

Page Views



83,673

50,521

#### ChooseMarylandsCoast.org

Visitors



556

327

Time on Site



:19

:19

Page Views



785

506

### Newsletters

#### Tourism: What's New...

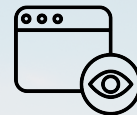
Recipients



166,137

135,879

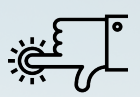
Open Rate



3.1%

3.2%

Click Thru Rate



.14%

.26%

#### Ec. Dev.: Available Real Estate...

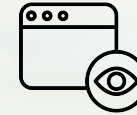
Recipients



1,512

1,592

Open Rate



31.4%

6.4%

Click Thru Rate



1.8%

2.4%

### Top Social Posts



Rocket post shared on 6/22 to promote the upcoming launch had 16,958 views and 107 reactions.



Fireworks posts shared on 6/30 reached 8,759 people to promote the upcoming firework events in Worcester County.

### Social Media Reach



1,081,013

210,637



40,585

10,206



1,383

2,057



1,863

2,299



# Visitor Information

Welcome Center Guests



25,371

24,371

Bus Quantity



6

6

Guide Requests



998

## Advertisements

New fiscal year contracts placed with Ocean 98, Talk of Delmarva, and WMDT.

15 second ad to run on WMO stream. Will run 2 - one to promote Maryland's Coast and the other for Stop Offshore Wind.

## Blogs

June 1:  
What's New in Worcester County...

June 20:  
Business Spotlight: Go Green OC

June 27:  
Snow Hill Adventures Town Hall



## Highlights

Brianna attended the Southeast Tourism Society's Marketing School in Macon, GA from 6/1-6/6. She gained valuable insights about tourism marketing, met professionals from a variety of other states, and is excited to implement her new ideas within our office.

Our office completed an asset photoshoot with professional photographer, Jill Jasuta on 6/12-13. We will use the new images in our creative for ads, visitor guide and social media.

We hosted New Day Cleveland staff on 6/23-24 to promote the county on their morning show to Ohio residents. We can't wait to see the six segments!

For SOW, our staff volunteered and manned the booth at the Fireman's Association Convention and MML Conference in Ocean City.