

Office of Tourism & Economic Development




Metrics Dashboard

MONTH | AT-A-GLANCE - June 2026




Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org



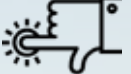
Visitors	Time on Site	Page Views
 53,726	 :26	 91,141
53,667	:18	83,673

ChooseMarylandsCoast.org



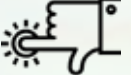
Visitors	Time on Site	Page Views
 4,374	 :07	 12,808
556	:19	785

Newsletters





Tourism: Sunshine, Salt Air...

Recipients	Open Rate	Click Thru Rate
 197,377	 7.5%	 .12%
166,137	3.1%	.14%

Ec. Dev.: Building Momentum...

Recipients	Open Rate	Click Thru Rate
 1,398	 18.8%	 2.2%
1,512	31.4%	1.8%

Social Media Reach

 x2			
1,097,542	181,410	2,612	1,615
1,081,013	40,585	1,383	1,863

Top Social Posts



The thunderbirds post shared on June 8 had 52,835 views, 433 interactions, and 1 click link - to promote the OC Airshow.



Mural sneak peak post shared on 6/17 - had over 17k views, 16 shares, and 431 interactions.

Visitor Information

Welcome Center Guests



21,736

25,656

Bus Quantity



3

6

Guide Requests



1,223

-

Advertisements

Southern Living - September 2026
Co-Op Ad 1/3 page

Maryland Birding Guide (full page):
1 year digital guide

New Radio Ads with Ocean 98 promoting the
county: bring the family, get outside, savor and taste,
and go coastal.



Blogs

June 1:
The Ultimate Paddler's Guide to Maryland's
Coast

June 14:
Summer Nights & Zero Dollars: Your July
Guide to Free Fun on Maryland's Coast

June 29:
Off the Beaten Path in Public Landings

June 30:
You Can Bank On It: Financial Products,
Services, & Providers Workshop

Highlights

Our staff represented Stop Offshore Wind at the Maryland Municipal League Conference in Ocean City on June 15–16 and participated in the Maryland State Firefighters' Association Parade in downtown Berlin on June 20. Michele, Nate, and Brianna also met with the owner of Colorful Encounters to create a business spotlight. The office participated in regional discussions on the Salisbury Regional Airport expansion, and met with Brandon Bell to discuss plans for the next Shore Walls Festival. In addition, our staff attended several ribbon cuttings and Chamber of Commerce events and is excited to showcase the new mural along Pearl Street, created by three local artists.