

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - March 2024

Web Trends

VisitMarylandsCoast.org

Visitors



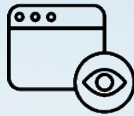
6,892

Time on Site



:41

Page Views



15,124

ChooseMarylandsCoast.org

Visitors



544

Time on Site



:22

Page Views



778

WorkMarylandsCoast.org

Visitors



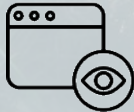
364

Time on Site



1:03

Page Views



1,432

Newsletters

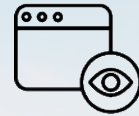
Tourism: Spring Exploration

Recipients



119,009

Open Rate



13.09%

Click Thru Rate



.32%

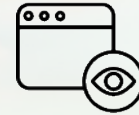
Ec. Dev.: Business Resource

Recipients



1,546

Open Rate



25.03%

Click Thru Rate



2.20%

Social Media Reach



40,519



7,779



5,043



925

Top Social Post

Welcome Janet to our team!

Posted on March 25 to Facebook.

Reached 1,610 people with 166 reactions, 6 comments and 5 shares.



Visitor Information

Welcome Center Guests



15,421

Bus Quantity



4

Advertisements

No new placements this month.

Currently have radio spots running on Ocean 98 and Talk of Delmarva.

Blogs

March 15:
Celebrate Trails Day on Maryland's Coast

March 18:
Maryland's Coast Spring and Easter Events

March 26:
Ways to Support Small Business on
Maryland's Coast



Highlight



Our office held a networking mixer event at the Mar-Va Theater in Pocomoke City on March 19. Over 50 professionals from various parts of the state were in attendance. By a show of hands, 80% of all those attending had never been to this gem in the county before. Food from Eastern Shore Lanes and WCTHS Culinary Program was provided.