

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - March 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors



6,464

6,892

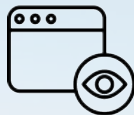
Time on Site



:32

:41

Page Views



12,191

15,124

ChooseMarylandsCoast.org

Visitors



548

544

Time on Site



2:07

:22

Page Views



957

778

WorkMarylandsCoast.org

Visitors



113

364

Time on Site



:59

1:03

Page Views



498

1,432

Newsletters

Tourism: Spring Time...

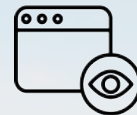
Recipients



154,164

109,818

Open Rate



5.3%

13.09%

Click Thru Rate



.33%

.32%

Ec. Dev.: Spring into Success

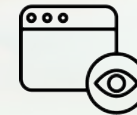
Recipients



1,512

1,382

Open Rate



11.6%

25.03%

Click Thru Rate



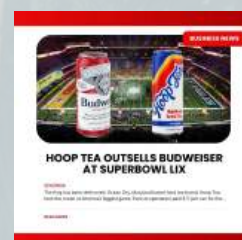
3.04%

2.2%

Top Social Posts



Rackliffe House Trail spotlight shared on March 15 reached 25,299 people and had 283 link clicks to the family-friendly trail blog.



Posted about Hoop Tea success story on March 11. This post had 2,536 views, 15 interactions, and 4 shares.

Social Media Reach



74,766

40,519



7,137

7,779



2,940

5,043



1,875

925

Visitor Information

Welcome Center Guests



14,899

15,421

Bus Quantity



15

4

Guide Requests



102

0

Advertisements

Full page print ad in the OC HRMA
Keycard Booklet

Southern Living July print ad 1/3 page



Blogs

March 1:
Work Where You Play...

March 3:
Family-Friendly Trails in Worcester County

March 17:
From Farm to Shore:

March 28:
Business Resource Day



Highlights

This month we had our two new digital kiosks installed. They are for the visitor to interact and plan their trip in the county, leave feedback, and view our assets.

Our department hosted a golf industry roundtable at Ruth Chris on March 12. This meeting was valuable to hear directly from the local courses on what is working vs. what help they need.

We also attended the MCE Women's Conference (3/14) and JA Empower (3/26).