

# Office of Tourism & Economic Development




## Metrics Dashboard

MONTH | AT-A-GLANCE - March 2026




Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org



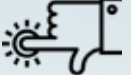
Visitors	Time on Site	Page Views
 4,715	 :40	 8,654
6,464	:32	12,191

#### ChooseMarylandsCoast.org




Visitors	Time on Site	Page Views
 2,492	 :09	 5,600
548	2:07	957

### Newsletters

#### Tourism: Spring Time, Sunshi...

Recipients	Open Rate	Click Thru Rate
 154,164	 5.9%	 .32%
154,164	5.3%	.33%

#### Ec. Dev.: Finally, Winter is over...

Recipients	Open Rate	Click Thru Rate
 1,450	 32.4%	 1.9%
1,512	11.6%	3%

### Social Media Reach

 <sup>x2</sup>			
190,241	3,887	3,915	1,363
74,766	7,137	2,940	1,875

### Top Social Posts



Spring Pollinator Festival had 24,753 views and 238 interactions. This post was shared on 3/19.



OC Boardwalk Bike hours shared on 3/11. Had 6,403 views and 7 interactions.

# Visitor Information

Welcome Center Guests



15,753

14,899

Bus Quantity



2

15

Guide Requests



1,890

102

## Advertisements

OC HRMA Keycard Booklet - half page

Edited the Inside Chincoteague, full spread

Miles Partnership, MD Visitor Guide committed (1/2 page)



## Blogs

March 1:  
Experiencing Maryland 250 / When Craft Carriers Meaning...

March 6:  
Why Spring is the Sweet Spot

March 9:  
Power Hour Workshop

March 21: Celebrating MD 250

March 24:  
April 1 WC Job and Resource Fair

March 25:  
April on the Ground...

March 31:  
First Coastal Women's Summit

## Highlights

Our office participated in the OC Trade Show earlier this month, along with the JA Inspire event and several local job fairs to recruit candidates for county positions. We also filmed four new Beach and Beyond episodes to highlight our area and promote upcoming events. Additionally, our office opened on Sunday, March 29 to welcome visitors attending the Snow Hill Oyster Festival. We also partnered with the Delmarva Discovery Museum on a major emergency fundraising campaign to help keep their doors open. Our team supported these efforts by attending board meetings, developing marketing materials, and promoting the campaign through newsletters, radio interviews, and social media.