

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - May 2024

Web Trends

VisitMarylandsCoast.org

Visitors



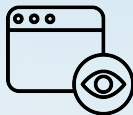
46,257

Time on Site



:22

Page Views



80,252

ChooseMarylandsCoast.org

Visitors



375

Time on Site



:17

Page Views



589

WorkMarylandsCoast.org

Visitors



264

Time on Site



1:45

Page Views



1,458

Newsletters

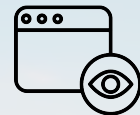
Tourism: Summer Fun Guide

Recipients



134,780

Open Rate



11.58%

Click Thru Rate



.49%

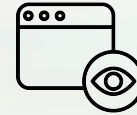
Ec. Dev.: Business Resource

Recipients



1,769

Open Rate



31.37%

Click Thru Rate



2.54%

Top Social Post



MD Coast Bike Festival live video on May 4. Played 1,982x and reached 2,024.



OC Cruisin on May 16 - reached 1,524 with 11 engagements.

Social Media Reach



x2

360.911



75,052



2,198



1,635

Visitor Information

Welcome Center Guests



26,714

Bus Quantity



3

Advertisements

Summer Vacation Giveaway - Digital leads campaign
As of 6/3 - 53,492 website views to enter the giveaway

Blogs

May 1:
Veteran-Owned Businesses in Worcester
County, MD

May 3:
Worcester County Trail and Greenways
Presentation Meeting on May 23

May 28:
Family-Friendly Summer Activities on
Maryland's Coast

May 28:
Products Made on Maryland's Coast: A to Z

Highlight



Our office hosted Maryland Department of Agriculture secretary Kevin Atticks and his team to Worcester County on May 14. We held a roundtable lunch discussion and tour with agriculture business owners to discuss their needs and hear updates from the state.

The following day we held a weddings industry roundtable meeting at our office. It was very well attended as we work towards making strong partnerships with every sector on Maryland's Coast.