

Office of Tourism & Economic Development



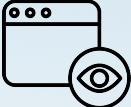
Metrics Dashboard

MONTH | AT-A-GLANCE - May 2026




Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org


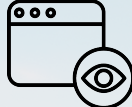

Visitors	Time on Site	Page Views
		
62,532	:17	98,300
44,154	:22	65,298

ChooseMarylandsCoast.org


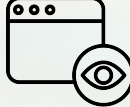

Visitors	Time on Site	Page Views
		
764	:36	3,960
416	:17	636

Newsletters

Tourism: Summer is Almost...

Recipients	Open Rate	Click Thru Rate
		
199,159	1.7%	.14%
158,472	2.9%	.32%

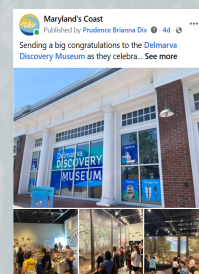
Ec. Dev.: Wawa Event...

Recipients	Open Rate	Click Thru Rate
		
705	6.75%	2.9%
1,487	8.65%	2.6%

Top Social Posts



Hiring post shared on May 11 had 5,876 views and 21 interactions with 187 link clicks to learn more information.



Congratulating the DDM shared on 5/30 had 29,079 views with 347 interactions to see pictures of the museum reopening.

Social Media Reach

 ^{x2}			
2,088,313	194,484	3,621	1,622
354,644	14,162	1,572	1,571

Visitor Information

Welcome Center Guests



19,106

19,112

Bus Quantity



6

6

Guide Requests



2,198

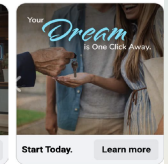
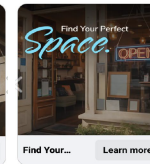
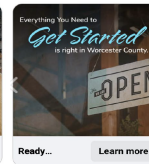
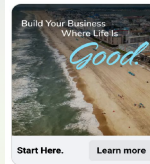
998

Advertisements

Clear Channel Outdoors:
Billboard print display on rt 13 near VA line
(July-October 2026)

Miles Partnership:
Half page print ad in the 2027 Destination
Maryland Visitor Guide

Economic Development ads:
WBOC and GSB Media Radio Placements, Coastal
Delmarva full page print ad, new commercial and
Meta/Google Digital Ads (May-end of June)



Blogs

May 4:
RV Life on Maryland's Coast: Where the
Open Road Meets the Ocean Breeze

May 5:
Where to Stay on Maryland's Coast

May 13:
The Worcester Ripple Effect: Why the MSFA
Parade is Coming to Berlin and What It
Means for Maryland's Coast

May 15:
Voices 250 Capture Lower Shore Stories

Highlights

We celebrated National Travel and Tourism Week with a commissioner proclamation. Highlights of the month included celebrating our newly renovated Welcome Center at the Pocomoke/Virginia line and collaborating with regional partners on a promotional video shoot for the Chesapeake Country All-American Byway. Additionally, Brianna traveled to Macon, Georgia, to complete her second year at the Southeast Tourism Society's Marketing College. We are also thrilled to welcome our new summer marketing intern, Nate Jones, who will be assisting with key projects like our new LIVE guide and the Stop Offshore Wind initiatives. Finally, our team has been busy distributing our new Seafood Brochures and visiting local businesses to offer our continued support and resources.