

To: Worcester County Economic Development Worcester County Economic Development  
<emarketingteam@d3corp.com>  
From: Maryland's Coast  
From Email: 157emarketing@d3corp.com  
Subject: November Metrics  
Preheader:



# Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE - November 2021

## Highlights

*Naturally Cool*

Discover the only place in Maryland where the ocean meets the land...

Stay | Dine | Play | Discover | Shop

Eat, Drink, and Be Merry

Maryland's Coast has a menu for every palate - grab a bite

2:17

White Tail Deer in Worcester County



## Website Analytics

Visitors



Time on Website

Page Views



Source

2,332



1:03 sec

5,138



-

### Top 5 Web Pages

1. Home
2. Event: Pocomoke Christmas Parade
3. Where to Stay
4. Things To Do
5. Golf

### Information Requests

Welcome Center Guests----- Mail Requests



46,505-----

### Social Media Channels



18,146



6,531



3,839



183

### Email Subscribers

Recipients



Open Rate



14.97%

Click Through Rate



27,687

1.77%

## Advertising Campaigns



Worcester County Office of Tourism 104 West Market Street - Snow Hill, MD 21863  
410-632-3110 - 800-852-0335 - [tourism@marylandscoast.org](mailto:tourism@marylandscoast.org)

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