

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - November 2024

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
 4,093	 :46	 10,167
6,037	:34	10,936

ChooseMarylandsCoast.org


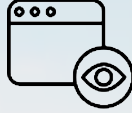

Visitors	Time on Site	Page Views
 346	 :15	 505
1,088	:12	1,371

WorkMarylandsCoast.org


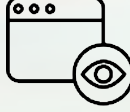

Visitors	Time on Site	Page Views
 222	 :32	 544
153	1:06	584

Newsletters

Tourism: Holiday Countdown

Recipients	Open Rate	Click Thru Rate
 154,402	 2.46%	 .18%
123,506	.02%	.26%

Ec. Dev.: County Connections

Recipients	Open Rate	Click Thru Rate
 1,531	 10.37%	 4.25%

Top Social Posts



Fall Trip Road Guide reel posted on 11/22 received 4,233 views with 122 interactions.



Offshore Wind Fundraiser event was boosted on Facebook shared on 11/25. Reached 7,604 people with 264 link clicks to the OCDC site to donate.

Social Media Reach

 x2			
31,298	6,273	1,044	55,612
61,690	4,349		780

Visitor Information

Welcome Center Guests



18,785

Bus Quantity



6

Guide Requests



0

Advertisements

Fish in OC
Double page spread



MD Fishing Guide
1/4 page



Experience OC Guide
7 pages

Blogs

November 1:
Unwrap the Magic...100 Ways to Celebrate

November 11:
Discover MD Coast's Indigenous Roots

November 14:
Building a Thriving Hospitality Workforce

November 29:
Celebrating Success...MTC Awards



Highlights



Our office was awarded the esteemed Market Expansion Award by the Maryland Department of Commerce Office of Tourism (OTD). This recognition honors the department's exceptional work on the "Let's Go" campaign, a strategic summer 2024 initiative designed to position Worcester County as a vibrant, adventure-driven destination for both getaways and day trips.