

#### Highlights

- Unveiled Maryland's Coast brand to stakeholders, partners and media
- Secured at least 15 media placements on Maryland's Coast garnering 56,058 impressions
- Launched digital ad campaign promoting Worcester's 79-mile Cape to Cape Byway with ADARA and WBOC
- Installed Maryland's Coast marquee signs at the Welcome Center and on Route 50



Worcester County Launches 'Maryland's Coast' Brand  
Oct 22, 2020 by Christine Sharpe



Officials are gathered at Lighthouse Point announcing the new marketing brand for Worcester County. Photo by Christine Sharpe

BISHOPVILLE – Worcester County launched its new place brand, Maryland's Coast, at Lighthouse Sound on Wednesday.

Elected officials joined county staff and industry partners to share the new brand, which highlights the county's greatest asset, the ocean.

"Our goal was to define a distinct brand to strengthen our county's destination as a vibrant destination for families, vacationers, employees and entrepreneurs," said Melanie Parnell, the county's tourism director.

Tom Perlezzo, the county's director of recreation and parks, tourism and economic development, said the new brand was the culmination of a six-month process that engaged community leaders from throughout Worcester County. The process included focus groups and interviews as well as an online survey.



#### Website Analytics

Visitors



7,548

Time on Site



42 seconds

Page Views



12,523

Top Pages

1. MediaOne / native
2. (direct) / (none)
3. MediaOne / google
4. google / organic
5. m.facebook.com / referral

Source



Washington DC

#### Social Media Channels - Subscribers



124



417



16,446



3,925



5,082

#### Email Subscribers



20,537

Recipients



12.51%

Open Rate



.83%

CTR

#### Information Requests



Welcome Center Guests

22,735



Mail Requests

732

## Advertising Campaigns

There's only one place in Maryland where the ocean meets the land...

# Maryland's Coast

Be invigorated by salt air, endless waterways, and spectacular scenery! Maryland's Coast is the ultimate year-round destination boasting miles of pristine beaches, an award-winning boardwalk, 17 championship golf courses, vibrant small towns, outstanding fishing, and unlimited outdoor adventures. Plan your visit today.

MARYLAND'S  
*Coast*  
Naturally *Cool*

[www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)



## Drive Maryland's Coast

From charming towns and open countryside to coastal cities, explore Maryland's beautiful Cape to Cape Scenic Byway.

[Learn More](#)