

To: Worcester County Economic Development Worcester County
Economic Development <emarketingteam@d3corp.com>
From: Maryland's Coast
From Email: 157emarketing@d3corp.com
Subject: 2nd Quarter - October Tourism Metrics
Preheader:



Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE - October
2021

Highlights

- Joined the Wellness Committee in supporting Breast Cancer Awareness
- Supported Recreation and Parks with the Harbor Day 2021 event in West O.C.
- Hosted out first Economic Development partners Mixed at Oaked 110
- Our department won the Pumpkin Decorating contest!



Website Analytics



Top 5 Web Pages

1. Things To Do - Golf
2. Home Page
3. Things To Do
4. Where to Stay
5. Stories - Fall Weekend Getaways

Information Requests

Welcome Center Guests----- Mail Requests



47,819-----

Social Media Channels



17,034



6,531



15,777



15,777

Email Subscribers

Recipients



29,111

Open Rate



11.93%

Click Through Rate



1.66%

Advertising Campaigns



Worcester County Office of Tourism 104 West Market Street - Snow Hill, MD 21863
410-632-3110 - 800-852-0335 - tourism@marylandsc coast.org

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