

Office of Tourism & **Economic Development**

Tourism Metrics Dashboard

MONTH | AT-A-GLANCE - October 2022

Website Analytics

Time on Site



Page Views



10,567

5,913

29 Seconds

1:30 Sec

5,697

Top 5 Web Pages

- I. Home Page
- 2. Golf
- 3. Request a Visitor's Guide
- 4. Things To Do
- 5. Where to Stay



17,034

Recipients

Monthly Newsletter - Tourism



6,531

Open Rate



7,720

256 122

Click Thru Rate

Welcome Center Guests



Mail Requests

Congratulations to Jim H. for winning our Maryland Coas



45,638

44,407

24.83%

.50%

1,000

47.819

Advertising Campaigns





