

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - October 2024

### Web Trends

#### VisitMarylandsCoast.org

Visitors



4,593

FY 24 874

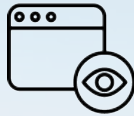
Time on Site



:34

:58

Page Views



8,804

1,456

#### ChooseMarylandsCoast.org

Visitors



1,587

FY 24 4,734

Time on Site



:24

:02

Page Views



2,398

15,869

#### WorkMarylandsCoast.org

Visitors



223

FY 24 102

Time on Site



1:28

1:21

Page Views



1,295

494

### Newsletters

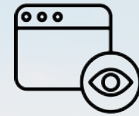
#### Tourism: Your Fun Fall Guide

Recipients



159,512

Open Rate



3.63%

Click Thru Rate



.27%

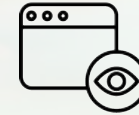
#### Ec. Dev.: Tools and Tips

Recipients



1,725

Open Rate



11.43%

Click Thru Rate



3.35%

### Top Social Posts



Aurora borealis posted on 10/6 reached 1,648 people - 71 interactions total.



Olga's 1950's host mural artwork in Berlin shared on 10/30 reached 1,664 people and was shared 3x.

### Social Media Reach



36,457

FY 24 41,094



3,854

3,376



2,314



8,929

625

# Visitor Information

Welcome Center Guests



18,365

Bus Quantity



5

Guide Requests



566

FY 24

17,261

## Advertisements

Job Fair Promotions: OC Today-Dispatch print ads x2  
Digital Ads on LinkedIn and Facebook  
(reached a total of 31,812 people)



## Blogs

October 1:  
Maryland's Coast Golf Extending Tourism  
Seasons and Attracting Luxury  
Real Estate Buyers

October 3:  
Worcester County Job Fair

October 17:  
Maryland's Coast Economic  
Development Week

October 17:  
Fall Road Trip: A Scenic Journey  
Through Maryland's Coast

October 29:  
Oceans Calling and Country Calling  
Festivals

## Highlights



Melanie attended the Maryland Outdoor Summit from October 9-11, where she was invited to join a panel discussion on 'Pathways to the Marketplace: How to Work with Your State and Local Tourism Offices.' During her session, she highlighted our state's outdoor recreation opportunities.

This month, Brianna concluded her five-part marketing workshop series, where 24 participants joined to gain valuable tips and strategies to support their businesses.

In celebration of MD Economic Development Week, we hosted a mixer and job fair event from October 21-25.