

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - October 2025

Displays comparative figures from the prior year.

### Web Trends

#### VisitMarylandsCoast.org

Visitors



19,078

4,593

Time on Site



:17

:34

Page Views



27,354

8,804

#### ChooseMarylandsCoast.org

Visitors



3,133

1,587

Time on Site



:06

:12

Page Views



4,557

2,398

### Newsletters

#### Tourism: Cozy Up for the...

Recipients



192,767

148,120

Open Rate



5.8%

3.6%

Click Thru Rate



.15%

.27%

#### Ec. Dev.: October Highlights...

Recipients



1,481

1,553

Open Rate



31.3%

11.4%

Click Thru Rate



2.45%

3.3%

### Social Media Reach



1,138,594

36,457



51,981

3,854



1,451

2,314



1,052

8,929

### Top Social Posts



SH Seafood Festival promo posted on 10/30 was viewed 284,942 times with 207 followers, 1,213 interactions, and 11 link clicks.



Breeze Airways post created on 10/22 was a great success with 107 interactions and 9,652 views.

# Visitor Information

Welcome Center Guests



18,886

18,365

Bus Quantity



6

5

Guide Requests



-

566

## Advertisements

Job Fair Promotions - radio, The Guide and Meta digital ad

Sandmarks - Ocean City and Delaware Beaches guide, 2 full pages

Vistagraphics - four pages print

## Blogs

October 6:  
Explore Experience: Oceans Calling

October 8:  
Economic Development Week

October 10:  
Explore Experience: Country Calling

October 14:  
Weddings on Maryland's Eastern Shore

October 17:  
WC ED Job Fair Thanks You!



## Highlights

Michele attended the Main Street Conference, where she connected with economic development professionals to discuss strategies for strengthening and advancing Main Street programs. We hosted a Job Fair on October 15 and welcomed hundreds of job seekers to the event.

We celebrated ED Week by hosting a mixer at Seacrets Distillery, along with an open house and workshop at our office. These events provided an opportunity to introduce the community to our team and highlight the services we offer.

Staff attended the Maryland Outdoor Summit and the MEDA Fall Conference. Both events offered valuable insights into outdoor recreation opportunities that can be implemented locally and allowed our team to network with economic development leaders from across the state to strengthen and enhance business programs.