

Office of Tourism & Economic Development

Metric Dashboard

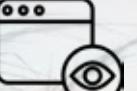
MONTH | AT-A-GLANCE - October 2025

Displays comparative figures from the prior year.

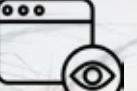
Web Trends

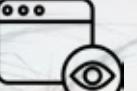
VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
		
19,078	:17	27,354

		
3,133	:06	4,557
1,587	:12	2,398

ChooseMarylandsCoast.org

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3,133	:06	4,557

		
1,587	:12	2,398

Newsletters

Tourism: Cozy Up for the...

Recipients	Open Rate	Click Thru Rate
		
192,767	5.8%	.15%

Recipients	Open Rate	Click Thru Rate
		
1,481	31.3%	2.45%

Ec. Dev.: October Highlights...

Recipients	Open Rate	Click Thru Rate
		
1,553	11.4%	3.3%

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.

Social Media Reach



1,138,594 51,981
36,457 3,854

1,451 1,052
2,314 8,929

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.