Metrics Dashboard

OCTOBER 2026



WEB

VISITMARYLANDSCOAST.ORG

Engaged Views
28,302

Top 5 Pages
1. Home page
2. Golf - To Do
3. Things To Do
4. Request a VG
5. Events

# of Sessions
19,346

Top 3 Markets
1. Not Set
2. New York
3. Philadelphia

Session Source

SESSION SOURCE / MEDIU...	SESSIONS
fb / paid	4.6K
google / cpc	4.5K
(direct) / (none)	2.7K
OCA / M	2.1K
google / organic	2.1K
an / paid	914
bing / organic	377

CHOOSEMARYLANDSCOAST.ORG

Engaged Views
11,988

Top 5 Pages
1. J&R Fair
2. Home Page
3. Manager 2
4. News
5. Workforce Training

# of Sessions
3,661

Top 3 Markets
1. Not Set
2. Washington
3. Salisbury

Session Source

SESSION SOURCE / MEDIU...	SESSIONS
(direct) / (none)	1.3K
fb / paid	1K
facebook.com / referral	650
m.facebook.com / referral	508
ig / paid	149
instagram.com / referral	139
l.facebook.com / referral	59

SOCIALS

FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, & X

17,125 LINK CLICKS

934,071 VIEWS

268 NEW FOLLOWERS

Halloween Happenings:
4,156 views/186 interactions

POSTED ON: 10/2



POSTED ON: 10/9

Savory Cantina:
2,395 views/53 interactions

EMAILS

	tourism	economic development
	FIND YOUR COASTAL...	MAKING CONNECTIONS...
Recipients	250,337	1,579
CTR	293 (.12%)	52 (3.2%)
Open %	25,772 (10.2%)	590 (37.3%)

VISITORS

Welcome Center closed for emergency 10/14-10/25.

Placer-Count
4.5k

Door Count
16,444



Busiest Day
10/9 – 436
+7% from '25

Average Stay (Sep)
3.9 nights

LEADS

439 guide requests

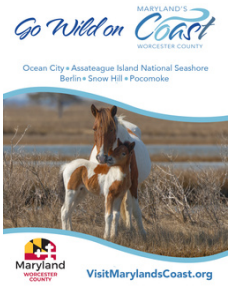
17 kiosk sessions

ADS/CREATIVE

Live Maryland's Coast guide finalized and ordered



5 BLOGS



Wild & Scenic Film Sponsor Print Ad

Holiday Shopping Radio Spot created with Ocean98

HIGHLIGHTS

Team projects, meetings, and more!

Our team had a busy and productive month! We celebrated Economic Development Week, attended the Maryland Outdoor Recreation Summit and MDMO retreat, and hosted our Job & Resource Fair on October 14, welcoming approximately 100 job seekers. We also participated in Harbor Day at the Docks, hosted a familiarization tour with our Ocean City partners, and met with community partners to discuss the upcoming summer season and local business needs. In addition to our outreach and partnership efforts, we also navigated an unexpected sewage emergency at the Welcome Center. It was certainly a full month of activity, collaboration and continued work to support Worcester County!