

To: Worcester County Economic Development Worcester County  
Economic Development <emarketingteam@d3corp.com>  
From: Maryland's Coast  
From Email: tourism@marylandscoast.org  
Subject: 1st Quarter - September Tourism Metrics  
Preheader:



# Office of Tourism Marketing Dashboard

Month | AT-A-GLANCE -  
September 2021

## Highlights

Unveiled 2 Historic Lane marker signs honoring Briddletown in Berlin

Maryland's Coast first annual Poker Run - Cruizin' the Coast

Built an event portal submission form for events to be added to our website

Registered to attend the Maryland Tourism & Travel Summit



## Website Analytics



## Top 5 Web Pages

1. Home
2. Things To Do - Golf
3. Things To Do
4. Food and Drink
5. Where to Stay

## Information Requests

Welcome Center Guests----- Mail Requests



43,422



1,800

## Social Media Channels



17,311



6,532



3,846



182

## Email Subscribers

Recipients



29,197

Open Rate



11.93%

Click Through Rate



1.65%

## Advertising Campaigns



# Naturally *Wild*

Ocean City • Assateague Island National Seashore • Berlin • Snow Hill • Pocomoke

[www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)



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