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







JARYLAND'S COAST EVENTS

ADD YOUR EVENT

vents in Worcester County, Maryland are sure to delight... Beach concernd fireworks for the family... Art contests, exhibits, and shows for the reative... Sporting, competition, and races for the adventurous, Let's xptore...

Website Analytics



7,290



49 sec



10,386



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







6,532



3,846



182

Email Subscribers

Recipients



29,197

Open Rate



11.93%

Click Through Rate



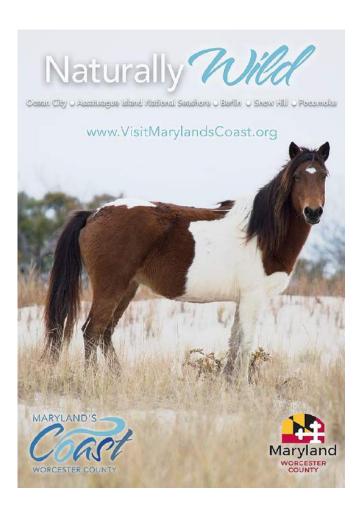
1.65%

Advertising Campaigns





















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