

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - September 2024

Web Trends



VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
 23,234	 :20	 36,290
6,781	1:13	13,055

ChooseMarylandsCoast.org


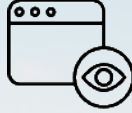

Visitors	Time on Site	Page Views
 336	 :33	 630
157	1:28	1,100

WorkMarylandsCoast.org


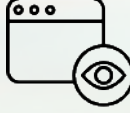

Visitors	Time on Site	Page Views
 135	 1:05	 531
104	1:36	683

Newsletters

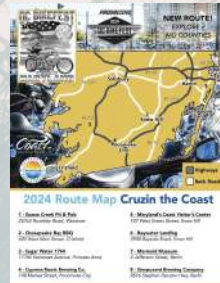
Tourism: Great Outdoors

Recipients	Open Rate	Click Thru Rate
 155,775	 7.44%	 .15%

Ec. Dev.: ED Updates

Recipients	Open Rate	Click Thru Rate
 1,732	 27.42%	 3.32%

Top Social Posts



Cruzin the Coast flyer kick off. Shared on 9/11 reached 5,003 people with 51 interactions and 13 link clicks.



Believe in Tomorrow Beach Bash event promotion. Shared on 9/16 reached 1,448 people with 3 link clicks and 6 interactions.

Social Media Reach

 x2			
320,605	4,046	2,725	2,328
74,539	2,711		888

Visitor Information

Welcome Center Guests



17,744

Bus Quantity



7

Guide Requests



1,878

Advertisements

5 new promotional videos completed by Unscene Productions.

Print ad placed with Southern Living



Simple Pleasures on Maryland's Coast
14 views • 12 days ago



Adventure Awaits on Maryland's Coast
46 views • 12 days ago



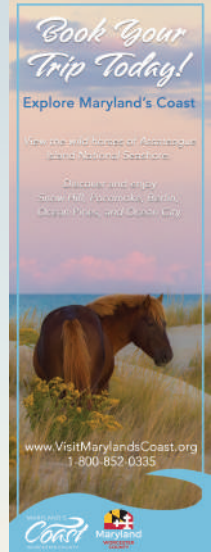
Pocomoke City: The Heart of the Eastern Shore
26 views • 12 days ago



Naturally Cool - Berlin, Maryland
11 views • 12 days ago



Discover Charming Snow Hill, Maryland
7 views • 12 days ago



Blogs

September 19:
Five Ways to Experience Art & Culture

September 23:
Top 10 Outdoor Adventure Gifts for Nature Lovers



Highlights



From September 12-14, our office, in collaboration with Somerset Tourism, sponsored the Crusin' the Coast Bike Run, which drew over 115 new visitors across eight participating stops. Additionally, on September 19, our department hosted a successful roundtable discussion with Human Resources professionals. We are excited to continue assisting employers in recruiting for positions throughout the county.