

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - September 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors



34,779

23,234

Time on Site



:18

:20

Page Views



52,355

36,290

ChooseMarylandsCoast.org

Visitors



2,997

336

Time on Site



:05

:33

Page Views



4,330

630

Newsletters

Tourism: Discover Art...

Recipients



189,695

148,398

Open Rate



9.4%

7.4%

Click Thru Rate



.18%

.15%

Ec. Dev.: Business Events...

Recipients



1,497

1,568

Open Rate



33%

27.4%

Click Thru Rate



2.9%

3.3%

Top Social Posts



OC Rock and Ride promo video for Beach and Beyond episode. Shared on 9/2 reached 4,017, had 5,140 views and was shared 13x.



The Snow Hill bank street promenade project was shared on 9/3. It received 141 interactions, 65 click links and 10,845 views.

Social Media Reach



658,967

320,605



20,182

4,046



1,662

2,725



1,606

2,328

Visitor Information

Welcome Center Guests



15,713

17,744

Bus Quantity



5

7

Guide Requests



393

-

Advertisements

Business View Magazine, full page print

Experience OC, five pages print

Fish in OC, double spread cover print

MD Golf Guide, full page print

Blogs

September 5: Sensory-Friendly Activities

September 9: Job Fair Save the Date

September 17: Worcester County Job Fair

September 20:
Exploring Nature at Pocomoke River...

September 21: Fall in Ocean City, MD

September 25:
Pumpkin Picking and Fall Festivals

September 26: Halloween in Ocean City...

September 29:
How Oyster Season Fuels Worcester
County's Economy

Highlights

Nancy attended the Raising Bar Conference, where she gained insight into the latest trends in workforce development.

We also maintained a strong presence at OC Rock and Ride and served as a stop for the Cruzin' the Coast bike ride. We also hosted a table at the Inlet to represent Stop Offshore Wind.

Michele held another women's business meeting at Fika, which saw a great turnout and provided an opportunity for meaningful connections with local women business owners.

We attended the Chesapeake Bayways and Gateways meeting in Queen Anne's County, where they received valuable information on grants and strategies for promoting our network as a designated gateway.