MARYLAND'S Coast
WORCESTER COUNTY

Metrics Dashboard

SEPTEMBER 2026



WEB

VISITMARYLANDSCOAST.ORG

Engaged Views
61,044

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

# of Sessions
43,778

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

Session Source

fb / paid	21K
google / cpc	6.8K
an / paid	4.9K
google / organic	2.8K
OCA / M	2.4K
(direct) / (none)	2.3K
bing / organic	467

CHOOSEMARYLANDSCOAST.ORG

Engaged Views
9,174

Top 5 Pages
1. Home page
2. J&R Fair
3. Search discovery
4. News
5. Leg. Update

# of Sessions
1,767

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

Session Source

(direct) / (none)	706
fb / paid	366
facebook.com / referral	302
m.facebook.com / referral	135
storage.googleapis.com / re...	74
aax.amazon-adsystem.com ...	64
ig / paid	37

SOCIALS

FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, & X

39,101 LINK CLICKS

767,488 VIEWS

315 NEW FOLLOWERS

Savory Cantina:
40,588 views/269interactions

POSTED ON: 9/24



POSTED ON: 9/23

Merry Berlin Cookie Crawl:
8,607 views/79interactions

EMAILS

	tourism	economic development
	FALL ADVENTURES...	AS THE SEASONS...
Recipients	247,159	1,586
CTR	197 (0.08%)	30 (1.8%)
Open %	8,801 (3.5%)	501 (31.5%)

VISITORS

Placer-Count
8.7k



Busiest Day
9/4 - 600
+33% from '25

Door Count
28,208

Average Stay (Aug)
3.8 nights

ADS/CREATIVE



Northern VA - Things to Do newsletter (September)

7 BLOGS



Job and Resource Fair promo - Enradius, Digital, Spotify, Radio

Recent Commitments:
- Experience Ocean City
- Sandmarks

LEADS

0 guide requests

24 kiosk sessions

HIGHLIGHTS

Team projects, meetings, and more!

Met with the Tri-County Council for quarterly updates; coordinated WC staff CPR training; attended the Berlin Network to Freedom site meeting; participated in Community Hub training on the new calendar; held partner collaboration meetings with the towns and local chambers; met with Corinne regarding tourism measurement; participated in Economic Development Week radio interviews; hosted the Economic Development Week open house and the SBDC event; implemented a new format for staff meetings; continued planning for Business Resource Day; ordered signage for Harbor Day; prepared for the Live Guide to go live; attended the Raising the Bar Conference; and participated in the Rural Maryland Council Executive Board meeting.