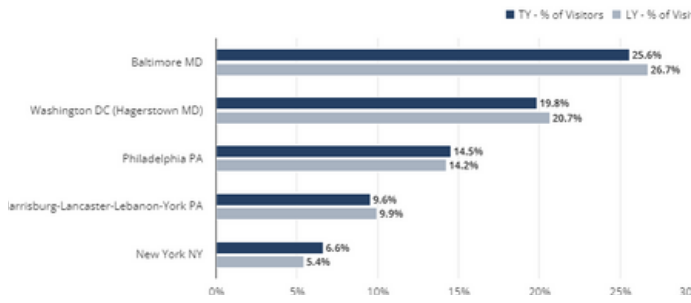




VISITOR PROFILE



VISITORS

Visits **1 M** Visitors **360.2 k** Visitor Frequency **2.82**

ROOM TAX

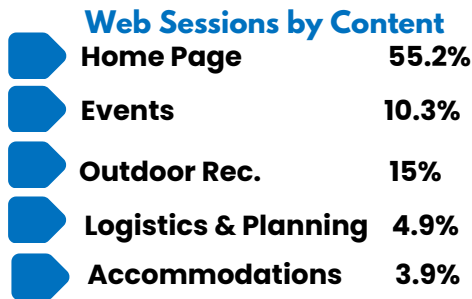
\$849,058

2023 Room Tax Collection: \$1,040,660

WEBSITE



Ocean City, Maryland
<https://www.ocean.com>
 The Official Travel Resource for Ocean City, MD

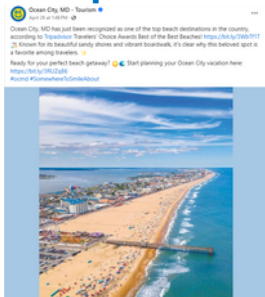


Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
Atlanta GA	1.7%	1.4%
Boston MA-Manchester NH	2.0%	1.3%
Harrisburg-Lancaster-Lebanon-York PA	2.1%	2.3%
New York NY	11.4%	7.5%
Norfolk-Portsmouth-Newport News VA	1.1%	1.1%
Philadelphia PA	7.0%	6.4%
Pittsburgh PA	1.5%	1.6%
Salisbury MD	2.0%	1.8%
Washington DC (Hagerstown MD)	15.1%	11.9%
(empty value)	32.1%	31.7%

SOCIALS

Facebook Impressions **4.4 M** Instagram Impressions **567,515 K**

Top FB Post Top IG Post



57,477 Engagements 27,467 Engagements

E-NEWSLETTERS

5 E-Mails Sent **289 k** Recipients **349** New Subscribers

OCCUPANCY

Hotel Occupancy **39.6%** Hotel ADR **\$113** Hotel RevPAR **\$45**

↓ 18% change prev. year ↓ 5.8% change prev. year ↓ 22.7% change prev. year

SHORT TERM RENTAL

Occupancy **36%** ADR **\$256** RevPAR **\$93**

38% HOTEL COMP \$114 HOTEL COMP \$45 HOTEL COMP

PACING 6 mths



* metric information provided by placera.com, Zartico.com & Sprout Social reporting
 *Occupancy Numbers reported by AirDNA & STR Destination Report