Ocean City MD

TOURISM REPORT
AUGUST 2024

VISITOR PROFILE

Visitor Market Area	% Visitors	% Visitor Spend	Avg. Visitor Spend
Baltimore MD	26.2%	23.6%	$179
Washington DC (Hagerstown MD)	18.9%	23.8%	$218
Philadelphia PA	14.2%	13.1%	$189
Harrisburg-Lancaster-Lebanon-York PA	10.0%	11.8%	$234
New York NY	6.3%	5.0%	$157
Pittsburgh PA	4.8%	4.8%	$298
Wilkes Barre-Scranton PA	3.8%	3.6%	$195
Johnstown-Altoona-State College PA	1.8%	1.3%	$199
Norfolk-Portsmouth-Newport News VA	0.9%	1.0%	$210
Cleveland-Akron (Canton) OH	0.9%	0.6%	$207

VISITORS

Visits	Visitors	Visitor Frequency
6 M	1.8 M	3.34

ROOM TAX

TBD

2023 Room Tax Collection: $5,794,245

WEBSITE

Sessions	Avg. Session Duration	Engagement Rate	New Users
503,857	03:59	51.6%	386,060
↘ -12% change | 574,381 prev. period	↘ -4% change | 04:10 prev. period	↘ -8% change | 55.9% prev. period	↘ -9% change | 425,777 prev. period

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

Web Search Sessions by Content

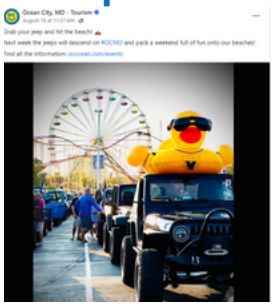
Home Page	50.4%
Events	16.4%
Outdoor Rec.	7.1%
Logistics & Planning	5.0%
Accommodations	5.8%

Page Url	Views (>100)	Organic Views % of ...	Engagement Rate (>4...
http://www.ococean.com/events/	158.7 K	40%	80.0%
http://www.ococean.com/things-to-do/	77.7 K	44%	84.7%
http://www.ococean.com/things-to-do/outdoor-adventures/	32.9 K	40%	40.8%
http://www.ococean.com/stay/	26.1 K	14%	44.7%
http://www.ococean.com/things-to-do/attractions/	23.0 K	49%	76.6%
http://www.ococean.com/webcams/	17.4 K	37%	76.3%
http://www.ococean.com/events/annual-events-festivals/	14.5 K	43%	83.1%
http://www.ococean.com/things-to-do/nightlife/	14.0 K	46%	76.8%
http://www.ococean.com/things-to-do/tours/	12.4 K	39%	51.9%
http://www.ococean.com/media-gallery/album/free-family-fun/641100769d4e3a115c5165f0/	8.7 K	46%	59.3%
http://www.ococean.com/event/oc-beach-dance-parties-with-fireworks/1794/	5.6 K	41%	55.0%

SOCIALS

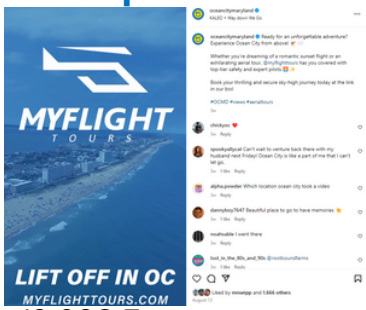
Facebook Impressions	Instagram Impressions
4.7 M	443,403 K

Top FB Post



18,777 Engagements

Top IG Post



19,098 Engagements

E-NEWSLETTERS

5	233 k	784
E-Mails Sent	Recipients	New Subscribers

OCCUPANCY

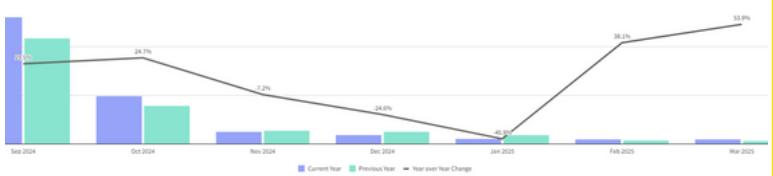
Hotel Occupancy	Hotel ADR	Hotel RevPAR
77.8%	$282	$219
↗ .1% change | 77.0% prev. year	↘ 1.4% change | $286 prev. year	↘ 0.3% change | $220 prev. year

SHORT TERM RENTAL

Occupancy	ADR	RevPAR
80%	$402	$322

Available Listings	Booked Listings
8,323	8,060

PACING 6 mnths



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