



### 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 **6 M**      Visitors **1.8 M**      Visitor Frequency **3.34**

### ROOM TAX

# \$5,941,988

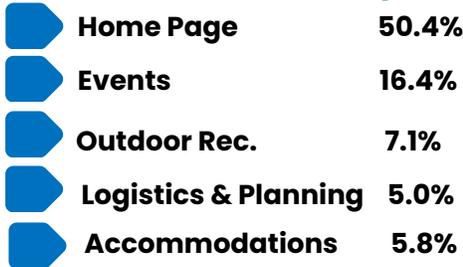
2023 Room Tax Collection: \$5,794,245

### WEBSITE



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

### Web Search Sessions by Content



Page Url	Views (>100)	Organic Views % of ...	Engagement Rate (>4...
<a href="http://www.oceancity.com/events/">http://www.oceancity.com/events/</a>	158.7 K	40%	80.0%
<a href="http://www.oceancity.com/things-to-do/">http://www.oceancity.com/things-to-do/</a>	77.7 K	44%	84.7%
<a href="http://www.oceancity.com/things-to-do/outdoor-adventures/">http://www.oceancity.com/things-to-do/outdoor-adventures/</a>	32.9 K	40%	40.8%
<a href="http://www.oceancity.com/stay/">http://www.oceancity.com/stay/</a>	26.1 K	14%	44.7%
<a href="http://www.oceancity.com/things-to-do/attractions/">http://www.oceancity.com/things-to-do/attractions/</a>	23.0 K	49%	76.6%
<a href="http://www.oceancity.com/events/annual-events-festivals/">http://www.oceancity.com/events/annual-events-festivals/</a>	14.5 K	43%	83.1%
<a href="http://www.oceancity.com/things-to-do/nightlife/">http://www.oceancity.com/things-to-do/nightlife/</a>	14.0 K	46%	76.5%
<a href="http://www.oceancity.com/things-to-do/tours/">http://www.oceancity.com/things-to-do/tours/</a>	12.4 K	39%	51.9%
<a href="http://www.oceancity.com/media-gallery/album/free-family-fun/641100769d4e3a115e5165f0/">http://www.oceancity.com/media-gallery/album/free-family-fun/641100769d4e3a115e5165f0/</a>	8.7 K	46%	59.3%
<a href="http://www.oceancity.com/event/oc-beach-dance-parties-with-fireworks/1794/">http://www.oceancity.com/event/oc-beach-dance-parties-with-fireworks/1794/</a>	5.6 K	41%	55.0%

### SOCIALS

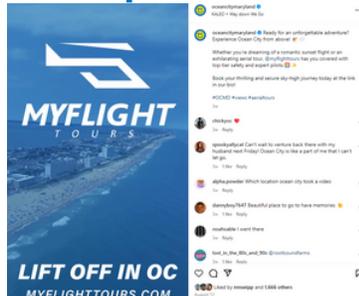
Facebook Impressions **4.7 M**      Instagram Impressions **443,403 K**

### Top FB Post



18,777 Engagements

### Top IG Post



19,098 Engagements

### OCCUPANCY

Hotel Occupancy **77.8%** (change: +1.1% | prev. year: 77.0%)

Hotel ADR **\$282** (change: -1.4% | prev. year: \$286)

Hotel RevPAR **\$219** (change: -0.3% | prev. year: \$220)

### SHORT TERM RENTAL

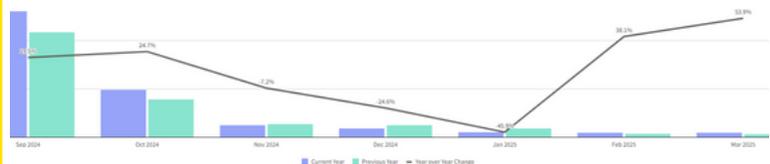
Occupancy **80%**      ADR **\$402**      RevPAR **\$322**

Available Listings **8,323**      Booked Listings **8,060**

### E-NEWSLETTERS

**5** E-Mails Sent      **233 k** Recipients      **784** New Subscribers

### PACING 6 mths



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