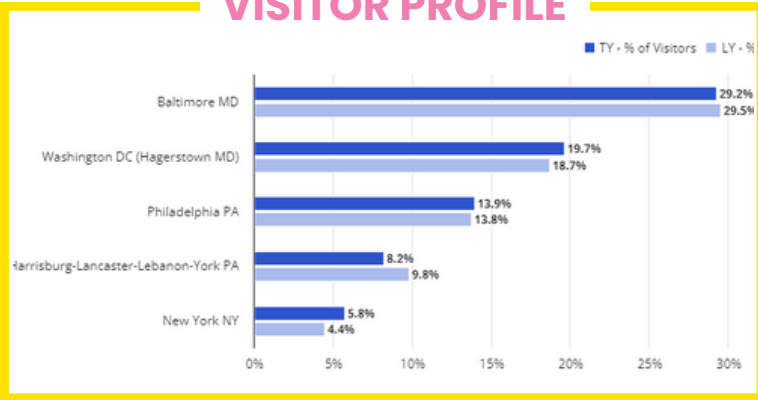




VISITOR PROFILE



VISITORS

Visits **924.7k** Visitors **372k** Visitor Frequency **2.5**

ROOM TAX

TBA

2022 Room Tax Collection: \$378,359

WEBSITE



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

Web Sessions by Content

- Events** 50.1%
- Home Page** 27.6%
- Logistics & Planning** 7.2%
- Outdoor Rec.** 3.5%
- Conv & Meetings** 1.9%

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	35.4%	32.6%
Washington DC (Hagerstown MD)	15.0%	15.8%
New York NY	7.5%	5.0%
Philadelphia PA	6.6%	9.3%
Salisbury MD	4.1%	3.9%
Atlanta GA	1.6%	1.4%
Harrisburg-Lancaster-Lebanon-York PA	1.6%	1.4%
Norfolk-Portsmouth-Newport News VA	1.1%	1.0%
Pittsburgh PA	1.0%	0.8%
Boston MA-Manchester NH	1.0%	0.8%

SOCIALS

Facebook Impressions Instagram Impressions

1.6 M

496 K

Top FB Post

Top IG Post



3,200 Engagements



1,500 Engagements

E-NEWSLETTERS

5

358.3 k

369

E-Mails Sent

Recipients

New Subscribers

OCCUPANCY

Hotel Occupancy

33.1 %

↑ 3.5% change | 32.0% prev. year

Hotel ADR

\$105

↓ 7.1% change | \$113 prev. year

Hotel RevPAR

\$35

↓ 3.9% change | \$36 prev. year

SHORT TERM RENTAL

Occupancy

31.7 %

30.1% HOTEL COMP

ADR

\$262

\$152 HOTEL COMP

RevPAR

\$83

\$46 HOTEL COMP

*Occupancy Numbers reported by AirDNA & STR Destination Report

* metric information provided by placera.com, Zartico.com & Sprout Social reporting