



### VISITOR PROFILE

Visitor Market Area	Share	Share
Baltimore MD	29%	18.8%
Washington DC (Hagerstown MD)	21%	19.9%
Philadelphia PA	13%	8.5%
Harrisburg-Lancaster-Lebanon-York PA	9%	24.2%
New York NY	6%	3.5%
Pittsburgh PA	3%	2.1%
Wilkes Barre-Scranton PA	3%	1.9%
Norfolk-Portsmouth-Newport News VA	1%	3.9%
Johnstown-Altoona-State College PA	1%	2.8%
Cleveland-Akron (Canton) OH	1%	0.0%

### VISITORS

Visits: **798.2k**      Visitors: **331.6k**      Visitor Frequency: **2.41**

### ROOM TAX

# TBD

2023 Room Tax Collection: \$395,414

### WEBSITE



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

### Web Search Sessions by Content

- Home Page: **50.8%**
- Events: **8.5%**
- Convnts & Meetings: **1.2%**
- Logistics & Planning: **1.1%**
- Arts & Entrtnmnt: **.4%**

Page Url	Views (>100)	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.event.slippery-when-wet-the-ultimate-bon-jovi-tribute-&fig...	98.0 K	16%	57.4%
http://www.ocean.com/%20fishing/	44.1 K	13%	45.3%
http://www.ocean.com/events/ john denver/	31.2 K	47%	83.5%
http://www.ocean.com/performing-arts-center/	4.8 K	41%	80.8%
http://www.ocean.com/stay/%3futrn_campaign%3dfy23_ocmdbrand%2...	4.1 K	22%	65.2%
http://www.ocean.com/webcams/	4.0 K	29%	75.6%
http://www.ocean.com/need-help-planning-a-trip-to-ocean-city-md-just...	1.4 K	4%	86.6%
http://www.ocean.com/meetings/	1.2 K	10%	61.9%
http://www.ocean.com/blog/%E2%80%8Bweekend-getaway-vacations...	334	36%	56.7%
http://www.ocean.com/media/%c2%a0Accessed%20February%2018,%...	278	37%	47.9%
http://www.ocean.com/tripbuilder/	158	19%	50.0%

### SOCIALS

Facebook Impressions: **2.1 M**      Instagram Impressions: **552,394 K**

## Top FB Post

## Top IG Post



54,703 Engagements      24,166 Engagements

### OCCUPANCY

Hotel Occupancy: **32%** (↑ 4% change | 33.2% prev. year)  
 Hotel ADR: **\$99** (↓ 5% change | \$105 prev. year)  
 Hotel RevPAR: **\$32** (↓ 8.9% change | \$35 prev. year)

### SHORT TERM RENTAL

Occupancy: **35%**      ADR: **\$252**      RevPAR: **\$89**  
 Available Listings: **2,645**      Booked Listings: **2,096**

### E-NEWSLETTERS

**3** E-Mails Sent      **249 k** Recipients      **1,154** New Subscribers

### PACING 6 mths

#### Occupancy Rate



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