



VISITOR PROFILE

Visitor Market Area	% of Visitors	% of Visitor Spend
Baltimore MD	24.5%	26.3%
Washington DC (Hagerstown MD)	17.3%	16.0%
Philadelphia PA	15.4%	12.1%
Harrisburg-Lancaster-Lebanon-York PA	9.5%	12.3%
New York NY	6.9%	4.9%
Salisbury MD	4.5%	0.0%
Pittsburgh PA	4.0%	2.0%
Wilkes Barre-Scranton PA	3.8%	2.6%
Johnstown-Altoona-State College PA	1.9%	0.9%

VISITORS

Visits: **609.7k** Visitors: **240.7k** Visitor Frequency: **2.53**

ROOM TAX

TBD

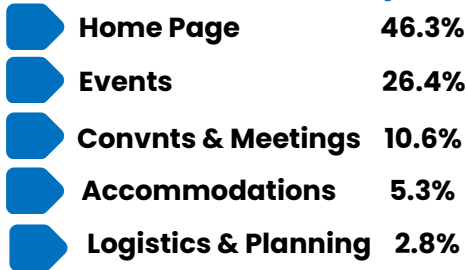
2024 Room Tax Collection: \$560,979

WEBSITE



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

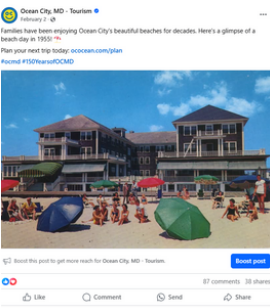
Web Search Sessions by Content



Page Url	Views (>250)	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.ococean.com/	51.3 K	15%	41.1%
http://www.ococean.com/events/	37.9 K	44%	80.3%
http://www.ococean.com/stay/	7.5 K	21%	66.2%
http://www.ococean.com/food-drink/	6.5 K	50%	46.1%
http://www.ococean.com/performing-arts-center/	5.8 K	48%	81.1%
http://www.ococean.com/webcams/	5.1 K	42%	81.5%
http://www.ococean.com/events/risingtidesfest/	5.1 K	21%	75.9%
http://www.ococean.com/events/150-days-of-celebrations/	4.5 K	18%	73.2%
http://www.ococean.com/events/larrie-morgan-&-t-graham-brown/2104/	3.8 K	23%	60.1%
http://www.ococean.com/sunfest/	3.0 K	46%	65.3%
http://www.ococean.com/plan-your-visit/visitor-guide/	2.0 K	46%	68.5%

SOCIALS

Facebook Impressions: **2.9 M** (Top FB Post)
 Instagram Impressions: **766,566 K** (Top IG Post)



29,522 Engagements 28,069 Engagements

E-NEWSLETTERS

E-Mails Sent: **2** Recipients: **163 k** New Subscribers: **0**

OCCUPANCY

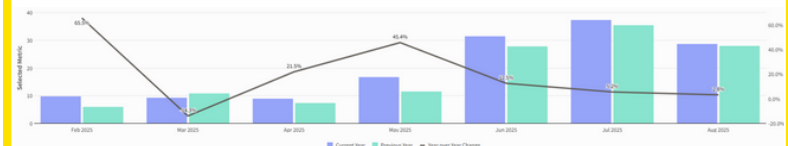
Hotel Occupancy: **30.5%** (↑4% change, 31.8% prev. year)
 Hotel ADR: **\$105** (↓3% change, \$108 prev. year)
 Hotel RevPAR: **\$32** (↓7.2% change, \$34 prev. year)

SHORT TERM RENTAL

Occupancy: **42%** ADR: **\$249** RevPAR: **\$104**
 Available Listings: **1,931** Booked Listings: **1,679**

PACING 6 mths

Occupancy Rate



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