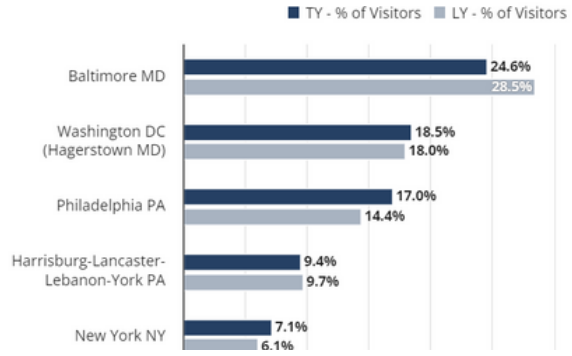
Ocean City MD

TOURISM REPORT
February 2024

VISITOR PROFILE



VISITORS

Visits	Visitors	Visitor Frequency
821.8k	299.5k	2.74

ROOM TAX

$560,980

2023 Room Tax Collection: $499,796

WEBSITE

Sessions	Avg. Session Duration	Engagement Rate	New Users
317,576	02:02	43.9%	242,330
↗ 120% change	↘ -32% change	↘ -32% change	↗ 141% change
144,320 prev. year	02:59 prev. year	64.2% prev. year	100,465 prev. year

Web Sessions by Content

Events	40.5%
Home Page	33.6%
Logistics & Planning	5%
Outdoor Rec.	5.3%
Accommodations	4.2%

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

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	32.8%	32.1%
Washington DC (Hagerstown MD)	14.4%	12.0%
New York NY	9.4%	7.4%
Philadelphia PA	7.0%	7.3%
Salisbury MD	2.8%	2.3%
Harrisburg-Lancaster-Lebanon-York PA	2.2%	2.6%
Pittsburgh PA	1.8%	1.7%
Atlanta GA	1.4%	1.4%
Boston MA-Manchester NH	1.4%	1.2%
Miami-Ft. Lauderdale FL	1.0%	0.5%

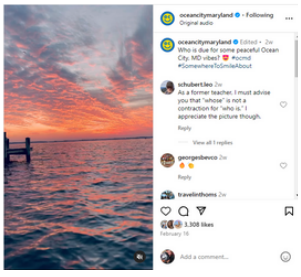
SOCIALS

Facebook Impressions	Instagram Impressions
3.7 M	519 K

Top FB Post

9,281 Engagements

Top IG Post



3,725 Engagements

E-NEWSLETTERS

5	341 k	2,119
E-Mails Sent	Recipients	New Subscribers

OCCUPANCY

Hotel Occupancy	Hotel ADR	Hotel RevPAR
31.8 %	$108	$34.38
↘ 2.8% change	↗ 2% change	↘ .9% change
32.7 % prev. year	$106 prev. year	$34.68 prev. year

SHORT TERM RENTAL

Occupancy	ADR	RevPAR
36%	$224	$81
30 % HOTEL COMP	$153 HOTEL COMP	$46 HOTEL COMP

*Occupancy Numbers reported by AirDNA & STR Destination Report

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