



VISITOR PROFILE

Visitor Market Area	Percentage	Percentage of Spend
Baltimore MD	25.6%	38.9%
Washington DC (Hagerstown MD)	18.5%	14.0%
Philadelphia PA	15.4%	11.6%
Harrisburg-Lancaster-Lebanon-York PA	9.1%	9.2%
New York NY	7.0%	4.6%
Pittsburgh PA	4.6%	1.2%
Wilkes Barre-Scranton PA	3.7%	3.1%
Johnstown-Altoona-State College PA	1.7%	1.2%
Norfolk-Portsmouth-Newport News VA	1.1%	2.7%

VISITORS

Visits: **488.3k** Visitors: **204.9k** Visitor Frequency: **2.38**

ROOM TAX
\$421,235

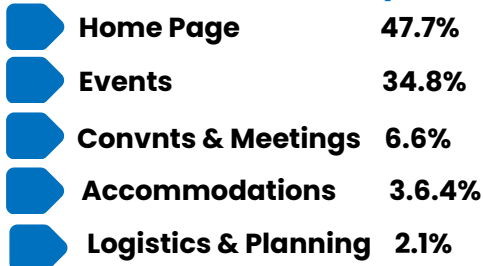
2024 Room Tax Collection: \$495,453

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/event/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%

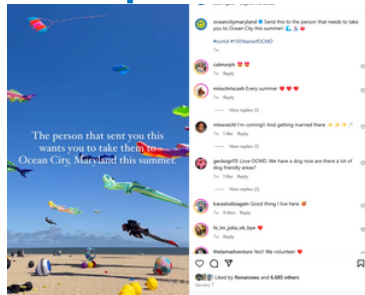
SOCIALS

Facebook Impressions: **2.3 M** Instagram Impressions: **741,151 K**

Top FB Post



Top IG Post



OCCUPANCY

Hotel Occupancy: **24.5%** (change: +.7% vs prev. year) Hotel ADR: **\$89.45** (change: +1.8% vs prev. year) Hotel RevPAR: **\$21.93** (change: +1.1% vs prev. year)

SHORT TERM RENTAL

Occupancy: **29%** ADR: **\$253** RevPAR: **\$74**

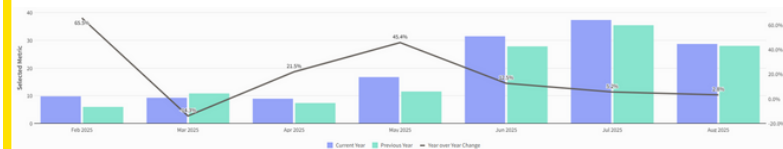
Available Listings: **2,086** Booked Listings: **1,518**

E-NEWSLETTERS

2 E-Mails Sent **164 k** Recipients **0** 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