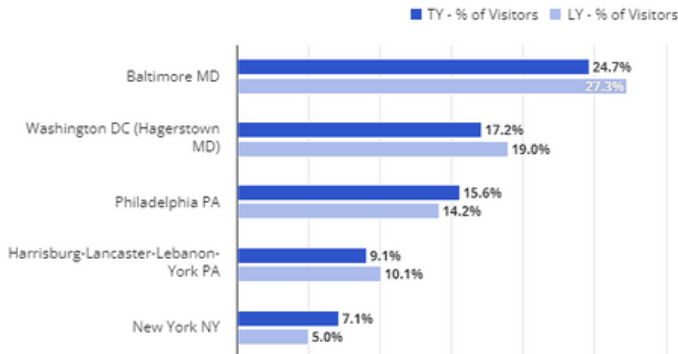




VISITOR PROFILE



VISITORS

Visits **583.5k** Visitors **230.5k** Visitor Frequency **2.5**

ROOM TAX

TBA

2023 Room Tax Collection: \$415,442

WEBSITE



Web Sessions by Content

- Events** 49.1%
- Home Page** 25.4%
- Logistics & Planning** 6.4%
- Outdoor Rec.** 4.3%
- Accommodations** 4.2%

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

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	32.9%	32.4%
Washington DC (Hagerstown MD)	12.0%	12.1%
New York NY	8.2%	7.4%
Philadelphia PA	6.5%	7.3%
Salisbury MD	3.4%	2.3%
Harrisburg-Lancaster-Lebanon-York PA	2.3%	2.7%
Pittsburgh PA	1.9%	2.0%
Atlanta GA	1.6%	1.5%
Boston MA-Manchester NH	1.4%	1.4%
Wilkes Barre-Scranton PA	1.1%	1.2%

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 Hotel ADR Hotel RevPAR

24.3%

\$92

\$22

↓ 9.4% | 26.8%
change | prev. year

↓ .1% | \$92
change | prev. year

↓ 9.5% | \$25
change | prev. year

SHORT TERM RENTAL

Occupancy

32.7 %

33.6%
HOTEL COMP

ADR

\$246

\$155
HOTEL COMP

RevPAR

\$80

\$52
HOTEL COMP

*Occupancy Numbers reported by AirDNA & STR Destination Report

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