



VISITOR PROFILE

Visitor Market Area	% Visitors	% Visitor Spend	Avg. Visitor Spend
Baltimore MD	22.9%	19.8%	\$151
Washington DC (Hagerstown MD)	17.1%	21.5%	\$197
Philadelphia PA	14.5%	12.6%	\$183
Harrisburg-Lancaster-Lebanon-York PA	9.3%	11.1%	\$223
New York NY	6.8%	7.9%	\$183
Pittsburgh PA	5.8%	5.6%	\$259
Wilkes Barre-Scranton PA	4.8%	6.0%	\$204
Johnstown-Altoona-State College PA	2.3%	2.6%	\$221
Salisbury MD	1.6%	-	-
Cleveland-Akron (Canton) OH	1.0%	0.8%	\$262

VISITORS

Visits: **7.4 M** Visitors: **2 M** Visitor Frequency: **3.7**

ROOM TAX

TBD

2023 Room Tax Collection: \$6,790,843

WEBSITE

Sessions: **574,381** (↑26% change, 455,496 prev. period)
 Avg. Session Duration: **04:10** (↑51% change, 02:46 prev. period)
 Engagement Rate: **55.9%** (↓5% change, 59.0% prev. period)
 New Users: **425,777** (↑24% change, 342,088 prev. period)

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

Web Search Sessions by Content

- Home Page: **45.0%**
- Events: **16.4%**
- Outdoor Rec.: **9.7%**
- Logistics & Planning: **7.9%**
- Accommodations: **5.4%**

Page List	Views (>100)	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.oceocan.com/media-gallery/album/jet-skis-&-parasailing/641072096e...	3.5 K	41%	100.0%
http://www.oceocan.com/media-gallery/album/surfing/6410ec23944e3e115d516138/	289	42%	100.0%
http://www.oceocan.com/plan-your-visit/transportation/	592	44%	88.9%
http://www.oceocan.com/plan-your-visit/visitor-guide/thank-you/	998	39%	88.2%
http://www.oceocan.com/things-to-do/	101.0 K	45%	85.6%
http://www.oceocan.com/listing/robins-nest-apartments/224/	146	42%	83.3%
http://www.oceocan.com/meetings/venues/	137	31%	83.3%
http://www.oceocan.com/things-to-do/seasonal/fall/	106	45%	83.3%
http://www.oceocan.com/performing-arts-center/upcoming-events/	3.2 K	41%	81.4%
http://www.oceocan.com/events/	159.3 K	42%	80.3%
http://www.oceocan.com/events/annual-events-festivals/	14.4 K	45%	79.5%
http://www.oceocan.com/things-to-do/attractions/outdoor-activities/	3.4 K	46%	79.1%
http://www.oceocan.com/events/movies-on-the-beach/1804/	7.4 K	49%	78.9%
http://www.oceocan.com/events/ocean-city-century-tennis-tournament/1969/	183	45%	78.6%
http://www.oceocan.com/explore-ocloc-webcam/	664	5%	78.5%
http://www.oceocan.com/plan-your-visit/deals/	5.7 K	34%	78.4%

SOCIALS

Facebook Impressions: **3.4 M**
 Instagram Impressions: **617,066 K**
 Top FB Post Top IG Post



26,998 Engagements 29,481 Engagements

E-NEWSLETTERS

5 E-Mails Sent **351 k** Recipients **4,395** New Subscribers

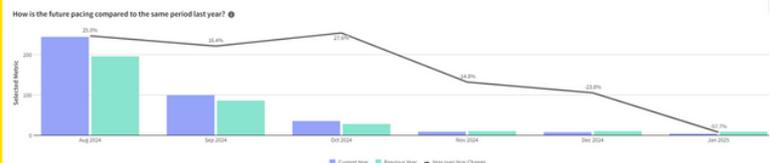
OCCUPANCY

Hotel Occupancy: **76.7%** (↓2.5% change, 78.7% prev. year)
 Hotel ADR: **\$288** (↓3.7% change, \$299 prev. year)
 Hotel RevPAR: **\$221** (↓6.1% change, \$235 prev. year)

SHORT TERM RENTAL

Occupancy: **82%** ADR: **\$348** RevPAR: **\$287**
 Available Listings: **8,285** Booked Listings: **8,079**

PACING 6 mths



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