Ocean City MD

TOURISM REPORT
JULY 2024

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	Visitors	Visitor Frequency
7.4 M	2 M	3.7

ROOM TAX
$5,490,408

2023 Room Tax Collection: $6,790,843

WEBSITE

Sessions	Avg. Session Duration	Engagement Rate	New Users
574,381	04:10	55.9%	425,777
↗ 26% change | 455,496 prev. period	↗ 51% change | 02:46 prev. period	↘ -5% change | 59.0% prev. period	↗ 24% change | 342,088 prev. period

Web Search Sessions by Content

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

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

Page Url	Views (>100)	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.ococean.com/media-gallery/album/jet-skis-&-parasailing/6410f7209d4e...	3.5 K	41%	100.0%
http://www.ococean.com/media-gallery/album/surfing/6410ecc39d4e3a115c516138/	289	42%	100.0%
http://www.ococean.com/plan-your-visit/transportation/	592	44%	88.9%
http://www.ococean.com/plan-your-visit/visitor-guide/thank-you/	998	39%	88.2%
http://www.ococean.com/things-to-do/	101.0 K	45%	85.6%
http://www.ococean.com/listing/robins-nest-apartments/224/	146	42%	83.3%
http://www.ococean.com/meetings/venues/	137	31%	83.3%
http://www.ococean.com/things-to-do/seasonal/fall/	106	45%	83.3%
http://www.ococean.com/performing-arts-center/upcoming-events/	3.2 K	41%	81.4%
http://www.ococean.com/events/	159.3 K	42%	80.3%
http://www.ococean.com/events/annual-events-festivals/	14.4 K	45%	79.5%
http://www.ococean.com/things-to-do/attractions/outdoor-activities/	3.4 K	46%	79.1%
http://www.ococean.com/event/movies-on-the-beach/1804/	7.4 K	49%	78.9%
http://www.ococean.com/event/ocean-city-century-tennis-tournament/1969/	183	45%	78.6%
http://www.ococean.com/explore-oc/oc-webcam/	664	5%	78.5%
http://www.ococean.com/plan-your-visit/deals/	5.7 K	34%	78.4%

SOCIALS

Facebook Impressions	Instagram Impressions
3.4 M	617,066 K

Top FB Post

26,998 Engagements

Top IG Post

29,481 Engagements

E-NEWSLETTERS

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

OCCUPANCY

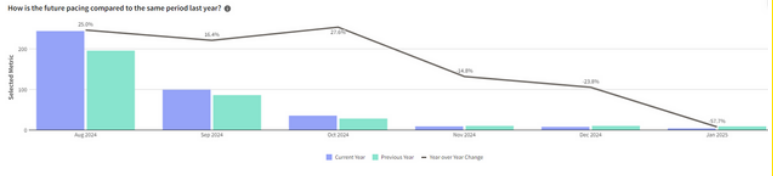
Hotel Occupancy	Hotel ADR	Hotel RevPAR
76.7%	$288	$221
↘ 2.5 % change | 78.7 % prev. year	↘ 3.7% change | $299 prev. year	↘ 6.1% change | $235 prev. year

SHORT TERM RENTAL

Occupancy	ADR	RevPAR
82%	$348	$287

Available Listings	Booked Listings
8,285	8,079

PACING 6 mnths



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