

VISITOR PROFILE

Visitor Market Area	% visitors	% visitor spend	Avg. visitor Spend
Baltimore MD	25.7%	22.7%	\$162
Washington DC (Hagerstown MD)	18.3%	23.6%	\$202
Philadelphia PA	13.9%	12.6%	\$178
Harrisburg-Lancaster-Lebanon-York PA	10.1%	12.9%	\$219
New York NY	6.3%	4.2%	\$164
Pittsburgh PA	5.7%	5.8%	\$267
Wilkes Barre-Scranton PA	4.2%	3.7%	\$175
Johnstown-Altoona-State College PA	2.0%	1.6%	\$194
Cleveland-Akron (Canton) OH	1.0%	0.8%	\$228
Norfolk-Portsmouth-Newport News VA	0.7%	0.6%	\$154

VISITORS

Visits **6.1 M** Visitors **1.7 M** Visitor Frequency **3.58**

ROOM TAX

\$3,874,414

2023 Room Tax Collection: \$3,772,842

WEBSITE

Sessions: **444,706** (↑ 23% change, 361,430 prev. period)
 Avg. Session Duration: **02:46** (↑ 9% change, 02:32 prev. period)
 Engagement Rate: **59.0%** (↑ 1% change, 58.5% prev. period)
 New Users: **334,196** (↑ 25% change, 266,646 prev. period)

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

Web Search Sessions by Content

- Home Page 34.6%**
- Events 16.1%**
- Outdoor Rec. 13.6%**
- Logistics & Planning 8.7%**
- Accommodations 7.8%**

Page Url	Views (K)	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.oceancity.com/things-to-do/outdoor-adventures/fishing/	32.8 K	8%	72.5%
http://www.oceancity.com/stay/	14.4 K	36%	73.4%
http://www.oceancity.com/blog/post/discover-whats-new-in-ocean-city-md/	7.0 K	43%	83.9%
http://www.oceancity.com/things-to-do/outdoor-adventures/fishing/offshore/	4.1 K	12%	47.6%
http://www.oceancity.com/events/nao-trinidad-in-ocean-city-md/1954/	3.4 K	37%	70.1%
http://www.oceancity.com/blog/post/fun-free-things-to-do-in-ocean-city-md/	3.0 K	47%	61.4%
http://www.oceancity.com/things-to-do/outdoor-adventures/fishing/inshore-fishing/	2.9 K	24%	52.3%
http://www.oceancity.com/raceworldoffshore/	2.3 K	39%	78.5%
http://www.oceancity.com/meetings/	2.2 K	11%	74.8%
http://www.oceancity.com/tasting/back-bay-adventures/171/	1.8 K	49%	50.4%
http://www.oceancity.com/events/slippery-when-wet-the-ultimate-bon-jovi-tribute-&-l...	1.7 K	22%	47.8%
http://www.oceancity.com/events/tracy-morgan/1939/	1.3 K	30%	62.2%
http://www.oceancity.com/events/oc-beach-dance-parties-with-fireworks/1794/	1.3 K	44%	63.0%
http://www.oceancity.com/events/one-night-of-queen/1953/	1.2 K	33%	65.1%
http://www.oceancity.com/events/so-good-the-heel-diamond-experience/1914/	1.2 K	25%	64.9%
http://www.oceancity.com/blog/post/girls-getaway-guide-to-ocean-city-maryland/	847	47%	72.4%

SOCIALS

Facebook Impressions **4.4 M** Instagram Impressions **758,335 K**

Top FB Post



17,104 Engagements

Top IG Post



23,582 Engagements

E-NEWSLETTERS

6 E-Mails Sent **357 k** Recipients **574** New Subscribers

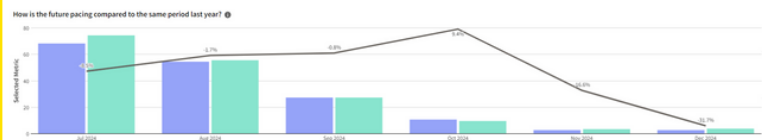
OCCUPANCY

Hotel Occupancy **70.1%** (↑ 4% change, 67.3% prev. year) Hotel ADR **\$225** (↓ 3.1% change, \$232 prev. year) Hotel RevPAR **\$158** (↓ 1% change, \$156 prev. year)

SHORT TERM RENTAL

Occupancy **73%** ADR **\$315** RevPAR **\$229**

PACING 6 mths



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