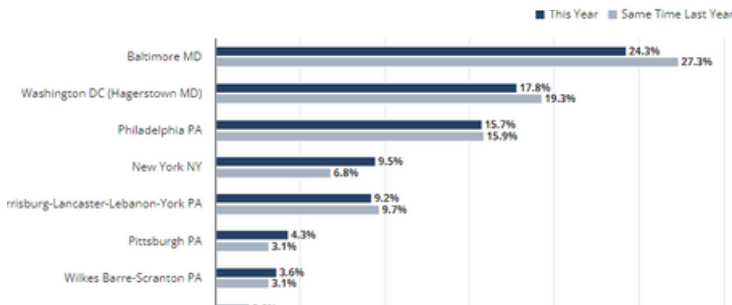


VISITOR PROFILE



VISITORS

Visits: **1.1 M**
 Visitors: **422.2 k**
 Visitor Frequency: **2.71**

ROOM TAX
\$856,320
 2023 Room Tax Collection: \$770,382

WEBSITE



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

- ### Web Sessions by Content
- Home Page: **40%**
 - Events: **22.2%**
 - Outdoor Rec.: **12.3%**
 - Logistics & Planning: **6.4%**
 - Accommodations: **4.5%**

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	32.1%	31.5%
Washington DC (Hagerstown MD)	15.7%	12.4%
New York NY	11.5%	7.7%
Philadelphia PA	7.0%	6.6%
Salisbury MD	2.3%	1.9%
Harrisburg-Lancaster-Lebanon-York PA	1.9%	2.3%
Atlanta GA	1.8%	1.5%
Boston MA-Manchester NH	1.5%	1.4%
Pittsburgh PA	1.5%	1.5%
Norfolk-Portsmouth-Newport News VA	1.0%	1.1%

SOCIALS

Facebook Impressions: **3.9 M**
 Instagram Impressions: **555 K**

Top FB Post
 Top IG Post



18,079 Engagements



2,830 Engagements

E-NEWSLETTERS

5 E-Mails Sent
276 k Recipients
1,858 New Subscribers

OCCUPANCY

Hotel Occupancy: **38.7%**
 Hotel ADR: **\$117**
 Hotel RevPAR: **\$45**

↓ 2.5% change / 39.7% prev. year
 ↑ 2.6% change / \$114 prev. year
 ↓ 0% change / \$45 prev. year

SHORT TERM RENTAL

Occupancy: **43%**
 ADR: **\$230**
 RevPAR: **\$99**

38% HOTEL COMP
 \$114 HOTEL COMP
 \$45 HOTEL COMP

PACING 6 mths



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