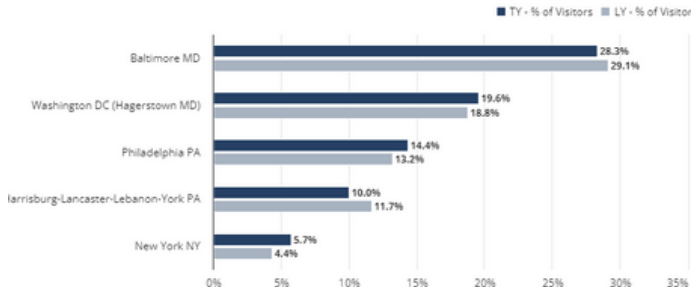




VISITOR PROFILE



VISITORS

Visits: **2.5 M** Visitors: **830.3 k** Visitor Frequency: **3.02**

ROOM TAX

\$1,725,404

2023 Room Tax Collection: \$1,737,239

WEBSITE



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

- #### Web Sessions by Content
- Home Page: **48.3%**
 - Events: **14.3%**
 - Outdoor Rec.: **11%**
 - Logistics & Planning: **6.4%**
 - Accommodations: **5.2%**

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	32.1%	30.8%
Washington DC (Hagerstown MD)	17.5%	14.1%
New York NY	11.2%	7.4%
Philadelphia PA	7.6%	6.3%
Harrisburg-Lancaster-Lebanon-York PA	2.1%	2.1%
Salisbury MD	2.0%	1.9%
Atlanta GA	1.6%	1.5%
Pittsburgh PA	1.6%	1.6%
Boston MA-Manchester NH	1.5%	1.5%
Wilkes Barre-Scranton PA	0.9%	1.1%

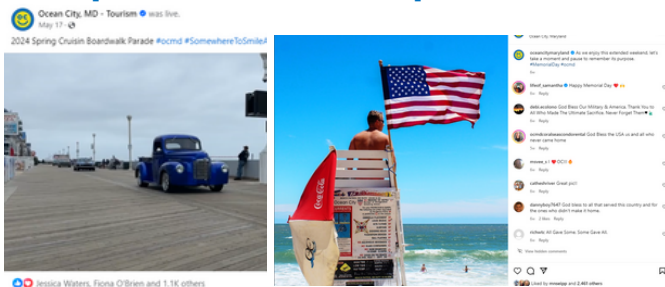
SOCIALS

Facebook Impressions: **4.9 M**

Instagram Impressions: **778,270 K**

Top FB Post

Top IG Post



23,790 Engagements 21,241 Engagements

E-NEWSLETTERS

4 E-Mails Sent

239 k Recipients

1,562 New Subscribers

OCCUPANCY

Hotel Occupancy: **49.4%** (change: -3.4% | 51.1% prev. year)

Hotel ADR: **\$156** (change: +0.4% | \$155 prev. year)

Hotel RevPAR: **\$77** (change: -3% | \$79 prev. year)

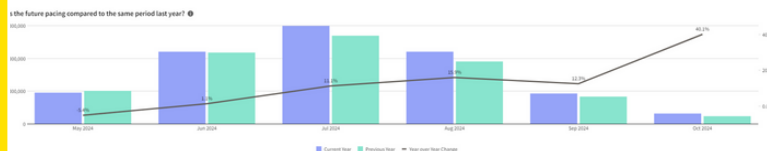
SHORT TERM RENTAL

Occupancy: **50%** (HOTEL COMP)

ADR: **\$280** (HOTEL COMP)

RevPAR: **\$141** (HOTEL COMP)

PACING 6 mths



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