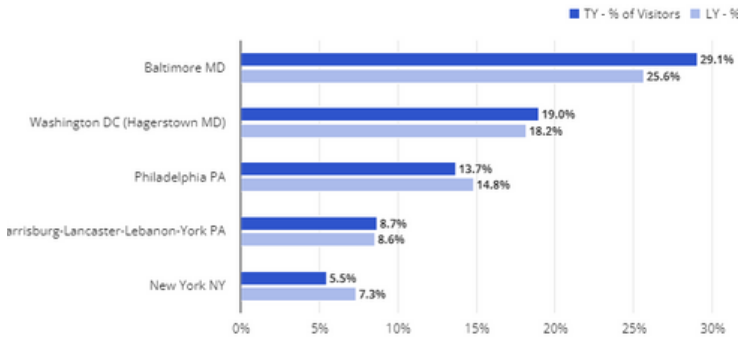




VISITOR PROFILE



VISITORS

Visits **850 k** Visitors **297 k** Visitor Frequency **2.8**

ROOM TAX

\$362,080

WEBSITE



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

Web Sessions by Content

- Home Page **34.1%**
- Events **29.0%**
- Logistics & Planning **8.3%**
- Outdoor Rec. **7.0%**
- Conv & Meetings **6.1%**

Visitor Market Area	% Organic Sessions	% Organic Sessions - Last Year
(empty value)	37.2%	35.3%
Washington DC (Hagerstown MD)	13.7%	14.0%
New York NY	7.2%	4.0%
Philadelphia PA	6.4%	10.5%
Salisbury MD	4.3%	3.7%
Atlanta GA	1.7%	1.2%
Harrisburg-Lancaster-Lebanon-York PA	1.7%	1.6%
Boston MA-Manchester NH	1.1%	0.9%

SOCIALS

Facebook Impressions **2.9 M** Instagram Impressions **610.5 K**

Top FB Post



6,500 Engagements

Top IG Post



1,900 Engagements

E-NEWSLETTERS

8 E-Mails Sent **360.5 k** Recipients **470** New Subscribers

OCCUPANCY

Hotel Occupancy **33.4 %** Hotel ADR **\$101** Hotel RevPAR **\$33.5**

↓ 4.6% change | prev. year ↑ 150% change | prev. year ↑ 138% change | prev. year

SHORT TERM RENTAL

Occupancy **31 %** ADR **\$263** RevPAR **\$82**

31.6% HOTEL COMP \$160 HOTEL COMP \$51 HOTEL COMP

*Occupancy Numbers reported by AirDNA & STR Destination Report