



VISITOR PROFILE

Visitor Market Area		end
Baltimore MD	29%	18.8%
Washington DC (Hagerstown MD)	21%	19.9%
Philadelphia PA	13%	8.5%
Harrisburg-Lancaster-Lebanon-York PA	9%	24.2%
New York NY	6%	3.5%
Pittsburgh PA	3%	2.1%
Wilkes Barre-Scranton PA	3%	1.9%
Norfolk-Portsmouth-Newport News VA	1%	3.9%
Johnstown-Altoona-State College PA	1%	2.8%
Cleveland-Akron (Canton) OH	1%	0.0%

VISITORS

Visits **734.1k** Visitors **278.8k** Visitor Frequency **2.63**

ROOM TAX

TBD

2023 Room Tax Collection: \$362,080

WEBSITE



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

Web Search Sessions by Content

- Home Page **12.9%**
- Events **24.1%**
- Arts & Enternmnt **15.2%**
- Business & Profess. **14.8%**
- Logistics & Planning **17.2%**

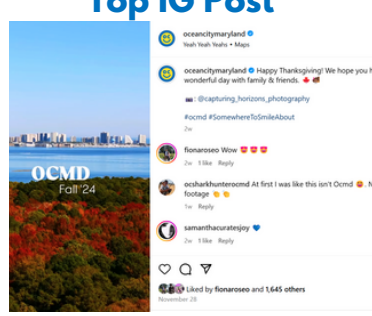
Page Url	Views (>100)	Organic Views % of Total (<50%)	Engagement Rate (>40)
tp://www.ococean.com/events/	65.6 K	45%	83.8
tp://www.ococean.com/things-to-do/outdoor-adventures/fishing/inshore-fishing/	9.0 K	41%	53.7
tp://www.ococean.com/events	7.4 K	39%	83.4
tp://www.ococean.com/stay/hotels-resorts/oceanwalk/	5.7 K	50%	86.4
tp://www.ococean.com/webcams/	4.9 K	43%	77.2
tp://www.ococean.com/performing-arts-center/	3.7 K	38%	76.9
tp://www.ococean.com/event/rudolph-the-red-nosed-reindeer-the-musical/1920/	2.9 K	34%	65.4
tp://www.ococean.com/things-to-do/sports-recreation/oc-local-parks-playground...	2.9 K	29%	45.6
tp://www.ococean.com/performing-arts-center/upcoming-events/	2.8 K	49%	78.3
tp://www.ococean.com/plan-your-visit/deals/goop/	2.1 K	18%	51.6
tp://www.ococean.com/event/a-charlie-brown-christmas-live-on-stage/1975/	1.9 K	45%	62.5

SOCIALS

Facebook Impressions **1.6 M**
 Instagram Impressions **461,133 K**



22,818 Engagements



18,224 Engagements

OCCUPANCY

Hotel Occupancy **36 %** (change: +7.8%, 33.4% prev. year)
 Hotel ADR **\$106** (change: +6%, \$100 prev. year)
 Hotel RevPAR **\$38** (change: +14.2%, \$34 prev. year)

SHORT TERM RENTAL

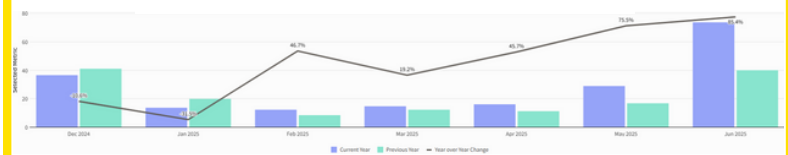
Occupancy **29%** ADR **\$250** RevPAR **\$73**

Available Listings **4,414** Booked Listings **2,479**

E-NEWSLETTERS

4 E-Mails Sent **249 k** Recipients **496** New Subscribers

PACING 6 mnths



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