

APRIL TRENDS



APR 4TH • 310.3K+ REACH



PHOTO BY ROAMINGLARRY

APR 27TH • 148.7K+ REACH



APR 23RD • 124.9K+ REACH

OCEAN CITY
Maryland™

TOURISM REPORT

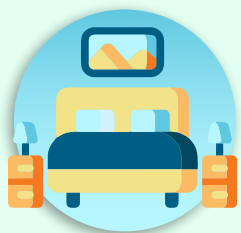
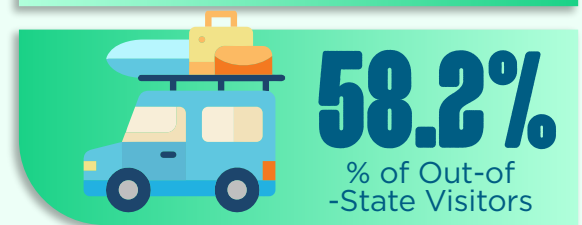
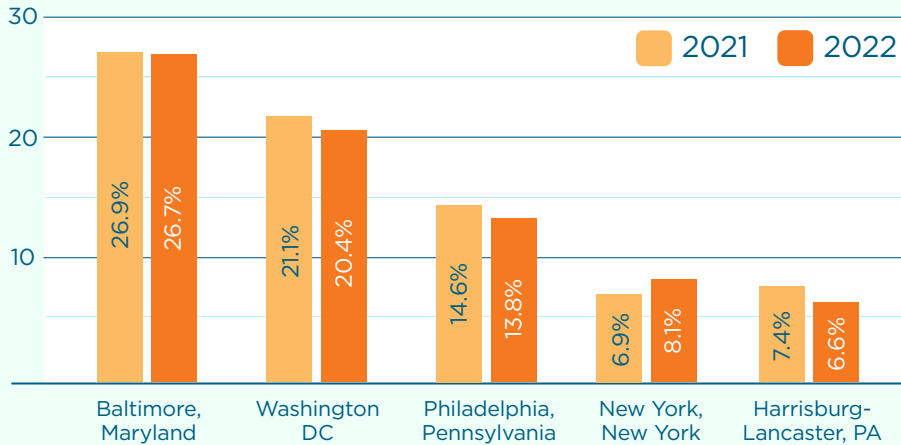
OCOCEAN.COM

APRIL 2022

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

OCEAN CITY VISITOR PROFILE

This visitor device must spend a minimum of 2 hours in Ocean City and visit one of the 283 points of interest Zartico mapped out in Ocean City.



MAR ROOM TAX: -19.5%

\$344,467

2021 Tax Collection: **\$428,077**

MAR FOOD TAX: -16.1%

\$63,190.81

2021 Tax Collection: **\$75,349.66**



TOURISM TAXES

Rental of hotel, motel or any short term rental is subject to the Worcester County 5% Room Tax. The food and beverage tax is one-half percent (.5%) of the taxable price of the sale of food and beverages. These taxes are collected by Worcester County and later remitted to Ocean City.



HOTEL OCCUPANCY

52.2%
in 2022

52.4%
in 2021



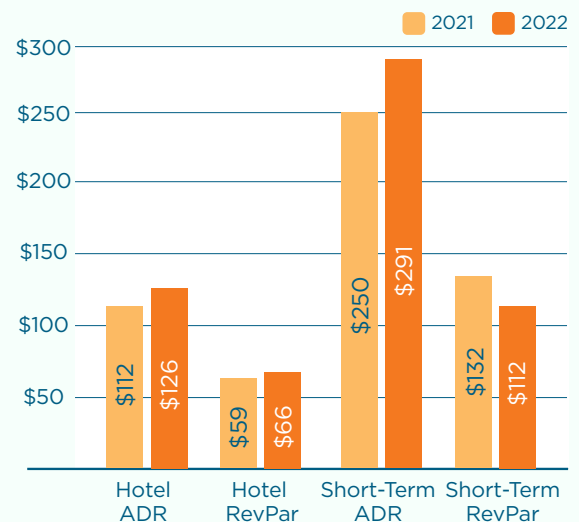
SHORT TERM OCCUPANCY

38.0%
in 2022

53.0%
in 2021

LODGING PERFORMANCE

OC saw a 28.2% change in occupancy.



ADR: Average Daily Rate

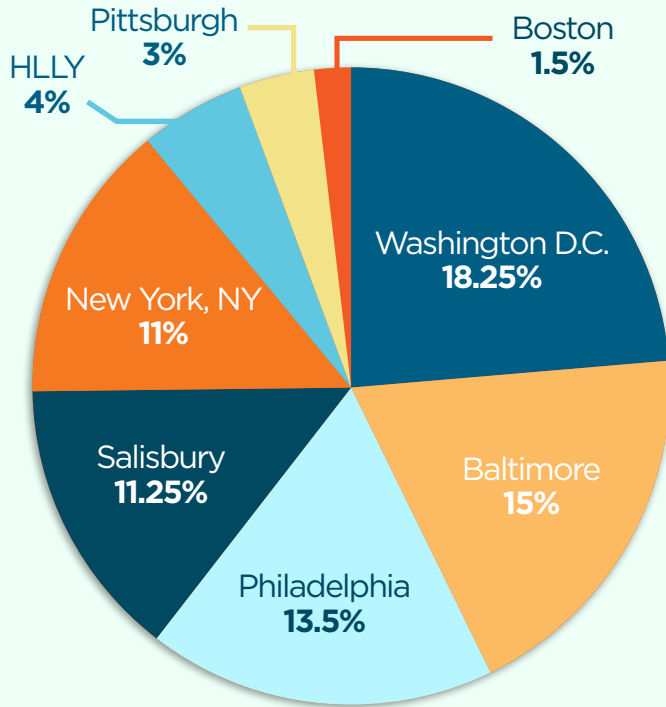
RevPar: Revenue per Available Room

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

Ocean City uses Zartico to uncover intelligence and insights into visitor movement. This data assists Ocean City's Tourism and Business Development Department in better understanding and anticipating where, when and how people move throughout a destination. The monthly visitor profile uses near data to capture visitor flow. Near data is anonymized mobile location data representing, on average, 5% of all visitor devices. A visitor is defined as a device with a home OR work location (to exclude commuters) more than 30 miles from Ocean City.

OCEAN CITY MARKETING SUMMARY

Where are our website visits coming from?



MARKETING INSIGHTS

April Delivered
6.4 MIL+ IMPRESSIONS
Display Banners & Native Ads account for the majority.

0.16% OVERALL CTR
Display Campaign exceeded the benchmark of 0.10% goal.

Paid Social generated
623K+ IMPRESSIONS
& **0.70%+ Overall CTR.**



Most impressions were from **Display Banners & Native Ads** with **Social Images** second.

Golf remains the top performer creatively with a 0.20% CTR. Beach creative follows with a 0.17% CTR. Summer, Surf/Fishing and Beach creative delivered the most clicks with **over 1.1K clicks** each.



WEB SESSIONS
182,356



SESSION DURATION
1:48 SECS



NEW USERS
151,725

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	45.7%	56.7%
INLET LOT	21.9%	15.3%
MARTY'S PLAYLAND	8.8%	6.9%
NORTHSIDE PARK	8.4%	5.0%
RIPLEY'S	7.6%	7.6%
CONVENTION CENTER	6.1%	5.2%
FAGER'S ISLAND	5.5%	4.0%
JOLLY ROGERS	5.3%	6.1%

TOP SOCIAL POST



APR 1ST, 2022

REACH

328.7K Views

ENGAGEMENT

2.8K Likes

9K Engagements

1K Comments

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

Ocean City's "Enjoy" Campaign encourages visitors to Lighten Up. Live it Up. And ENJOY OCMD! Our marketing plan concentrates on seven primary markets, making up 78% of Ocean City's total visitation. We also pursue high-propensity audiences wherever they are within a wider radius. This information is driven by intent data, interest in OC and competitive beach destinations, and content consumption that would indicate vacation planning mindset. Our campaign tactics (from paid social to streaming video) target new and returning visitors, while also developing a proprietary market model to establish priority and regional markets.