

APRIL TRENDS



PHOTO BY FRACTURED LENS PHOTOGRAPHY

APRIL 2ND • 203K+ REACH



PHOTO BY KIMBERLY ANNE

APRIL 15TH • 138K+ REACH



PHOTO BY ATLANTIC EXPOSURE REAL ESTATE PHOTOGRAPHY

APRIL 19TH • 128K+ REACH



ococean.com

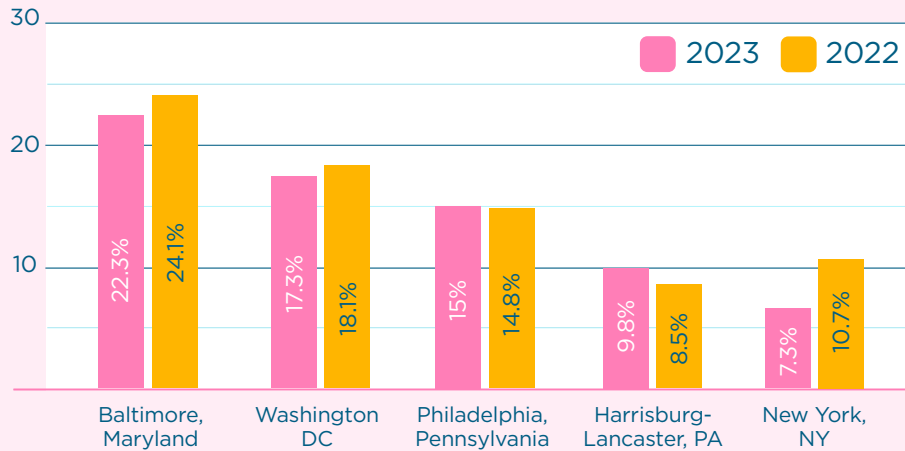
TOURISM REPORT

APRIL 2023

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

OCEAN CITY VISITOR PROFILE

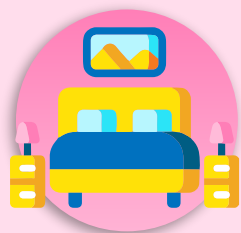
This visitor device must spend a minimum of 2 hours in Ocean City and visit one of the points of interest Zartico mapped out in Ocean City.



80.8%
% of Overnight
Visitors



61.4%
% of Out-of-
State Visitors



MAR ROOM TAX: 123.64%

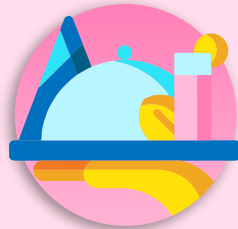
\$770,382

2022 Tax Collection: **\$344,467**

MAR FOOD TAX: 38.69%

\$87,641.06

2022 Tax Collection: **\$63,190.81**



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**

39.5%

in 2023

37.8%

in 2022



**SHORT TERM
OCCUPANCY**

44.0%

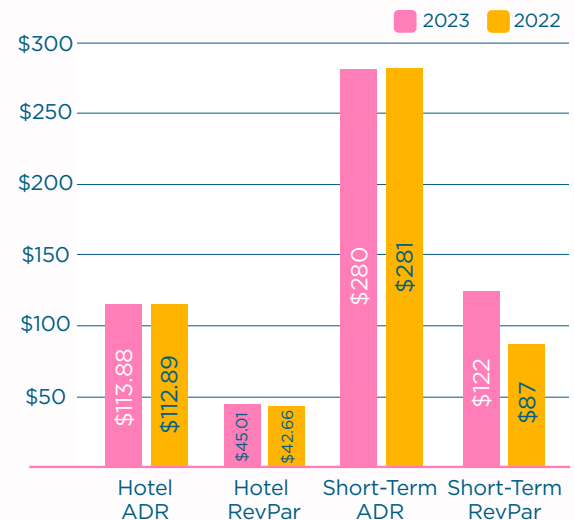
in 2023

31.0%

in 2022

MAR 2023 LODGING PERFORMANCE

OC saw a 2% change in occupancy.



ADR: Average Daily Rate

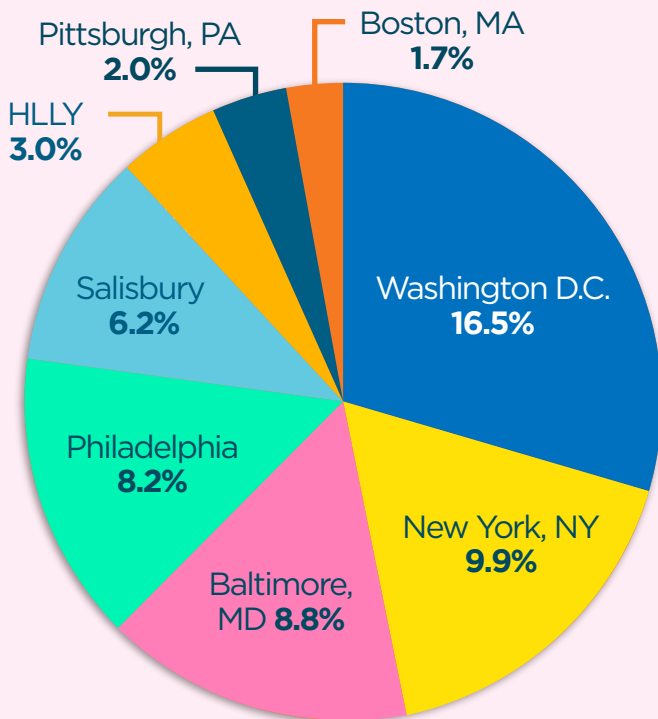
RevPar: Revenue per Available Room

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

In Ocean City, having fun is kind of our thing. So naturally, smiling is our way of life. From goofy grins and giggle fits, from the Boardwalk to the bay, this is where you can just let loose. Build sandcastles on the beach or bus a move on the dance floor. Munch on saltwater taffy or chow down on a bucket of Thrasher's fries. Goof off, game on and get happy! From the moment you cross over the bridge, feel the ocean breeze and that irresistible tug at the corners of your mouth, you know your right where you need to be. Because Ocean City, Maryland, really is somewhere to smile about.

OCEAN CITY MARKETING SUMMARY

Where are our organic website visits coming from?*



*Top 8 Visitor DMA's shown

PLANNING AHEAD

Organic Search Traffic: What are people looking at?

EVENTS	THINGS TO DO	EXPLORE OC	SPRINGFEST
MONTHLY PAGEVIEWS: 19.8K	MONTHLY PAGEVIEWS: 13.9K	MONTHLY PAGEVIEWS: 7.0K	MONTHLY PAGEVIEWS: 6.7K
AVERAGE DURATION: 2:07	AVERAGE DURATION: 3:10	AVERAGE DURATION: 1:35	AVERAGE DURATION: 2:27



WEB SESSIONS
250,717



SESSION DURATION
1:23 SECS



NEW USERS
190,276

APRIL MARKETING

Our new campaign successfully launched for our Golf Promos & Meetings and Conventions.

April Delivery
10.8 MIL+ IMPRESSIONS
Banners being the majority at over 7.6 Million

0.45% TOTAL CTR
Generating over 44.9K total clicks. Meetings had a 0.23% CTR

Paid Search generated **7.80% CONVERSION RATE** and **414.6K** combined impressions.



Boardwalk creative was seen by the most at over **2.1 Million Impressions** with fishing and beach following from the new Somewhere to Smile About campaign.



Meetings and Conventions delivered the most conversions with over **2.1K leads**.



Golf had the best **CTR at 1.22%** while Dining followed behind at **.96%**.

TOP SOCIAL POST



REACH

370K+ Views

ENGAGEMENT

2.1K+ Likes

3.9K Engagements

430+ Shares

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