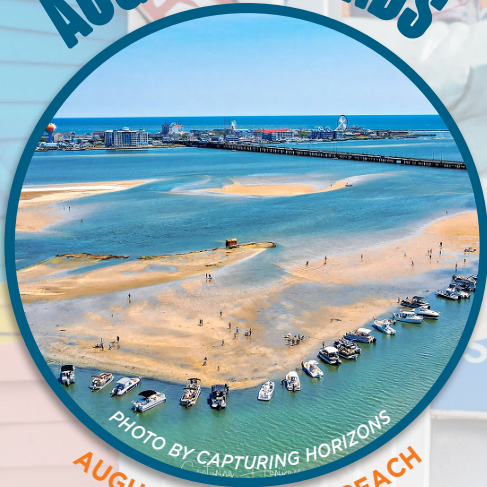


AUGUST TRENDS



AUGUST 7TH • 179K+ REACH



AUGUST 4TH • 176K+ REACH



AUGUST 6TH • 147K+ REACH

OCEAN CITY
Maryland

OCOCEAN.COM

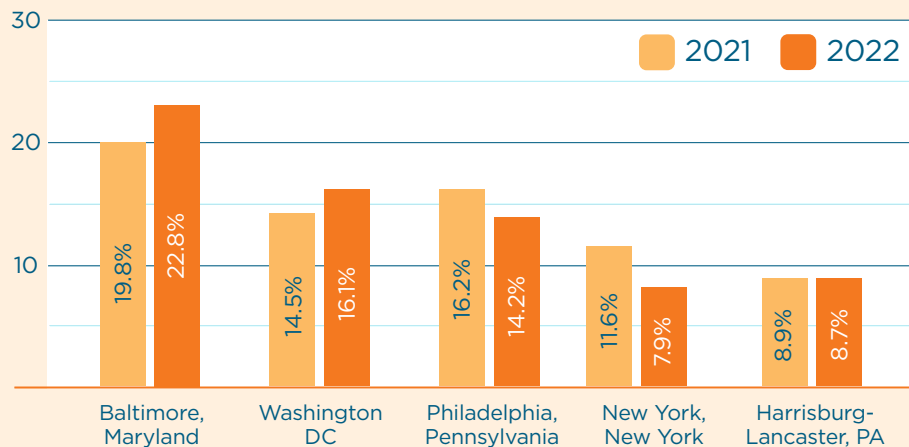
TOURISM REPORT

AUGUST 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.



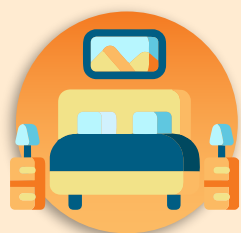
68.8%

% of Overnight Visitors



71.1%

% of Out-of-State Visitors



JULY ROOM TAX: +24.30%

\$6,871,035

2021 Tax Collection: \$5,527,799

JULY FOOD TAX: +1.43%

\$369,556.01

2021 Tax Collection: \$364,359.20



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

83.0%

in 2022

82.8% in 2021



SHORT TERM OCCUPANCY

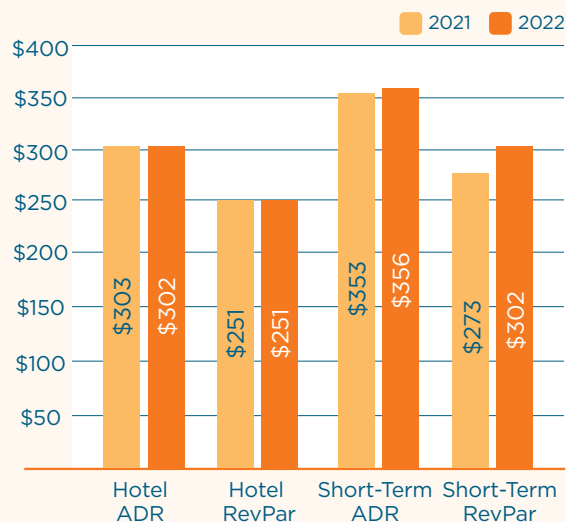
85.0%

in Aug 2022

77.0% in 2021

LODGING PERFORMANCE

OC saw a 10% change in occupancy.



ADR: Average Daily Rate

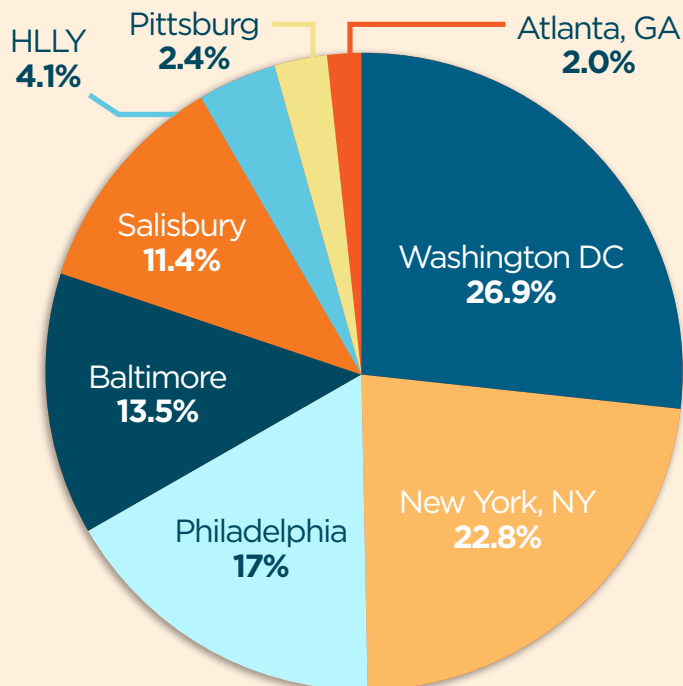
RevPar: Revenue per Available Room

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?*



*Top 8 Visitor DMA's shown

MARKETING INSIGHTS

August delivered
31 MIL+ IMPRESSIONS
Display Banners & Social Images account for the majority.

0.44% OVERALL CTR
Display Native Campaign exceeded the benchmark of 0.10% goal.

Paid Social generated
9.4 MIL IMPRESSIONS & **59,000+** link clicks.



Most impressions were delivered to **Priority Markets** with the **Regional Markets** close behind.

Enjoy Summer was the top performer creatively with a 0.43% CTR. Golf creative follows with a 0.11% CTR. **Enjoy Summer** creative delivered the most clicks with **over 12K clicks** and watersports with the most conversions.



WEB SESSIONS

358,413



SESSION DURATION

1:33 SECS



NEW USERS

266,150

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	39.1%	53.5%
NORTHSIDE PARK	20.1%	12.1%
JOLLY ROGERS	14.8%	15.8%
ROPEWALK	8.6%	6.1%
BULL ON THE BEACH	5.0%	3.0%
DUMSERS	3.7%	N/A
SHOTTIE'S	3.2%	N/A
CENTURY 1	2.7%	3.3%

TOP SOCIAL POST



AUGUST 9TH, 2022

Photo by Christopher Garrity

REACH

195,831 Views

ENGAGEMENT

938 Likes

455 Comments

308 Shares

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.