



# AUGUST 2023 TOURISM REPORT

DEPARTMENT OF TOURISM  
& BUSINESS DEVELOPMENT

[ococean.com](http://ococean.com)







# OC VISITOR PROFILE

## Overnight Visitors

59.1%

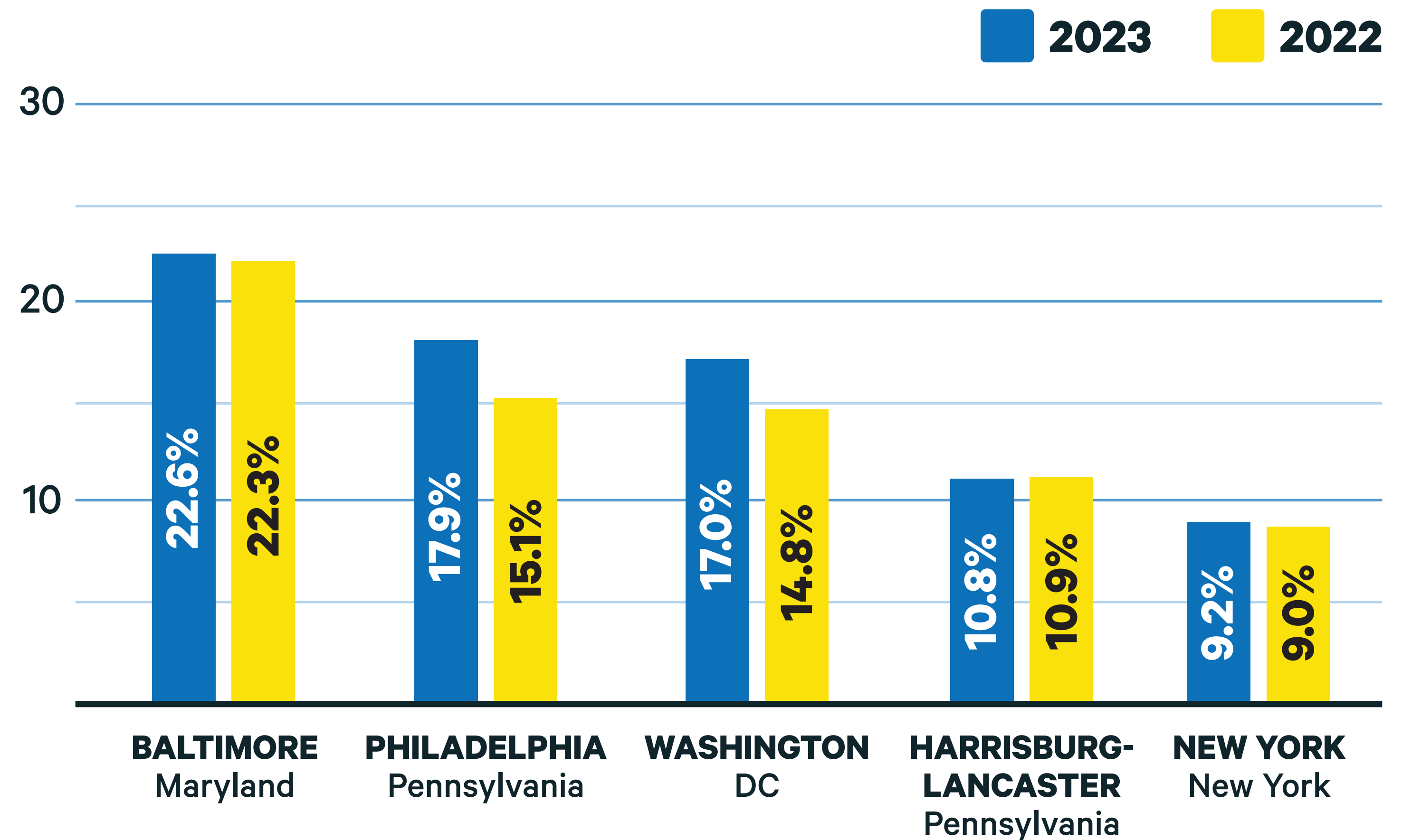
LY: 64.4%

## Out-of-State Visitors

67.2%

LY: 68.0%

## Top 5 Origin Markets







**AUGUST 2023  
TOURISM REPORT**

**July Room Tax: -1.17%**

**\$6,790,843**

LY: \$6,871,035

**July Food Tax: +1.82%**

**\$376,284.41**

LY: \$369,556.01

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.

**TOURISM  
TAXES**







# LODGING DATA

## Hotel Occupancy

76.9%

LY: 77.9%

## Short-Term Occupancy

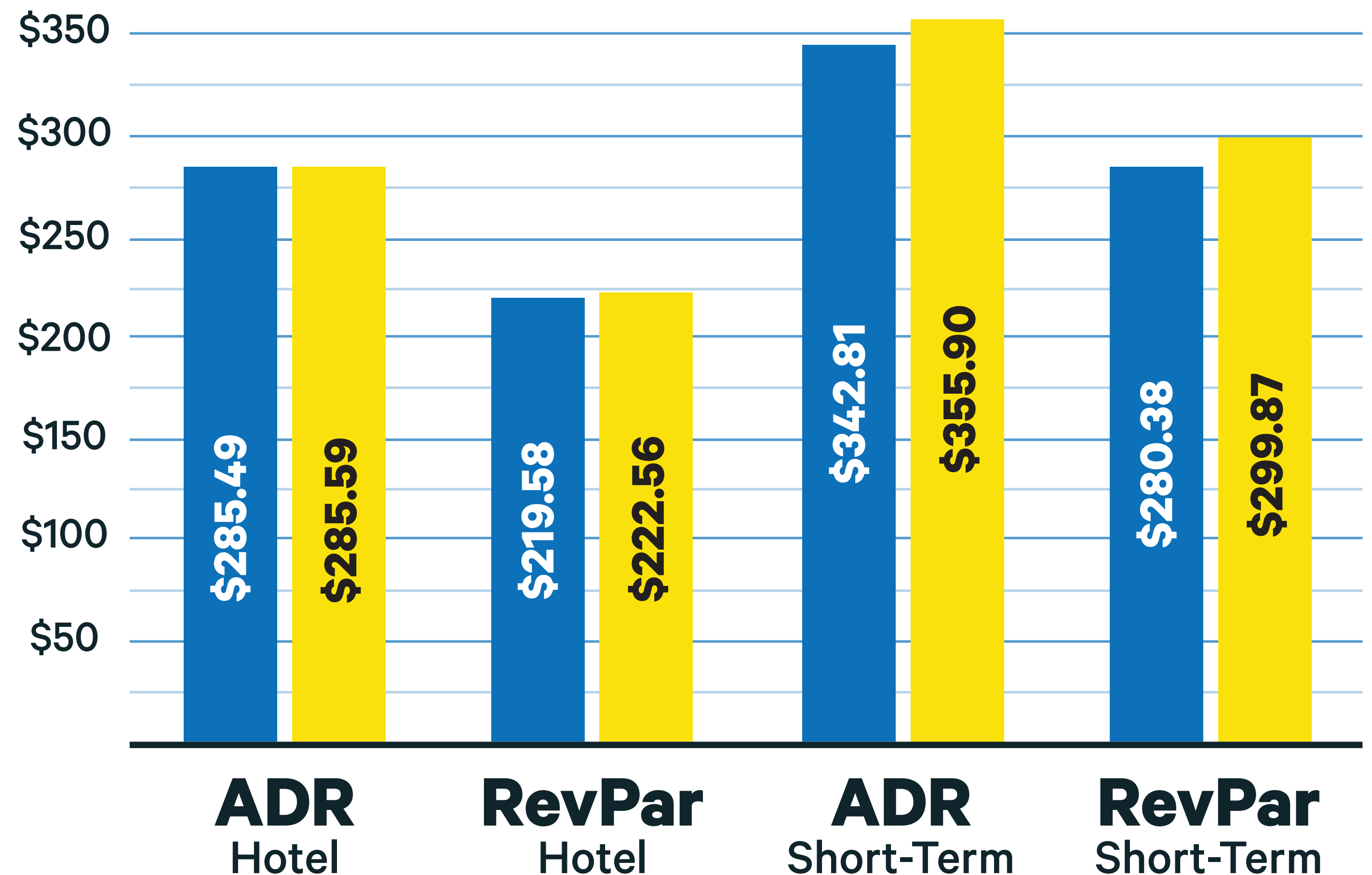
81.8%

LY: 84.3%

## Monthly ADR & RevPar

ADR: Average Daily Room • RevPar: Revenue per Available Room

2023 2022





# WEBSITE DATA

## Web Sessions

**440,067** LY: 229,128

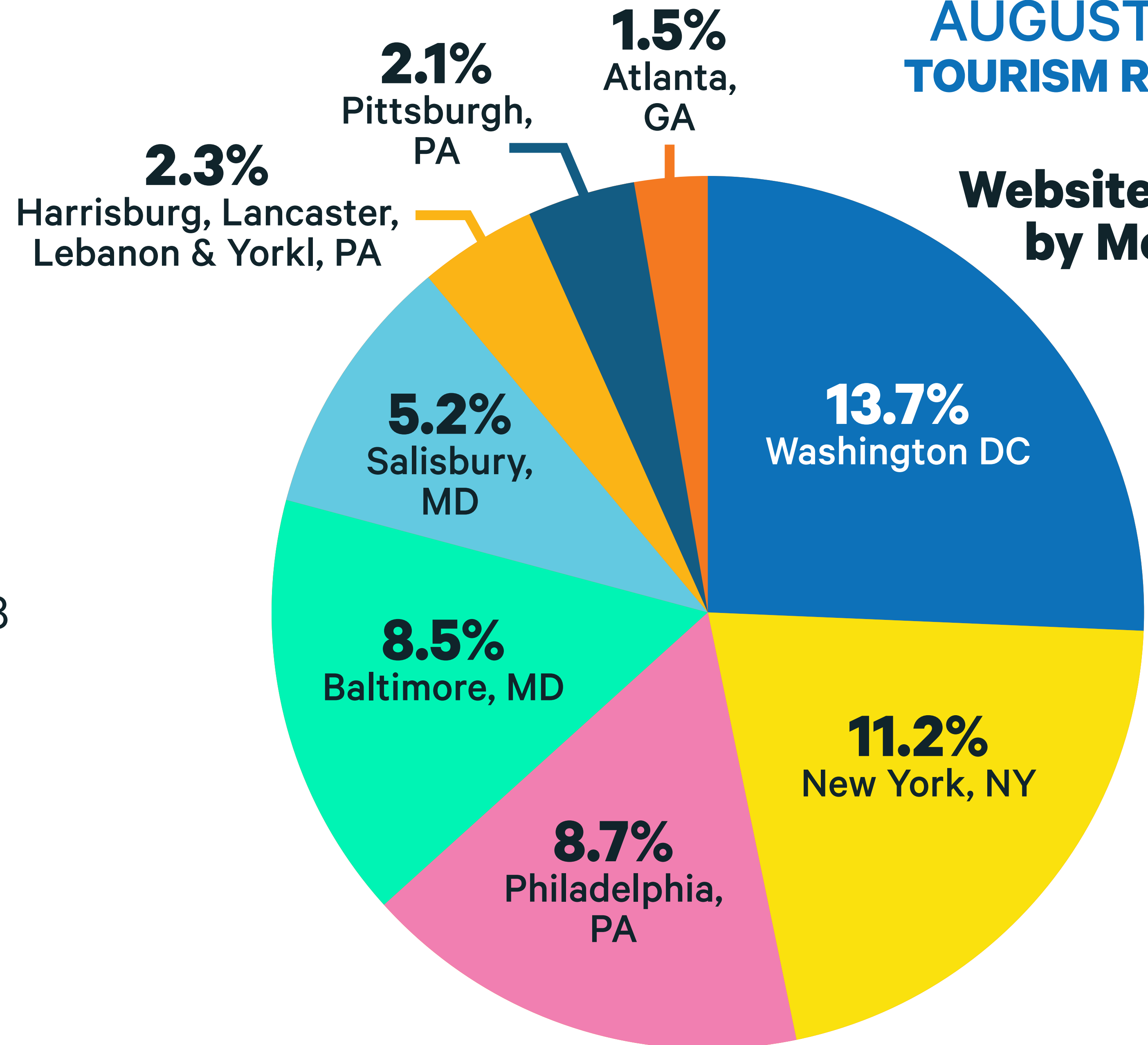
## Avg. Session Duration

**3:29** LY: 1:56

## Engagement Rate

**59.0%** LY: 43.1%

## Website Visits by Metro

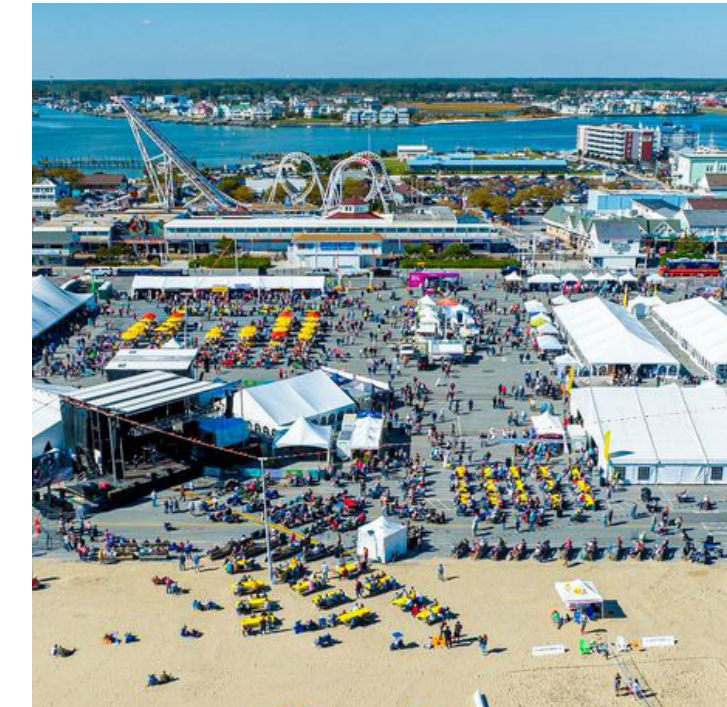




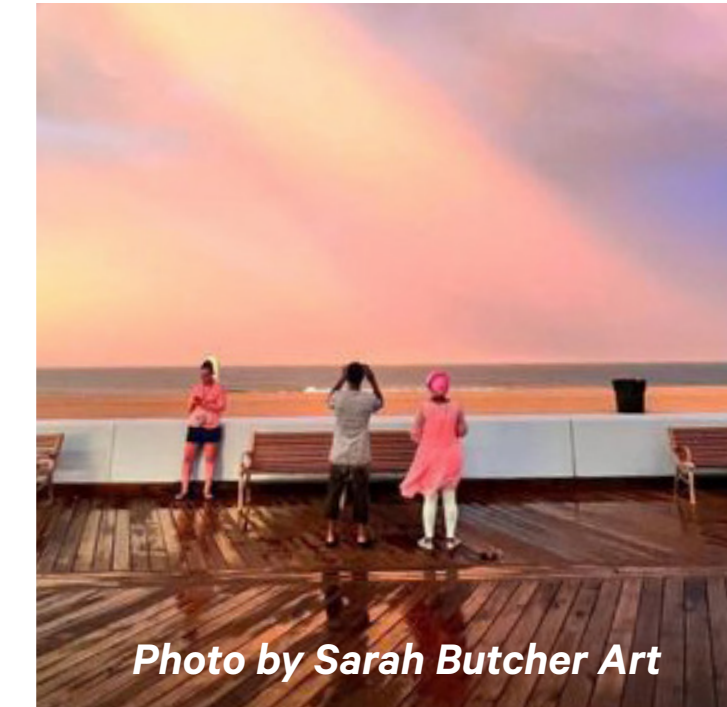


August 7th  
**326.4K Reach**  
**2.3K Engagements**  
**1.6K Likes**

*Photo by Chris Stone*



August 29th  
**106.5K Reach**  
**1.1K Engagements**



*Photo by Sarah Butcher Art*

August 28th  
**90.0K Reach**  
**1.9K Engagements**



*Photo by Regann*

August 19th  
**89.6K Reach**  
**850 Engagements**

# SOCIAL MEDIA TRENDS

# ORGANIC SOCIAL

August Reach

**2,350,400+**

Engagements

**44,200+**

Video Views

**20,900+**

## Monthly Organic Facebook Origin Markets

Philadelphia, PA

**211K+**

New York, NY

**198K+**

Pittsburgh, PA

**90K+**

Washington DC

**88K+**

Lancaster, PA

**85K+**

York, PA

**71K+**