

DECEMBER TRENDS



PHOTO BY KAREN SEPPI

DECEMBER 20TH • 137.9K+ REACH



PHOTO BY NICOLE HESS

DECEMBER 25TH • 114.8K+ REACH



PHOTO BY AMBERLEY CLARK

DECEMBER 14TH • 107.4K+ REACH

OCEAN CITY
Maryland

TOURISM REPORT

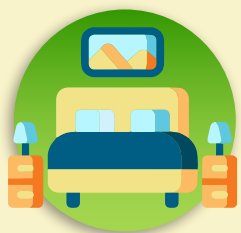
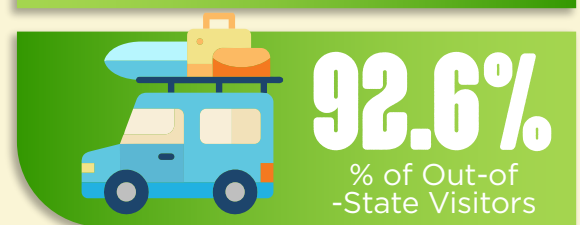
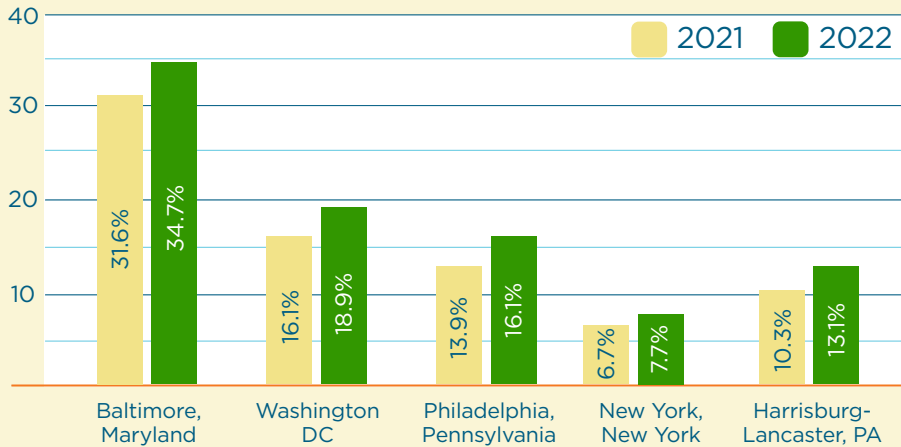
OCOCEAN.COM

DECEMBER 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.



NOV ROOM TAX: +34.98%

\$344,312.58

2021 Tax Collection: **\$255,084**

NOV FOOD TAX: +1.01%

\$66,335.50

2021 Tax Collection: **\$65,673.40**



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

32.5%
in 2022

36.5%
in 2021



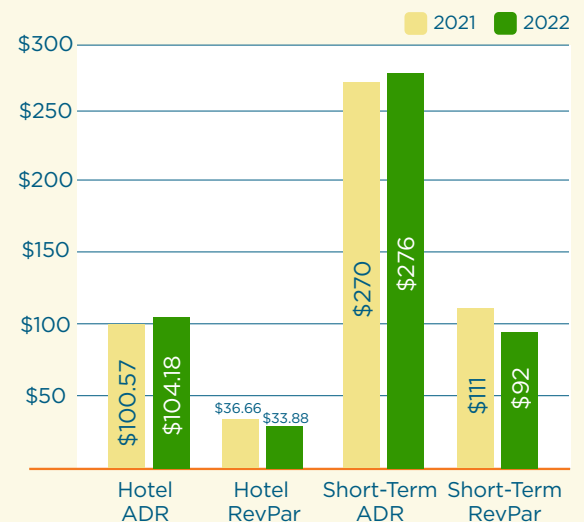
SHORT TERM OCCUPANCY

33.0%
in 2022

41.0%
in 2021

NOV LODGING PERFORMANCE

OC saw a 15% change in occupancy.



ADR: Average Daily Rate

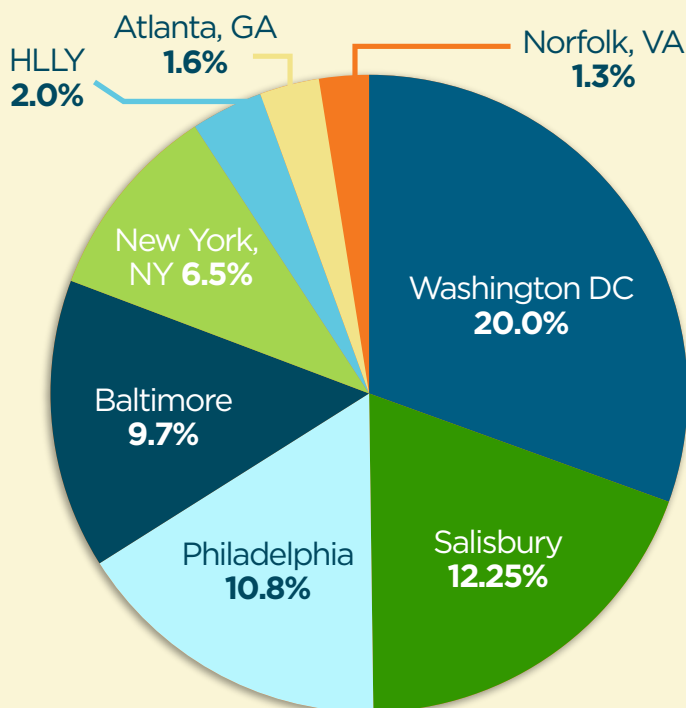
RevPar: Revenue per Available Room

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

December delivered
20 MIL+ IMPRESSIONS
Display Banners & Social Images account for the majority.

0.36% OVERALL CTR
Display Native & Social Ads exceeded the benchmark of 0.10% goal.

Paid Social generated
7.2 MIL IMPRESSIONS & **26,700+** search link clicks.



12.5M+ impressions were delivered by **Enjoy Winter** with an average of **0.16% CTR**.

Winterfest was the top social performer creatively with a over 8K clicks and 1.9M+ impressions. **Sightseeing** creative had the highest CTR at 3.14% while **Golf, General Messaging, and Winterfest** all had over 0.40% CTR.



WEB SESSIONS

217,443



SESSION DURATION

0:55 SECS



NEW USERS

127,931

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	38.0%	48.5%
NORTHSIDE PARK	37.0%	20.9%
ROPEWALK	8.1%	6.4%
BULL ON THE BEACH	4.2%	2.9%
SHOTTIE'S	3.2%	1.8%
DUMSERS	3.1%	N/A
GREEN TURTLE	2.9%	2.4%
JOLLY ROGERS	1.9%	8.4%

TOP SOCIAL POST



DEC 13TH, 2022

Photo Credit: Hallie

REACH

188K Views

ENGAGEMENT

2.2K Likes

3.3K Engagements

161 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.