

## FEBRUARY TRENDS



FEB 26TH • 131K+ REACH



FEB 5TH • 124K+ REACH



FEB 2ND • 106K+ REACH

OCEAN CITY  
Maryland™

# TOURISM REPORT

[OCOCEAN.COM](http://OCOCEAN.COM)

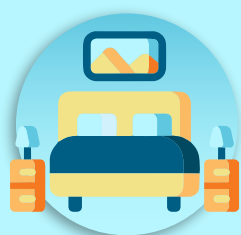
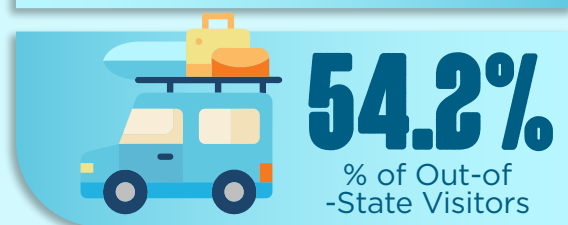
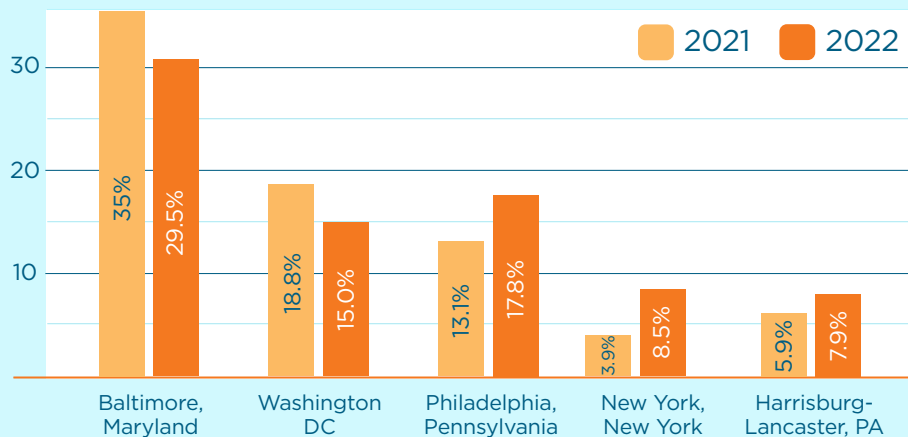
## FEBRUARY 2022

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.



**JAN ROOM TAX: -6.9%**

**\$140,555**

2021 Tax Collection: **\$151,034**

**JAN FOOD TAX: +36.4%**

**\$34,494.00**

2021 Tax Collection: **\$25,296.02**



## 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**

**36.6%**  
in 2022

**29.6%**  
in 2021



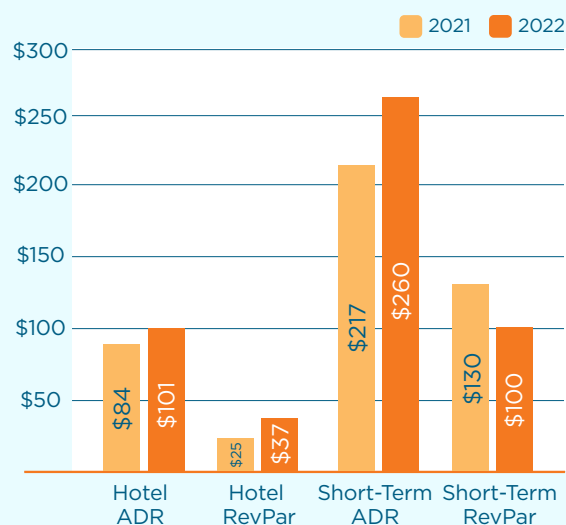
**SHORT TERM OCCUPANCY**

**38.0%**  
in 2022

**60.0%**  
in 2021

## LODGING PERFORMANCE

OC saw a 23.65% change in occupancy.



**ADR:** Average Daily Rate

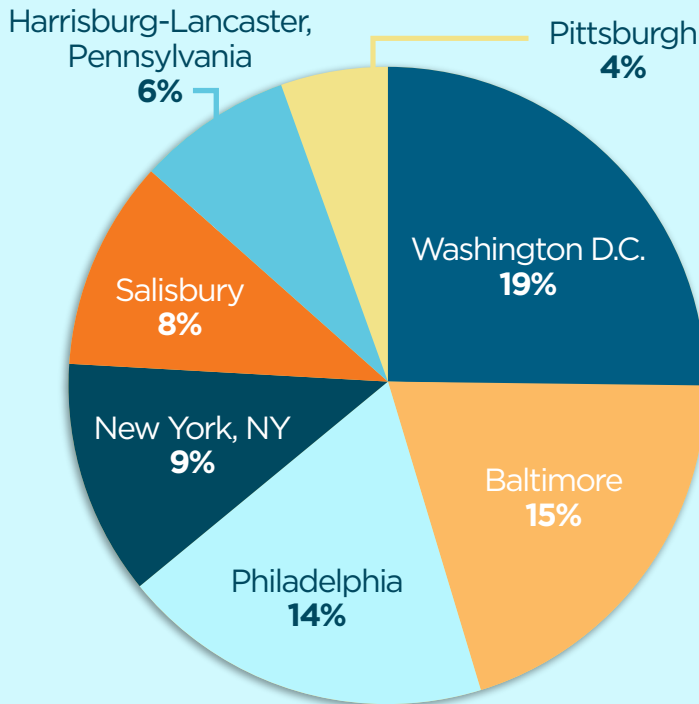
**RevPar:** Revenue per Available Room

## 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?



WEB SESSIONS  
**51,854**



SESSION DURATION  
**2:14 SECS**



NEW USERS  
**44,579**

## TOP LOCATIONS

|                   | In-State Visitors | Out-of-State Visitors |
|-------------------|-------------------|-----------------------|
| CONVENTION CENTER | 22.2%             | 49.2%                 |
| INLET LOT         | 21.1%             | 12.2%                 |
| BOARDWALK         | 20.4%             | 22.1%                 |
| NORTHSIDE PARK    | 10.3%             | 4.4%                  |
| ROPEWALK          | 8.3%              | 6.3%                  |
| FAGER'S ISLAND    | 6.9%              | 3.9%                  |
| MARTY'S PLAYLAND  | 6.7%              | 3.3%                  |
| RIPLEY'S          | 4.9%              | 2.8%                  |



**155,367 IMPRESSIONS**  
Paid Content Averaged a  
**1.02% Click-through-Rate**



**1,912,241 REACH**  
Facebook Total  
Total Engagements: **32,970**



**867,219 REACH**  
Instagram Total  
Total Engagements: **51,123**

## TOP SOCIAL POST



**REACH**

**161,210 Views**

**ENGAGEMENT**

**1,278 Likes**

**54 Comments**

**115 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.