

JULY TRENDS



JULY 5TH • 273K+ REACH



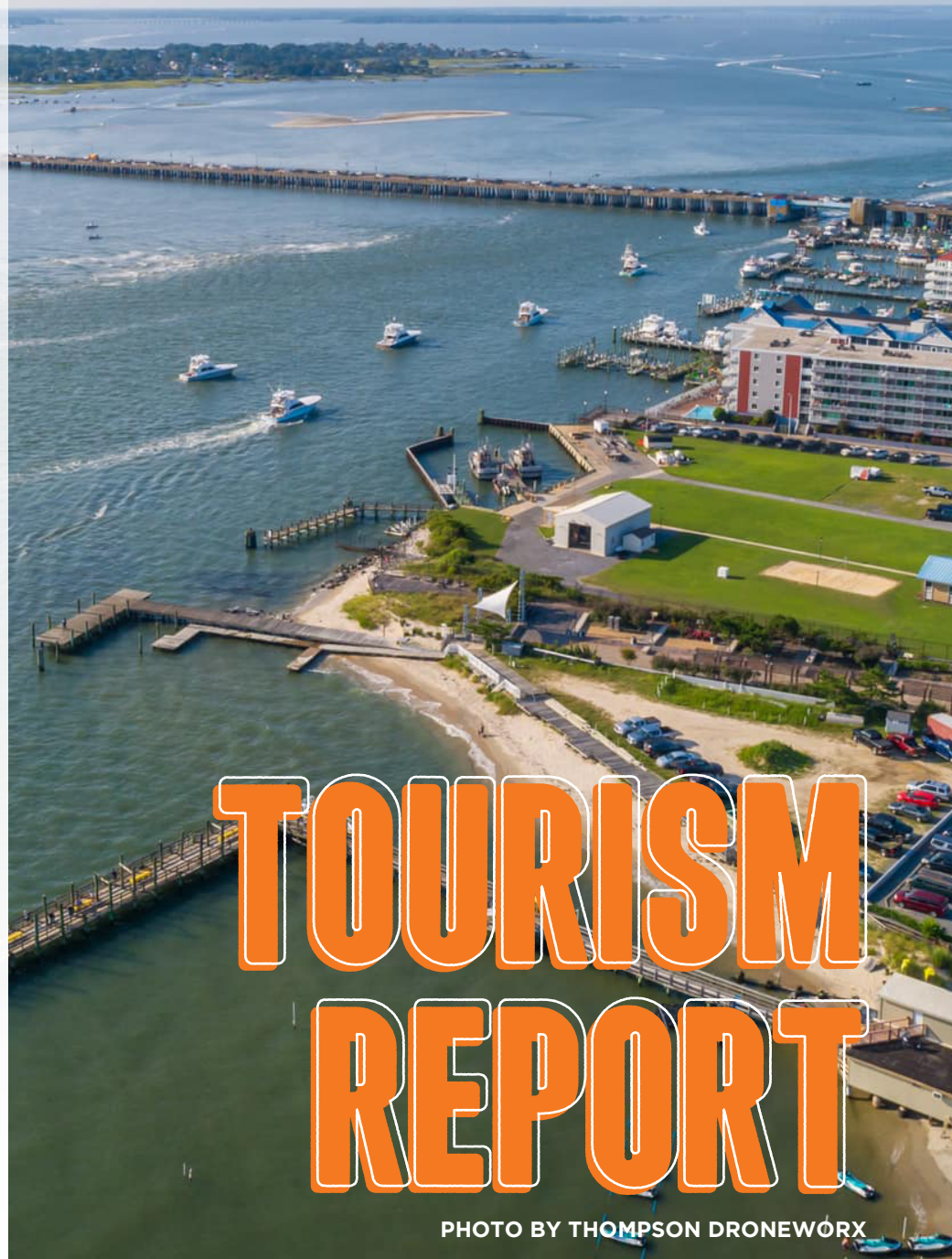
JULY 13TH • 201K+ REACH



JULY 25TH • 135K+ REACH

OCEAN CITY
Maryland™

OCOCEAN.COM



TOURISM REPORT

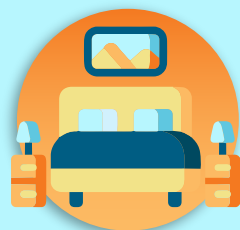
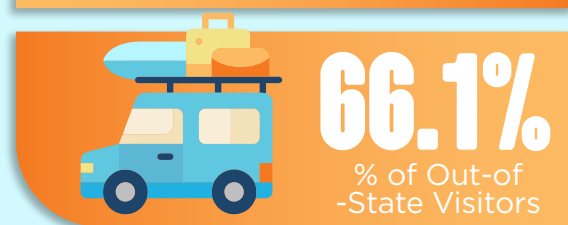
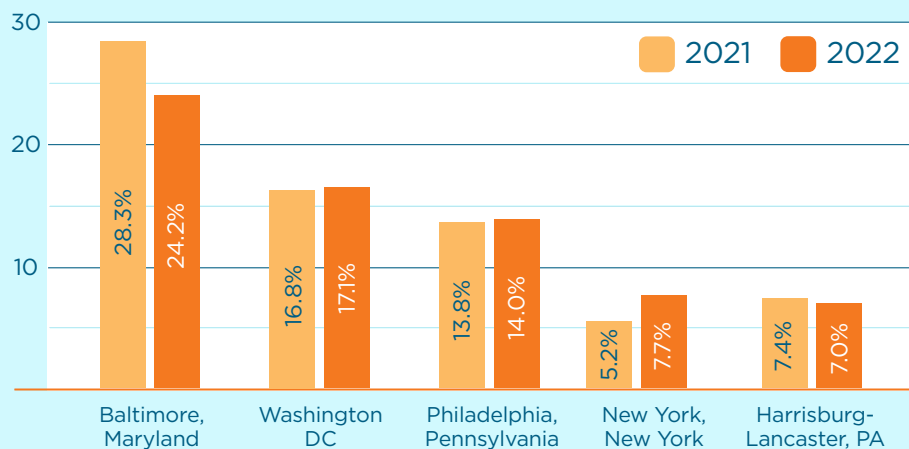
PHOTO BY THOMPSON DRONEWORX

JULY 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.



JUNE ROOM TAX: -19.83%

\$3,586,523

2021 Tax Collection: **\$4,418,507**

JUNE FOOD TAX: -2.22%

\$267,567.36

2021 Tax Collection: **\$273,643.90**

NOTE: Room Tax was down \$99,847 from FY 21 actual, and was 99% of the amount collected in May 2019 (adjusted to 5%). Fiscal year-to-date, July - September room tax was 28.74% higher than the room tax for FY 19 room tax for July-September adjusted to 5%. Room Tax for October through April was 37.02% higher than the same time period in FY 19 (adjusted to 5%).

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

82.4%

in 2022

88.3%
in 2021



SHORT TERM OCCUPANCY

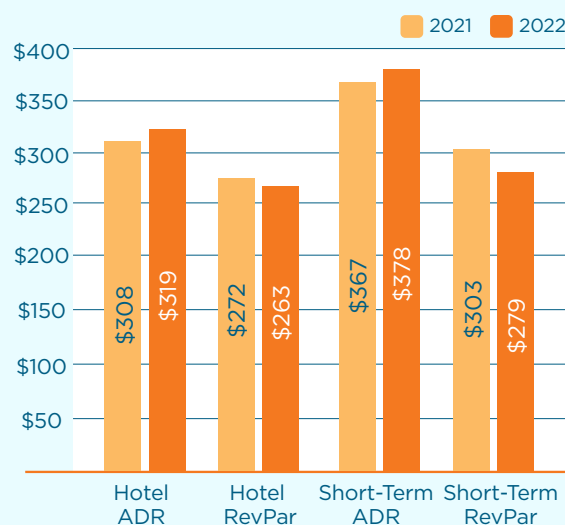
74.0%

in July 2022

82.0%
in 2021

LODGING PERFORMANCE

OC saw a -8.5% change in occupancy.



ADR: Average Daily Rate

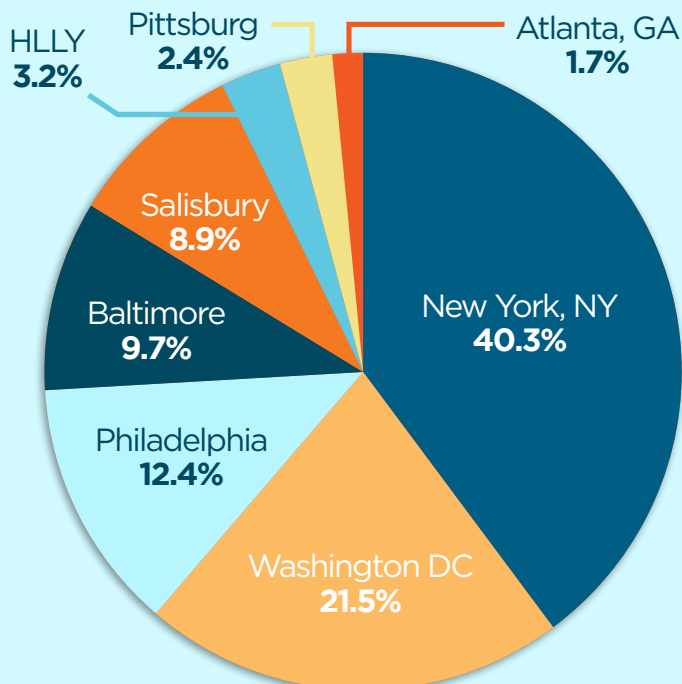
RevPar: Revenue per Available Room

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

May-June delivered

28 MIL+ IMPRESSIONS

Display Banners & Native Ads account for the majority.

0.14% OVERALL CTR

Display Campaign exceeded the benchmark of 0.10% goal.

Paid Social generated

10 MIL+ IMPRESSIONS & 34,000+ link clicks.



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

Golf remains the top performer creatively with a 0.27% CTR. Beach creative follows with a 0.23% CTR. Summer, Water Activities and Beach creative delivered the most clicks with **over 6K clicks** each.



WEB SESSIONS

345,970



SESSION DURATION

1:46 SECS



NEW USERS

127,931

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	44.2%	53.5%
NORTHSIDE PARK	16.4%	12.9%
JOLLY ROGERS	12.6%	13.6%
ROPEWALK	12.2%	6.4%
BULL ON THE BEACH	4.3%	3.2%
SHOTTIE'S	2.9%	N/A
MARLIN MOON	2.7%	3.1%
DUMSERS	2.6%	1.8%

TOP SOCIAL POST



JULY 10TH, 2022

REACH

336,878 Views

ENGAGEMENT

6,483 Likes

849 Comments

393 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.