



JULY 2023
**TOURISM
REPORT**

DEPARTMENT OF TOURISM
& BUSINESS DEVELOPMENT

ococean.com



OC VISITOR PROFILE

Overnight Visitors

65.2%

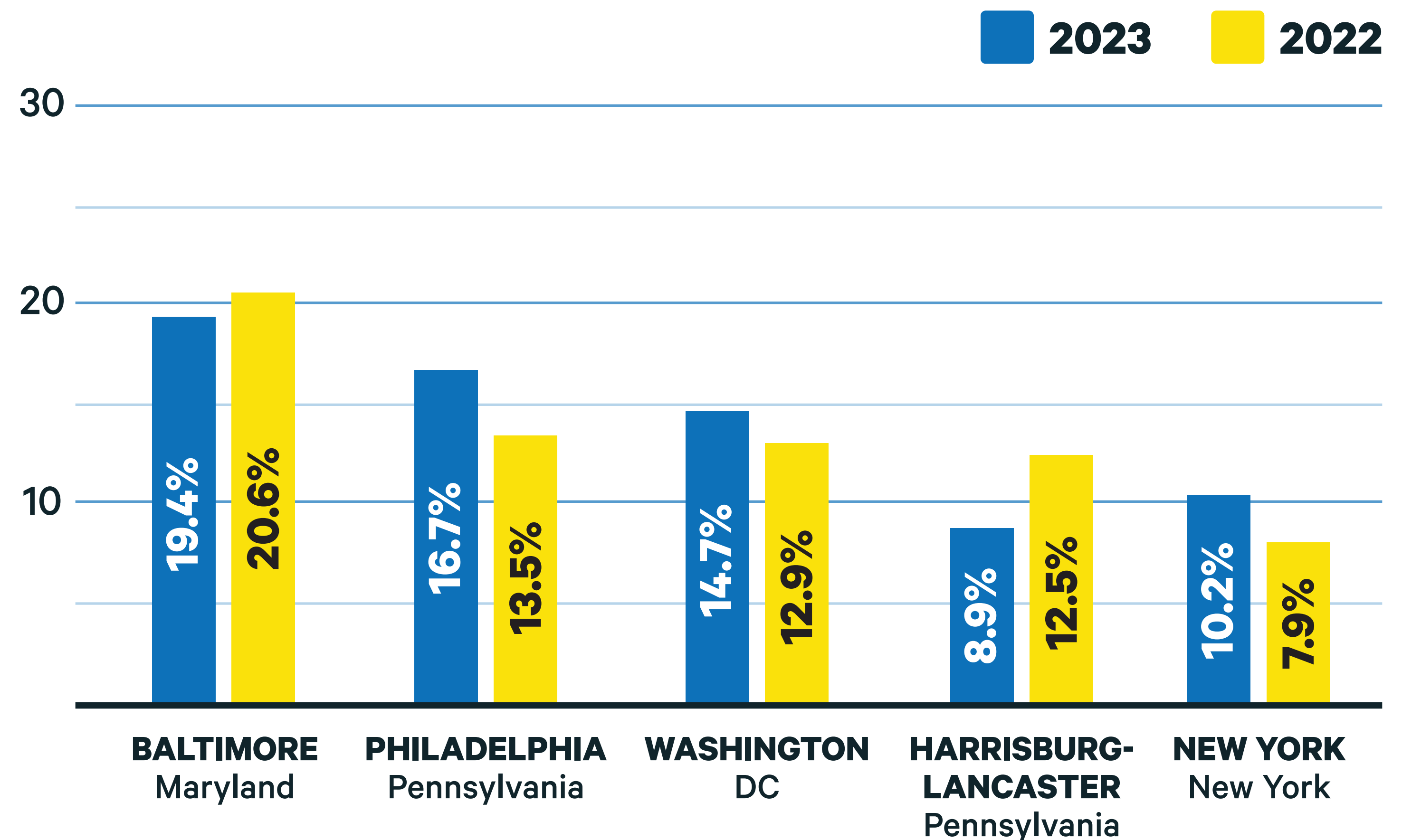
LY: 82.7%

Out-of-State Visitors

71.9%

LY: 70.6%

Top 5 Origin Markets





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TOURISM REPORT

June Room Tax: +5.19%

\$3,772,842

LY: \$3,586,523

June Food Tax: +4.14%

\$278,631.34

LY: \$267,567.36

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

78.7%

LY: 78.2%

Short-Term Occupancy

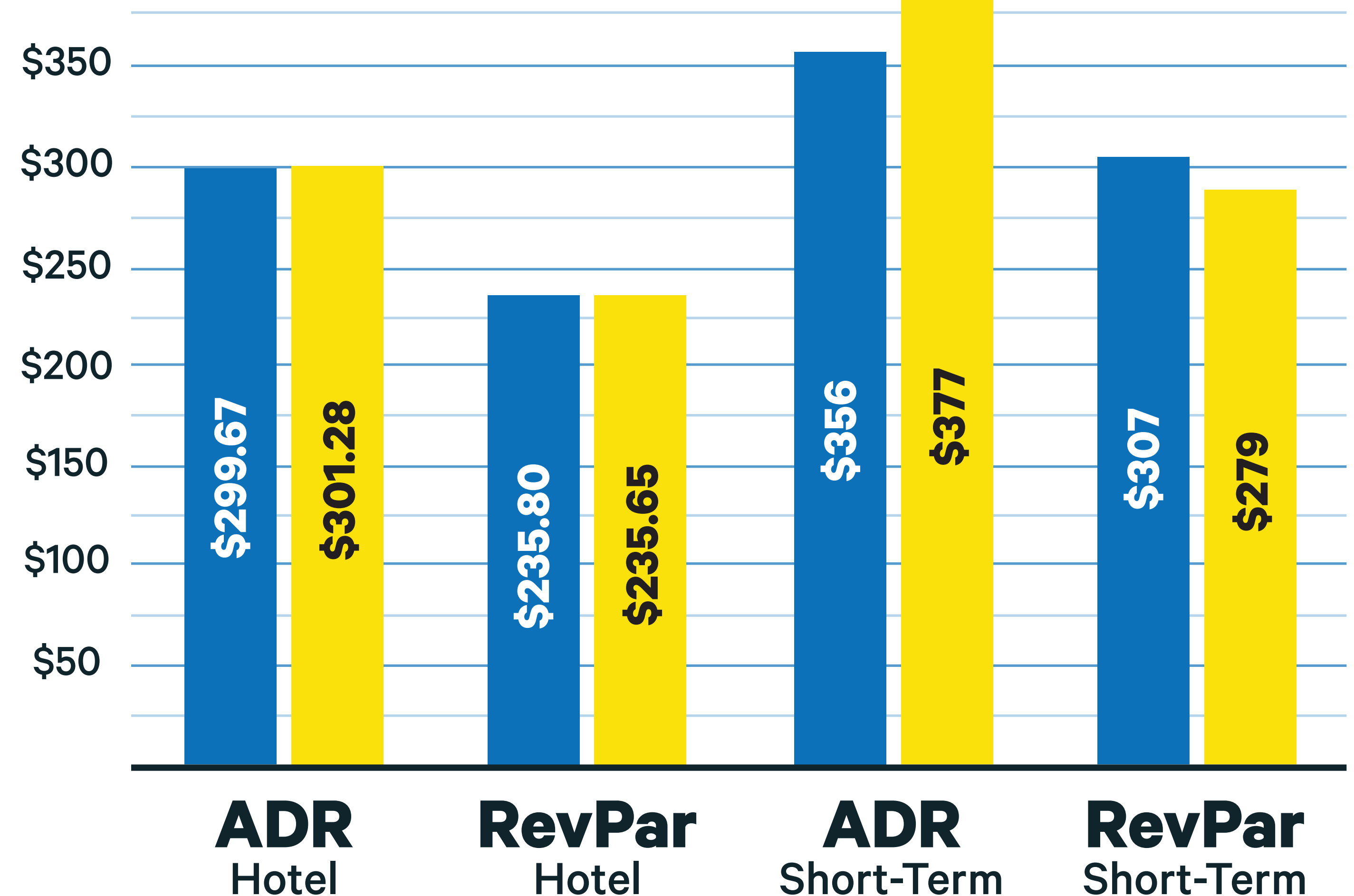
86%

LY: 74%

Monthly ADR & RevPar

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

2023
2022





WEBSITE DATA

Web Sessions

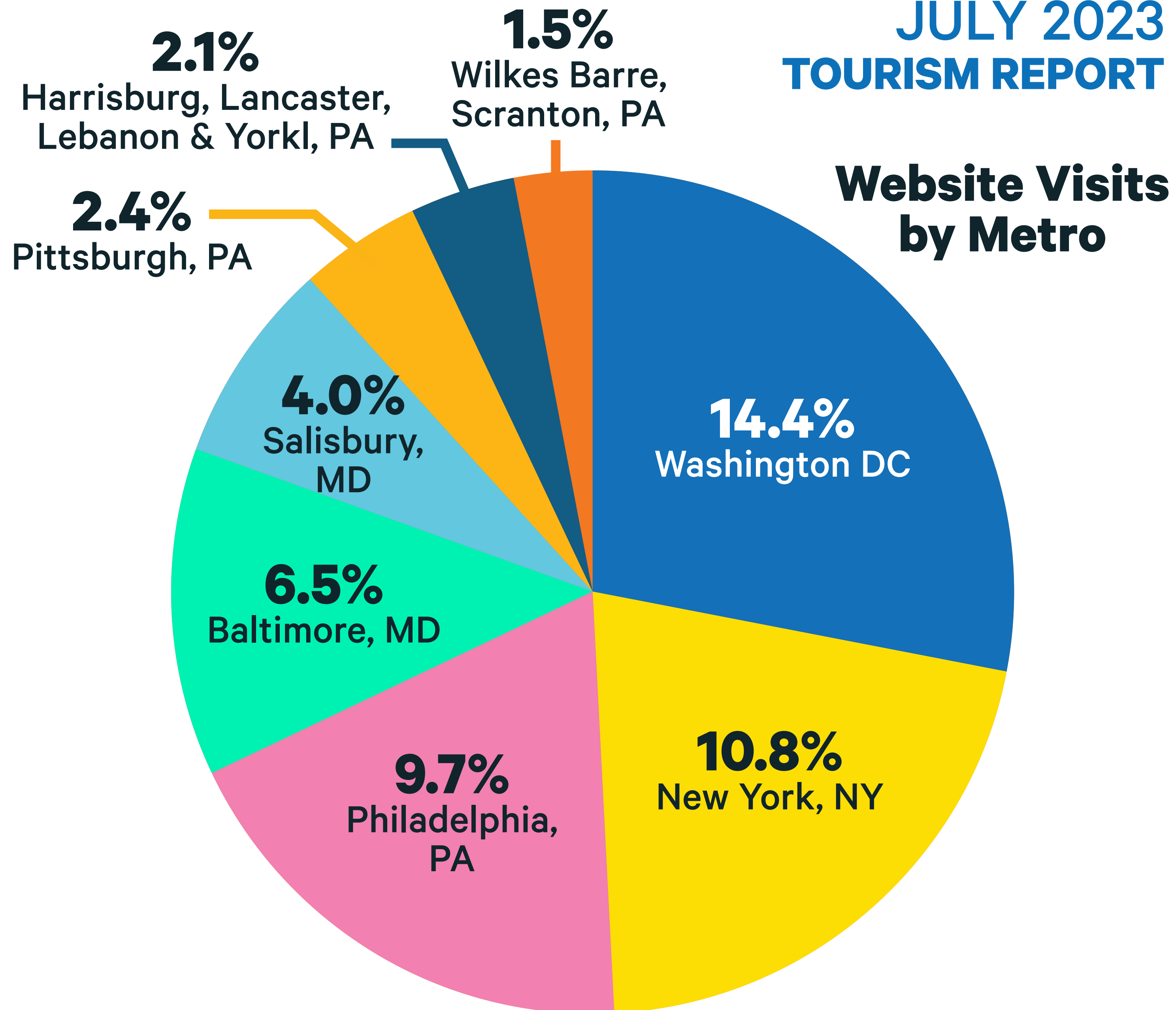
586,753 LY: N/A

Avg. Session Duration

2:22 LY: N/A

Engagement Rate

56.5% LY: N/A



July 30th
93.9K Reach
723 Engagements
380 Likes

Photo by Fractured Lens Photography



JULY 2023 TOURISM REPORT



July 26th

84.9K
Reach
1.5K
Engagements



Photo by Flattop Photography

July 16th

82.4K
Reach
567
Engagements



Liquid Assets, 94th St.

July 28th

72.3K
Reach
375
Engagements

SOCIAL MEDIA TRENDS

ORGANIC SOCIAL

Reach

2,011,900+

Engagements

34,300+

Video Views

88,900+

Monthly Organic Facebook Origin Markets

Philadelphia, PA

390K+

New York, NY

366K+

Washington DC

182K+

Pittsburgh, PA

166K+

Lancaster, PA

155K+

York, PA

133K+