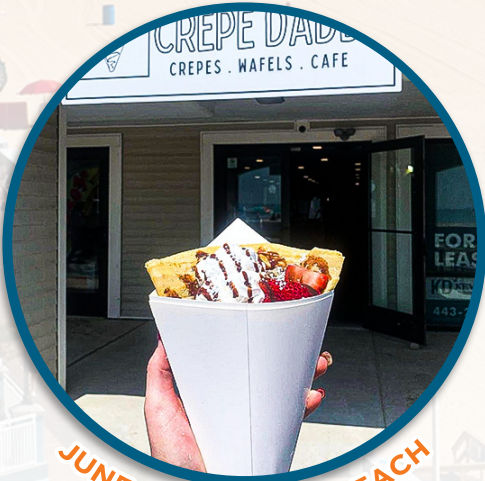


## JUNE TRENDS



JUNE 30TH • 296K+ REACH



JUNE 16TH • 401K+ REACH



JUNE 9TH • 279K+ REACH

OCEAN CITY  
Maryland™

OCOCEAN.COM

# TOURISM REPORT

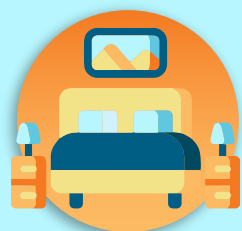
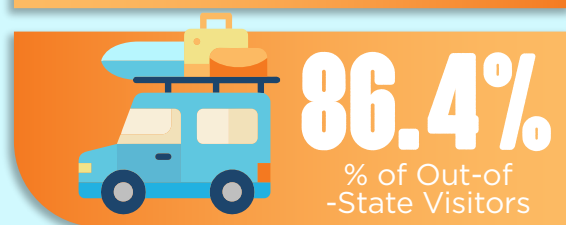
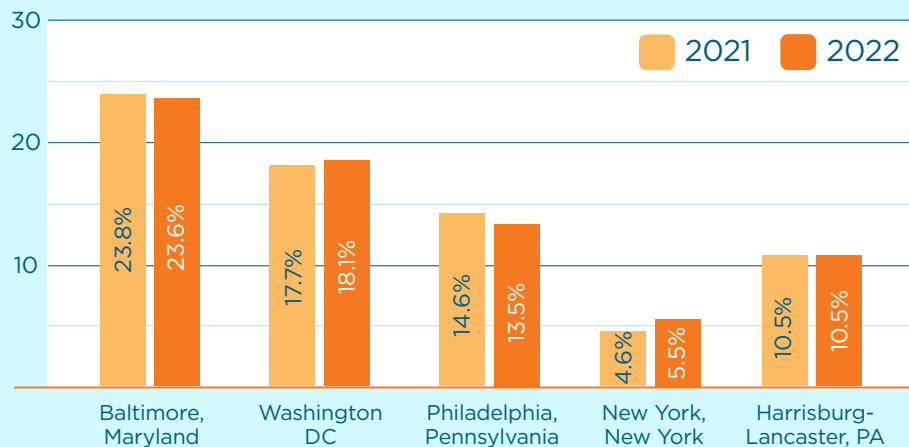
## JUNE 2022

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.



MAY ROOM TAX: -5.82%

**\$1,614,701**

2021 Tax Collection: \$1,714,548

MAY FOOD TAX: -10.78%

**\$136,800.46**

2021 Tax Collection: \$153,337.50



## 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

**72.4%**

in 2022

**80.9%**  
in 2021



SHORT TERM OCCUPANCY

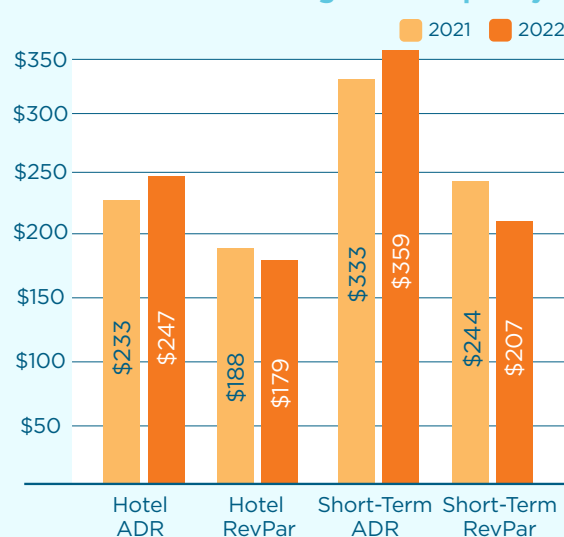
**58.0%**

in 2022

**73.0%**  
in 2021

## LODGING PERFORMANCE

OC saw a 15.5% change in occupancy.



**ADR:** Average Daily Rate

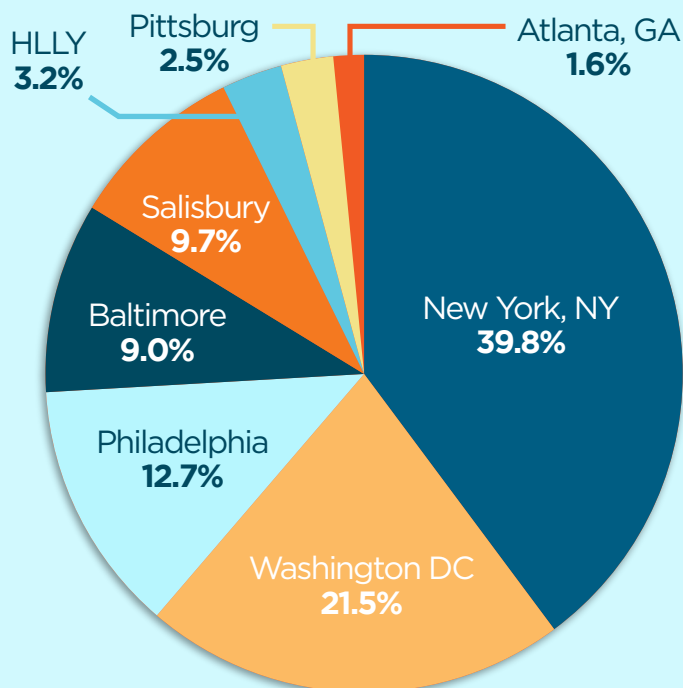
**RevPar:** Revenue per Available Room

## 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

June Delivered  
**30.2 MIL+ IMPRESSIONS**  
Social Videos & High Impact account for the majority.

**0.33% OVERALL CTR**  
Social Images & carousel exceeded the benchmark with over .50% CTR.

Paid Social generated  
**7.2 MIL+ IMPRESSIONS**  
& **0.25%+ Overall Social CTR.**



Most impressions were from **Social Media Videos** with **Display High Impact** second.

**Golf was the top performer** creatively with a 0.27% CTR. Beach creative follows with a 0.23% CTR. Spring/Summer creative delivered the most clicks with **over 3.8K clicks & 5M impressions** each.



WEB SESSIONS

**305,532**



SESSION DURATION

**1:42 SECS**



NEW USERS

**242,440**

## TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
<b>BOARDWALK</b>	<b>44.7%</b>	<b>57.6%</b>
<b>NORTHSIDE PARK</b>	<b>15.4%</b>	<b>8.7%</b>
<b>JOLLY ROGERS</b>	<b>14.4%</b>	<b>15.0%</b>
<b>ROPEWALK</b>	<b>10.6%</b>	<b>7.6%</b>
<b>BULL ON THE BEACH</b>	<b>3.7%</b>	<b>3.6%</b>
<b>SHOTTIE'S</b>	<b>3.1%</b>	<b>N/A</b>
<b>GREEN TURTLE</b>	<b>2.7%</b>	<b>2.6%</b>
<b>DUMSERS</b>	<b>2.5%</b>	<b>N/A</b>

## TOP SOCIAL POST



**JUNE 29TH, 2022**

**REACH**

**519,988 Views**

Compared to 140,677 in 2021

**ENGAGEMENT**

**5,215 Likes**

**2,015 Comments**

**841 Shares**

Compared to 3,935 likes, 246 comments, and 425 shares in 2021

## 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.