

JUNE TRENDS



PHOTO BY COASTLINE PHOTOGRAPHY

JUNE 8TH • 172K+ REACH



PHOTO BY WILDLIFE_OF_MARYLAND

JUNE 20TH • 122K+ REACH



PHOTO BY HAPPILY EVER EXPLORING

JUNE 2ND • 112K+ REACH



Ocean
City_{MD}

ococean.com

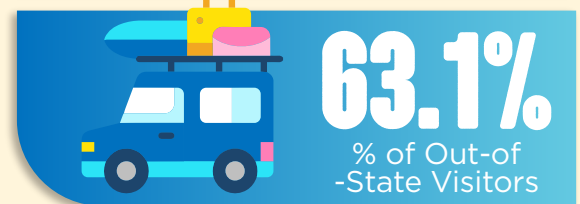
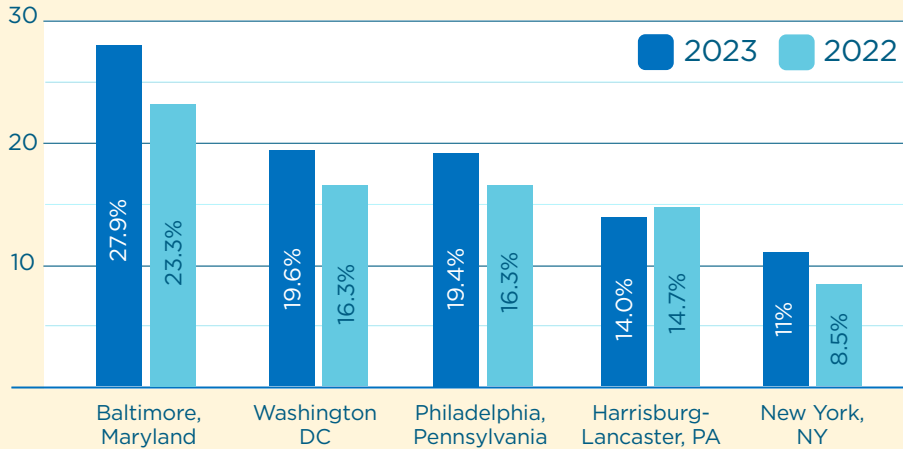
TOURISM REPORT

JUNE 2023

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 points of interest Zartico mapped out in Ocean City.



MAY ROOM TAX: 7.59%

\$1,737,239

2022 Tax Collection: **\$1,614,701**

MAY FOOD TAX: 10.76%

\$151,521.19

2022 Tax Collection: **\$136,800.46**



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

51.1%
in 2023

51.9%
in 2022



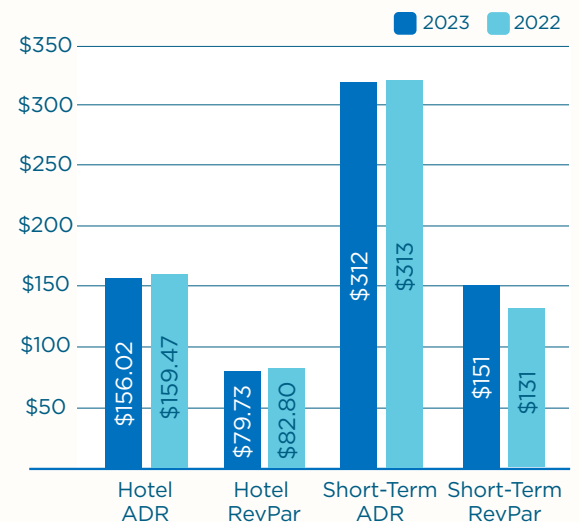
SHORT TERM OCCUPANCY

48.0%
in 2023

42.0%
in 2022

MAY 2023 LODGING PERFORMANCE

Hotels changed .8% while short term 14%.



ADR: Average Daily Rate

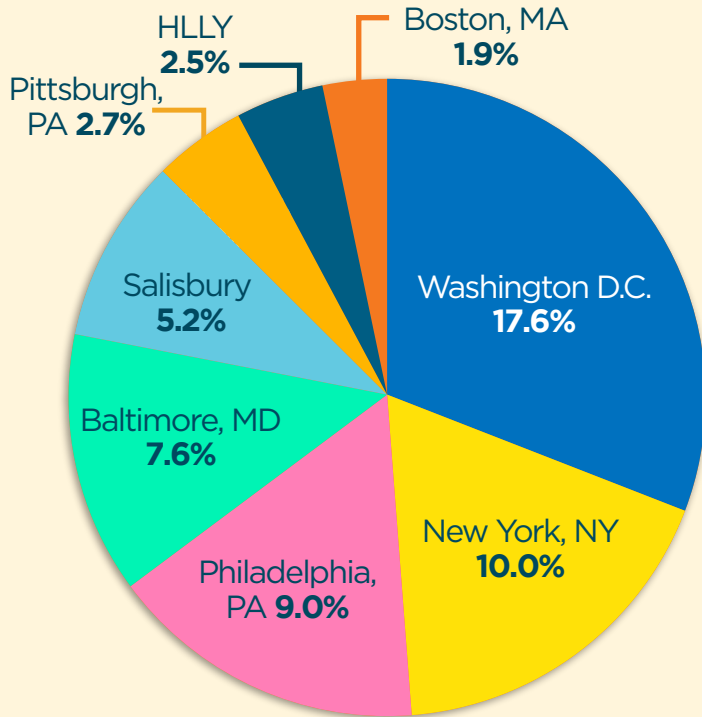
RevPar: Revenue per Available Room

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

In Ocean City, having fun is kind of our thing. So naturally, smiling is our way of life. From goofy grins and giggle fits, from the Boardwalk to the bay, this is where you can just let loose. Build sandcastles on the beach or bus a move on the dance floor. Munch on saltwater taffy or chow down on a bucket of Thrasher's fries. Goof off, game on and get happy! From the moment you cross over the bridge, feel the ocean breeze and that irresistible tug at the corners of your mouth, you know your right where you need to be. Because Ocean City, Maryland, really is somewhere to smile about.

OCEAN CITY MARKETING SUMMARY

Where are our organic website visits coming from?*



*Top 8 Visitor DMA's shown

PLANNING AHEAD

Organic Search Traffic: What are people looking at?

THINGS TO DO

MONTHLY
PAGEVIEWS:
52.9K

ENGAGEMENT
RATE:
95.0%

EVENTS

MONTHLY
PAGEVIEWS:
45.5K

ENGAGEMENT
RATE:
84.0%

EXPLORE MORE

MONTHLY
PAGEVIEWS:
32.6K

ENGAGEMENT
RATE:
88.0%

FOOD & DRINK

MONTHLY
PAGEVIEWS:
23.9K

ENGAGEMENT
RATE:
69.2%



WEB SESSIONS
330,560



SESSION DURATION
2:32 SECS



NEW USERS
257,9349

JUNE MARKETING

Our Summer Campaign is now in full swing.

June Delivery
**41.1 MIL+
IMPRESSIONS**

Banners & Native
being the majority
with each over
15 Million

**0.28%
TOTAL CTR**

Generating over
116K total clicks.
Somewhere to
Smile About had a
2.70% CTR

Paid Search
generated
**1.28%
CLICK THRU RATE**
and **+7 MIL**
combined
impressions.



Ocean City Tourism cable ads were seen by the most at over **14.4 Million Impressions** while running in 7 of our priority markets.



Ocean City Digital Displays delivered the most conversions with over **44.2K leads**.



Somewhere to Smile About full page ads generated **316K impressions** with their e-blast counterpart having a **19% open rate** from just three markets.

TOP ORGANIC POST



REACH

220K+

Unpaid Reach

ENGAGEMENT

1.3K+ Likes

1.9K Engagements

190+ Comments

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