

MARCH TRENDS



MAR 5TH • 156K+ REACH



MAR 11TH • 142.9K+ REACH



MAR 10TH • 84.3K+ REACH

OCEAN CITY
Maryland™



TOURISM REPORT

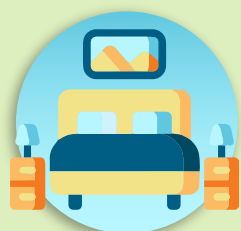
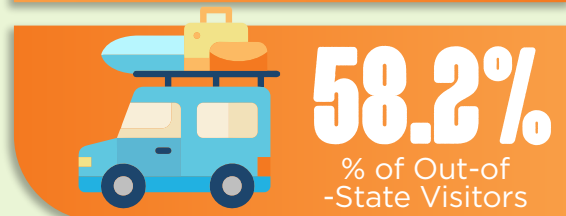
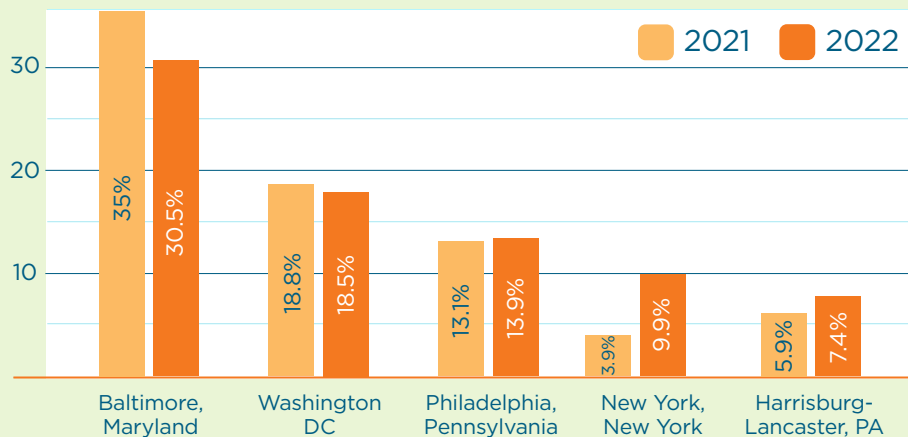
OCOCEAN.COM

MARCH 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.



FEB ROOM TAX: +33.37%

\$240,150

2021 Tax Collection: **\$180,069**

FEB FOOD TAX: +64.96%

\$51,104.21

2021 Tax Collection: **\$30,980.88**



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

39.3%

in 2022

42.1%
in 2021



SHORT TERM OCCUPANCY

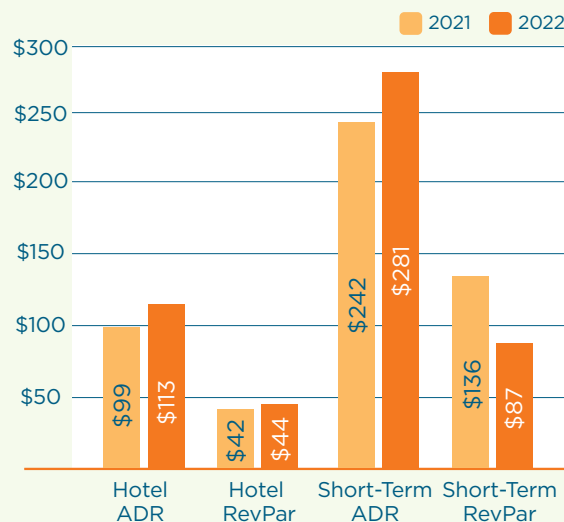
31.0%

in 2022

56.0%
in 2021

LODGING PERFORMANCE

OC saw a 26.5% change in occupancy.



ADR: Average Daily Rate

RevPar: Revenue per Available Room

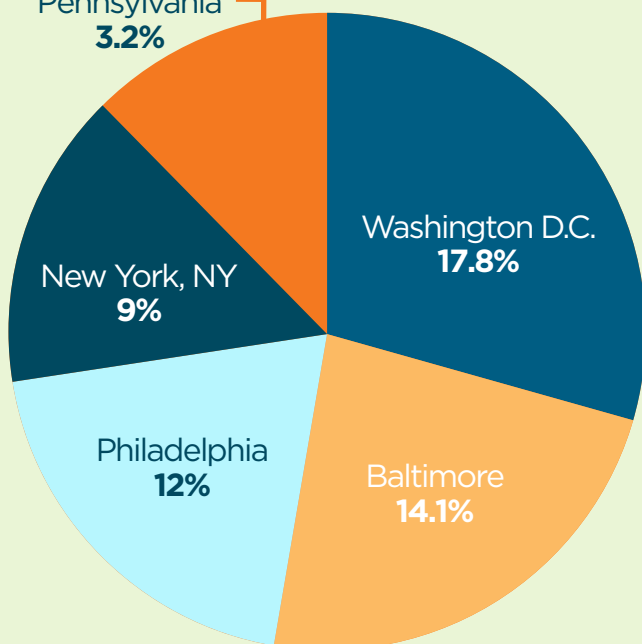
DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

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?

Harrisburg-Lancaster,
Pennsylvania
3.2%



258.2K IMPRESSIONS

Paid Content Averaged a
1.96% Click-through-Rate



2.1 MILLION REACH

Facebook Total
Total Engagements: **26K+**



880.8K+ REACH

Instagram Total
Total Engagements: **36.9K+**



WEB SESSIONS

58,886



SESSION DURATION

2:03 SECS



NEW USERS

44,579

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
ROPEWALK	22.6%	16.9%
NORTHSIDE PARK	21.7%	9.9%
BOARDWALK	20.9%	34.3%
REC COMPLEX	11.3%	N/A
SHOTTIE'S	8.4%	10.3%
BULL ON THE BEACH	7.6%	7.1%
GREEN TURTLE	5.6%	7.5%
JOLLY ROGERS	4.5%	5.0%

TOP SOCIAL POST



Photo by Crabcake Factory USA

REACH

286.5K Views

ENGAGEMENT

2K Likes

6.1K Engagements

692 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.