

MARCH TRENDS



MAR 6TH • 206K+ REACH



MAR 17TH • 179K+ REACH

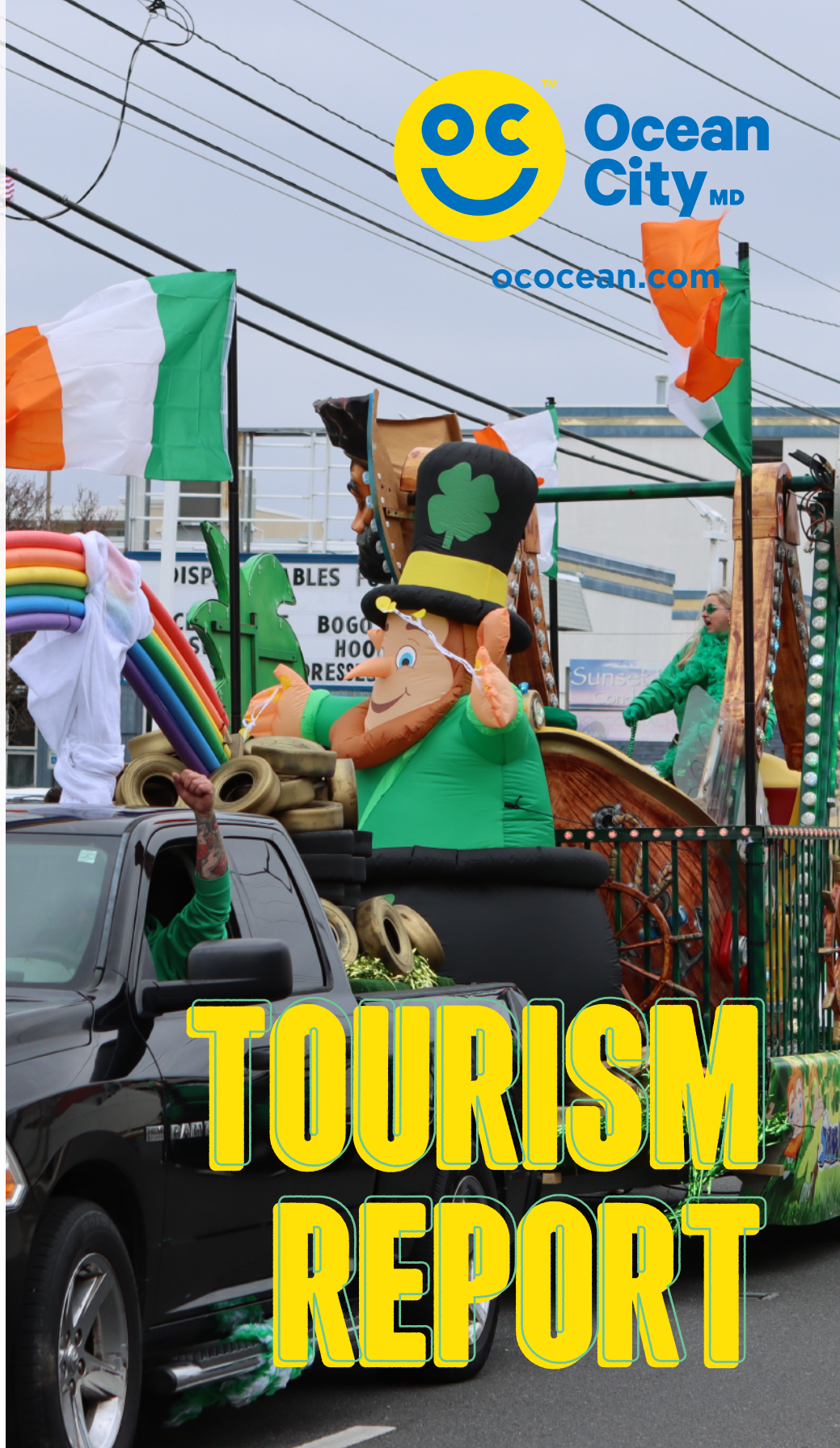


MAR 30TH • 152K+ REACH



Ocean
City_{MD}

ococean.com



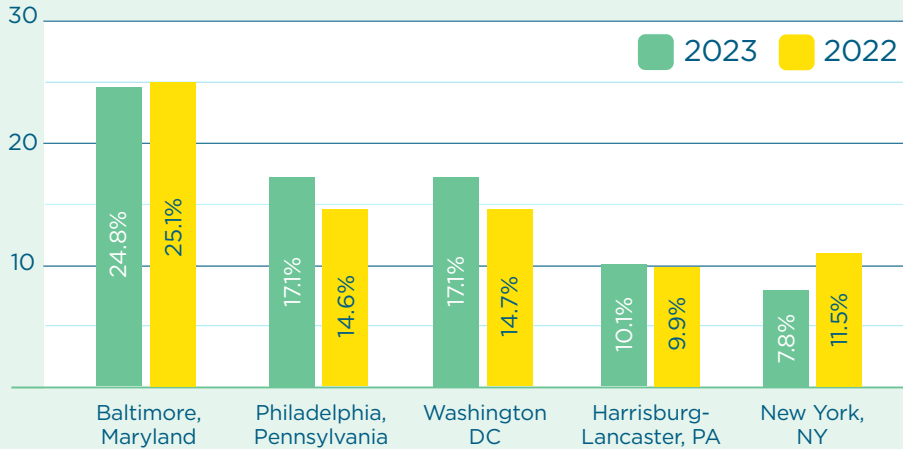
TOURISM REPORT

MARCH 2023

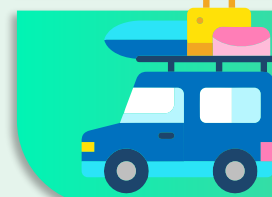
DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

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.



63.1%
% of Overnight
Visitors



59.7%
% of Out-of-
State Visitors



FEB ROOM TAX: +108.12%

\$499,796

2022 Tax Collection: **\$240,150**

FEB FOOD TAX: -17.9%

\$41,955.96

2022 Tax Collection: **\$51,104.21**



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**

36.1%
in 2023

34.4%
in 2022



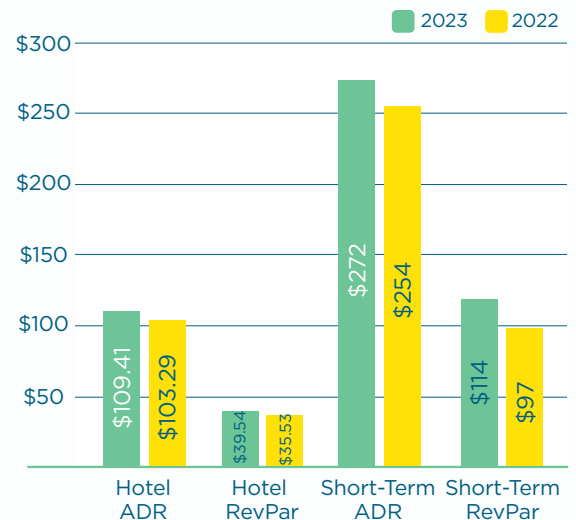
**SHORT TERM
OCCUPANCY**

42.0%
in 2023

38.0%
in 2022

FEB 2023 LODGING PERFORMANCE

OC saw a 2% change in occupancy.



ADR: Average Daily Rate

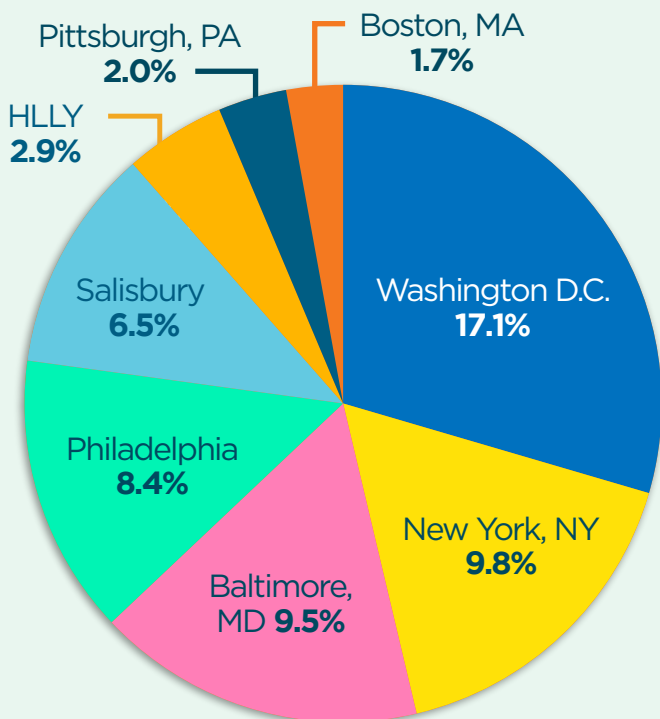
RevPar: Revenue per Available Room

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?

EVENTS	THINGS TO DO	BOARDWALK	HOTELS MOTELS
MONTHLY PAGEVIEWS: 27.8K	MONTHLY PAGEVIEWS: 15.4K	MONTHLY PAGEVIEWS: 6.5K	MONTHLY PAGEVIEWS: 5.3K
AVERAGE DURATION: 1:55	AVERAGE DURATION: 2:45	AVERAGE DURATION: 2:43	AVERAGE DURATION: 2:22



WEB SESSIONS

190,035



SESSION DURATION

1:22 SECS



NEW USERS

148,621

MARCH MARKETING

Our new campaign successfully launched for our Golf Promos & Meetings and Conventions.

March Delivery
4.2 MIL+ IMPRESSIONS

Digital being the majority at over 3 Million

0.32% TOTAL CTR

Generating over 11,200 total clicks. Meetings had a 0.22% CTR

Paid Search generated
1.42% CONVERSION RATE
and **148.6K** combined impressions.



Golf Planning & Booking creative was seen by the most at over **2.2 Million Impressions** from our newly running campaign.



Meetings and Conventions delivered the most conversions with over **1.9K leads**.



Lodging had the best **CTR at 4.5%** while Somewhere to Smile About had the best large-scale performance at **CTR at 3.08%**.

TOP SOCIAL POST



REACH

1.1M+ Views

ENGAGEMENT

3.2K+ Likes

20.9K Engagements

2K+ Shares

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