

MAY TRENDS



MAY 17TH • 323.8K REACH



PHOTO BY ROAMINGLARRY
MAY 17TH • 311.6K REACH



MAY 23RD • 247.3K REACH

OCEAN CITY
Maryland™

TOURISM REPORT

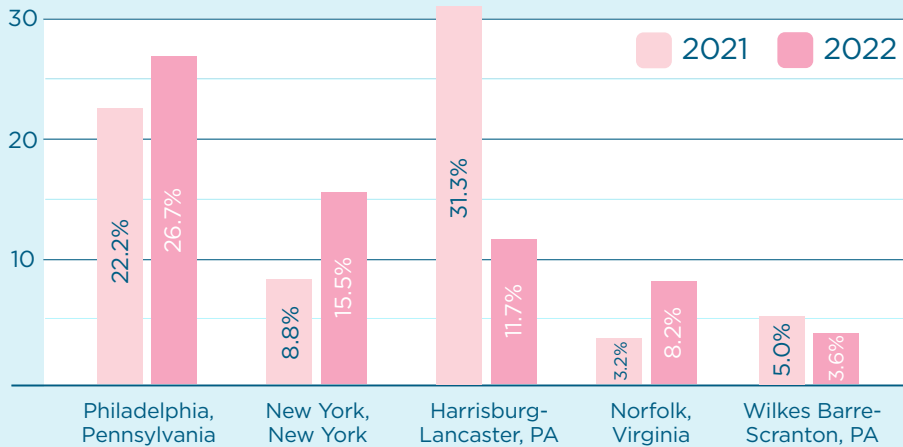
OCOCEAN.COM

MAY 2022

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

OCEAN CITY VISITOR PROFILE

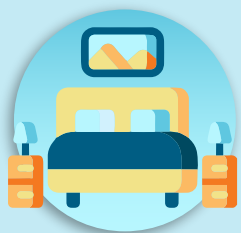
This visitor device must spend a minimum of 2 hours in Ocean City and visit one of the 283 points of interest Zartico mapped out in Ocean City.



82.5%
% of Overnight Visitors



64.1%
% of Out-of-State Visitors



APR ROOM TAX: -28.0%

\$730,651

2021 Tax Collection: **\$1,014,308**

APR FOOD TAX: +8.8%

\$80,513.24

2021 Tax Collection: **\$74,012.72**



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

53.6%

in 2022

64.0%
in 2021



SHORT TERM OCCUPANCY

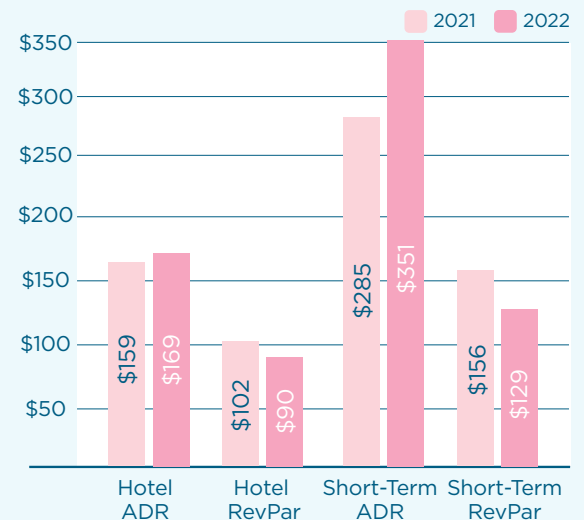
41.0%

in 2022

55.0%
in 2021

LODGING PERFORMANCE

OC saw a 20.5% change in occupancy.



ADR: Average Daily Rate

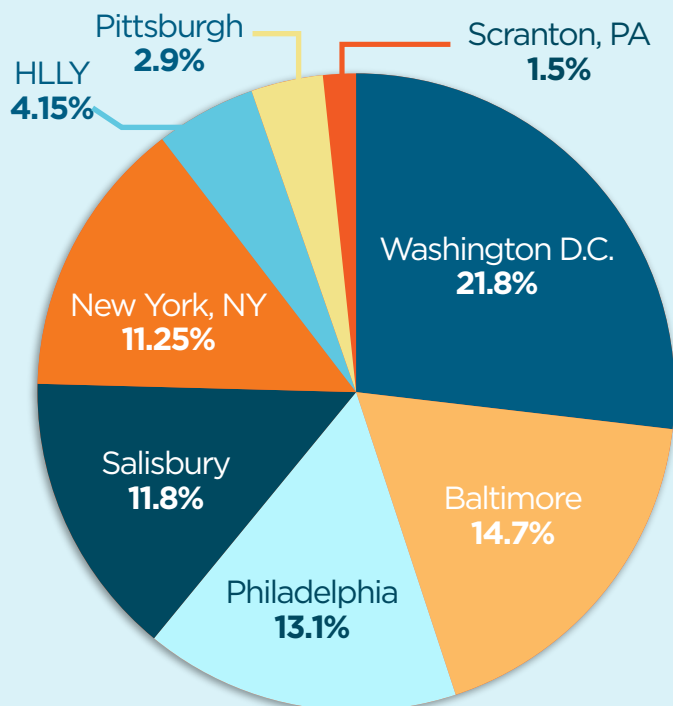
RevPar: Revenue per Available Room

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

May Delivered
10.9 MIL+ IMPRESSIONS
Display Banners & Native Ads account for the majority.

0.73% OVERALL CTR
All Visual Campaigns exceeded the benchmark of 0.10% goal.

Paid Social generated
3 MIL+ IMPRESSIONS
& **0.53%+ Overall Social CTR.**



Most impressions were from **Display Banners & Native Ads** with **Social Images** second.

Golf was the top performer creatively with a 0.27% CTR. Beach creative follows with a 0.23% CTR. Summer, Water Activities and Beach creative delivered the most clicks with **over 2.7K clicks & 1.2M impressions** each.



WEB SESSIONS
252,630



SESSION DURATION
1:37 SECS



NEW USERS
198,237

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	37.4%	49.9%
INLET	20.8%	16.0%
JOLLY ROGERS	7.1%	7.6%
CONVENTION CENTER	6.7%	5.5%
FAGER'S ISLAND	6.5%	4.8%
ENTRY PARK	6.4%	6.9%
NORTHSIDE PARK	5.7%	3.3%
MARTY'S PLAYLAND	5.1%	3.8%

TOP SOCIAL POST



REACH

1.8 Mil Views

ENGAGEMENT

8.3K Likes

53K Engagements

4.1K 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.