

MAY TRENDS



PHOTO BY COASTLINE PHOTOGRAPHY

MAY 27TH • 320K+ REACH



PHOTO BY CHRIS STONE

MAY 20TH • 114K+ REACH



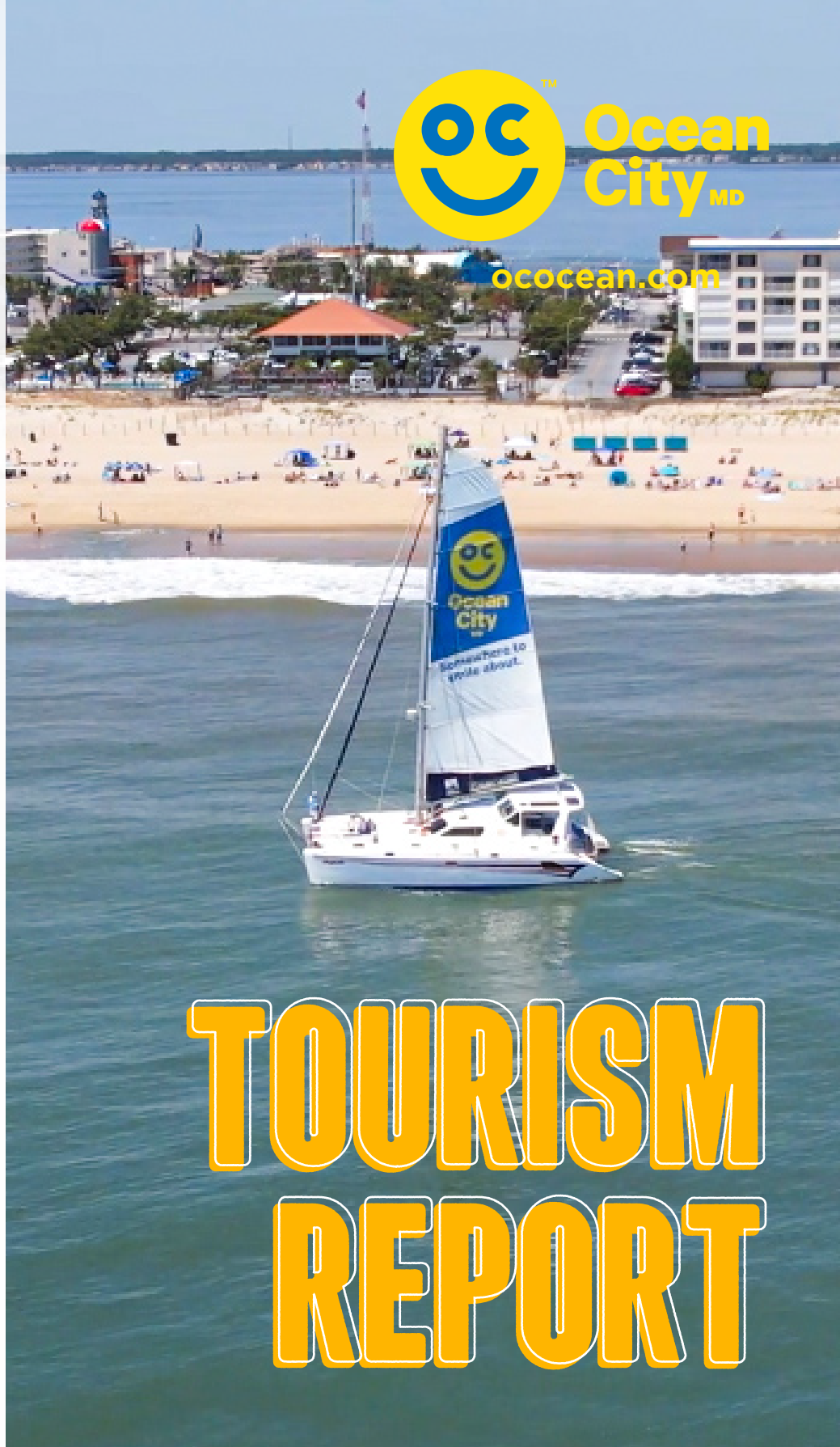
PHOTO BY CAROLYN WHITE

MAY 11TH • 103K+ REACH



Ocean
City_{MD}

ococean.com



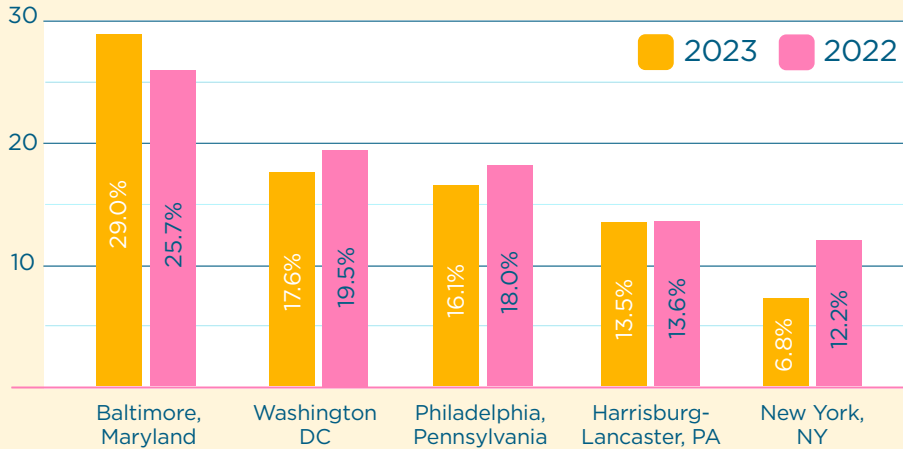
TOURISM REPORT

MAY 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.



44.8%

% of Overnight Visitors



56.9%

% of Out-of-State Visitors



APR ROOM TAX: 42.43%

\$1,040,600

2022 Tax Collection: \$730,651

APR FOOD TAX: 30.77%

\$105,288.32

2022 Tax Collection: \$80,513.24



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

48.3%

in 2023

49.9%

in 2022



SHORT TERM OCCUPANCY

47.0%

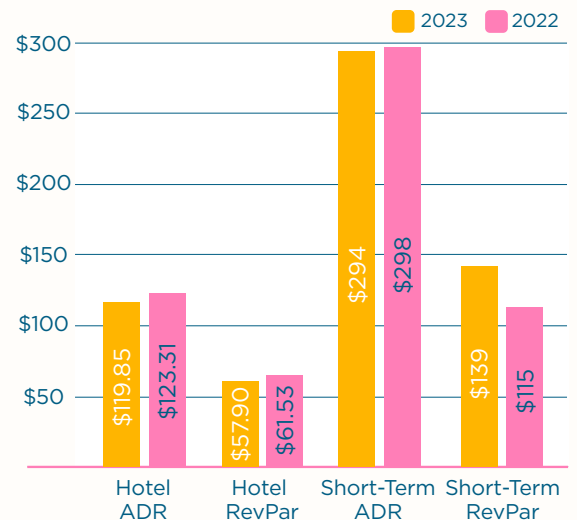
in 2023

39.0%

in 2022

APR 2023 LODGING PERFORMANCE

OC saw a 14% change in occupancy.



ADR: Average Daily Rate

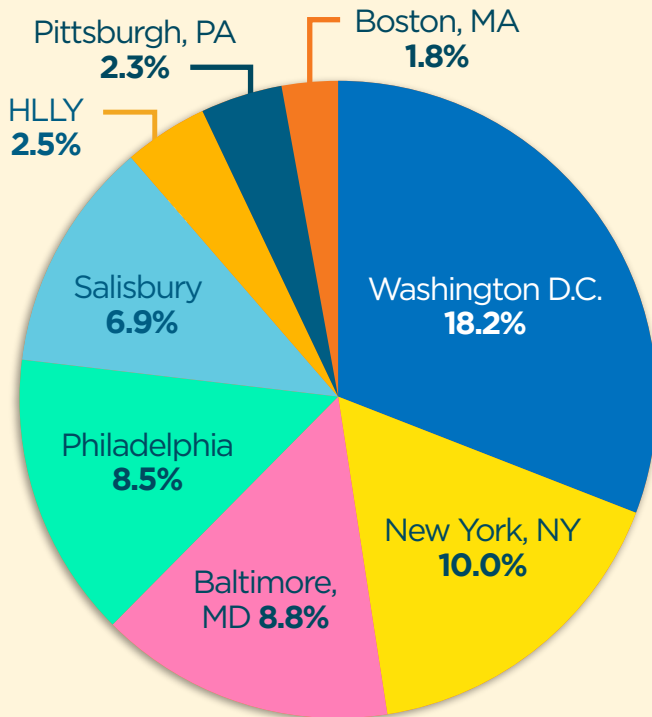
RevPar: Revenue per Available Room

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?

SPRINGFEST	EVENTS	THINGS TO DO	FOOD & DRINK
MONTHLY PAGEVIEWS: 23.1K	MONTHLY PAGEVIEWS: 13.4K	MONTHLY PAGEVIEWS: 11.0K	MONTHLY PAGEVIEWS: 6.3K
AVERAGE DURATION: 2:21	AVERAGE DURATION: 2:57	AVERAGE DURATION: 2:46	AVERAGE DURATION: 4:09



WEB SESSIONS

317,326



SESSION DURATION

1:27 SECS



NEW USERS

227,973

APRIL MARKETING

Our Summer Campaign is now in full swing.

May Delivery
30.3 MIL+ IMPRESSIONS
Banners & Native being the majority with each over 7 Million

0.68% TOTAL CTR
Generating over 206K total clicks. Somewhere to Smile About had a 2.70% CTR

Paid Search generated
8.95% CONVERSION RATE and **540.6K** combined impressions.



Ocean City Tourism creative was seen by the most at over **7.4 Million Impressions** with our Golf Commercial and boardwalk following from the new Somewhere to Smile About campaign.



Ocean City Tourism delivered the most conversions with over **27.5K leads**.



Somewhere to Smile About had the best **CTR** at **2.70%** while Golf followed behind at **.49%**.

TOP ORGANIC POST



MAY 9TH

REACH

535K+ Reach

ENGAGEMENT

30K+ Likes

12.8K Engagements

661K+ Plays (video)

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