

NOVEMBER TRENDS



NOVEMBER 22ND • 107.7K+ REACH



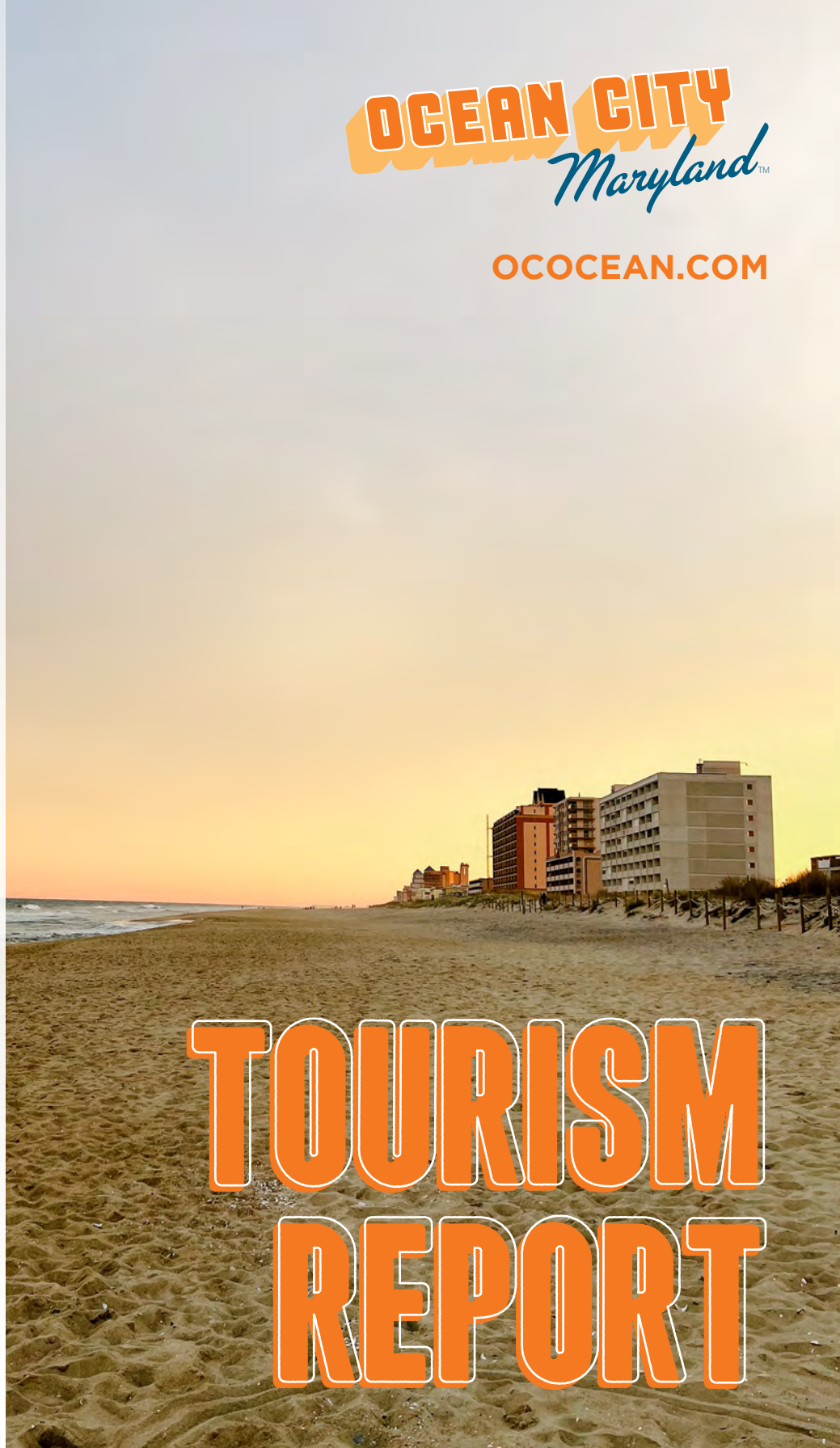
PHOTO BY SILVER SUN COASTAL ART
NOVEMBER 10TH • 88.3K+ REACH



NOVEMBER 9TH • 82K+ REACH

OCEAN CITY
Maryland™

OCOCEAN.COM



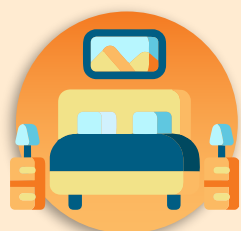
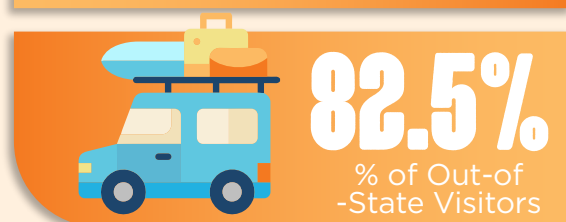
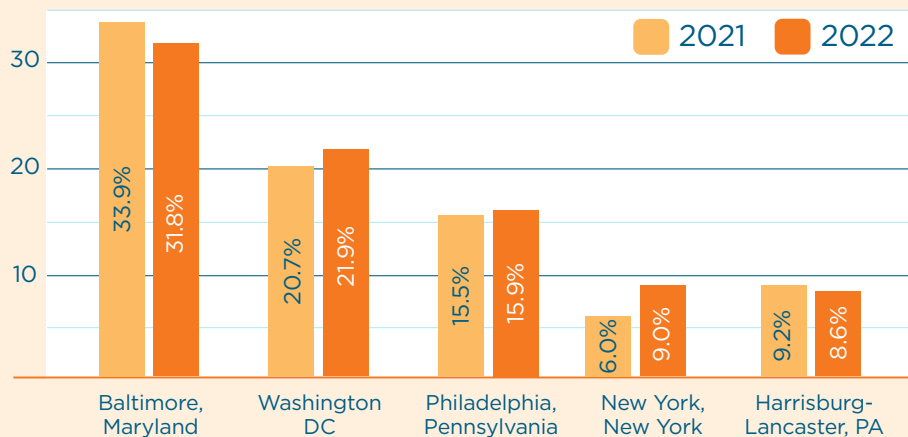
TOURISM REPORT

NOVEMBER 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.



OCT ROOM TAX: +24.35%

\$6,873,848.18

2021 Tax Collection: \$1,051,119

OCT FOOD TAX: +1.43%

\$369,556.01

2021 Tax Collection: \$107,073.09



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

45.9%

in 2022

54.0%
in 2021



SHORT TERM OCCUPANCY

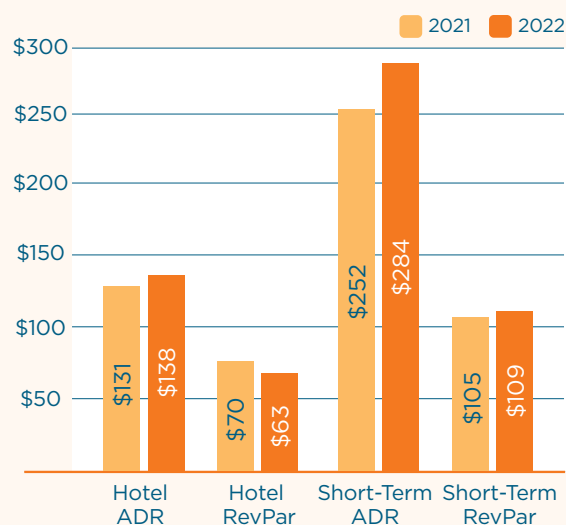
39.0%

in 2022

42.0%
in 2021

OCT LODGING PERFORMANCE

OC saw a 3% change in occupancy.



ADR: Average Daily Rate

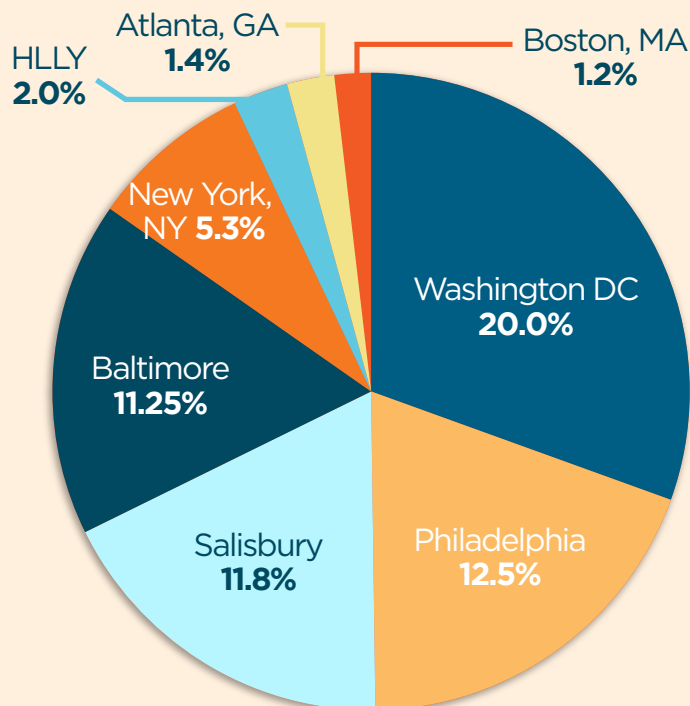
RevPar: Revenue per Available Room

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

November delivered

21 MIL+ IMPRESSIONS

Display Banners & Social Images account for the majority.

0.30% OVERALL CTR

Display Native & Social Ads exceeded the benchmark of 0.10% goal.

Paid Social generated

5.5 MIL IMPRESSIONS & 65,000+ search link clicks.



7.9M+ impressions were delivered by **Enjoy Fall** with the newly launched **Enjoy Winter** at 1.8M second.

Enjoy Fall was the top performer creatively with a 1.61% CTR. Winter creative follows with a 0.25% CTR. **Enjoy Fall** creative delivered the most clicks with **over 14K clicks** and **over 8K conversions**.



WEB SESSIONS

162,584



SESSION DURATION

0:59 SECS



NEW USERS

127,931

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	39.4%	46.9%
NORTHSIDE PARK	16.9%	8.6%
INLET LOT	14.2%	10.6%
CONVENTION CENTER	6.1%	11.6%
JOLLY ROGERS	5.0%	4.7%
ROPEWALK	4.6%	3.4%
RIPLEY'S	4.3%	3.5%
MARTY'S PLAYLAND	3.6%	3.3%

TOP SOCIAL POST



REACH

181.7K Views

ENGAGEMENT

1.1 Likes

2.6K Engagements

312 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.