

OCTOBER TRENDS



OCTOBER 30TH • 208K+ REACH



PHOTO BY CHRIS STONE

OCTOBER 10TH • 117K+ REACH



OCTOBER 23RD • 110K+ REACH

OCEAN CITY
Maryland

OCOCEAN.COM

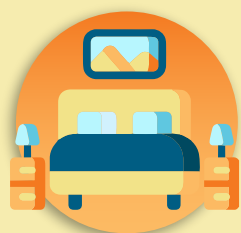
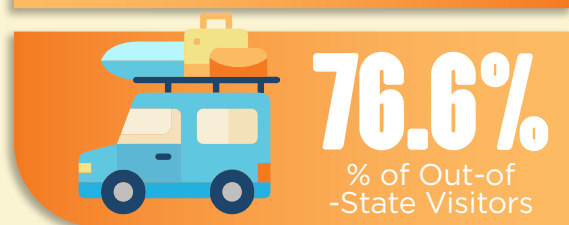
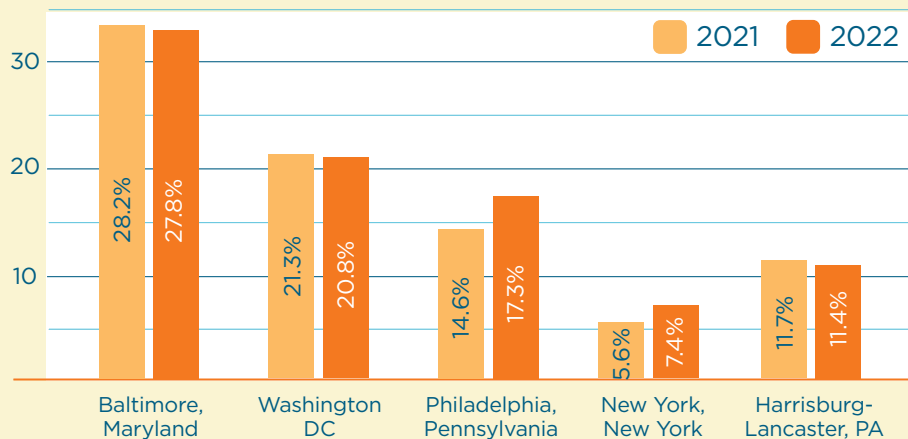
TOURISM REPORT

OCTOBER 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.



SEPT ROOM TAX: -.68%

\$2,659,123

2021 Tax Collection: **\$2,677,433**

SEPT FOOD TAX: +27.84%

\$222,973.09

2021 Tax Collection: **\$174,420.03**



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

66.1%

in 2022

69.2%
in 2021



SHORT TERM OCCUPANCY

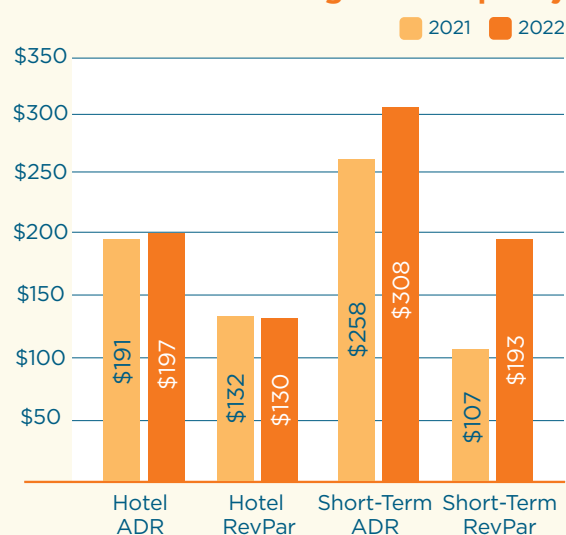
63.0%

in 2022

57.0%
in 2021

SEPT LODGING PERFORMANCE

OC saw an 1.8% change in occupancy



ADR: Average Daily Rate

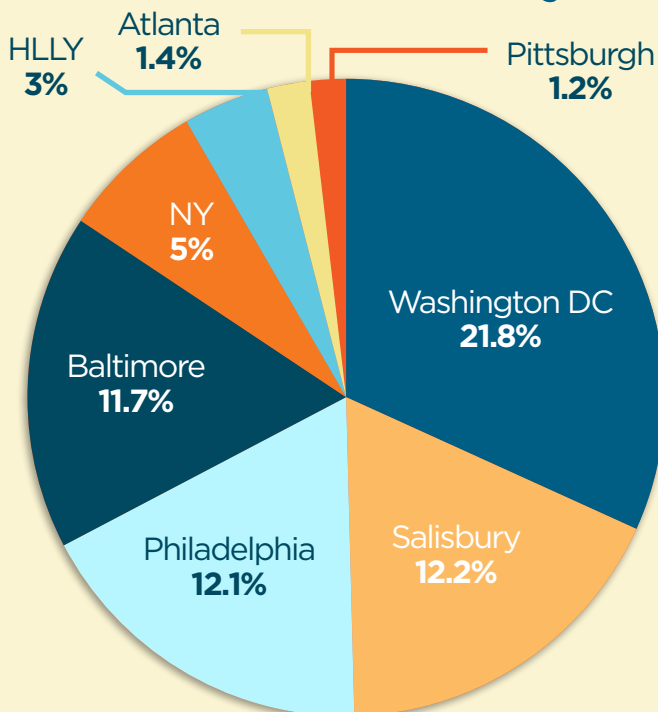
RevPar: Revenue per Available Room

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

September delivered

**81 MIL+
IMPRESSIONS**

Digital Out of Home
and High Impact Ads
accounted for half.

**0.16%
OVERALL CTR**

Display Email
earning an
incredible 1.41%
click through rate.

Paid Social generated

**20 MIL+
IMPRESSIONS
& 59,000+
link clicks.**



Most impressions were on **SnapChat** with **Facebook**
having the most engagement. Videos fared the best.

Our **Enjoy Fall** video was the top performer creatively
with a 0.48% CTR. Priority creative follows with a 0.33%
CTR. **Enjoy Fall** creative delivered the most impressions
with **over 5.3 million** and 4,650+ conversions.



WEB SESSIONS

279,752



SESSION DURATION

1:04 SECS



NEW USERS

198,656

TOP LOCATIONS

	In-State Visitors	Out-of-State Visitors
BOARDWALK	37.8%	50.0%
NORTHSIDE PARK	18.9%	12.7%
JOLLY ROGERS	9.9%	12.9%
ROPEWALK	6.6%	6.4%
BULL ON THE BEACH	5.3%	3.9%
MARLIN MOON	4.6%	3.2%
DUMSERS	4.1%	2.1%
GREEN TURTLE	3.6%	3.2%

TOP SOCIAL POST



REACH

528K Views

ENGAGEMENT

10K Likes

3.4K Comments

1.6K 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.