



OCTOBER 2023  
**TOURISM  
REPORT**

DEPARTMENT OF TOURISM  
& BUSINESS DEVELOPMENT

[ococean.com](http://ococean.com)





# OC VISITOR PROFILE

Overnight Visitors

62.7%

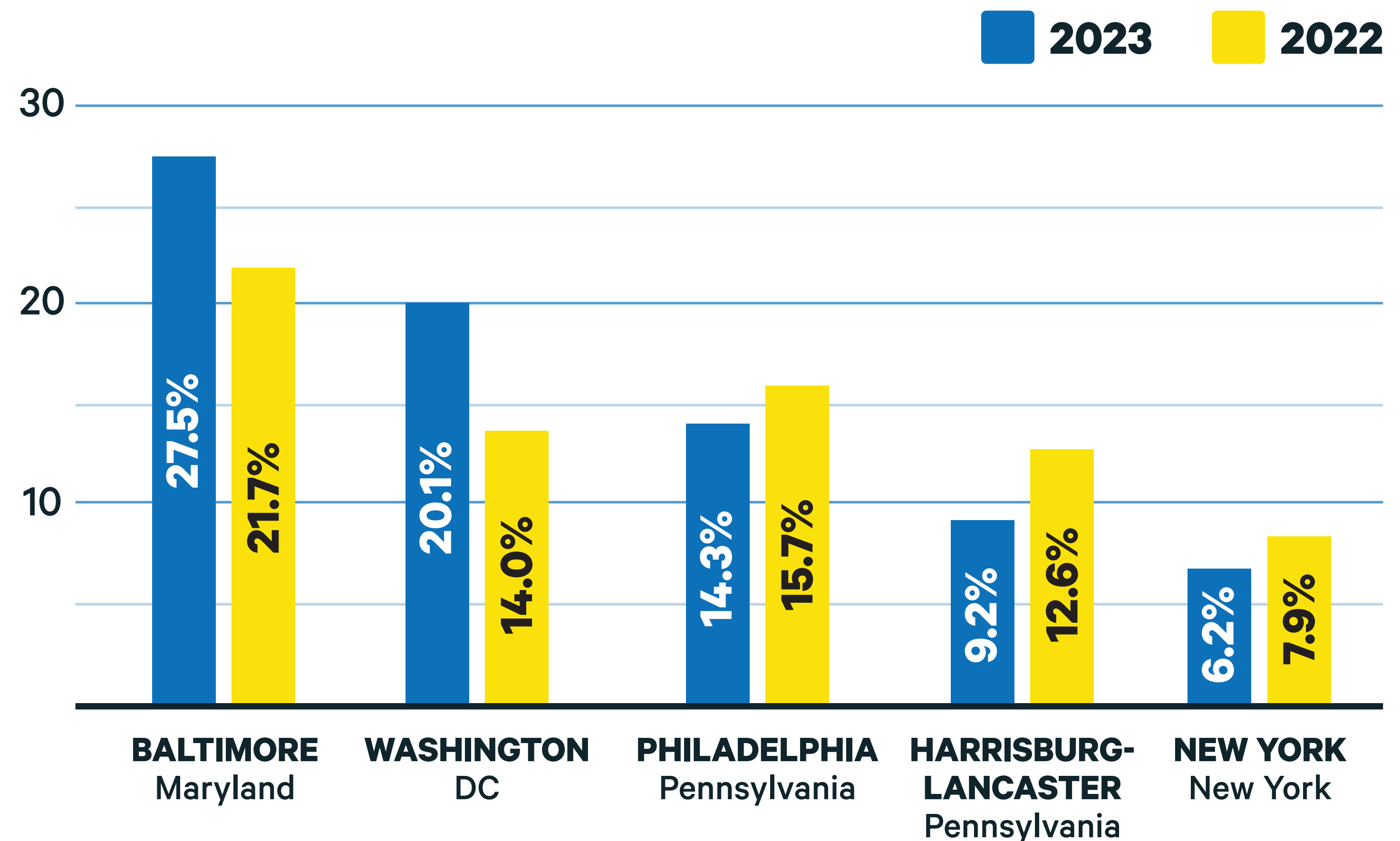
LY: 73.7%

Out-of-State Visitors

59.4%

LY: 68.8%

## Top 5 Origin Markets







**September Room Tax: -11.96%**

**\$2,341,026**

LY: \$2,659,123

**September Food Tax: -7.45%**

**\$206,369.23**

LY: \$222,973.09

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.

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**TOURISM  
TAXES**





# LODGING DATA

## Hotel Occupancy

46.6%

LY: 46.7%

## Short-Term Occupancy

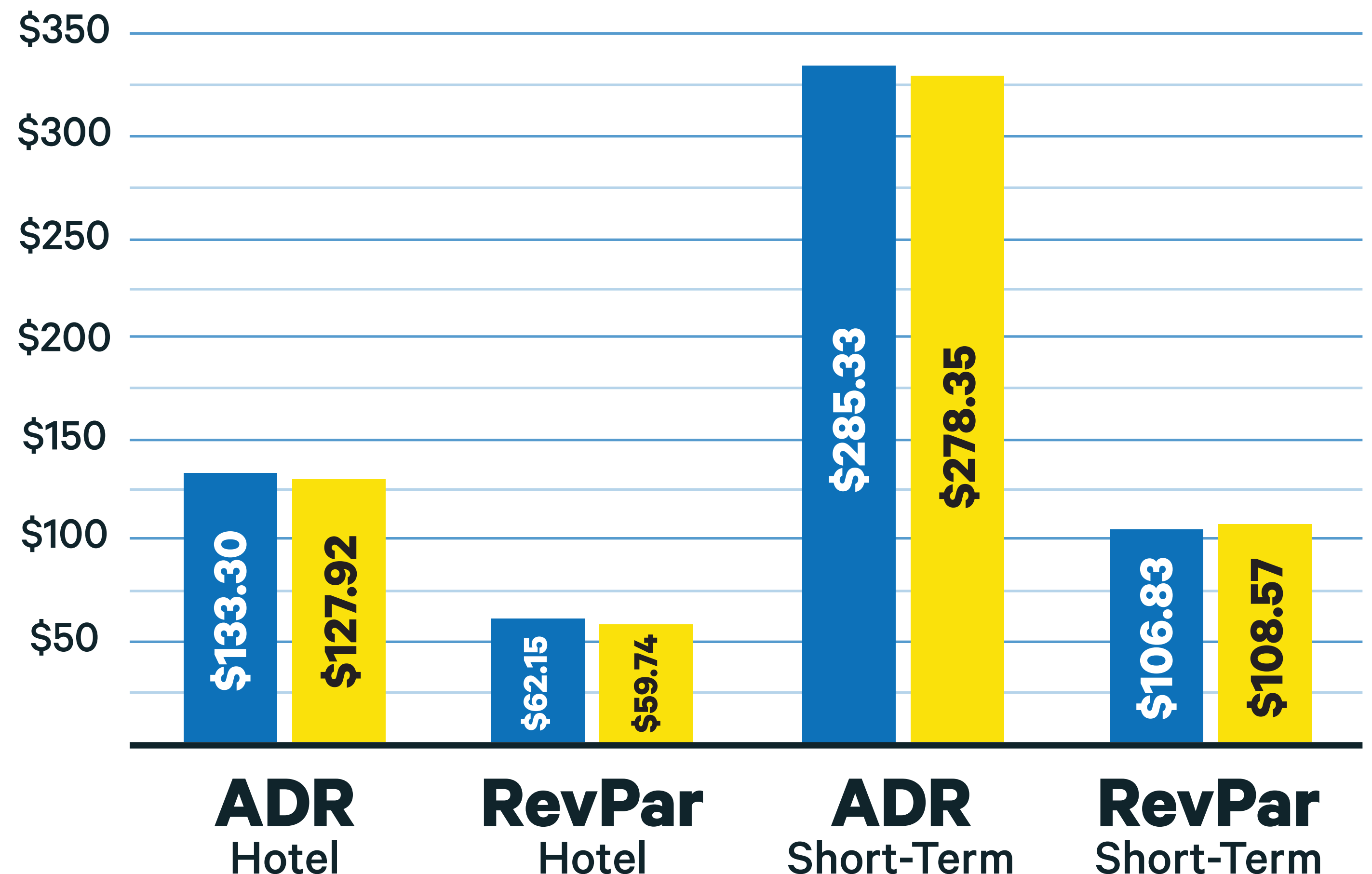
37.4%

LY: 39.0%

## Monthly ADR & RevPar

ADR: Average Daily Room • RevPar: Revenue per Available Room

2023 2022





# WEBSITE DATA

## Web Sessions

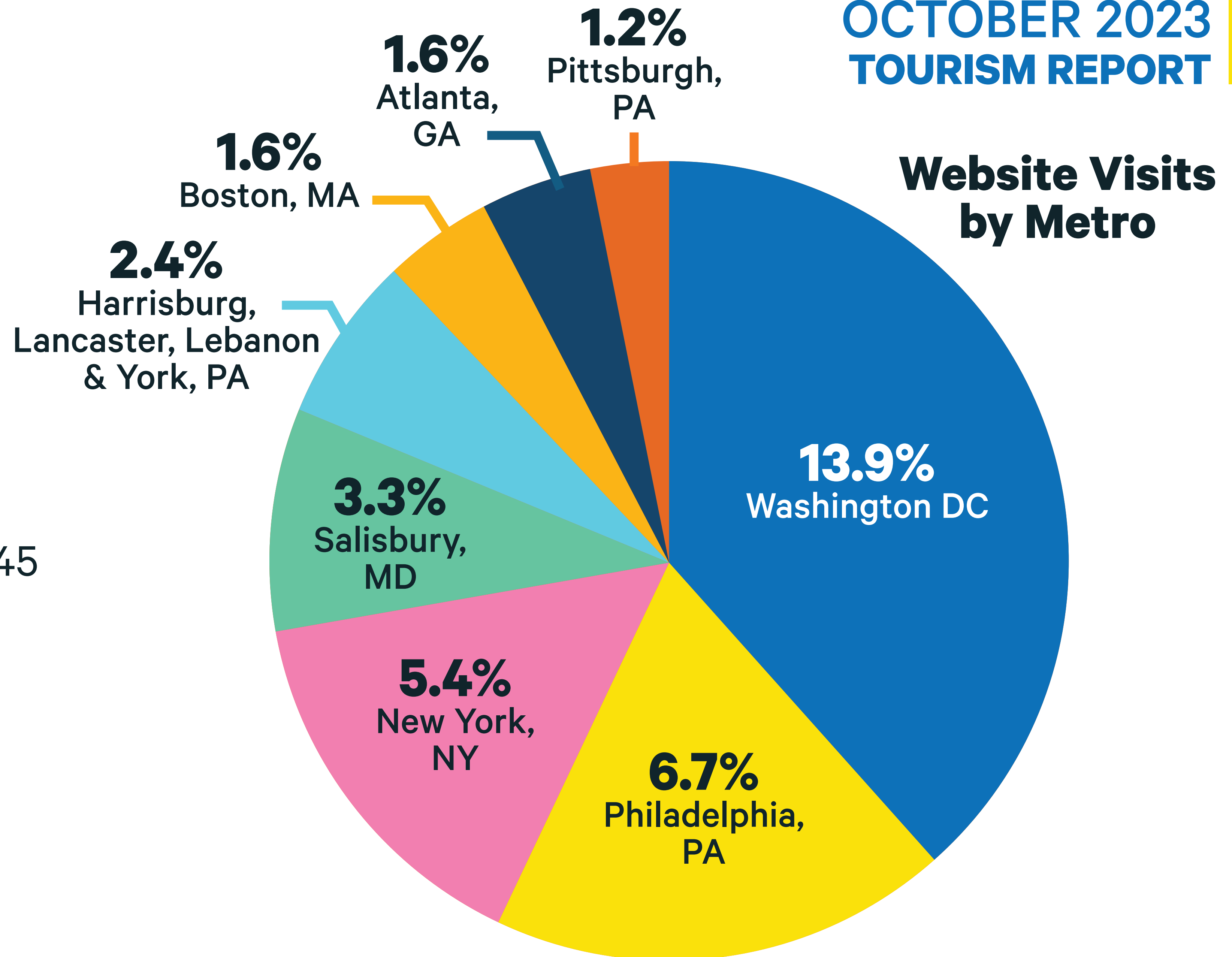
**356,300** LY: 352,745

## Avg. Session Duration

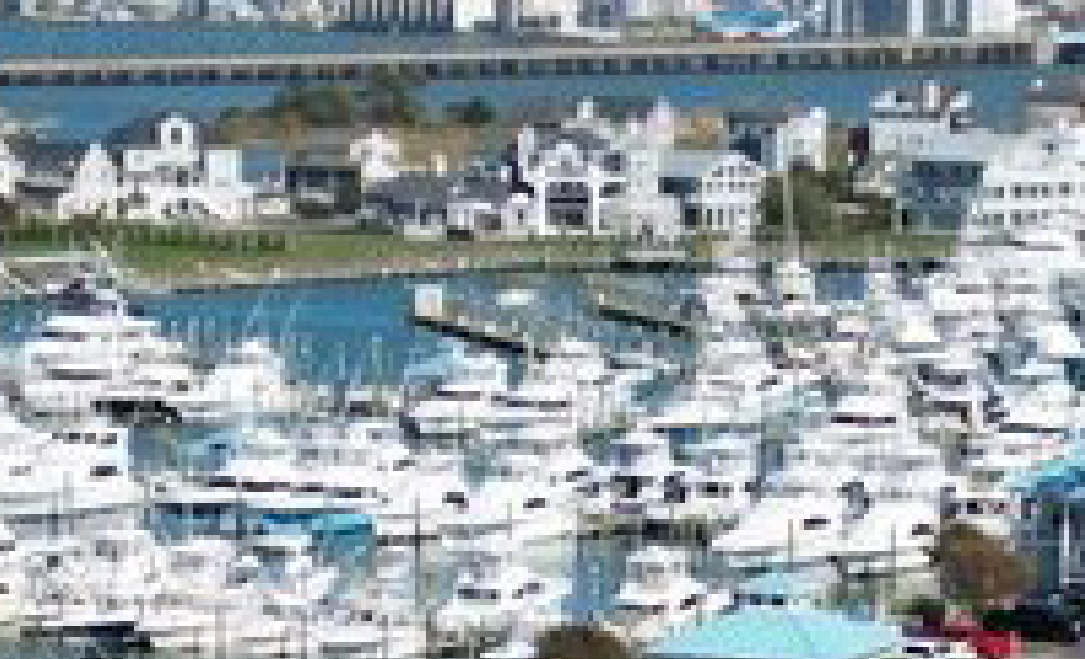
**2:27** LY: 2:08

## Engagement Rate

**51.4%** LY: 48.2%

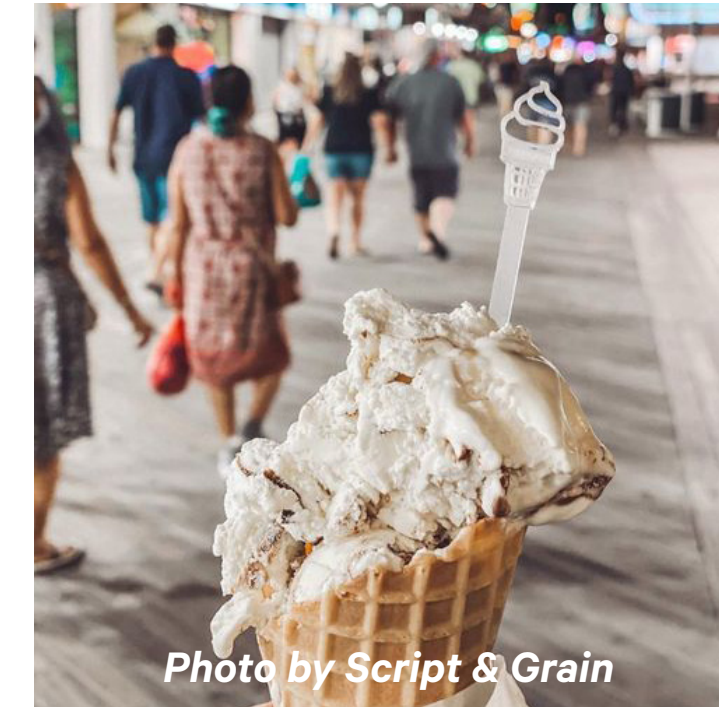






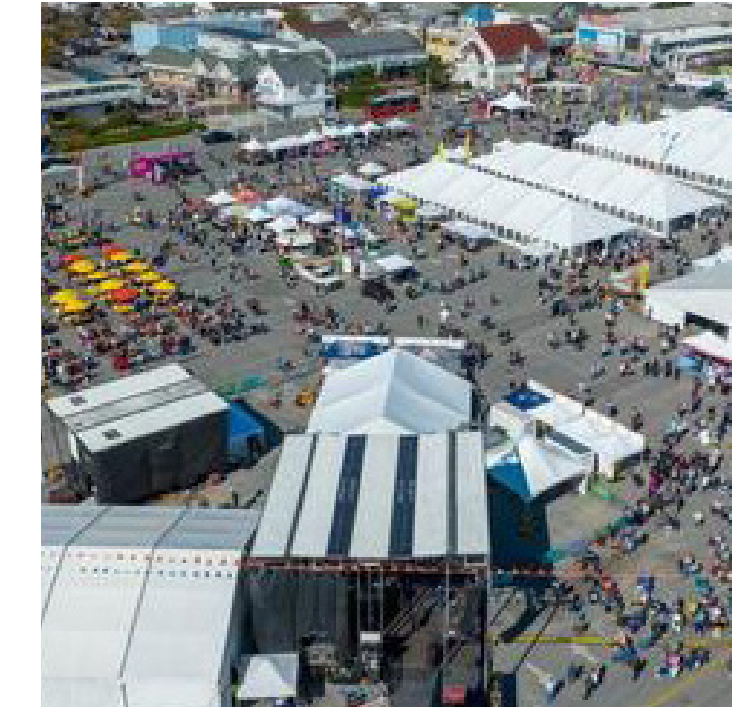
October 7th  
**92.1K Unpaid Reach**  
**1.5K Engagements**  
**300+ Likes**

*Photo by Chris Stone*



*Photo by Script & Grain*

October 1st  
**55.2K**  
**Unpaid Reach**  
**411**  
**Engagements**



October 9th  
**46.4K**  
**Unpaid Reach**  
**1,000+**  
**Engagements**



October 18th  
**39.3K**  
**Unpaid Reach**  
**263**  
**Engagements**

# SOCIAL MEDIA TRENDS



# ORGANIC SOCIAL

October Reach

**TBA**

Engagements

**TBA**

Video Views

**TBA**

## Monthly Organic Facebook Origin Markets

Philadelphia, PA

**179K+**

New York, NY

**171K+**

Pittsburgh, PA

**78K+**

Lancaster, PA

**71K+**

Washington DC

**70K+**

York, PA

**61K+**