



SEPTEMBER 2023
**TOURISM
REPORT**

DEPARTMENT OF TOURISM
& BUSINESS DEVELOPMENT

ococean.com



PHOTO COURTESY OF C3 PRODUCTIONS

OC VISITOR PROFILE

Overnight Visitors

71.0%

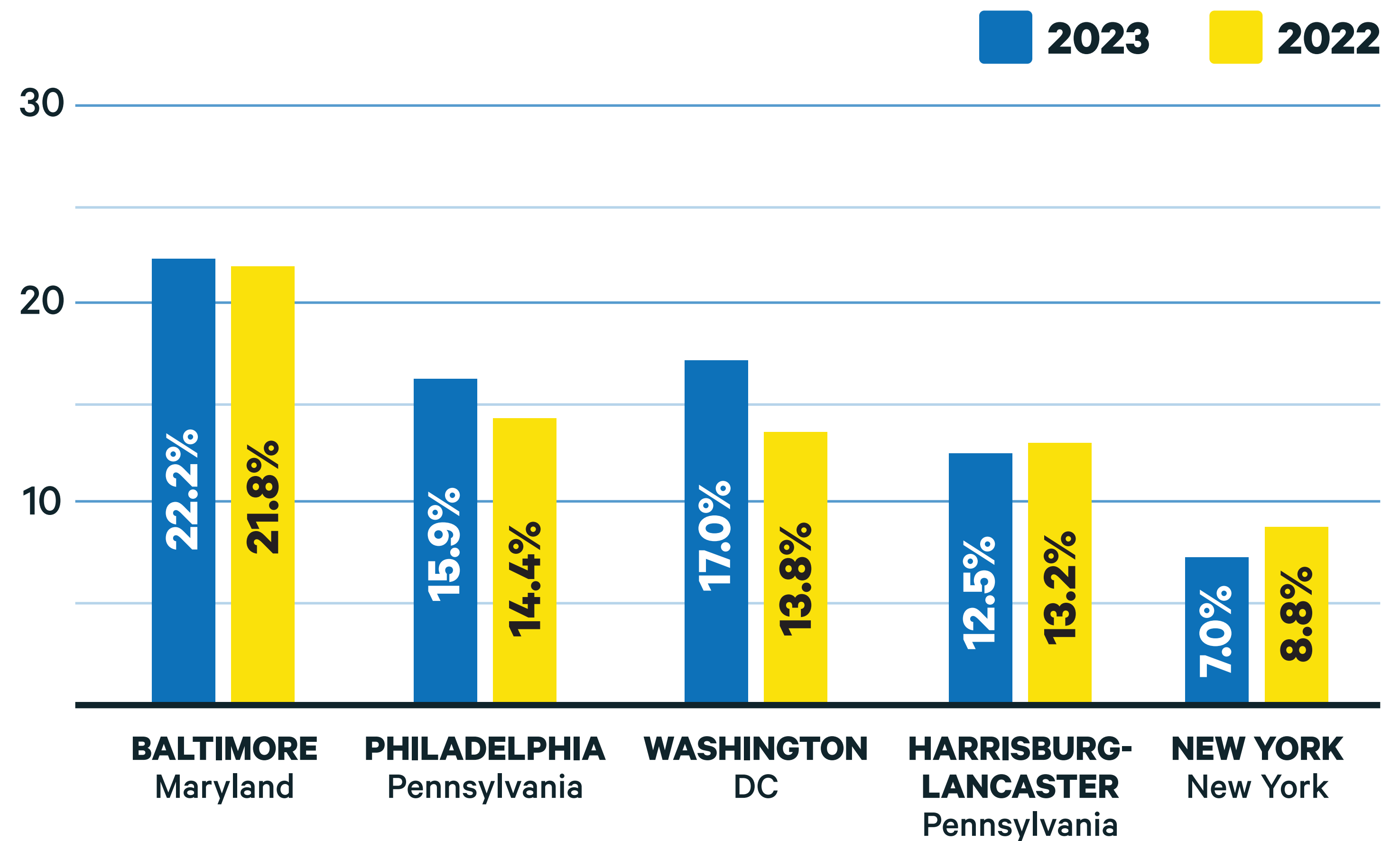
LY: 77.1%

Out-of-State Visitors

67.0%

LY: 69.0%

Top 5 Origin Markets





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August Room Tax: -21.40%

\$5,794,245

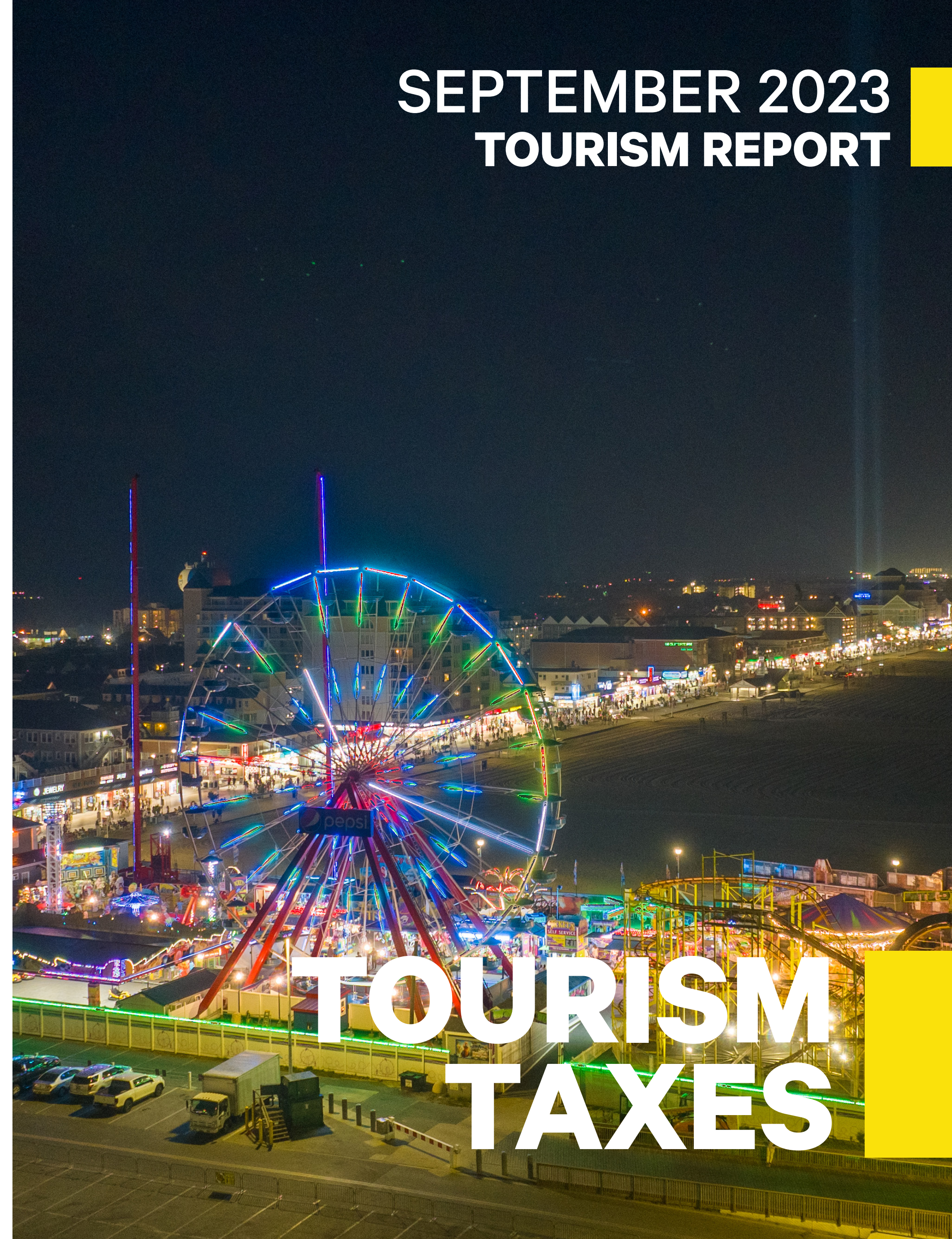
LY: \$7,372,220

August Food Tax: -6.41%

\$347,499.16

LY: \$371,295.56

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.





LODGING DATA

Hotel Occupancy

63.4%

LY: 63.8%

Short-Term Occupancy

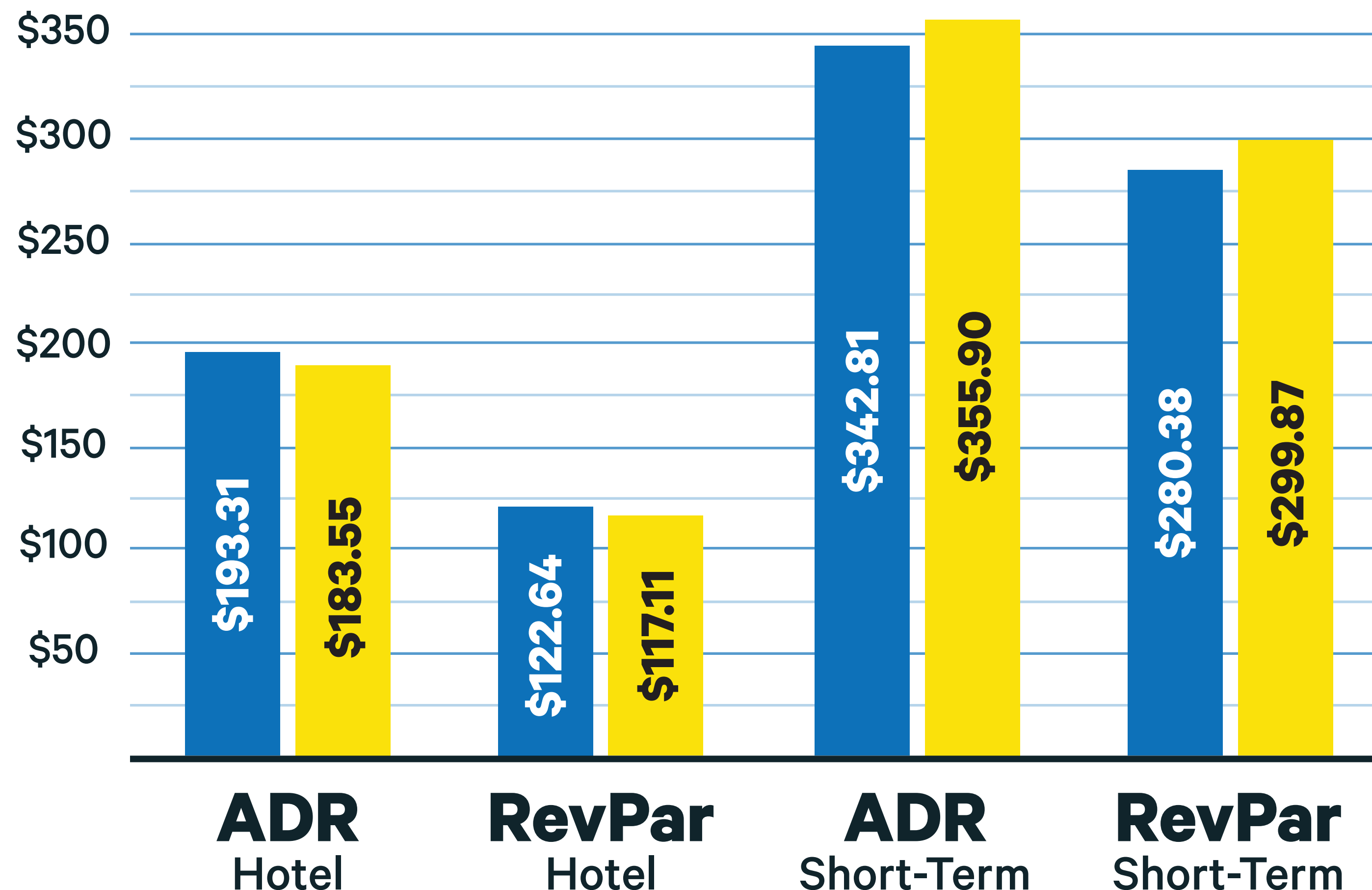
81.8%

LY: 84.3%

Monthly ADR & RevPar

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

2023 2022





WEBSITE DATA

Web Sessions

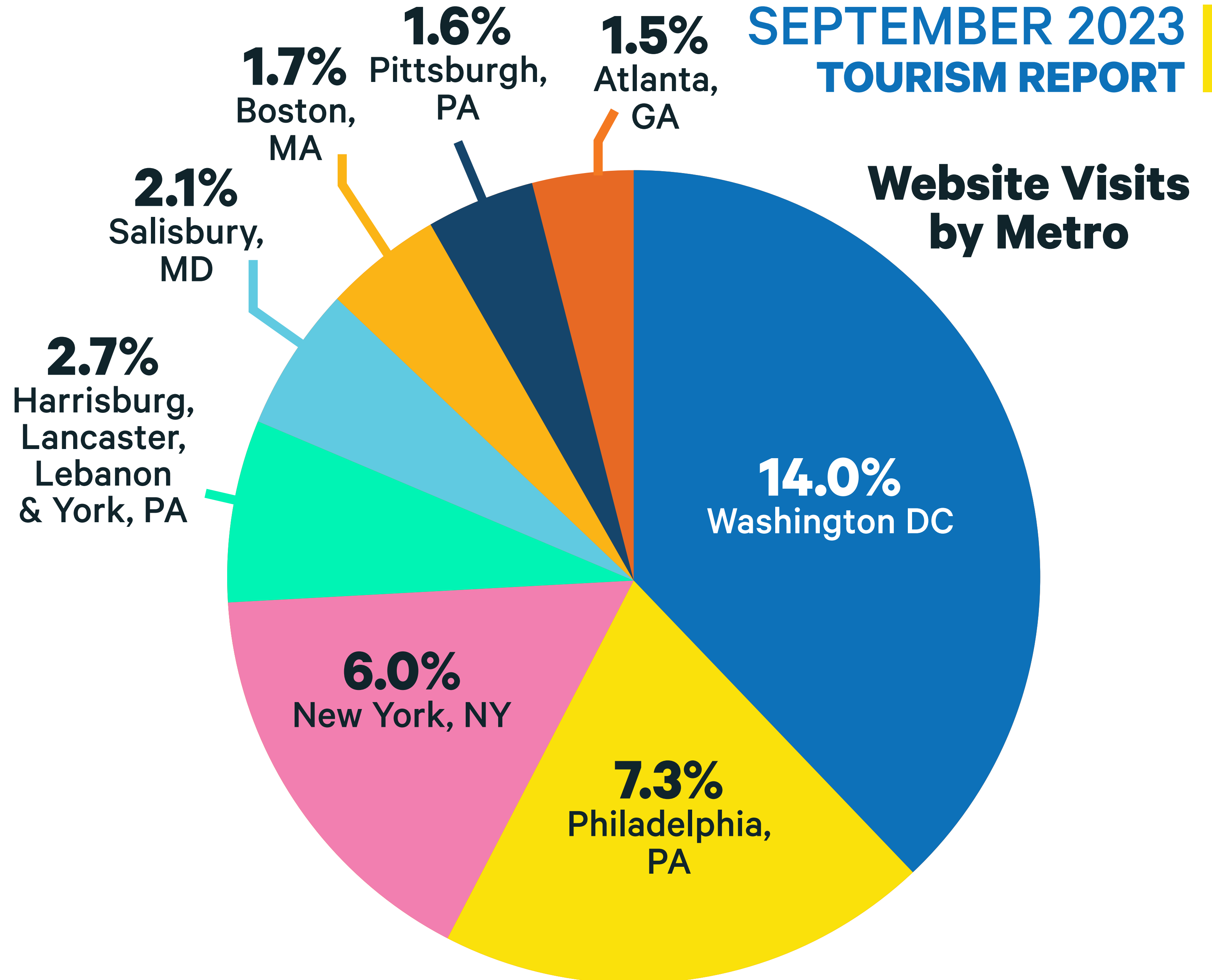
320,268 LY: 408,909

Avg. Session Duration

2:13 LY: 2:18

Engagement Rate

54.6% LY: 55.8%





September 22nd
152.4K Reach
1.9K Engagements
500 Likes

Photo by Chris Stone

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September 13th

116.9K
Reach
925
Engagements



Photo by Amilee Rieck

September 8th

86.8K
Reach
404
Engagements



Photo by Alinazbv

September 3rd

57.0K
Reach
503
Engagements

SOCIAL MEDIA TRENDS

ORGANIC SOCIAL

September Reach
1,286,300+

Engagements
16,800+

Video Views
12,500+

Monthly Organic Facebook Origin Markets

New York, NY
271K+

Philadelphia, PA
262K+

Pittsburgh, PA
122K+

Washington DC
117K+

Lancaster, PA
113K+

York, PA
96K+