



VISITOR PROFILE

Visitor Market Area	% of Visitors	% of Visitor Spe...
Baltimore MD	22.9%	22.3%
Washington DC (Hagerstown MD)	17.7%	20.3%
Philadelphia PA	14.9%	13.3%
Harrisburg-Lancaster-Lebanon-York PA	9.4%	11.0%
New York NY	7.9%	8.9%
Pittsburgh PA	5.3%	4.8%
Wilkes Barre-Scranton PA	4.5%	5.0%
Johnstown-Altoona-State College PA	2.1%	1.7%
Salisbury MD	1.1%	0.0%

VISITORS

Visits: **1.7 M** Visitors: **559.6k** Visitor Frequency: **2.98**

ROOM TAX

\$135,710

2023 Room Tax Collection: \$1,349,287

WEBSITE



Ocean City, Maryland
<https://www.ococean.com>
 The Official Travel Resource for Ocean City, MD

Web Search Sessions by Content

- Home Page: **12.9%**
- Events: **24.1%**
- Arts & Enternmnt: **15.2%**
- Business & Profess.: **14.8%**
- Logistics & Planning: **17.2%**

Page Url	Views (>100)	Organic Views % of Total (<50%)	Engagement Rate (>40)
tp://www.ococean.com/events/	65.6 K	45%	83.8
tp://www.ococean.com/things-to-do/outdoor-adventures/fishing/inshore-fishing/	9.0 K	41%	53.7
tp://www.ococean.com/events	7.4 K	39%	83.4
tp://www.ococean.com/stay/hotels-resorts/oceanwalk/	5.7 K	50%	86.4
tp://www.ococean.com/webcams/	4.9 K	43%	77.2
tp://www.ococean.com/performing-arts-center/	3.7 K	38%	76.9
tp://www.ococean.com/event/rudolph-the-red-nosed-reindeer-the-musical/1920/	2.9 K	34%	65.4
tp://www.ococean.com/things-to-do/sports-recreation/oc-local-parks-playgroun...	2.9 K	29%	45.6
tp://www.ococean.com/performing-arts-center/upcoming-events/	2.8 K	49%	78.3
tp://www.ococean.com/plan-your-visit/deals/goog/	2.1 K	18%	51.6
tp://www.ococean.com/event/a-charlie-brown-christmas-live-on-stage/1975/	1.9 K	45%	62.5

SOCIALS

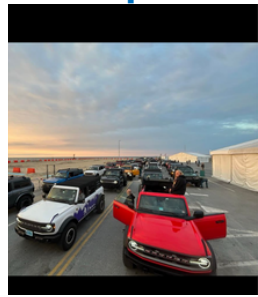
Facebook Impressions: **2.0 M** Instagram Impressions: **563,422 K**

Top FB Post



28,474 Engagements

Top IG Post



18,300 Engagements

OCCUPANCY

Hotel Occupancy: **77.8%** (change: +.1%, prev. year: 77.0%)
 Hotel ADR: **\$282** (change: -1.4%, prev. year: \$286)
 Hotel RevPAR: **\$219** (change: -0.3%, prev. year: \$220)

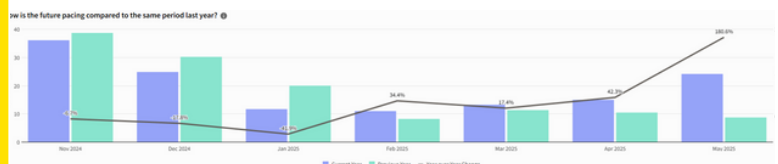
SHORT TERM RENTAL

Occupancy: **32%** ADR: **\$279** RevPAR: **\$89**
 Available Listings: **6,604** Booked Listings: **5,538**

E-NEWSLETTERS

E-Mails Sent: **6** Recipients: **269 k** New Subscribers: **608**

PACING 6 mnths



* metric information provided by placera.com, Zartico.com & Sprout Social reporting
 *Occupancy Numbers reported by AirDNA & STR Destination Report