



### VISITOR PROFILE

Visitor Market Area			Avg. Visitor Spend
Baltimore MD	23.8%	22.9%	\$148
Washington DC (Hagerstown MD)	19.5%	22.3%	\$169
Philadelphia PA	14.6%	10.0%	\$131
Harrisburg-Lancaster-Lebanon-York PA	10.5%	15.9%	\$177
New York NY	6.3%	4.5%	\$120
Pittsburgh PA	4.9%	4.2%	\$177
Wilkes Barre-Scranton PA	4.4%	3.6%	\$158
Johnstown-Altoona-State College PA	2.1%	1.3%	\$149
Norfolk-Portsmouth-Newport News VA	1.0%	1.5%	\$217
Cleveland-Akron (Canton) OH	0.8%	0.3%	-

### VISITORS

Visits **2.3 M**      Visitors **807k**      Visitor Frequency **2.85**

### ROOM TAX

# TBD

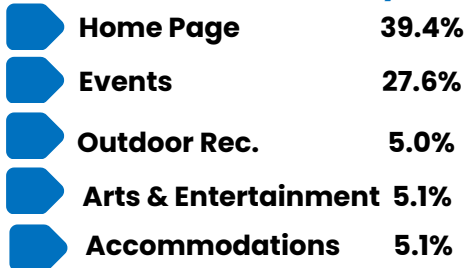
2023 Room Tax Collection: \$5,794,245

### WEBSITE



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

### Web Search Sessions by Content

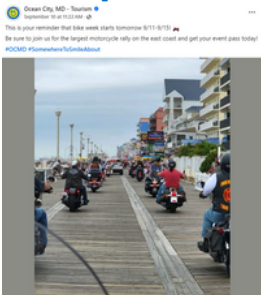


Page Url	Views (>100)	Organic Views % of Total (<5...	Engagement Rate (>40...
http://www.ococean.com/events/	133.1 K	38%	81.7%
http://www.ococean.com/food-drink/	31.5 K	50%	67.3%
http://www.ococean.com/things-to-do/	29.1 K	45%	84.0%
http://www.ococean.com/stay/	19.3 K	8%	45.5%
http://www.ococean.com/stay/hotels-resorts/	11.8 K	46%	81.9%
http://www.ococean.com/events/annual-events-festivals/	11.8 K	49%	84.1%
http://www.ococean.com/event/oceans-calling-festival/1807/	9.8 K	38%	54.5%
http://www.ococean.com/things-to-do/outdoor-adventures/	9.4 K	43%	46.1%
http://www.ococean.com/webcams/	8.7 K	43%	78.6%
http://www.ococean.com/things-to-do/explore-more/	6.3 K	42%	40.1%
http://www.ococean.com/things-to-do/outdoor-adventures/fishing/	5.4 K	12%	54.4%

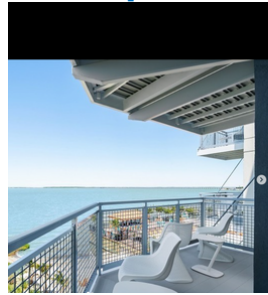
### SOCIALS

Facebook Impressions **2.4 M**      Instagram Impressions **498,139 K**

Top FB Post      Top IG Post



30,781 Engagements



23,858 Engagements

### OCCUPANCY

Hotel Occupancy **60.2**      Hotel ADR **\$184**      Hotel RevPAR **\$111**

↓ 5.2% change | 63.5% prev. year      ↓ 4.7% change | \$193 prev. year      ↓ 9.7% change | \$123 prev. year

### SHORT TERM RENTAL

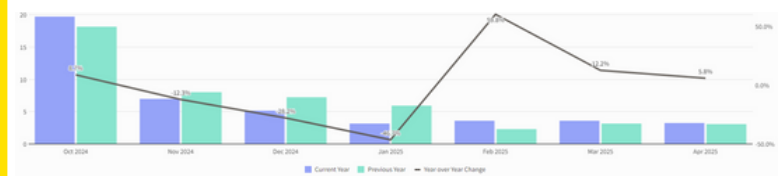
Occupancy **51%**      ADR **\$309**      RevPAR **\$158**

Available Listings **7,808**      Booked Listings **7,339**

### E-NEWSLETTERS

**4** E-Mails Sent      **217 k** Recipients      **1,472** New Subscribers

### PACING 6 mths



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