



A monthly recap of Ocean City's travel and tourism trends, monitored by the Department of Tourism.

Data through February '16 except where noted.

WEATHER

February	Avg. High	Avg. Low	Precipitation
2016	47	32	3.95"
2015	35	17	3.6"

Weather Events/Conditions: OC Municipal Airport

TOURISM TAXES

Category	Feb. 2016	Feb. 2015	Change
Room tax	\$187,493	\$183,711	2%
Food tax	\$26,470	\$23,107	14.5%
Sales tax (Tourism coded)	\$1,111,976	\$1,199,609	-7%
Admission & amusement tax	\$17,645	\$13,165	34%

LODGING - SMITH TRAVEL RESEARCH

Category	Feb. 2016	Feb. 2015	Change
Occ %	33.7	32.4	4.2%
ADR	91.99	90.38	1.8%
RevPAR	31.01	29.24	6.1%

WEB MARKETING RESULTS

Data	FY16 YTD	FY15 YTD	Change
Users - ococean.com	1,399,244	1,216,047	15%
Sessions - Total	2,229,522	1,753,136	27%
Sessions - Mobile	1,066,418	747,352	43%

User: A unique visitor that has had at least one session on ococean.

Session: Number of individual visits initiated by all the users to ococean.

TOP MARKETS-WEBSITE VISITS (FEB.)

Rank	Metro Area	Rank	City, State
1	Washington, DC	6	Salisbury, MD
2	New York, NY	7	Grantley, PA
3	Baltimore, MD	8	Pittsburgh, PA
4	Philadelphia, PA	9	Reston, VA
5	Ocean City, MD	10	Dundalk, MD

E-NEWSLETTER SUBSCRIPTION

Approximately 77,300 prospective visitors received the Department of Tourism e-newsletters in February, up 3.3 percent vs. February 2015.

SOCIAL MEDIA

Property	FY16 YTD	FY15 YTD	Change
Facebook fans	847,447	780,443	8.6%
Twitter followers	29,141	23,654	23%
Instagram followers	13,964	6,356	120%
Tumblr followers	1,992	1,823	9.3%
Pinterest followers	1,136	1,111	2.3%

REQUESTS FOR TRAVEL INFORMATION

Request Type	Feb. 2016	Feb. 2015	Change
Print advertising requests	N/A	N/A	N/A
Visitor Guide Requests – ococean.com (FYTD)	8,358	9,530	-12%
Phone calls – 1-800-OC-OCEAN	1,000	928	8%

TRANSPORTATION

Category	Feb. 2016	Feb. 2015	Change
Bus ridership	16,508	14,823	11%
Bus revenue	\$21,732	\$20,567	5.6%

VISITOR CENTER TRAFFIC

Feb. 2016	Feb. 2015	Change
1,806	1,783	1%

PUBLIC WORKS

Category	Feb. 2016	Feb. 2015	Change
Solid Waste Collection (tons)	1290.74	994.78	22%
Water Pumpage	60,010,000	97,420,000	-38%

CALLS FOR SERVICE

Department	Feb. 2016	Feb. 2015	Change
Police	3,192	4,025	-21%
Fire	249	323*	-23%

* An unusually large number of fire calls attributed to weather-related fire alarm activations.

TOP ZIP CODES-GUIDE REQUESTS (FEB.)

Zip Code	City, State	Zip Code	City, State
21236	Nottingham, MD	21502	Cumberland, MD
17331	Hanover, PA	21740	Hagerstown, MD
21234	Parkville, MD	21014	Belair, MD
21061	Glen Burnie, MD	19036	Glenolden, PA
21009	Abingdon, MD	21224	Baltimore, MD
16823	Bellafonte, PA	17112	Harrisburg, PA
17013	Carlisle, PA	15068	New Kensington, PA