



TOURISM STRATEGIC PLAN

2019 - 2024

OCEAN CITY VISITORS ARE

- Families
- Experience Seekers
- Sports Tournament Participants
- Conference Attendees
- Special Event Attendees
- Golf Groups

OCEAN CITY'S TARGET MARKET AREAS ARE

- Baltimore/Maryland
- Washington DC/Metro (VA)
- Philadelphia & Suburbs
- Central Pennsylvania
- New Jersey
- New York
- Pittsburgh

Completed by:
Ocean City Tourism Commission
February 11, 2019

OCEAN CITY TOURISM: VISION

Ocean City is a safe, clean and vibrant vacation destination, known as Maryland's Amateur Sports Destination. Offering unique "experiences" for visitors of all ages and interests, Ocean City's mid-Atlantic location boasts a naturally beautiful setting for vacations, getaways, sports tournaments, events and conferences.

OCEAN CITY TOURISM: MISSION

Ocean City promotes the town as a premiere vacation destination, developing advertising and marketing campaigns designed to increase visitor numbers and positive economic impact.

OCEAN CITY IS A YEAR ROUND DESTINATION

Prime Season:

March 15 - November 15

Secondary Season:

November 15 - March 15

Mini-Seasons:

St. Patrick's Day - Springfest

Springfest to July 4th

July - Labor Day

Holiday Season (Fall through December)

Winter Season (January & February)





TOURISM STRATEGIC PLAN

2019 UPDATE

GOAL #1: STAY CENTERED: *Protect and Preserve Ocean City's Core Values*

OBJECTIVES:

- Provide a safe, clean and environmentally mindful resort;
- Preserve our Historic Boardwalk, pristine Beach & waterways and well maintained infrastructure (streets, lighting, streetscapes);
- Provide vibrant economic environment for businesses, old and new.

CHALLENGES:

- Legislative Advocacy: including visible wind farms;
- Funding for increased maintenance & public safety personnel;
- Events and/or public relations that threaten our reputation as a safe & family friendly resort;
- A "throw away" society that endangers the environment.

GOAL #2: BECOME MARYLAND'S AMATEUR SPORTS DESTINATION

OBJECTIVES:

- Develop an indoor sports facility;
- Continue to expand capacity for sports tournaments through partnerships with other governments;
- Continue to increase sports tournaments on the beach;
- Continue to market Ocean City as a golf destination and increase the number of golf tourists.

CHALLENGES:

- Funding for an indoor/outdoor sports facility;
- Coordination & Communication with Worcester County;
- Expanding partnerships to promote and expand sports tourism in Ocean City;
- Available dates & facilities to accommodate new sports tournaments and events.

GOAL #3: ENHANCE THE OCEAN CITY EXPERIENCE

OBJECTIVES:

- Create positive experiences & lifelong memories for visitors;
- Enhance activities and experience offered;
- Expand public-private partnership to enrich the Ocean City experience;
- Highlight "experience driven" activities unique to Ocean City for visitors of all ages

CHALLENGES:

- Retaining "traditional" experiences while also providing new and "fresh" experiences;
- Negative experiences can ruin Ocean City's reputation;
- Centralized customer service training to promote "Ocean City Experience";
- Different generations having different leisure and recreational preferences and expectations.

GOAL #4: EXPAND TOURISM

OBJECTIVES:

- Give visitors NEW reasons to come to Ocean City;
- Provide visitors with new "experiences" and events/activities;
- Increase room occupancy for all seasons;
- Increase visitors during mid week summer season;
- Increase the number of early booking visitors;

CHALLENGES:

- New hotel rooms to fill and price of existing rooms;
- Competition for non-traditional travel destinations;
- Trend for shorter vacation.
- Staffing for year round establishments;
- Establishments closing for shoulder season;
- Weather