

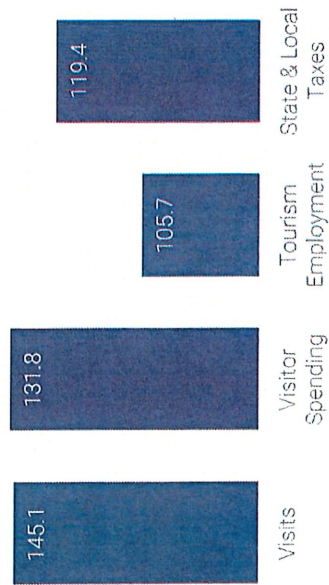


WORCESTER COUNTY HIGHLIGHTS

Highlighted by beach and outdoor attractions, Worcester County has maintained its growth.

Worcester County key indicators

Comparison of 2022 with 2019 data, 2019=100



Source: D. K. Shifflet, Tourism Economics

VISITOR VOLUME

Visitor volume in 2022 in Worcester County has grown to 142% of 2019 levels.

Worcester County visitor volume

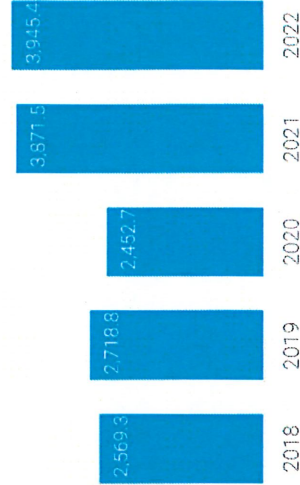
Amounts in thousands of visitors

	2018	2019	2020	2021	2022
Visitors					
Day	1,392.0	1,432.3	1,215.9	1,866.0	1,934.1
Overnight	1,237.3	1,286.5	1,236.8	2,005.5	2,011.3
Total Visitors	2,569.3	2,718.8	2,452.7	3,871.5	3,945.4
Growth rate		5.8%	-9.8%	57.8%	1.9%

Source: D. K. Shifflet, Tourism Economics

Worcester County visitor volume

Amounts in thousands of visitors



Source: D. K. Shifflet, Tourism Economics



WORCESTER COUNTY VISITOR SPENDING

Visitor spending grew 5% in Worcester County in 2022, surpassing \$2.5 billion.

Worcester County visitor spending and annual growth

Amounts in \$ millions, 2022 % change, and % recovered relative to 2019

	2018	2019	2020	2021	2022	2022 Growth	2022 % relative to 2019
Total visitor spending	\$1,883.3	\$1,969.7	\$1,770.2	\$2,476.8	\$2,596.1	4.8%	131.8%
Lodging*	\$700.5	\$735.9	\$664.8	\$904.1	\$933.4	3.2%	126.8%
Food & beverage	\$400.3	\$425.1	\$429.0	\$592.8	\$623.5	5.2%	146.7%
Retail	\$230.5	\$238.5	\$233.5	\$305.1	\$319.9	4.8%	134.1%
Recreation	\$252.9	\$256.0	\$227.4	\$334.0	\$362.6	8.5%	141.6%
Transportation**	\$299.0	\$314.1	\$215.5	\$340.7	\$356.7	4.7%	113.5%

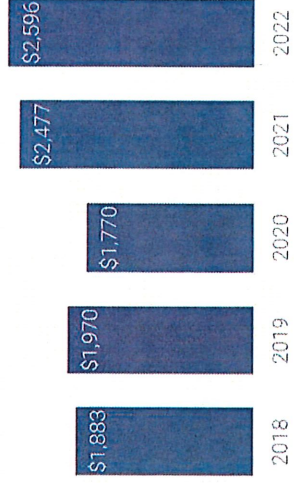
* Lodging includes 2nd home spending

** Transportation includes both ground and air transportation

Source: D. K. Shifflet, Tourism Economics

Worcester County visitor spending

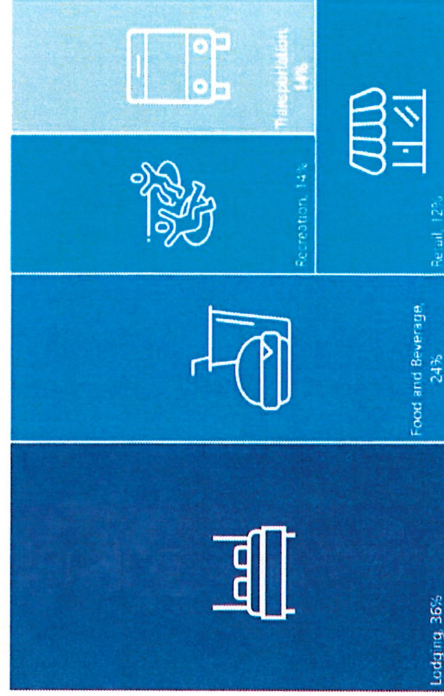
Amounts in \$ millions



Source: D. K. Shifflet, Tourism Economics

Visitor spending by category

Percent of total



Source: D. K. Shifflet, Tourism Economics

WORCESTER COUNTY ECONOMIC IMPACTS

More than 15,000 visitor-supported jobs represent the majority of jobs in Worcester County.

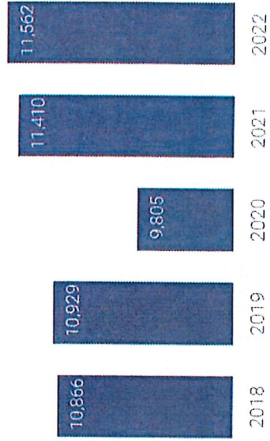
Visitor impacts in Worcester County

Employment in units, income and taxes in \$ millions

	2018	2019	2020	2021	2022	2022 % relative Growth to 2019
Employment						
Direct	10,866	10,929	9,805	11,410	11,562	1.3%
Total	14,228	14,329	13,479	15,158	15,151	0.0%
Share of State	6.29%	6.33%	8.12%	8.73%	8.09%	105.8%
						105.7%
Labor Income						
Direct	\$368.0	\$381.1	\$374.9	\$472.9	\$489.3	3.5%
Total	\$573.5	\$594.9	\$615.2	\$737.9	\$743.6	0.8%
Share of State	5.56%	5.60%	7.60%	8.45%	7.68%	128.4%
						125.0%
Tax revenues						
Federal	\$138.5	\$143.7	\$132.7	\$164.0	\$168.8	3.0%
State & Local	\$228.0	\$239.0	\$232.4	\$280.9	\$285.4	1.6%
Hotel	\$16.9	\$18.2	\$16.0	\$25.1	\$27.2	8.5%
Total	\$383.4	\$400.9	\$381.1	\$470.0	\$481.4	2.4%
						120.1%

Source: Tourism Economics

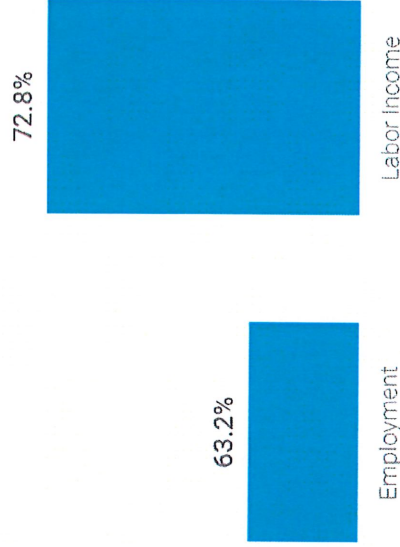
Worcester County direct employment timeline
Amounts in jobs



Source: Tourism Economics

Tourism share of county economy

Tourism share of payroll employment and income



Source: BLS, Tourism Economics



OCEAN CITY VISITOR SPENDING

Visitor spending grew 5% in Ocean City to reach \$2.3 billion in 2022.

Ocean City visitor spending and annual growth

Amounts in \$ millions, 2022 % change, and % recovered relative to 2019

	2018	2019	2020	2021	2022	2022 % relative to 2019
Total visitor spending	\$1,675.2	\$1,751.9	\$1,538.5	\$2,149.3	\$2,251.8	128.5%
Lodging*	\$659.0	\$692.2	\$613.6	\$833.6	\$860.7	124.3%
Food & beverage	\$342.1	\$363.3	\$355.6	\$491.3	\$516.8	142.2%
Retail	\$203.4	\$210.5	\$199.1	\$260.2	\$272.8	129.6%
Recreation	\$221.1	\$223.8	\$192.1	\$282.1	\$306.2	136.8%
Transportation**	\$249.6	\$262.2	\$178.1	\$282.0	\$295.3	112.6%

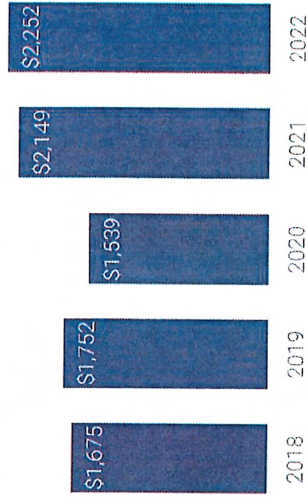
* Lodging includes 2nd home spending

** Transportation includes both ground and air transportation

Source: D. K. Shifflet, Tourism Economics

Ocean City visitor spending

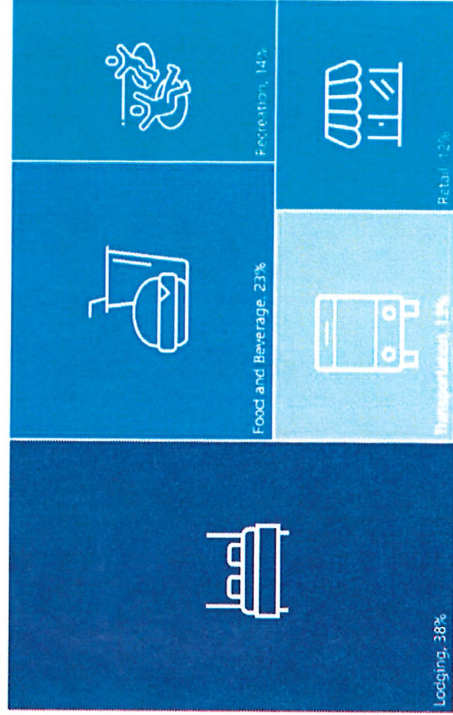
Amounts in \$ millions



Source: D. K. Shifflet, Tourism Economics

Visitor spending by category

Percent of total



Source: D. K. Shifflet, Tourism Economics