



# Ocean City<sup>MD</sup>

# TOURISM REPORT

APRIL 2025

## VISITOR PROFILE

| Visitor Market Area                  | % of Visitor Spend | % of Visitor Spend |
|--------------------------------------|--------------------|--------------------|
| Baltimore MD                         | 27.3%              | 23.1%              |
| Washington DC (Hagerstown MD)        | 22.1%              | 22.4%              |
| Philadelphia PA                      | 12.7%              | 11.0%              |
| Harrisburg-Lancaster-Lebanon-York PA | 8.0%               | 11.5%              |
| New York NY                          | 6.7%               | 8.1%               |
| Pittsburgh PA                        | 2.8%               | 2.3%               |
| Wilkes Barre-Scranton PA             | 2.0%               | 3.5%               |
| Norfolk-Portsmouth-Newport News VA   | 1.9%               | 1.5%               |
| Johnstown-Altoona-State College PA   | 1.3%               | 1.0%               |

## VISITORS

Visits **1.4M** Visitors **559.5 K** Visitor Frequency **2.6**

## ROOM TAX

**TBD**

2024 Room Tax Collection: \$849,058

## WEBSITE

Sessions **422,403** 16% change prev. year Avg. Session Duration **02:20** 10% change prev. year Engagement Rate **44.6%** 7% change prev. year New Users **316,605** 12% change prev. year

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

## Web Search Sessions by Content

**Home Page 53.6%**  
**Events 22.0%**  
**Outdoor Recreation 11.2%**  
**Accommodations 3.1%**  
**Arts & Entertainment 3.9%**

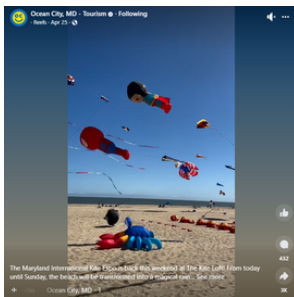
| Page Url  | Views (>250) | Organic Views % of Total (<50%) | Engagement Rate (>40%) |
|---|--------------|---------------------------------|------------------------|
| http://www.ococean.com/events/                          | 70.0 K       | 41%                             | 79.3%                  |
| http://www.ococean.com/springfest/music-lineup/         | 29.9 K       | 40%                             | 62.3%                  |
| http://www.ococean.com/things-to-do/                    | 21.4 K       | 45%                             | 82.0%                  |
| http://www.ococean.com/food-drink/                      | 12.7 K       | 49%                             | 52.8%                  |
| http://www.ococean.com/springfest/vendors/              | 6.7 K        | 46%                             | 73.2%                  |
| http://www.ococean.com/performing-arts-center/          | 5.6 K        | 47%                             | 78.9%                  |
| http://www.ococean.com/things-to-do/outdoor-adventures/ | 5.5 K        | 49%                             | 46.3%                  |
| http://www.ococean.com/webcams/                         | 5.1 K        | 42%                             | 74.5%                  |
| http://www.ococean.com/sunfest/                         | 4.8 K        | 45%                             | 68.4%                  |
| http://www.ococean.com/things-to-do/explore-more/       | 4.8 K        | 46%                             | 41.9%                  |
| http://www.ococean.com/springfest/what-to-eat/          | 4.2 K        | 44%                             | 50.0%                  |

## SOCIALS

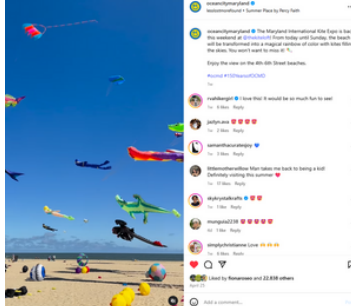
Facebook Impressions Instagram Impressions

**4.4 M**  
Top FB Post

**567,515 K**  
Top IG Post



57,526 Engagements



27,508 Engagements

## E-NEWSLETTERS

**2** E-Mails Sent  
**163 k** Recipients  
**1,871** New Subscribers

## OCCUPANCY

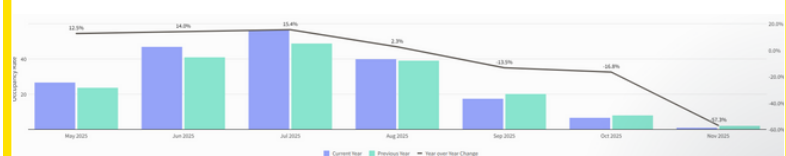
Hotel Occupancy **42.3 %** 6.3% change prev. year Hotel ADR **\$114.89** 1.8% change prev. year Hotel RevPAR **\$48.63** 8.8% change prev. year

## SHORT TERM RENTAL

Occupancy **44%** ADR **\$268** RevPAR **\$117**  
Available Listings **3,772** Booked Listings **3,515**

## PACING 6 mths

Occupancy Rate



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