



MONTHLY TOURISM REPORT

APRIL 2026

HOW WE MEASURE TOURISM:

Ocean City's tourism performance is measured through key indicators such as hotel and short-term rental data (STR & Key Data), room tax collections, and marketing metrics like social media and website traffic (Zartico). We also consider peer market comparisons, weather, events, and holidays to provide a well-rounded monthly snapshot of our destination.

HOTEL PERFORMANCE

Ocean City's lodging market demonstrated stability in April 2026. Key performance indicators—**Occupancy**, **Average Daily Rate (ADR)**, and **RevPAR**—remained fairly flat year-over-year.

Occupancy	40.5%	-0.1%
ADR	\$116.49	+0.9%
RevPar	\$47.17	+0.8%

STR Report

As of May 19, 2026

SHORT TERM RENTALS

Ocean City's short-term rental market saw divergent trends in April 2026. Properties had higher premium pricing, driving up **Average Daily Rate (ADR)** year-over-year. However, this growth led to a decrease in overall **Occupancy** and a corresponding drop in **RevPAR**.

Occupancy	5.2%	-31%
ADR	\$177	+21%
RevPar	\$9	-14%

Key Data

As of May 13, 2026

ROOM TAX

April 2026

\$1,245,229

April 2025

\$979,747

Note: Room Tax data is typically reported with a delay of approximately 8 weeks.

WEB & SOCIAL ENGAGEMENT

Website and social media insights are gathered from multiple platforms, including **Zartico**, **Google Analytics**, and **Sprout Social**. This data helps us understand visitor engagement, travel intent, reach, and overall impressions, offering a clearer view of how audiences are interacting with Ocean City online.

WEB SESSION BY CATEGORIES

Events	23.2%
Logistics & Planning	3.3%
Home Page	58.8%
Food	2.2%
Arts & Entertainment	7.0%

MONTHLY WEB SESSIONS

111,724

- 29% change over prev. year

AVG SESSION DURATION

03:08

- +7% change over prev. year

Facebook Impressions: 5.08M | **Engagements:** 107,175

Instagram Impressions: 1.18M | **Engagements:** 23,645

VISITOR PROFILE

Sourced from **Zartico**, our Visitor Spend Profile highlights all of the visitor spending we see in our destination and better understand which market areas have the greatest impact on spending in your destination and how those same markets contribute to visitation. This data provides valuable insight into traveler behavior and helps guide strategic planning.

Food & Beverage	35%
Accommodations	39%
Retail	18%
Gas & Service	6%
Arts & Entertainment	2%

Baltimore, MD	23%
Washington, DC	21%
Philadelphia, PA	10%
HLLY, PA	13%
New York, NY	4%

APRIL WEATHER & EVENTS

In April, Ocean City continued its transition into spring with comfortable daytime highs steady in the low 60s. The month brought a mix of seasonal conditions, which included a storm system that unfortunately rained out the final day (Sunday) of Springfest.

April marked the midst of the spring season, anchored by one of the town's annual events. Springfest served as a primary highlight, debuting several upgrades and a Spring Showcase at the PAC. Then Cruisin' ended the month leading into May.

REPORT SUMMARY:

Ocean City advanced into mid-spring in April, maintaining steady coastal weather with highs in the low 60s despite a late-weekend rainout during Springfest. Traditional hotels demonstrated solid market resilience with flat year-over-year stability, while short-term rentals saw higher ADR alongside a decrease in occupancy and RevPAR. Baltimore and D.C. continued as top markets, with significant year-over-year growth in Facebook and Instagram impressions. While website sessions dipped slightly, a rise in average session duration indicates deeper consumer intent and engagement. April's metrics highlight a stable transition, building strong destination momentum heading into the peak events of May and the summer season.