HOW WE MEASURE TOURISM:

Ocean City's tourism performance is measured through key indicators such as hotel and short-term rental data (STR & AirDNA), Room Tax collections, and marketing metrics like social media, website traffic, and e-newsletter engagement. We also consider peer market comparisons, weather, events, and holidays to provide a well-rounded monthly snapshot of our destination. While this report doesn't capture every tourism KPI, we hope it offers valuable insight and helps tell the story of our community each month.

HOTEL PERFORMANCE

Hotel occupancy rose to 42.3%, up from 39.8% in 2024, with ADR increasing to $114.89. RevPAR jumped 8.8%, climbing from $45 to $48.63, the highest growth among core hotel metrics.

Occupancy	42.3%	+6%
ADR	$114.89	+1.8%
RevPar	$48.63	+8.8%

SHORT TERM RENTALS

Short-term rental occupancy reached 44%, up from 36% last year, with an ADR of $268 and RevPAR of $117. According to AirDNA, 3,515 of 3,773 available listings were booked, highlighting robust early spring demand.

Occupancy	44%	+8%
ADR	$268	+4.5%
RevPar	$117	+22.9%

ROOM TAX

April 2025	APRIL 2024
$979,747	$849,058

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

VISITOR PROFILE

Our Visitor Profile highlights anonymized mobile location data to help us understand who is coming to Ocean City, including where they're from, how long they stay, and how often they visit. This data provides valuable insight into traveler behavior and helps guide strategic planning.

Baltimore	27%	Pittsburgh, PA	3%
Washington, DC	22%	Wilkes Barre	2%
Philadelphia	13%	Norfolk, VA	2%
HLLY	8%	Johnstown, PA	1%
New York, NY	7%		

(Sourced from Zartico)

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

Home Page	53.6%
Events	22%
Outdoor Adventure	11.2%
Accommodations	3.1%
Arts & Entertainment	3.9%

MONTHLY WEB SESSIONS

422,403

+ 16% change over prev. year

AVG SESSION DURATION

02:20

+ 10% change over prev. year

Facebook Impressions: 4.4M | Engagements: 57,526

Instagram Impressions: 568K | Engagements: 27,508

APRIL WEATHER & EVENTS

April ushered in a much anticipated taste of spring, with average highs around 62°F, lows near 47°F, and approximately 3.2 inches of rainfall spread across 9–11 days.

As the weather warmed and days grew longer, Ocean City saw an uptick in early season energy, fueled by Sprinfest, the return of outdoor activities, and the rollout of the spring leisure marketing campaign designed to inspire seasonal travel.

REPORT SUMMARY:

April's numbers show positive momentum, with growth in both hotel and STR performance across all major metrics. Rising traveler intent, boosted by spring promotions and better weather, set a strong foundation for the summer season ahead.