



# MONTHLY TOURISM REPORT

## AUGUST 2025

### 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

Ocean City held strong through 2025, with August results pointing to a positive summer trajectory. **Occupancy** growth, consistent **ADR**, and **RevPAR** improvements are a reflection of stronger summer pacing, group & leisure strategy, and steady visitor demands across accommodation types.

<b>Occupancy</b>	78.6%	+1.0 %
<b>ADR</b>	\$279.34	-8%
<b>RevPar</b>	\$219.50	+2%

### SHORT TERM RENTALS

In addition to positive hotel trends, short-term rentals saw exceptionally strong performance in August, with 82% **occupancy** and an **ADR** of \$408. According to **AirDNA**, out of 7,359 available listings, there were 7,275 booked, indicating extremely high demand and minimal unused inventory

<b>Occupancy</b>	82%	+4%
<b>ADR</b>	\$408	+10.4
<b>RevPar</b>	\$336	+10.8

### ROOM TAX

August 2025

**\$6,262,462**

August 2024

**\$5,490,408**

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

Home Page	44.3%
Events	27.8%
Outdoor Adventure	10.1%
Conventions & Meetings	4.4%
Accommodations	3.5%

#### MONTHLY WEB SESSIONS

**466,981**

-5% change over prev. year

#### AVG SESSION DURATION

**02:37**

+ 8% change over prev. year

**Facebook Impressions:** 5.3M | Engagements: 160,658

**Instagram Impressions:** 2.8M | Engagements: 26,043

### VISITOR PROFILE

Sourced from **Zartico**, 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.

<b>Baltimore</b>	20%	<b>Pittsburgh</b>	5%
<b>Washington, DC</b>	20%	<b>Wilkes Barre Scranton</b>	5%
<b>Philadelphia</b>	13%	<b>Salisbury, MD</b>	3%
<b>HLLY</b>	10%	<b>Johnstown</b>	2%
<b>New York, NY</b>	9%		

### AUGUST WEATHER & EVENTS

According to **The Weather Channel**, In August, Ocean City, MD experienced warm, comfortable conditions with daytime highs around 80 °F, lows near 67 °F, and ocean temperatures in the mid-70s, ideal for beach and water activities. Rainfall totaled about 4 inches across nine days, with occasional showers disrupting plans, and while the month was generally sunny.

The offshore arrival of Hurricane Erin impacted the plans for the first ever Summer Send-Off, however Ocean City, still held a very successful Jeep Fest and welcomed thousands of visitors for a last hurrah before the start of the school year.

### REPORT SUMMARY:

Ocean City continues to show resilience in a softening travel landscape. Nice weather, strategic rate management, strong short-term rental demand, and high digital engagement all signal a healthy and adaptable tourism foundation. This continued strength is a direct result of the hard work, collaboration, and commitment of our partners and Tourism team and it positions Ocean City for continued success even amid shifting market conditions.