

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 continued to welcome visitors throughout the holiday season, closing December with steady activity and a well-balanced market. **Occupancy**, Average Daily Rate (ADR), and **RevPAR** reflected the value and quality of travel during this period, supported by strategic pacing and a strong mix of group and leisure visitation. This performance highlights Ocean City's appeal as a year-round destination and the effectiveness of efforts to attract visitors even during traditionally quieter months.

Occupancy	29%	-12%
ADR	\$103	+2%
RevPar	\$30	-10%

SHORT TERM RENTALS

While it may seem like occupancy percentages are down in November, 18% **occupancy**, the **ADR** of \$223 and **RevPar** of \$41 show an increase in value of the people staying in comparison to the quantity. Out of 1,559 available listings, there were 1,257 booked, indicating there was still demand for inventory as Ocean City enters into the winter months.

Occupancy	32%	-5.4%
ADR	\$203	+3.2%
RevPar	\$65.5	-2.4%

ROOM TAX

December 2025

\$346,747

December 2024

\$387,701

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

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	38%	Baltimore, MD	31%
Accommodations	31%	Washington, DC	19%
Retail	21%	Philadelphia, PA	10%
Gas & Service	6%	HLLY/Scranton, PA	6%
Arts & Entertainment	3%	New York, NY	5%

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	60.3%
Events	30.5%
Logistics & Planning	2.0%
Arts & Entertainment	1.9%
Outdoor Recreation	1.8%

MONTHLY WEB SESSIONS

288,173

-7% change over prev. year

AVG SESSION DURATION

03:12

+18% change over prev. year

Facebook Impressions: 2.6M | **Engagements:** 36,245

Instagram Impressions: 21.7M | **Engagements:** 13,966

DECEMBER WEATHER & EVENTS

In December, according to the Weather Channel, Ocean City, MD experienced winter conditions with daytime highs near 50 °F, lows around 40 °F, about 3.5-4 inches of precipitation, light snowfall, along with colder ocean temperatures near 50 °F and shorter daylight hours. While the weather limits traditional beach activity, it supports a quieter off-season atmosphere that complements holiday events, winter festivals, and a more relaxed visitor experience.

Ocean City remained festive with the Winterfest of Lights, local restaurant, shopping and lodging specials, and a Gala to end the year long 150th Anniversary Celebration.

REPORT SUMMARY:

Ocean City closed out December with steady holiday-season visitation, reinforcing its appeal as a year-round destination. While occupancy reflected typical seasonal patterns, increases in Average Daily Rate (ADR) across hotels and short-term rentals underscored the value and quality of travel during the month, supported by diverse visitor spending across food and beverage, accommodations, and retail. Digital engagement remained strong, with longer website session durations signaling continued interest and trip-planning intent, while winter weather created a quieter atmosphere that complemented seasonal experiences such as Winterfest of Lights, holiday dining and shopping specials, and the Gala marking the conclusion of Ocean City's 150th Anniversary. Collectively, these indicators highlight thoughtful pacing, effective seasonal programming, and strong collaboration among tourism partners as the destination transitions into the new year.