

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

February 2026 continued Ocean City's positive momentum, with year-over-year increases in **Occupancy**, Average Daily Rate (**ADR**), and **RevPAR**. Hotel performance reflected stronger demand and improved rate integrity, signaling a solid start to the year for the local lodging market.

Occupancy	29.3%	+3.2%
ADR	\$114.51	+6.3%
RevPar	\$33.52	+9.7%

SHORT TERM RENTALS

In February, performance showed positive year-over-year growth across all key metrics. These increases reflect improved demand and steady rate performance compared to the same time last year, indicating continued strength even during the peak of the off-season.

Occupancy	29.3%	+3%
ADR	\$116	+3%
RevPar	\$34	+6%

ROOM TAX

February 2026

\$602,852

February 2025

\$620,658

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	36.2%
Logistics & Planning	26.2%
Home Page	22.9%
Conv & Meetings	3.5%
Arts & Entertainment	3.7%

MONTHLY WEB SESSIONS

170,720

• -7% change over prev. year

AVG SESSION DURATION

02:28

• +1% change over prev. year

Facebook Impressions: 1.7M | Engagements: 39,682

Instagram Impressions: 769k | Engagements: 16,374

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	37%	Baltimore, MD	35%
Accommodations	40%	Washington, DC	18%
Retail	14%	Philadelphia, PA	11%
Gas & Service	6%	HLLY/Scranton, PA	11%
Arts & Entertainment	1%	New York, NY	4%

FEBRUARY WEATHER & EVENTS

In February, Ocean City continued to experience winter conditions with daytime highs generally in the mid-40s °F. The month included periods of rain and cloudy skies with windy conditions common along the coast. Late in the month, a significant coastal winter storm impacted the region bringing heavy snowfall and strong winds.

February featured the Town of Ocean City's annual Job Fair, and the extended Valentine's Day and President's Day weekend brought a variety of events and specials throughout town, encouraging both local and regional visitation during this winter month.

REPORT SUMMARY:

Ocean City moved through the peak of the winter off-season in February, with typical cold, windy conditions and a late-month coastal winter storm impacting travel. Despite this, both hotels and short-term rentals saw year-over-year increases in occupancy, ADR, and RevPAR, reflecting steady demand. Holiday weekends and events, including the Valentine's Day and Presidents' Day stretch, helped support visitation. Digital performance remained solid, with strong social media visibility and increased website session duration, despite a slight dip in overall sessions. Overall, February's metrics highlight a stable off-season month, with continued engagement and growth positioning Ocean City for the upcoming spring season.