



# MONTHLY TOURISM REPORT

## FEBRUARY 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

Hotel occupancy in February 2025 was 30.5%, down 4% from the previous year. ADR decreased slightly to \$105 from \$108, and RevPAR dipped to \$32 from \$34.

Occupancy	30.5%	-4%
ADR	\$105	-3%
RevPar	\$32	-7%

### SHORT TERM RENTALS

Short-term rentals showed strong demand, with 42% occupancy, an ADR of \$249, and RevPAR at \$104. AirDNA reports 1,676 of 1,931 available listings booked, reflecting solid winter rental activity.

Occupancy	42%	+6%
ADR	\$249	+10.5%
RevPar	\$104	+25%

### ROOM TAX

February 2025

**\$620,658**

February 2024

**\$560,980**

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

### 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.

Baltimore	24.5%	Salisbury, MD	5%
Washington, DC	17.3%	Pittsburgh,	4%
Philadelphia	15.4%	Wilkes Barre-Scranton	4%
HLLY	10%	Johnstown	2%
New York, NY	7%		

### 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	46.3%
Events	26.4%
Conv & Meeting	10.6%
Accommodations	5.3%
Trip Planning	2.8%

#### MONTHLY WEB SESSIONS

**208,421**

- 32% change over prev. year

#### AVG SESSION DURATION

**03:51**

+ 91% change over prev. year

**Facebook Impressions:** 2.9M | Engagements: 29,522

**Instagram Impressions:** 767K | Engagements: 28,069

### FEBRUARY WEATHER & EVENTS

February was chilly and damp, with daily highs ranging between 44°F to 49°F and lows between 29°F to 34°F, and around 2.8–3.2 inches of precipitation with approximately 49% cloud cover

The Ocean City Boat Show and Presidents Day holiday also drew visitors to the area. In addition, Room Tax rose significantly to \$620,658, up from \$560,980 in February 2024, highlighting strong winter bookings and travel tax collections.

### REPORT SUMMARY:

Despite some softness in hotel ADR and RevPAR, solid occupancy and strong short-term rental demand underscore Ocean City's underlying tourism resilience. Events like the Boat Show and sustained winter travel interest helped boost overall performance relative to regional trends.