

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 began 2026 with measurable year-over-year increases in **Occupancy**, Average Daily Rate (**ADR**), and **RevPAR**. The destination maintained steady visitation supported by effective pacing strategies and a balanced mix of group and leisure demand.

Occupancy	24.5%	+6%
ADR	\$97.03	+7.2%
RevPar	\$23.75	+13.6%

SHORT TERM RENTALS

While **Occupancy** in January register at 22%, **Average Daily Rate (ADR)** of \$274, and **RevPar** of \$61 reflect an increase in the overall value of the stays, indicating stronger rate performance despite lower seasonal volume.

Occupancy	22%	-9.2%
ADR	\$274	+6.4%
RevPar	\$61	+9.5%

ROOM TAX

January 2026

\$494,717

January 2025

\$421,235

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	40%	Baltimore, MD	34%
Accommodations	40%	Washington, DC	26%
Retail	12%	Philadelphia, PA	9%
Gas & Service	6%	HLLY/Scranton, PA	11%
Arts & Entertainment	2%	New York, NY	4%

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	52.2%
Logistics & Planning	20.7%
Home Page	17.4%
Conv & Meetings	2.9%
Accomodations	2.1%

MONTHLY WEB SESSIONS

212,944

• -10% change over prev. year

AVG SESSION DURATION

02:43

• +2% change over prev. year

Facebook Impressions: 2.4M | **Engagements:** 47,535

Instagram Impressions: 965k | **Engagements:** 15,334

JANUARY WEATHER & EVENTS

In January, Ocean City experienced typical winter conditions with daytime highs in the low 40s °F and overnight lows frequently dropping below freezing. This month included several periods of light snow and wintery mix, along with rain and mist mid-month. Winter Storm Fern brought a combination of snow, sleet, and freezing rain leading to temperatures turning especially cold toward the end of the month, and colder ocean temperatures nearing 44°F.

January featured the annual Dreamfest at the Ocean City Performing Arts Center, bringing performances by The Pointer Sisters, Shadows of the 60s, and Evolution of Pop.

REPORT SUMMARY:

Ocean City began 2026 with steady winter visitation and strong rate performance, highlighted by year-over-year increases in Average Daily Rate (ADR), and RevPar across both hotels and short-term rentals. While occupancy reflected typical seasonal patterns, elevated rates indicate continued traveler willingness to invest in the destination experience. Winter events such as Dreamfest helped sustain visitor interest, while colder temperatures and winter weather contributed to the expected off-season atmosphere. Digital engagement remained solid, with longer website session durations and continued social media visibility reinforcing travel intent. Collectively, these indicators reflect a healthy start to the year, demonstrating Ocean City's resilience and ongoing appeal as a year-round coastal destination.