



# MONTHLY TOURISM REPORT

## JANUARY 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

January 2025 saw a slight increase in occupancy, up 0.7% to 24.5%, compared to 24.4% in 2024. However, ADR declined by 1.8% to \$89.45, and RevPAR dipped slightly to \$21.93, down from \$22.19 the previous year.

Occupancy	24.5%	+0.7 %
ADR	\$89.45	-1.8%
RevPar	\$21.93	-1.1%

#### SHORT TERM RENTALS

Short-term rentals saw solid performance in January, with 29% occupancy, an ADR of \$253, and RevPAR at \$74. According to AirDNA, 1,518 of 2,086 available listings were booked, indicating healthy demand and minimal unused inventory during the winter season.

Occupancy	29%	-3.7 pts
ADR	\$253	+ 3.3%
RevPar	\$74	+ 8.%

#### ROOM TAX

January 2025

**\$421,235**

January 2024

**\$495,453**

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

#### VISITOR PROFILE

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	26%	Pittsburgh, PA	4.6%
Washington, DC	18.5%	Wilkes Barre, PA	4%
Philadelphia	15.4%	Johnstown, PA	2%
HLLY	9%	Norfolk, VA	1%
New York, NY	7%	(Sourced from Zartico)	

#### 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	47.7%
Events	34.8%
Conv & Meeting	6.6%
Accommodations	6%
Trip Planning	2%

##### MONTHLY WEB SESSIONS

**250,220**

+ 3% change over prev. year

##### AVG SESSION DURATION

**03:12**

+ 40% change over prev. year

**Facebook Impressions:** 42.3M | **Engagements:** 34,418

**Instagram Impressions:** 1.8M | **Engagements:** 36,285

#### JANUARY WEATHER & EVENTS

January 2025 brought a significant cold wave, with average daily highs around 43°F and lows near 34°F, light snow/rain across multiple days, and roughly one-third of days saw measurable precipitation.

Ocean City hosted the second annual Dreamfest from January 16 to 19, which featured four-days of celebrations. The diverse lineup of performances at the Ocean City Performing Arts Center aimed to unite the community through music, history, and reflection.

### REPORT SUMMARY:

Despite winter's chill, hotel and rental rates held steady and showed positive momentum, while short-term rental demand remained high. January's demand resilience reflects strong foundational strength in Ocean City's tourism, even in low season.