MONTHLY TOURISM REPORT
JULY 2025

Ocean City MD

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 held strong through 2025, with July results pointing to a positive summer trajectory. **Occupancy** growth, consistent **ADR**, and **RevPAR** improvements are a reflection of stronger summer pacing, group & leisure strategy, and steady visitor demands across accommodation types.

Occupancy	78.1%	+2.1 %
ADR	$286.49	-.3%
RevPar	$223.80	+1.7%

SHORT TERM RENTALS

In addition to positive hotel trends, short-term rentals saw exceptionally strong performance in July, with 86% **occupancy** and an **ADR** of $425. According to **AirDNA**, out of 7,480 available listings, there were 7,413 booked, indicating extremely high demand and minimal unused inventory

Occupancy	86%	+5.4%
ADR	$425	+9.4
RevPar	$367	+15.3

ROOM TAX

July 2025	July 2024
$5,639,062	**$5,490,408**

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

Home Page	47.1%
Outdoor Adventure	15.7%
Events	14.9%
Accommodations	6.8%
Trip Planning	4.8%

MONTHLY WEB SESSIONS

372,351

-35% change over prev. year

AVG SESSION DURATION

02:58

+ 10% change over prev. year

Facebook Impressions: 4.4M | Engagements: 132,111

Instagram Impressions: 2.4M | Engagements: 24,606

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	22%	**Pittsburgh**	6%
Washington, DC	19%	**Wilkes Barre Scranton**	5%
Philadelphia	15%		
HLLY	10%	**Johnstown**	2%
New York, NY	7%	**Cleveland**	1%

JULY WEATHER & EVENTS

According to **The Weather Channel**, daily high temperatures ranged from 81 °F to 84 °F, while overnight lows stay comfortably warm in the 68 °F to 70 °F zone. There was roughly 3.5 to 4 inches of rainfall across 11 to 16 days, meaning approximately one-third to half of the month experiences some precipitation. Average humidity runs high—between 75% and 79%.

Ocean City, MD, on the 4th of July was a vibrant beachside spectacle, from a spectacular fireworks display at North Side Park all the way down to the Ocean City Inlet, hundreds of thousands of visitors flocked to the bay and the boards.

REPORT SUMMARY:

Ocean City continues to show resilience in a softening travel landscape. Despite a wet June, strategic rate management, strong short-term rental demand, and high digital engagement all signal a healthy and adaptable tourism foundation. This continued strength is a direct result of the hard work, collaboration, and commitment of our partners and Tourism team and it positions Ocean City for continued success even amid shifting market conditions.