



# MONTHLY TOURISM REPORT

## JUNE 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

Ocean City held strong in occupancy this June and led peer markets in both **ADR** and **RevPAR** growth. **Occupancy** was stable at 70.3% and consistent over 2024. The increase in ADR and RevPar were modest but showed meaningful growth and a positive sign of rate strength.

<b>Occupancy</b>	70.3%	+0.1 %
<b>ADR</b>	\$228.97	+ 1.5%
<b>RevPar</b>	\$160.90	+1.6%

### SHORT TERM RENTALS

In addition to positive hotel trends, short-term rentals saw exceptionally strong performance in June, with 74% **occupancy** and an **ADR** of \$389. According to **AirDNA**, out of 7,281 available listings, there were 7,191 booked, indicating extremely high demand and minimal unused inventory

<b>Occupancy</b>	74%	dd
<b>ADR</b>	\$389	dd
<b>RevPar</b>	\$286	dd

### ROOM TAX

June 2025

TBD

June 2024

\$3,874,414

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.

<b>Baltimore</b>	27%	<b>Pittsburgh</b>	4%
<b>Washington, DC</b>	21%	<b>Wilkes Barre Scranton</b>	4%
<b>Philadelphia</b>	14%	<b>Johnstown</b>	2%
<b>HLLY</b>	9%	<b>Cleveland</b>	1%
<b>New York, NY</b>	6%		

### 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

<b>Home Page</b>	47.2%
<b>Events</b>	19.7%
<b>Outdoor Adventure</b>	10%
<b>Accommodations</b>	7.6%
<b>Trip Planning</b>	5.1%

#### MONTHLY WEB SESSIONS

250,220

+ 3% change over prev. year

#### AVG SESSION DURATION

03:12

+ 40% change over prev. year

**Facebook Impressions:** 4.3M | **Engagements:** 137,580

**Instagram Impressions:** 1.8M | **Engagements:** 32,093

### JUNE WEATHER & EVENTS

According to **The Weather Channel**, daily highs in Ocean City ranged from 74°F to 81°F, with lows between 60°F and 68°F. The month saw approximately 3.1 inches of rain, typically spread over 10 to 13 days, meaning about one-third of the month experienced some precipitation.

In addition to unpredictable weather, June's marquee event, the **OC Air Show**, took place June 14–15, drawing large crowds and generating regional excitement and media attention.

### 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.