Ocean City MD

TOURISM REPORT
MARCH 2025

VISITOR PROFILE

Visitor Market Area		Visitor Spend
Baltimore MD	26.6%	25.3%
Washington DC (Hagerstown MD)	19.6%	27.4%
Philadelphia PA	14.3%	10.2%
Harrisburg-Lancaster-Lebanon-York PA	10.3%	12.5%
New York NY	5.8%	2.9%
Wilkes Barre-Scranton PA	3.4%	2.4%
Pittsburgh PA	3.4%	1.5%
Norfolk-Portsmouth-Newport News VA	1.2%	3.0%
Johnstown-Altoona-State College PA	1.1%	0.9%

VISITORS

Visits	Visitors	Visitor Frequency
1.1M	390.9K	2.75

ROOM TAX

TBD

2024 Room Tax Collection: $856,320

WEBSITE

Sessions	Avg. Session Duration	Engagement Rate	New Users
348,497	02:03	42.7%	275,706
↗ 11% change | 314,189 prev. year	↘ -9% change | 02:15 prev. year	↘ -21% change | 54.1% prev. year	↗ 14% change | 241,613 prev. year

Ocean City, Maryland
https://www.ococean.com
The Official Travel Resource for Ocean City, MD

Web Search Sessions by Content

- Home Page 52.3%
- Events 25.6%
- Outdoor Recreation 10.1%
- Accommodations 3.7%
- Arts & Entertainment 2.3%

Page Url	Views (>250)	Organic Views % of Total (<...	Engagement Rate (>40%)
http://www.ococean.com/events/	58.4 K	45%	77.4%
http://www.ococean.com/events/risingtidesfest/	13.8 K	11%	45.5%
http://www.ococean.com/springfest/music-lineup/	11.4 K	36%	66.7%
http://www.ococean.com/food-drink/	11.4 K	46%	45.8%
http://www.ococean.com/performing-arts-center/	6.4 K	46%	75.7%
http://www.ococean.com/webcams/	3.8 K	40%	77.2%
http://www.ococean.com/search/	3.6 K	43%	44.9%
http://www.ococean.com/sunfest/	3.6 K	47%	65.1%
http://www.ococean.com/events/150-days-of-celebrations/	2.4 K	22%	77.5%
http://www.ococean.com/events/concerts-live-music/	2.2 K	48%	68.0%
http://www.ococean.com/meetings/	1.9 K	12%	63.1%

SOCIALS

Facebook Impressions	Instagram Impressions
3.9 M	554,961 K
Top FB Post	Top IG Post

44,242 Engagements

26,504 Engagements

E-NEWSLETTERS

3	234 k	0
E-Mails Sent	Recipients	New Subscribers

OCCUPANCY

Hotel Occupancy	Hotel ADR	Hotel RevPAR
34.4 %	$112.68	$38.8
↙ 10 % change | 38.4% prev. year	↙ 2.4 % change | $115 prev. year	↙ 12.6 % change | $44.4 prev. year

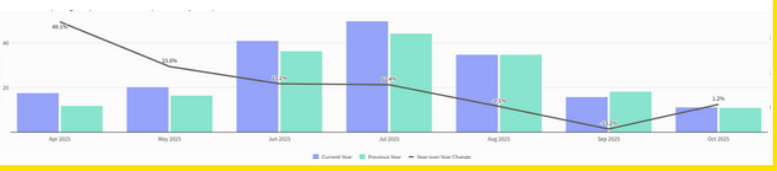
SHORT TERM RENTAL

Occupancy	ADR	RevPAR
38%	$245	$94

Available Listings	Booked Listings
2,493	2,302

PACING 6 mnths

Occupancy Rate



* metric information provided by placerai.com, Zartico.com & Sprout Social reporting
*Occupancy Numbers reported by AirDNA & STR Destination Report