



Ocean City MD

TOURISM REPORT

MAY 2025

VISITOR PROFILE

| Visitor Market Area | | Visitor Spend |
|--------------------------------------|-------|---------------|
| Baltimore MD | 26.0% | 28.7% |
| Washington DC (Hagerstown MD) | 18.5% | 22.6% |
| Philadelphia PA | 15.5% | 10.7% |
| Harrisburg-Lancaster-Lebanon-York PA | 9.5% | 12.6% |
| New York NY | 6.8% | 3.5% |
| Pittsburgh PA | 4.2% | 1.5% |
| Wilkes Barre-Scranton PA | 3.7% | 3.3% |
| Johnstown-Altoona-State College PA | 1.6% | 1.0% |
| Norfolk-Portsmouth-Newport News VA | 1.2% | 2.8% |

VISITORS

Visits **1.1 M** Visitors **588.4 K** Avg Days in Market **1.8**

ROOM TAX

TBD

2024 Room Tax Collection: \$1,725,404

WEBSITE

Sessions **344,537** Avg. Session Duration **02:26** Engagement Rate **51.2%** New Users **265,307**



Ocean City, Maryland
https://www.oceocan.com

The Official Travel Resource for Ocean City, MD

Web Search Sessions by Content

Home Page 45.7%
Events 19.4%
Outdoor Recreation 16.6%
Accommodations 5%
Logistics & Planning 4.4%

| Page Url | Views (>250) | Organic Views % of Total (>50%) | Engagement Rate (>40%) |
|--|--------------|---------------------------------|------------------------|
| http://www.oceocan.com/events/ | 90.9 K | 46% | 77.0% |
| http://www.oceocan.com/food-drink/ | 16.9 K | 50% | 59.5% |
| http://www.oceocan.com/webcams/ | 10.2 K | 48% | 77.2% |
| http://www.oceocan.com/stay/ | 8.3 K | 35% | 41.3% |
| http://www.oceocan.com/events/risinglidesfest/ | 7.1 K | 30% | 47.5% |
| http://www.oceocan.com/things-to-do/free-family-fun/movies-on-the-beach/ | 6.1 K | 22% | 65.5% |
| http://www.oceocan.com/sunfest/ | 5.8 K | 47% | 61.1% |
| http://www.oceocan.com/springfest/ | 5.4 K | 44% | 43.9% |
| http://www.oceocan.com/plan-your-visit/deals/ | 4.1 K | 22% | 78.2% |
| http://www.oceocan.com/blog/post/travel-itinerary-how-to-spend-your-first-weekend-in-ocean-city/ | 4.1 K | 29% | 74.0% |
| http://www.oceocan.com/event/james-murray-the-errors-tour/2156/ | 3.5 K | 21% | 51.6% |

SOCIALS

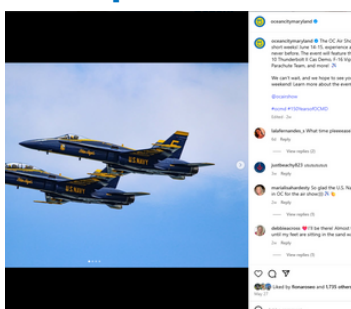
Facebook Impressions Instagram Impressions

4.9 M
Top FB Post

777,622 K
Top IG Post



23,184 Engagements



21,299 Engagements

OCCUPANCY

Hotel Occupancy Hotel ADR Hotel RevPAR

51.7 % **\$175.17** **\$90.64**
↑ 4.9 % 49.3 % ↑ 12.7 % \$155 ↑ 18.2 % \$77
change prev. year change prev. year change prev. year

SHORT TERM RENTAL

Occupancy ADR RevPAR

47% **\$332** **\$115**
Available Listings **6,008** Booked Listings **5,840**

E-NEWSLETTERS

3 **247 k** **0**

E-Mails Sent Recipients New Subscribers

PACING 6 mths

Occupancy Rate

