

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 maintained its upward trajectory in March 2026, delivering year-over-year growth across **Occupancy**, **Average Daily Rate (ADR)**, and **RevPAR**. This performance highlights resilient demand and strong rate integrity, establishing a robust foundation for the local lodging market as we move further into the year.

Occupancy	34.8%	+6.3%
ADR	\$119.32	+9.0%
RevPar	\$41.48	+7.5%

SHORT TERM RENTALS

In March, short-term rental performance continued to show steady year-over-year growth, with **Occupancy** and **ADR** both increasing and **RevPAR** rising as well. These gains reflect strengthening demand and improved overall performance as Ocean City begins to transition into the season.

Occupancy	35.1%	+3%
ADR	\$128	+3%
RevPar	\$45	+6%

ROOM TAX

February 2026

TBD

February 2025

\$779,871

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

VISITOR PROFILE

Sourced from **Zartico**, our Visitor Spend Profile highlights all of the visitor spending we see in our destination and better understand which market areas have the greatest impact on spending in your destination and how those same markets contribute to visitation. This data provides valuable insight into traveler behavior and helps guide strategic planning.

Food & Beverage	37%	Baltimore, MD	28%
Accommodations	43%	Washington, DC	21%
Retail	14%	Philadelphia, PA	10%
Gas & Service	4%	HLLY, PA	14%
Arts & Entertainment	1%	Scranton, PA	3%

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

Events	31.4%
Logistics & Planning	3.6%
Home Page	53.5%
Food	2.4%
Accommodations	2.3%

MONTHLY WEB SESSIONS

332,097

-5% change over prev. year

AVG SESSION DURATION

02:32

+24% change over prev. year

Facebook Impressions: 3.8M | **Engagements:** 79,386

Instagram Impressions: 1.1M | **Engagements:** 25,269

MARCH WEATHER & EVENTS

In March, Ocean City began transitioning out of winter and into an early spring. Daytime highs ranged widely, with occasional warm surges before returning to cooler temperatures. The month was often breezy with a damp coastal climate, including periods of fog and rain. Daylight Saving Time also began on March 8, extending daylight hours.

March marked the unofficial start of the season, highlighted by St. Patrick's Day festivities. The annual parade, along with other various events and strong participation from local businesses, brought a energized atmosphere as many reopened and resumed daily operations for the season.

REPORT SUMMARY:

Ocean City transitioned into early spring in March, experiencing variable temperatures and extended daylight following the start of Daylight Saving Time. As the unofficial kickoff to the season, both hotels and short-term rentals saw steady year-over-year growth. St. Patrick's Day festivities and the annual parade energized the town as local businesses reopened for the year. Baltimore and D.C. remained the top markets, with spending highest in accommodations and food and beverage. While website sessions dipped slightly, the homepage and events pages saw high traffic, and social media engagement increased significantly from last month. March's metrics signal a strong seasonal transition, building positive momentum heading into Ocean City's summer season.