



MONTHLY TOURISM REPORT

MARCH 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

Hotel occupancy in March 2025 was 34.4%, down from 38.4% in 2024. ADR declined modestly to \$112.60 (from \$115), and RevPAR dipped to \$39 compared to \$44 the prior year.

Occupancy	34.4%	-10%
ADR	\$112.68	-2.4%
RevPar	\$38.80	-12.6%

SHORT TERM RENTALS

STR occupancy fell to 38% (down from 43%), with ADR rising to \$245 and RevPAR at \$94. According to AirDNA, 2,302 of 2,493 available listings were booked, reflecting continued demand despite early spring softness.

Occupancy	38%	+6%
ADR	\$245	+10.5%
RevPar	\$94	+25%

ROOM TAX

March 2025

\$779,871

March 2024

\$856,320

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	52.3%
Events	25.6%
Outdoor Adventure	10%
Accommodations	3.7%
Arts & Entertainment	2.3%

MONTHLY WEB SESSIONS

348,497

+ 11% change over prev. year

AVG SESSION DURATION

02:03

+ 9% change over prev. year

Facebook Impressions: 3.9M | Engagements: 44,242

Instagram Impressions: 555K | Engagements: 26,504

VISITOR PROFILE

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	27%	Wilkes Barre, PA	4.6%
Washington, DC	20%	Pittsburgh, PA	4%
Philadelphia	14%	Norfolk, VA	2%
HLLY	10%	Johnstown, PA	1%
New York, NY	7%	(Sourced from Zartico)	

MARCH WEATHER & EVENTS

Typical March weather featured average highs around 55°F and lows near 35°F, with around 3.6 inches of precipitation over approximately 11 rainy days and moderate cloud cover.

In addition, March hosted the Ocean City Film Festival and the St. Patrick's Day Parade, drawing local engagement and regional visitors.

REPORT SUMMARY:

Spring tourism showed softening in both hotel and rental occupancy, though rental ADR gains suggest pricing resilience. Events like the Film Festival and St. Patrick's Day Parade helped sustain interest despite cooler, wetter weather and with spring on the horizon, March laid the groundwork for stronger seasonal momentum ahead.