



MONTHLY TOURISM REPORT

MAY 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 rose to 51.7%, up 4.9% from May 2024's 49.3%, with ADR climbing 12.7% to \$175.17 and RevPAR jumping 18.2% to \$90.64—a standout month for growth.

Occupancy	51.7%	+4.9%
ADR	\$175.17	+12.7%
RevPar	\$90.64	+18.2%

SHORT TERM RENTALS

Short-term rentals reached 47% occupancy, with an ADR of \$332 and RevPAR of \$115. Out of 6,008 available listings, 5,840 were booked, showing exceptionally strong demand heading into summer.

Occupancy	47%	-3%
ADR	\$332	+16.9%
RevPar	\$115	+39.6%

ROOM TAX

May 2025

\$1,725,404

May 2024

\$1,754,572

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	45.7%
Events	19.4%
Outdoor Adventure	16.6%
Accommodations	5%
Arts & Entertainment	4.4%

MONTHLY WEB SESSIONS

344,537

-8% change over prev. year

AVG SESSION DURATION

02:26

-4% change over prev. year

Facebook Impressions: 4.9M | **Engagements:** 23,184

Instagram Impressions: 778K | **Engagements:** 21,299

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	26%	Pittsburgh, PA	4.2%
Washington, DC	18.5%	Wilkes Barre	3.7%
Philadelphia	15.5%	Johnstown, PA	2%
HLLY	9.5%	Norfolk, VA	1%
New York, NY	6.8%	(Sourced from Zartico)	

MAY WEATHER & EVENTS

May featured warming spring weather with average highs around 74°F and lows near 53°F, roughly 3.0 to 3.3 inches of rain over 10–14 days, and about 47% cloud cover, along with increasing daylight hours and a slowly warming ocean.

This month also welcomed the first-ever Boardwalk Rock, Mother's Day, and Memorial Day Weekend, delivering high visitor engagement and strong kickoff for the summer season.

REPORT SUMMARY:

May showcased strong momentum across both hotel and STR segments, with aggressive rate gains and high booking levels signaling growing consumer confidence. Combined with memorable new events and favorable weather, Ocean City is clearly building toward a vibrant and successful summer season.