

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 remained a strong and steady destination throughout 2025, with November results reflecting a healthy and balanced market. **Occupancy**, Average Daily Rate (**ADR**), and **RevPAR** continued to perform at consistent levels, signaling thoughtful pacing, effective group and leisure travel strategies, and sustained visitor interest across a wide range of accommodations.

Occupancy	34.2%	-4.6%
ADR	\$102.99	-2.5%
RevPar	\$35.24	-7%

SHORT TERM RENTALS

While it may seem like occupancy percentages are down in November, 18% **occupancy**, the **ADR** of \$223 and **RevPar** of \$41 show an increase in value of the people staying in comparison to the quantity. Out of 3,312 available listings, there were 1,283 booked, indicating there was still demand for inventory as Ocean City enters into the winter months.

Occupancy	18%	-19%
ADR	\$223	+8.4%
RevPar	\$41	-13%

ROOM TAX

November 2025

TBD

November 2024

\$454,795

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

VISITOR PROFILE

Sourced from **Zartico**, 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.

Washington, DC	38%	New York, NY	4%
Baltimore	17%	Charlotte, NC	2%
Salisbury, MD	13%	Wilkes Barre-Scranton	2%
Philadelphia	12%	Chicago, IL	2%
HLLY	6%		

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	74.4%
Events	15.1%
Logistics & Planning	2.4%
Outdoor Adventure	2.3%
Conv. & Meetings	2.1%

MONTHLY WEB SESSIONS

258,395

• +24% change over prev. year

AVG SESSION DURATION

02:36

• +11% change over prev. year

Facebook Impressions: 3.7M | Engagements: 90,622

Instagram Impressions: 2.2M | Engagements: 12,866

November WEATHER & EVENTS

In November, Ocean City, MD experiences much cooler conditions, with daytime highs in the mid-50s, nighttime lows near 50 °F, and ocean temperatures dropping to the upper 50s, alongside about 1.5–3.3 inches of rain across 9–10 days. Shorter daylight hours and colder weather shift activity away from summer recreation, creating a quieter, more relaxed off-season atmosphere for visitors and locals.

Ocean City is turning on the Holiday Lights and getting ready for a festive season. With indoor festivals, Winterfest of Lights, local restaurant, shopping and lodging specials, Ocean City is the perfect place to start the holidays for locals and visitors alike.

REPORT SUMMARY:

Overall, Ocean City closed November with steady performance and clear signs of resilience as the season shifted into winter. Despite naturally lower occupancy during this time of year, strong ADR, consistent short-term rental demand, and robust digital engagement demonstrate that traveler interest remains solid. Website traffic, social reach, and visitor profiles show continued intent and connection with the destination, while festive holiday events and cooler-weather experiences helped sustain momentum. Together, these indicators reflect the collaborative effort of our Tourism team and partners and position Ocean City for a positive start to the upcoming holiday season and year ahead.