

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 held strong through 2025, and October is no different, showing results with a positive trend over the previous year. Steady **Occupancy**, positive **ADR**, and higher **RevPAR** are a reflection of consistent pacing, group & leisure strategy, and steady visitor demands across accommodation types.

Occupancy	46.1%	+8%
ADR	\$148.87	+4.3%
RevPar	\$68.58	+5.2%

SHORT TERM RENTALS

October marks a transitional period for short-term rentals as the market moves out of peak leisure travel and into shoulder season. Despite lower overall occupancy, **ADR remained strong at \$278**, indicating that property values held firm and operators did not rely on heavy discounting to fill inventory.

Occupancy	24%	-31%
ADR	\$278	-14.8%
RevPar	\$66.6	-41.5%

ROOM TAX

October 2025

\$1,148,841

October 2024

\$1,198,213

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	24%	Pittsburgh	4%
Baltimore	21%	Wilkes Barre Scranton	3%
Philadelphia	16%	Norfolk, VA	2%
HLLY	12%	Altoona	2%
New York, NY	4%		

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	58.8%
Events	27.4%
Conventions & Meetings	3.6%
Outdoor Adventure	2.4%
Arts & Entertainment	2.4%

MONTHLY WEB SESSIONS

123,008

• 51% change over prev. year

AVG SESSION DURATION

02:31

• 10% change over prev. year

Facebook Impressions: 3.7M | Engagements: 90,622

Instagram Impressions: 2.2M | Engagements: 12,866

OCTOBER WEATHER & EVENTS

October 2025 in Ocean City transitioned into true autumn weather, with generally mild daytime temperatures, cooling ocean waters, and a mix of dry and rainy periods. A significant nor'easter mid-month underscored the region's vulnerability to fall coastal storms, briefly bringing more severe conditions than typical seasonal averages.

Signature events such as Country Calling and Endless Summer Cruisin' drove visitation and extended the season, while favorable weather enhanced the overall visitor experience.

REPORT SUMMARY:

Ocean City in October was filled with milestone moments, big-name performances, and beautiful beachside weather—making it one to remember from start to finish. Looking ahead, momentum is strong as we continue promoting upcoming events in November and December, driving steady visitor demands across multiple accommodation types. The sustained success reflects the hard work and commitment of our Tourism team and partners, positioning Ocean City for continued momentum as the destination transitions into the off-season.