

Hotel & Vacation Rental Occupancy Summary

Mar 1, 2025 - Mar 31, 2025

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	69.5%	71.4%	-2.7%	70.9%	-2.0%
ADR	\$182.00	\$192.00	-5.2%	\$198.00	-8.1%
RevPar	\$130.00	\$137.00	-5.1%	\$140.00	-7.1%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
43.9%	46.3%	-5.2%	49.8%	-11.9%
\$130.25	\$134.50	-3.2%	\$139.90	-6.9%
\$63.50	\$68.25	-7.0%	\$71.25	-10.9%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	52.1%	58.6%	-11.1%	63.0%	-17.3%
ADR	\$212.00	\$230.00	-7.8%	\$218.00	-2.8%
RevPar	\$111.00	\$133.00	-16.5%	\$137.00	-19.0%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
44.8%	49.7%	-9.8%	51.6%	-13.2%
\$135.00	\$137.75	-2.0%	\$133.25	1.3%
\$60.00	\$67.75	-11.4%	\$68.75	-12.7%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	72,847,079	85,933,781	-15.2%	80,046,036	-9.0%
Lodging Rentals	44,689,735	44,312,015	0.9%	40,715,545	9.8%

YTD Total Sales

Feb 1, 2025 - Feb 28, 2025

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$204,562,221	\$223,596,750	-8.5%	\$231,567,360	-11.7%
\$98,912,765	\$96,494,199	2.5%	\$91,616,751	8.0%

HOTEL SOURCES: Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023

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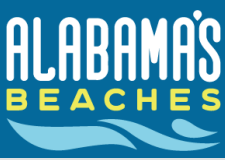


Hotel Occupancy Detail

Fiscal Year: FY2025

Occupancy Rate					ADR				RevPAR			
Month ^	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	25.1%	35.0%	19.0%	19.9%	\$140.00	\$122.00	\$110.00	\$109.00	\$35.00	\$31.00	\$21.00	\$22.00
January	32.0%	34.1%	33.7%	32.1%	\$111.00	\$110.00	\$107.00	\$106.00	\$40.00	\$37.00	\$36.00	\$34.00
February	57.0%	59.2%	61.1%	54.0%	\$127.00	\$129.60	\$129.00	\$124.00	\$61.00	\$77.00	\$79.00	\$68.00
March	67.0%	70.9%	71.4%	69.5%	\$203.00	\$198.00	\$192.00	\$182.00	\$146.00	\$140.00	\$137.00	\$130.00
April	70.0%	69.2%	69.6%	0	\$209.00	\$203.00	\$198.00	0	\$126.00	\$141.00	\$138.00	0
May	72.0%	78.1%	78.7%	0	\$255.00	\$233.00	\$230.00	0	\$202.00	\$182.00	\$181.00	0
June	83.9%	85.4%	85.2%	0	\$293.00	\$273.00	\$275.00	0	\$388.00	\$233.00	\$234.00	0
July	85.9%	90.8%	85.0%	0	\$303.00	\$292.00	\$281.00	0	\$409.00	\$265.00	\$239.00	0
August	64.0%	69.0%	74.6%	0	\$205.00	\$202.00	\$201.00	0	\$158.00	\$136.00	\$151.00	0
September	63.0%	66.0%	59.5%	0	\$190.00	\$183.00	\$176.00	0	\$124.00	\$118.00	\$105.00	0
October	65.0%	65.1%	71.3%	0	\$177.00	\$173.00	\$174.00	0	\$119.00	\$92.00	\$124.00	0
November	50.0%	46.2%	54.3%	0	\$138.00	\$138.00	\$138.00	0	\$41.00	\$64.00	\$74.00	0
Year-to-Date	45.3%	49.8%	46.3%	43.9%	\$145.25	\$139.90	\$134.50	\$130.25	\$70.50	\$71.25	\$68.25	\$63.50

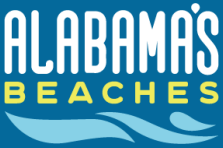
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Vacation Rentals Detail

Fiscal Year: FY2025

Occupancy Rate					ADR				RevPAR			
Month ^	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	24.6%	22.5%	20.8%	18.3%	\$129.98	\$141.00	\$140.00	\$140.00	\$31.98	\$32.00	\$29.00	\$26.00
January	55.9%	49.5%	49.4%	44.7%	\$73.39	\$81.00	\$85.00	\$89.00	\$41.00	\$40.00	\$42.00	\$40.00
February	74.6%	71.4%	69.8%	64.1%	\$81.86	\$93.00	\$96.00	\$99.00	\$61.05	\$66.00	\$67.00	\$63.00
March	64.4%	63.0%	58.6%	52.1%	\$228.14	\$218.00	\$230.00	\$212.00	\$146.85	\$137.00	\$133.00	\$111.00
April	49.0%	48.2%	40.0%	0	\$248.59	\$239.00	\$222.00	0	\$121.84	\$115.00	\$89.00	0
May	62.7%	58.8%	57.4%	0	\$328.40	\$300.00	\$310.00	0	\$206.01	\$176.00	\$178.00	0
June	84.4%	82.8%	76.7%	0	\$474.00	\$428.00	\$432.00	0	\$400.00	\$354.00	\$332.00	0
July	86.6%	84.9%	76.0%	0	\$491.00	\$442.00	\$436.00	0	\$425.00	\$375.00	\$331.00	0
August	52.1%	53.8%	47.9%	0	\$305.00	\$267.00	\$277.00	0	\$159.00	\$143.00	\$133.00	0
September	49.2%	51.9%	43.9%	0	\$247.00	\$222.00	\$220.00	0	\$121.00	\$115.00	\$97.00	0
October	50.2%	49.8%	46.7%	0	\$240.00	\$227.00	\$226.00	0	\$119.00	\$113.00	\$106.00	0
November	24.8%	23.9%	21.5%	0	\$169.00	\$158.00	\$164.00	0	\$42.00	\$38.00	\$35.00	0
Year-to-Date	54.9%	51.6%	49.7%	44.8%	\$128.34	\$133.25	\$137.75	\$135.00	\$70.22	\$68.75	\$67.75	\$60.00



Tax Summary

Feb 1, 2025 - Feb 28, 2025 ▾

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	44,689,735	44,312,015	0.9%	40,715,545	9.8%
Retail Sales	72,847,079	85,933,781	-15.2%	80,046,036	-9.0%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$98,912,765	\$96,494,199	2.5%	\$91,616,751	8.0%
Retail Sales	\$204,562,221	\$223,596,750	-8.5%	\$231,567,360	-11.7%

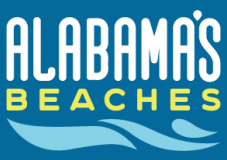
Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	2,221,967	1,775,454	25.1%	1,953,178	13.8%
Retail Sales	93,736,990	102,308,419	-8.4%	91,480,769	2.5%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$5,584,283	\$4,547,654	22.8%	\$4,751,324	17.5%
Retail Sales	\$304,525,071	\$318,383,996	-4.4%	\$298,674,168	2.0%

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	76,359,889	-8.2%	81,623,621	-14.1%	75,085,455	-6.6%	70,129,414
January	72,643,164	-15.2%	69,897,703	-11.9%	62,577,514	-1.6%	61,585,728
February	68,985,415	5.6%	80,046,036	-9.0%	85,933,781	-15.2%	72,847,079
March	132,141,154	0.0%	132,147,692	0.0%	129,509,224	0.0%	0
April	126,427,812	0.0%	118,550,719	0.0%	110,975,445	0.0%	0
May	152,802,026	0.0%	153,785,713	0.0%	149,622,979	0.0%	0
June	185,537,792	0.0%	190,759,180	0.0%	187,003,198	0.0%	0
July	200,200,285	0.0%	200,794,548	0.0%	191,058,271	0.0%	0
August	125,025,737	0.0%	131,340,930	0.0%	125,370,341	0.0%	0
September	110,677,701	0.0%	110,277,013	0.0%	97,882,228	0.0%	0
October	104,839,322	0.0%	107,365,706	0.0%	135,959,360	0.0%	0
November	72,557,860	0.0%	68,663,258	0.0%	70,169,779	0.0%	0
Year-to-Date	\$217,988,468	-6.2%	\$231,567,360	-11.7%	\$223,596,750	-8.5%	\$204,562,221



Taxable Lodging Rentals Detail

Fiscal Year: FY2025

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	20,533,675	0.2%	19,866,272	3.6%	18,607,163	10.6%	20,581,886
January	30,315,755	11.0%	31,034,934	8.4%	33,575,021	0.2%	33,641,145
February	37,524,558	19.1%	40,715,545	9.8%	44,312,015	0.9%	44,689,735
March	74,588,483	0.0%	76,046,153	0.0%	79,518,198	0.0%	0
April	72,701,393	0.0%	70,629,795	0.0%	62,130,133	0.0%	0
May	98,620,670	0.0%	92,714,058	0.0%	95,829,259	0.0%	0
June	156,577,169	0.0%	159,310,023	0.0%	160,456,340	0.0%	0
July	178,849,817	0.0%	175,755,640	0.0%	158,159,433	0.0%	0
August	78,088,188	0.0%	75,128,211	0.0%	76,290,404	0.0%	0
September	59,075,005	0.0%	60,252,169	0.0%	54,967,915	0.0%	0
October	58,669,366	0.0%	52,373,586	0.0%	61,335,568	0.0%	0
November	25,148,059	0.0%	26,858,592	0.0%	24,611,248	0.0%	0
Year-to-Date	\$88,373,987	11.9%	\$91,616,751	8.0%	\$96,494,199	2.5%	\$98,912,765