

Room Tax Data By Property Type		August 2024	August 2025	Variance	YTD 2024	YTD 2025	Variance (%)
Hotel/Motel	Units Available	40216	35616	-4600	225856	213972	-5%
	Units Rented	31998	30209	-1789	129409	122692	-5%
	Occupancy Rate (Percentage)	80%	85%	5%	57%	57%	0%
	Total Lodging Sales	\$ 6,317,369.18	\$ 6,158,854.63	\$ (158,514.55)	\$ 21,908,703.07	\$ 21,456,975.39	-2%
	Average Daily Rate (ADR)	\$ 197.43	\$ 203.87	\$ 6.44	\$ 169.30	\$ 174.88	3%
Resort	Units Available	46300	46572	272	330351	317716	-4%
	Units Rented	35290	32325	-2965	141102	130507	-8%
	Occupancy Rate (Percentage)	76%	69%	-0.068116448	43%	41%	-4%
	Total Lodging Sales	\$ 9,829,901.34	\$ 9,906,453.46	\$ 76,552.12	\$ 32,847,730.45	\$ 32,316,051.05	-2%
	Average Daily Rate (ADR)	\$ 278.55	\$ 306.46	\$ 27.92	\$ 232.79	\$ 247.62	6%
Inn	Units Available	6774	6175	-599	37851	34916	-8%
	Units Rented	5347	5030	-317	18952	16961	-11%
	Occupancy Rate (Percentage)	79%	81%	0.025233299	50%	49%	-3%
	Total Lodging Sales	\$ 1,132,433.56	\$ 1,121,760.74	\$ (10,672.82)	\$ 3,692,304.56	\$ 3,459,083.97	-6%
	Average Daily Rate (ADR)	\$ 211.79	\$ 223.01	\$ 11.23	\$ 194.82	\$ 203.94	5%
Condo	Units Available	9947	9357	-590	71390	67451	-6%
	Units Rented	6963	6361	-602	27934	28796	3%
	Occupancy Rate (Percentage)	70%	68%	-0.020198148	39%	43%	9%
	Total Lodging Sales	\$ 2,334,445.56	\$ 2,359,721.65	\$ 25,276.09	\$ 7,862,249.55	\$ 8,122,216.78	3%
	Average Daily Rate (ADR)	\$ 335.26	\$ 370.97	\$ 35.70	\$ 281.46	\$ 282.06	0%
Bed/Breakfast	Units Available	3371	2440	-931	20875	17129	-18%
	Units Rented	2317	1789	-528	9050	7383	-18%
	Occupancy Rate (Percentage)	69%	73%	0.045863586	43%	43%	-1%
	Total Lodging Sales	\$ 545,009.36	\$ 492,374.02	\$ (52,635.34)	\$ 2,083,696.80	\$ 1,843,871.86	-12%
	Average Daily Rate (ADR)	\$ 235.22	\$ 275.22	\$ 40.00	\$ 230.24	\$ 249.75	8%
Cottage/Cabin/House	Units Available	40387	38758	-1629	230566	221925	-4%
	Units Rented	26361	25386	-975	90046	85417	-5%
	Occupancy Rate (Percentage)	65%	65%	0.002277327	39%	38%	-1%
	Total Lodging Sales	\$ 11,570,113.36	\$ 11,980,498.21	\$ 410,384.85	\$ 37,422,799.10	\$ 38,504,518.91	3%
	Average Daily Rate (ADR)	\$ 438.91	\$ 471.93	\$ 33.02	\$ 415.60	\$ 450.78	8%
Other	Units Available	1699	1841	142	6596	7592	15%
	Units Rented	1071	1047	-24	3614	3544	-2%
	Occupancy Rate (Percentage)	63%	57%	-0.06165815	55%	47%	-15%
	Total Lodging Sales	\$ 151,876.60	\$ 152,493.89	\$ 617.29	\$ 495,844.75	\$ 632,025.57	27%
	Average Daily Rate (ADR)	\$ 141.81	\$ 145.65	\$ 3.84	\$ 137.20	\$ 178.34	30%
All Categories	Total Units Available	148694	140759	-7935	923485	880701	-4%
	Total Units Rented	109347	102147	-7200	420107	395300	-7%
	Total Occupancy Rate (%)	73.5%	72.6%	90.7%	45.5%	44.9%	-2%
	Total Total Lodging Sales	\$ 31,881,148.96	\$ 32,172,156.60	\$ 291,007.64	\$ 106,313,328.28	\$ 106,334,743.53	2%
	Average Daily Rate (ADR)	\$ 291.56	\$ 314.96	\$ (40.42)	\$ 253.06	\$ 269.00	9%