

Room Tax Data By Property Type		December 2024	December 2025	Variance	YTD 2024	YTD 2025	Variance (%)
Hotel/Motel	Units Available	19,723	19,819	96	342,562	347,760	2%
	Units Rented	4,593	5,131	538	192,613	199,859	4%
	Occupancy Rate (Percentage)	23%	26%	3%	56%	57%	2%
	Total Lodging Sales	\$ 564,399.62	\$ 607,878.37	\$ 43,478.75	\$ 33,011,863.55	\$ 34,176,528.73	4%
	Average Daily Rate (ADR)	\$ 122.88	\$ 118.47	\$ (4.41)	\$ 171.39	\$ 171.00	0%
Resort	Units Available	37,137	33,256	(3,881)	499,519	509,347	2%
	Units Rented	5,895	5,057	(838)	209,240	206,844	-1%
	Occupancy Rate (Percentage)	16%	15%	-1%	42%	41%	-3%
	Total Lodging Sales	\$ 864,710.04	\$ 828,832.11	\$ (35,877.93)	\$ 47,345,852.74	\$ 49,730,553.22	5%
	Average Daily Rate (ADR)	\$ 146.69	\$ 163.90	\$ 17.21	\$ 226.28	\$ 240.43	6%
Inn	Units Available	3,042	3,509	467	57,171	58,057	2%
	Units Rented	564	532	(32)	29,018	28,276	-3%
	Occupancy Rate (Percentage)	19%	15%	-3%	51%	49%	-4%
	Total Lodging Sales	\$ 85,490.64	\$ 86,601.14	\$ 1,110.50	\$ 5,665,839.33	\$ 5,763,360.23	2%
	Average Daily Rate (ADR)	\$ 151.58	\$ 162.78	\$ 11.20	\$ 195.25	\$ 203.83	4%
Condo	Units Available	7,987	7,839	(148)	106,911	105,090	-2%
	Units Rented	1,228	1,282	54	40,668	42,418	4%
	Occupancy Rate (Percentage)	15%	16%	1%	38%	40%	6%
	Total Lodging Sales	\$ 201,606.35	\$ 207,793.70	\$ 6,187.35	\$ 11,192,483.43	\$ 11,928,089.59	7%
	Average Daily Rate (ADR)	\$ 164.17	\$ 162.09	\$ (2.09)	\$ 275.22	\$ 281.20	2%
Bed/Breakfast	Units Available	1,950	1,833	(117)	31,294	27,684	-12%
	Units Rented	417	417	-	13,870	11,718	-16%
	Occupancy Rate (Percentage)	21%	23%	1%	44%	42%	-4%
	Total Lodging Sales	\$ 86,980.78	\$ 91,973.77	\$ 4,992.99	\$ 3,180,314.45	\$ 2,939,181.42	-8%
	Average Daily Rate (ADR)	\$ 208.59	\$ 220.56	\$ 11.97	\$ 229.29	\$ 250.83	9%
Cottage/Cabin/House	Units Available	21,902	21,345	(557)	353,093	361,886	2%
	Units Rented	2,569	2,561	(8)	128,992	130,480	1%
	Occupancy Rate (Percentage)	12%	12%	0%	37%	36%	-1%
	Total Lodging Sales	\$ 906,696.92	\$ 888,259.77	\$ (18,437.15)	\$ 51,888,881.79	\$ 56,959,772.79	10%
	Average Daily Rate (ADR)	\$ 352.94	\$ 346.84	\$ (6.10)	\$ 402.26	\$ 436.54	9%
Other	Units Available	27	660	633	9,837	13,203	34%
	Units Rented	27	-	(27)	4,776	5,043	6%
	Occupancy Rate (Percentage)	100%	0%	-100%	49%	38%	-21%
	Total Lodging Sales	\$ 2,224.09	\$ -	\$ (2,224.09)	\$ 648,958.96	\$ 779,106.59	20%
	Average Daily Rate (ADR)	\$ 82.37	\$ -	\$ (82.37)	\$ 135.88	\$ 154.49	14%
All Categories	Total Units Available	91,768	88,261	(3,507)	1,400,387	1,423,027	4%
	Total Units Rented	15,293	14,980	(313)	619,177	624,638	-1%
	Total Occupancy Rate (%)	16.7%	17.0%	8.9%	44.2%	43.9%	-4%
	Total Total Lodging Sales	\$ 2,712,108.44	\$ 2,711,338.86	\$ (769.58)	\$ 152,934,194.25	\$ 162,276,592.57	6%
	Average Daily Rate (ADR)	\$ 177.34	\$ 181.00	\$ 2.46	\$ 247.00	\$ 259.79	6%