

Room Tax Data By Property Type		January 2025	January 2026	Variance	YTD 2025	YTD 2026	Variance (%)
Hotel/Motel	Units Available	17,889	21,887	3,998	17,889	21,887	22%
	Units Rented	4,562	5,514	952	4,562	5,514	21%
	Occupancy Rate (Percentage)	26%	25%	0%	26%	25%	-1%
	Total Lodging Sales	\$ 515,199.79	\$ 557,334.24	\$ 42,134.45	\$ 515,199.79	\$ 557,334.24	8%
	Average Daily Rate (ADR)	\$ 112.93	\$ 101.08	\$ (11.86)	\$ 112.93	\$ 101.08	-10%
Resort	Units Available	37,680	35,135	(2,545)	37,680	35,135	-7%
	Units Rented	5,592	5,414	(178)	5,592	5,414	-3%
	Occupancy Rate (Percentage)	15%	15%	1%	15%	15%	4%
	Total Lodging Sales	\$ 816,091.61	\$ 816,355.11	\$ 263.50	\$ 816,091.61	\$ 816,355.11	0%
	Average Daily Rate (ADR)	\$ 145.94	\$ 150.79	\$ 4.85	\$ 145.94	\$ 150.79	3%
Inn	Units Available	2,944	2,996	52	2,944	2,996	2%
	Units Rented	416	370	(46)	416	370	-11%
	Occupancy Rate (Percentage)	14%	12%	-2%	14%	12%	-13%
	Total Lodging Sales	\$ 60,113.90	\$ 54,106.93	\$ (6,006.97)	\$ 60,113.90	\$ 54,106.93	-10%
	Average Daily Rate (ADR)	\$ 144.50	\$ 146.23	\$ 1.73	\$ 144.50	\$ 146.23	1%
Condo	Units Available	7,948	7,654	(294)	7,948	7,654	-4%
	Units Rented	1,681	1,194	(487)	1,681	1,194	-29%
	Occupancy Rate (Percentage)	21%	16%	-6%	21%	16%	-26%
	Total Lodging Sales	\$ 248,388.61	\$ 180,359.66	\$ (68,028.95)	\$ 248,388.61	\$ 180,359.66	-27%
	Average Daily Rate (ADR)	\$ 147.76	\$ 151.05	\$ 3.29	\$ 147.76	\$ 151.05	2%
Bed/Breakfast	Units Available	1,895	1,854	(41)	1,895	1,854	-2%
	Units Rented	362	345	(17)	362	345	-5%
	Occupancy Rate (Percentage)	19%	19%	0%	19%	19%	-3%
	Total Lodging Sales	\$ 65,149.28	\$ 74,711.36	\$ 9,562.08	\$ 65,149.28	\$ 74,711.36	15%
	Average Daily Rate (ADR)	\$ 179.97	\$ 216.55	\$ 36.58	\$ 179.97	\$ 216.55	20%
Cottage/Cabin/House	Units Available	20,168	20,779	611	20,168	20,779	3%
	Units Rented	1,848	1,797	(51)	1,848	1,797	-3%
	Occupancy Rate (Percentage)	9%	9%	-1%	9%	9%	-6%
	Total Lodging Sales	\$ 581,548.06	\$ 551,165.13	\$ (30,382.93)	\$ 581,548.06	\$ 551,165.13	-5%
	Average Daily Rate (ADR)	\$ 314.69	\$ 306.71	\$ (7.98)	\$ 314.69	\$ 306.71	-3%
Other	Units Available	154	417	263	154	417	171%
	Units Rented	49	27	(22)	49	27	-45%
	Occupancy Rate (Percentage)	32%	6%	-25%	32%	6%	-80%
	Total Lodging Sales	\$ 13,727.50	\$ 5,920.00	\$ (7,807.50)	\$ 13,727.50	\$ 5,920.00	-57%
	Average Daily Rate (ADR)	\$ 280.15	\$ 219.26	\$ (60.89)	\$ 280.15	\$ 219.26	-22%
All Categories	Total Units Available	88,678	90,722	2,044	88,678	90,722	26%
	Total Units Rented	14,510	14,661	151	14,510	14,661	-11%
	Total Occupancy Rate (%)	16.4%	16.2%	7.4%	16.4%	16.2%	-18%
	Total Total Lodging Sales	\$ 2,300,218.75	\$ 2,239,952.43	\$ (60,266.32)	\$ 2,300,218.75	\$ 2,239,952.43	-11%
	Average Daily Rate (ADR)	\$ 158.53	\$ 152.78	\$ (399.11)	\$ 158.53	\$ 152.78	-1%