

Room Tax Data By Property Type		November 2024	November 2025	Variance	YTD 2024	YTD 2025	Variance (%)
Hotel/Motel	Units Available	20,286	22,584	2,298	322,504	314,971	-2%
	Units Rented	5,701	7,263	1,562	187,985	186,324	-1%
	Occupancy Rate (Percentage)	28%	32%	4%	58%	59%	1%
	Total Lodging Sales	\$ 819,952.44	\$ 867,736.57	\$ 47,784.13	\$ 32,444,551.81	\$ 32,559,970.99	0%
	Average Daily Rate (ADR)	\$ 143.83	\$ 119.47	\$ (24.35)	\$ 172.59	\$ 174.75	1%
Resort	Units Available	37,606	36,010	(1,596)	460,628	457,031	-1%
	Units Rented	7,830	7,980	150	201,801	193,953	-4%
	Occupancy Rate (Percentage)	21%	22%	1%	44%	42%	-3%
	Total Lodging Sales	\$ 1,127,584.68	\$ 1,273,515.72	\$ 145,931.04	\$ 46,623,414.16	\$ 47,845,430.30	3%
	Average Daily Rate (ADR)	\$ 144.01	\$ 159.59	\$ 15.58	\$ 231.04	\$ 246.69	7%
Inn	Units Available	3,107	3,869	762	54,129	51,585	-5%
	Units Rented	823	772	(51)	28,454	26,310	-8%
	Occupancy Rate (Percentage)	26%	20%	-7%	53%	51%	-3%
	Total Lodging Sales	\$ 127,718.52	\$ 124,939.67	\$ (2,778.85)	\$ 5,580,348.69	\$ 5,403,916.02	-3%
	Average Daily Rate (ADR)	\$ 155.19	\$ 161.84	\$ 6.65	\$ 196.12	\$ 205.39	5%
Condo	Units Available	8,280	8,083	(197)	98,801	94,939	-4%
	Units Rented	1,864	1,780	(84)	39,403	40,138	2%
	Occupancy Rate (Percentage)	23%	22%	0%	40%	42%	6%
	Total Lodging Sales	\$ 311,826.52	\$ 305,557.06	\$ (6,269.46)	\$ 10,977,372.64	\$ 11,361,245.53	3%
	Average Daily Rate (ADR)	\$ 167.29	\$ 171.66	\$ 4.37	\$ 278.59	\$ 283.05	2%
Bed/Breakfast	Units Available	2,101	1,759	(342)	29,341	25,314	-14%
	Units Rented	564	498	(66)	13,441	11,033	-18%
	Occupancy Rate (Percentage)	27%	28%	1%	46%	44%	-5%
	Total Lodging Sales	\$ 118,774.32	\$ 118,990.20	\$ 215.88	\$ 3,092,583.97	\$ 2,782,956.49	-10%
	Average Daily Rate (ADR)	\$ 210.59	\$ 238.94	\$ 28.34	\$ 230.09	\$ 252.24	10%
Cottage/Cabin/House	Units Available	23,540	23,857	317	328,832	324,920	-1%
	Units Rented	3,774	3,633	(141)	125,770	121,072	-4%
	Occupancy Rate (Percentage)	16%	15%	-1%	38%	37%	-3%
	Total Lodging Sales	\$ 1,235,328.18	\$ 1,237,847.26	\$ 2,519.08	\$ 50,747,353.89	\$ 53,088,617.11	5%
	Average Daily Rate (ADR)	\$ 327.33	\$ 340.72	\$ 13.40	\$ 403.49	\$ 438.49	9%
Other	Units Available	67	1,050	983	9,810	11,542	18%
	Units Rented	67	174	107	4,749	4,641	-2%
	Occupancy Rate (Percentage)	100%	17%	-83%	48%	40%	-17%
	Total Lodging Sales	\$ 6,382.74	\$ 9,620.13	\$ 3,237.39	\$ 646,734.87	\$ 778,336.59	20%
	Average Daily Rate (ADR)	\$ 95.26	\$ 55.29	\$ (39.98)	\$ 136.18	\$ 167.71	23%
All Categories	Total Units Available	94,987	97,212	2,225	1,304,045	1,280,302	-1%
	Total Units Rented	20,623	22,100	1,477	601,603	583,471	-5%
	Total Occupancy Rate (%)	21.7%	22.7%	66.4%	46.1%	45.6%	-3%
	Total Total Lodging Sales	\$ 3,747,567.40	\$ 3,938,206.61	\$ 190,639.21	\$ 150,112,360.03	\$ 153,820,473.03	3%
	Average Daily Rate (ADR)	\$ 181.72	\$ 178.20	\$ 129.07	\$ 249.52	\$ 263.63	8%