

Room Tax Data By Property Type		October 2024	October 2025	Variance	YTD 2024	YTD 2025	Variance (%)
Hotel/Motel	Units Available	37497	33382	-4115	302218	292387	-3%
	Units Rented	25640	24281	-1359	182284	179061	-2%
	Occupancy Rate (Percentage)	68%	73%	4%	60%	61%	2%
	Total Lodging Sales	\$ 4,737,172.09	\$ 4,667,089.96	\$ (70,082.13)	\$ 31,624,599.37	\$ 31,692,234.42	0%
	Average Daily Rate (ADR)	\$ 184.76	\$ 192.21	\$ 7.45	\$ 173.49	\$ 176.99	2%
Resort	Units Available	45869	45829	-40	423022	421021	0%
	Units Rented	25920	27294	1374	193971	185973	-4%
	Occupancy Rate (Percentage)	57%	60%	3%	46%	44%	-4%
	Total Lodging Sales	\$ 6,109,068.92	\$ 6,720,907.77	\$ 611,838.85	\$ 45,495,829.48	\$ 46,571,914.58	2%
	Average Daily Rate (ADR)	\$ 235.69	\$ 246.24	\$ 10.55	\$ 234.55	\$ 250.42	7%
Inn	Units Available	6606	6260	-346	51022	47716	-6%
	Units Rented	4378	4338	-40	27631	25538	-8%
	Occupancy Rate (Percentage)	66%	69%	3%	54%	54%	-1%
	Total Lodging Sales	\$ 880,776.75	\$ 927,155.64	\$ 46,378.89	\$ 5,452,630.17	\$ 5,278,976.35	-3%
	Average Daily Rate (ADR)	\$ 201.18	\$ 213.73	\$ 12.55	\$ 197.34	\$ 206.71	5%
Condo	Units Available	9580	9411	-169	90551	86826	-4%
	Units Rented	4548	4610	62	37539	38358	2%
	Occupancy Rate (Percentage)	47%	49%	2%	41%	44%	7%
	Total Lodging Sales	\$ 1,363,425.17	\$ 1,429,152.78	\$ 65,727.61	\$ 10,665,546.12	\$ 11,055,688.47	4%
	Average Daily Rate (ADR)	\$ 299.79	\$ 310.01	\$ 10.23	\$ 284.12	\$ 288.22	1%
Bed/Breakfast	Units Available	3190	2225	-965	27240	23449	-14%
	Units Rented	1936	1459	-477	12877	10506	-18%
	Occupancy Rate (Percentage)	61%	66%	5%	47%	45%	-5%
	Total Lodging Sales	453736.62	381024.06	(72,712.56)	2973809.65	2659765.29	-11%
	Average Daily Rate (ADR)	\$ 234.37	\$ 261.15	\$ 26.79	\$ 230.94	\$ 253.17	10%
Cottage/Cabin/House	Units Available	36589	35731	-858	305317	301002	-1%
	Units Rented	15146	15135	-11	121992	117429	-4%
	Occupancy Rate (Percentage)	41%	42%	1%	40%	39%	-2%
	Total Lodging Sales	\$ 5,900,029.58	\$ 6,415,510.27	\$ 515,480.69	\$ 49,510,928.22	\$ 51,848,078.85	5%
	Average Daily Rate (ADR)	\$ 389.54	\$ 423.89	\$ 34.34	\$ 405.85	\$ 441.53	9%
Other	Units Available	1525	1086	-439	9743	10492	8%
	Units Rented	460	379	-81	4682	4467	-5%
	Occupancy Rate (Percentage)	30%	35%	5%	48%	43%	-11%
	Total Lodging Sales	69061.79	62341.3	(6,720.49)	640352.13	768716.46	20%
	Average Daily Rate (ADR)	\$ 150.13	\$ 164.49	\$ 14.35	\$ 136.77	\$ 172.09	26%
All Categories	Total Units Available	140856	133924	-6932	1209113	1182893	-3%
	Total Units Rented	78028	77496	-532	580976	561332	-5%
	Total Occupancy Rate (%)	55.4%	57.9%	7.7%	48.0%	47.5%	-2%
	Total Total Lodging Sales	\$ 19,513,270.92	\$ 20,603,181.78	\$ 1,089,910.86	\$ 146,363,695.14	\$ 149,875,374.42	2%
	Average Daily Rate (ADR)	\$ 250.08	\$ 265.86	\$ (2,048.70)	\$ 251.93	\$ 267.00	8%