

Room Tax Data By Property Type		September 2024	September 2025	Variance	YTD 2024	YTD 2025	Variance (%)
Hotel/Motel	Units Available	35338	35614	276	264721	264614	0%
	Units Rented	24468	25803	1335	156644	159085	2%
	Occupancy Rate (Percentage)	69%	72%	3%	59%	60%	2%
	Total Lodging Sales	\$ 4,527,522.16	\$ 4,859,602.00	\$ 332,079.84	\$ 26,887,427.28	\$ 27,503,229.69	2%
	Average Daily Rate (ADR)	\$ 185.04	\$ 188.33	\$ 3.30	\$ 171.65	\$ 172.88	1%
Resort	Units Available	46802	44932	-1870	377153	386964	3%
	Units Rented	26949	25475	-1474	168051	164609	-2%
	Occupancy Rate (Percentage)	58%	57%	-1%	45%	43%	-5%
	Total Lodging Sales	\$ 6,539,030.11	\$ 6,589,024.80	\$ 49,994.69	\$ 39,386,760.56	\$ 40,594,155.15	3%
	Average Daily Rate (ADR)	\$ 242.64	\$ 258.65	\$ 16.00	\$ 234.37	\$ 246.61	5%
Inn	Units Available	6534	5994	-540	44416	43391	-2%
	Units Rented	4301	4114	-187	23253	22284	-4%
	Occupancy Rate (Percentage)	66%	69%	3%	52%	51%	-2%
	Total Lodging Sales	\$ 879,548.86	\$ 861,528.56	\$ (18,020.30)	\$ 4,571,853.42	\$ 4,567,498.04	0%
	Average Daily Rate (ADR)	\$ 204.50	\$ 209.41	\$ 4.92	\$ 196.61	\$ 204.97	4%
Condo	Units Available	9461	9116	-345	80971	78527	-3%
	Units Rented	4988	4834	-154	32991	34545	5%
	Occupancy Rate (Percentage)	53%	53%	0%	41%	44%	8%
	Total Lodging Sales	\$ 1,411,354.29	\$ 1,467,987.88	\$ 56,633.59	\$ 9,302,120.95	\$ 9,893,838.23	6%
	Average Daily Rate (ADR)	\$ 282.95	\$ 303.68	\$ 20.73	\$ 281.96	\$ 286.40	2%
Bed/Breakfast	Units Available	3025	2360	-665	24050	21499	-11%
	Units Rented	1802	1523	-279	10941	9185	-16%
	Occupancy Rate (Percentage)	60%	65%	5%	45%	43%	-6%
	Total Lodging Sales	\$ 421,019.23	\$ 409,024.27	\$ (11,994.96)	\$ 2,520,073.03	\$ 2,308,103.89	-8%
	Average Daily Rate (ADR)	\$ 233.64	\$ 268.56	\$ 34.92	\$ 230.33	\$ 251.29	9%
Cottage/Cabin/House	Units Available	37296	36749	-547	268759	273120	2%
	Units Rented	16216	15865	-351	106857	106590	0%
	Occupancy Rate (Percentage)	43%	43%	0%	40%	39%	-2%
	Total Lodging Sales	\$ 6,037,405.91	\$ 6,576,124.91	\$ 538,719.00	\$ 43,619,606.33	\$ 47,440,113.62	9%
	Average Daily Rate (ADR)	\$ 372.31	\$ 414.51	\$ 42.19	\$ 408.21	\$ 445.07	9%
Other	Units Available	1472	1814	342	8218	9640	17%
	Units Rented	576	544	-32	4222	4449	5%
	Occupancy Rate (Percentage)	39%	30%	-9%	51%	46%	-10%
	Total Lodging Sales	\$ 73,472.15	\$ 74,349.59	\$ 877.44	\$ 571,290.34	\$ 701,930.16	23%
	Average Daily Rate (ADR)	\$ 127.56	\$ 136.67	\$ 9.12	\$ 135.31	\$ 157.77	17%
All Categories	Total Units Available	139928	136579	-3349	1068288	1077755	1%
	Total Units Rented	79300	78158	-1142	502959	500747	-2%
	Total Occupancy Rate (%)	56.7%	57.2%	34.1%	47.1%	46.5%	-2%
	Total Total Lodging Sales	\$ 19,889,352.71	\$ 20,837,642.01	\$ 948,289.30	\$ 126,859,131.91	\$ 133,008,868.78	5%
	Average Daily Rate (ADR)	\$ 250.81	\$ 266.61	\$ (830.38)	\$ 252.23	\$ 265.62	7%