

Room Tax Data By Property Type		June 2025	June 2026	Variance	YTD 2025	YTD 2026	Variance (%)
Hotel/Motel	Units Available	37,712	36,518	(1,194)	151,015	154,708	2%
	Units Rented	24,541	25,208	667	67,039	67,770	1%
	Occupancy Rate (Percentage)	65%	69%	4%	44%	44%	-1%
	Total Lodging Sales	\$ 4,415,159	\$ 4,829,724	\$ 414,564.83	\$ 9,272,394	\$ 9,876,011	7%
	Average Daily Rate (ADR)	\$ 179.91	\$ 191.59	\$ 11.69	\$ 138.31	\$ 145.73	5%
Resort	Units Available	47,650	44,794	(2,856)	243446	220404	-9%
	Units Rented	27,101	25,312	(1,789)	69362	61976	-11%
	Occupancy Rate (Percentage)	57%	57%	0%	28%	28%	0%
	Total Lodging Sales	\$ 6,705,530	\$ 6,790,172	\$ 84,641.97	\$ 13,061,739	\$ 12,750,289	-2%
	Average Daily Rate (ADR)	\$ 247.43	\$ 268.26	\$ 20.83	\$ 188.31	\$ 205.73	9%
Inn	Units Available	6,582	6,489	(93)	23,935	24,267	1%
	Units Rented	3,761	3,857	96	7,406	7,566	2%
	Occupancy Rate (Percentage)	57%	59%	2%	31%	31%	0%
	Total Lodging Sales	\$ 755,804	\$ 830,115	\$ 74,311.62	\$ 1,319,377	\$ 1,431,781	9%
	Average Daily Rate (ADR)	\$ 200.96	\$ 215.22	\$ 14.26	\$ 178.15	\$ 189.24	6%
Condo	Units Available	9,472	9,271	(201)	49,765	48,800	-2%
	Units Rented	5,038	4,994	(44)	15,648	13,104	-16%
	Occupancy Rate (Percentage)	53%	54%	1%	31%	27%	-5%
	Total Lodging Sales	\$ 1,612,520	\$ 1,705,678	\$ 93,158.59	\$ 3,285,134	\$ 3,135,989	-5%
	Average Daily Rate (ADR)	\$ 320.07	\$ 341.55	\$ 21.47	\$ 209.94	\$ 239.32	14%
Bed/Breakfast	Units Available	2,639	2,586	(53)	13,116	12,285	-6%
	Units Rented	1,465	1,402	(63)	3,969	3,642	-8%
	Occupancy Rate (Percentage)	56%	54%	-1%	30%	30%	-1%
	Total Lodging Sales	\$ 355,631	\$ 369,695	\$ 14,064.27	\$ 878,838	\$ 869,826	-1%
	Average Daily Rate (ADR)	\$ 242.75	\$ 263.69	\$ 20.94	\$ 221.43	\$ 238.83	8%
Cottage/Cabin/House	Units Available	39,579	37,230	(2,349)	154,972	153,533	-1%
	Units Rented	18,713	18,211	(502)	35,645	35,913	1%
	Occupancy Rate (Percentage)	47%	49%	2%	23%	23%	0%
	Total Lodging Sales	\$ 8,356,234	\$ 8,935,339	\$ 579,105.00	\$ 14,033,371	\$ 14,856,083	6%
	Average Daily Rate (ADR)	\$ 446.55	\$ 490.66	\$ 44.11	\$ 393.70	\$ 413.67	5%
Other	Units Available	1,832	1,765	(67)	3,997	6,008	50%
	Units Rented	788	857	69	1,344	1,641	22%
	Occupancy Rate (Percentage)	43%	49%	6%	34%	27%	-6%
	Total Lodging Sales	\$ 162,196	\$ 129,923	\$ (32,273.04)	\$ 251,138	\$ 192,682	-23%
	Average Daily Rate (ADR)	\$ 205.83	\$ 151.60	\$ (54.23)	\$ 186.86	\$ 117.42	-37%
All Categories	Total Units Available	145,466	138,653	(6,813)	640,246	620,005	-3%
	Total Units Rented	81,407	79,841	(1,566)	200,413	191,612	-4%
	Total Occupancy Rate (%)	56%	58%	-1.6%	31%	31%	0%
	Total Lodging Sales	\$ 22,363,073	\$ 23,590,647	\$ 1,227,573.24	\$ 42,101,992.53	\$ 43,112,660.97	2%
	Average Daily Rate (ADR)	\$ 274.71	\$ 295.47	\$ 20.76	\$ 210.08	\$ 225.00	7%