

Room Tax Data By Property Type		May 2025	May 2026	Variance	YTD 2025	YTD 2026	Variance (%)
Hotel/Motel	Units Available	35,396	34,388	(1,008)	113,303	117,539	4%
	Units Rented	16,870	17,867	997	42,498	42,064	-1%
	Occupancy Rate (Percentage)	48%	52%	4%	38%	36%	-5%
	Total Lodging Sales	\$ 2,310,584	\$ 2,524,253	\$ 213,668.96	\$ 4,857,236	\$ 4,973,885	2%
	Average Daily Rate (ADR)	\$136.96	\$141.28	\$ 4.32	\$114.29	\$118.25	3%
Resort	Units Available	44,853	42,614	(2,239)	195796	175610	-10%
	Units Rented	16,082	14,200	(1,882)	42261	36664	-13%
	Occupancy Rate (Percentage)	36%	33%	-3%	22%	21%	-3%
	Total Lodging Sales	\$ 2,860,422	\$ 2,766,053	\$ (94,369.51)	\$ 6,356,209	\$ 5,960,117	-6%
	Average Daily Rate (ADR)	\$177.86	\$194.79	\$ 16.93	\$150.40	\$162.56	8%
Inn	Units Available	5,721	6,081	360	17,353	17,778	1%
	Units Rented	1,957	2,198	241	3,645	3,709	5%
	Occupancy Rate (Percentage)	34%	36%	2%	21%	21%	4%
	Total Lodging Sales	\$ 327,037	\$ 377,770	\$ 50,733.01	\$ 563,574	\$ 601,665	4%
	Average Daily Rate (ADR)	\$167.11	\$171.87	\$ 4.76	\$154.62	\$162.22	0%
Condo	Units Available	9,198	8,828	(370)	40,293	39,529	2%
	Units Rented	2,791	2,920	129	10,610	8,110	2%
	Occupancy Rate (Percentage)	30%	33%	3%	26%	21%	-1%
	Total Lodging Sales	\$ 618,329	\$ 660,173	\$ 41,844.02	\$ 1,672,614	\$ 1,430,310	7%
	Average Daily Rate (ADR)	\$221.54	\$226.09	\$ 4.54	\$157.65	\$176.36	5%
Bed/Breakfast	Units Available	2,785	2,316	(469)	10,477	9,699	-2%
	Units Rented	920	852	(68)	2,504	2,240	-24%
	Occupancy Rate (Percentage)	33%	37%	4%	24%	23%	-22%
	Total Lodging Sales	\$ 223,796	\$ 211,433	\$ (12,362.73)	\$ 523,207	\$ 500,131	-14%
	Average Daily Rate (ADR)	\$243.26	\$248.16	\$ 4.90	\$208.95	\$223.27	12%
Cottage/Cabin/House	Units Available	33,123	33,173	50	115,393	116,303	-7%
	Units Rented	8,108	9,021	913	16,932	17,702	-11%
	Occupancy Rate (Percentage)	24%	27%	3%	15%	15%	-3%
	Total Lodging Sales	\$ 3,002,416	\$ 3,382,796	\$ 380,379.38	\$ 5,677,138	\$ 5,920,744	-4%
	Average Daily Rate (ADR)	\$370.30	\$374.99	\$ 4.69	\$335.29	\$334.47	7%
Other	Units Available	1,862	2,094	232	2,165	4,243	96%
	Units Rented	451	411	(40)	556	784	41%
	Occupancy Rate (Percentage)	24%	20%	-5%	26%	18%	-28%
	Total Lodging Sales	\$ 54,395	\$ 44,989	\$ (9,406.67)	\$ 88,942	\$ 62,759	-29%
	Average Daily Rate (ADR)	\$120.61	\$109.46	\$ (11.15)	\$159.97	\$80.05	-50%
All Categories	Total Units Available	132,938	129,494	(3,444)	494,780	480,701	-3%
	Total Units Rented	47,179	47,469	290	119,006	111,273	-6%
	Total Occupancy Rate (%)	35%	37%	-1.2%	24%	23%	-4%
	Total Lodging Sales	\$ 9,396,978.91	\$ 9,967,465.37	\$ 570,486.46	\$ 19,738,919.05	\$ 19,449,611.73	-1%
	Average Daily Rate (ADR)	\$ 199.18	\$ 209.98	\$ 10.80	\$ 165.86	\$ 174.79	5%