

Room Tax Data By Property Type		July 2025	July 2026	Variance	YTD 2025	YTD 2026	Variance (%)
Hotel/Motel	Units Available	39,357	34,891	(4,466)	190,372	193,174	1%
	Units Rented	33,806	30,314	(3,492)	100,845	99,644	-1%
	Occupancy Rate (Percentage)	86%	87%	1%	53%	52%	-1%
	Total Lodging Sales	\$ 6,878,382	\$ 6,885,052	\$ 6,669.78	\$ 16,150,777	\$ 16,833,647	4%
	Average Daily Rate (ADR)	\$ 203.47	\$ 227.12	\$ 23.66	\$ 160.15	\$ 168.94	5%
Resort	Units Available	49,478	43,707	(5,771)	292,924	272,323	-7%
	Units Rented	35,705	32,328	(3,377)	105,067	95,992	-9%
	Occupancy Rate (Percentage)	72%	74%	2%	36%	35%	-1%
	Total Lodging Sales	\$ 10,737,709	\$ 10,771,347	\$ 33,637.86	\$ 23,799,448	\$ 23,733,919	0%
	Average Daily Rate (ADR)	\$ 300.73	\$ 333.19	\$ 32.46	\$ 226.52	\$ 247.25	9%
Inn	Units Available	6,729	6,791	62	30,664	32,101	5%
	Units Rented	5,546	5,510	(36)	12,952	13,076	1%
	Occupancy Rate (Percentage)	82%	81%	-1%	42%	41%	-2%
	Total Lodging Sales	\$ 1,221,403	\$ 1,309,162	\$ 87,758.46	\$ 2,540,781	\$ 2,740,942	8%
	Average Daily Rate (ADR)	\$ 220.23	\$ 237.60	\$ 17.37	\$ 196.17	\$ 209.62	7%
Condo	Units Available	9,780	9,714	(66)	59,545	59,350	0%
	Units Rented	7,213	7,204	(9)	22,861	20,365	-11%
	Occupancy Rate (Percentage)	74%	74%	0%	38%	34%	-4%
	Total Lodging Sales	\$ 2,642,105	\$ 2,905,925	\$ 263,819.59	\$ 5,927,239	\$ 6,051,846	2%
	Average Daily Rate (ADR)	\$ 366.30	\$ 403.38	\$ 37.08	\$ 259.27	\$ 297.17	15%
Bed/Breakfast	Units Available	3,552	2,436	(1,116)	16,668	14,929	-10%
	Units Rented	1,876	1,793	(83)	5,845	5,457	-7%
	Occupancy Rate (Percentage)	53%	74%	21%	35%	37%	1%
	Total Lodging Sales	\$ 522,323	\$ 501,395	\$ (20,928.47)	\$ 1,401,161	\$ 1,373,636	-2%
	Average Daily Rate (ADR)	\$ 278.42	\$ 279.64	\$ 1.22	\$ 239.72	\$ 251.72	5%
Cottage/Cabin/House	Units Available	41,001	38,516	(2,485)	195,973	196,064	0%
	Units Rented	28,617	26,996	(1,621)	64,262	63,284	-2%
	Occupancy Rate (Percentage)	70%	70%	0%	33%	32%	-1%
	Total Lodging Sales	\$ 14,250,523	\$ 14,843,525	\$ 593,002.53	\$ 28,283,894	\$ 29,799,126	5%
	Average Daily Rate (ADR)	\$ 497.97	\$ 549.84	\$ 51.87	\$ 440.13	\$ 470.88	7%
Other	Units Available	1,988	1,467	(521)	5,985	7,475	25%
	Units Rented	1,514	1,045	(469)	2,858	2,686	-6%
	Occupancy Rate (Percentage)	76%	71%	-5%	48%	36%	-12%
	Total Lodging Sales	\$ 223,948	\$ 174,802	\$ (49,146.86)	\$ 475,087	\$ 367,484	-23%
	Average Daily Rate (ADR)	\$ 147.92	\$ 167.27	\$ 19.36	\$ 166.23	\$ 136.81	-18%
All Categories	Total Units Available	151,885	137,522	(14,363)	792,131	775,416	-2%
	Total Units Rented	114,277	105,190	(9,087)	314,690	300,504	-5%
	Total Occupancy Rate (%)	75%	76%	1.3%	40%	39%	-1%
	Total Lodging Sales	\$ 36,476,394	\$ 37,391,207	\$ 914,812.89	\$ 78,578,386.53	\$ 80,900,601.56	3%
	Average Daily Rate (ADR)	\$ 319.19	\$ 355.46	\$ 36.27	\$ 249.70	\$ 269.22	8%