



# Monthly Summary Report

April 2026

## Highlights

Florida Keys hotels continued to show strong performance, with occupancy reaching 86.2% (+5.5% YOY) and ADR growth of +4.4% YOY to \$419.72. These gains helped drive RevPAR up +10.2% YOY to \$361.89, while total hotel revenue climbed to \$116.4M (+10.2% YOY). Short-term rentals also delivered strong results, with revenue up 16.4% YOY to \$8.4M, despite ADR remaining mostly flat at \$475.81.

Airport activity at Key West International remained positive with TSA checkpoint volume increasing +7.8% YOY to 92.1K passengers. Year-to-date throughput also rose +7.1% YOY, indicating continued momentum in air visitation. Top origin markets included Boston, Philadelphia, Newark, Washington D.C., and Charlotte, reinforcing the Keys' appeal among East Coast travelers.

Website performance showed strong traffic growth, with users increasing +123.5% YOY and sessions rising +119.0% YOY. Page views also climbed +57.8% YOY, while engaged sessions increased +55.7% YOY, signaling expansion in digital reach and interest. Meta remained the top traffic source, driving 32.8% of website traffic, followed by direct traffic, Adara, and Google.

U.S. hotel performance improved in April as demand growth (+2.0%) outpaced supply growth (+0.4%), driving occupancy up 1.6%. ADR increased 2.8%, lifting RevPAR 4.4% year over year. April's results reflect continued pricing power and steady travel demand amid modest new supply growth.

Inflation climbed to a three-year high of 3.8% in April, driven by rising energy costs, including a 28.4% YOY increase in gasoline prices and a 20.7% rise in airfares, while consumer sentiment fell from 53.3 to a record-low 47.6, with declines observed across all demographic, age, and income groups.



Hotel Demand  
**554.5K**  
+5.5% YOY



Hotel ADR  
**\$419.72**  
+4.4% YOY



Hotel RevPAR  
**\$361.89**  
+10.2% YOY



EYW Checkpoint Volume  
**92.1K**  
+7.8% YOY



Website Sessions  
**574.1K**  
+119.0% YOY



# Hotel Review

## Monthly Performance by Market

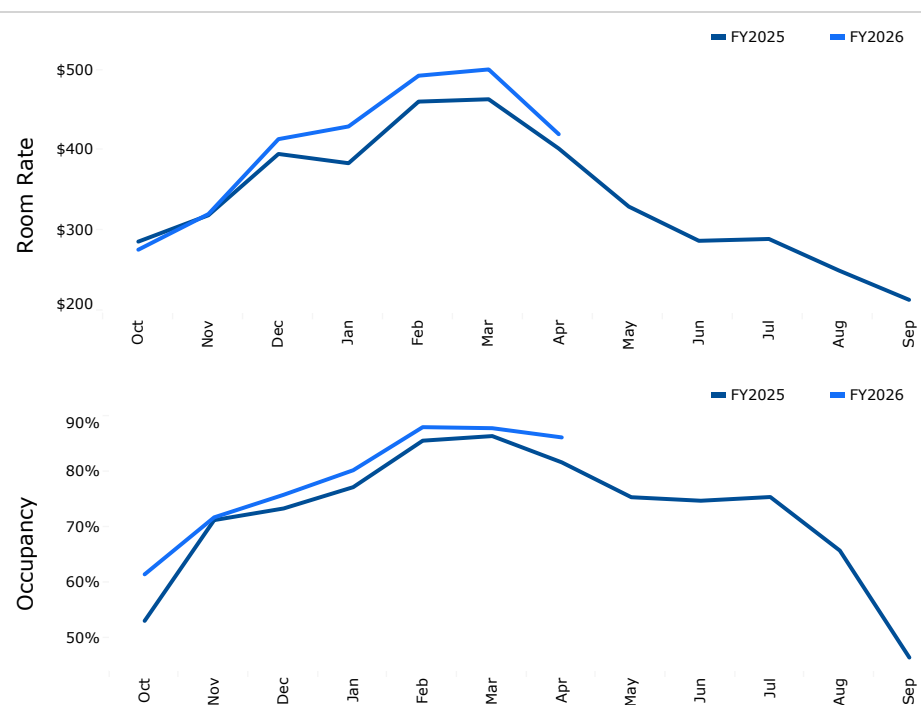
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Feb	Florida Keys	88.1%	+2.9%	\$493	+7.0%	\$434	+10.1%
	Islamorada+	84.4%	+7.5%	\$541	+15.2%	\$456	+23.9%
	Key Largo, FL+	85.9%	-2.6%	\$401	+2.9%	\$345	+0.2%
	Key West, FL	91.4%	+2.1%	\$524	+6.9%	\$479	+9.1%
	Marathon+	83.1%	+6.2%	\$427	+4.5%	\$355	+10.9%
	Upper Florida Keys	84.6%	+3.7%	\$458	+7.2%	\$387	+11.3%
Mar	Florida Keys	87.9%	+1.7%	\$500	+8.0%	\$440	+9.8%
	Islamorada+	86.8%	+7.8%	\$565	+11.0%	\$491	+19.8%
	Key Largo, FL+	86.4%	-1.0%	\$431	+5.3%	\$372	+4.2%
	Key West, FL	90.3%	+0.9%	\$509	+8.2%	\$460	+9.2%
	Marathon+	83.2%	+0.7%	\$474	+5.8%	\$395	+6.6%
	Upper Florida Keys	85.4%	+2.4%	\$491	+7.8%	\$419	+10.5%
Apr	Florida Keys	86.2%	+5.5%	\$420	+4.4%	\$362	+10.2%
	Islamorada+	85.7%	+12.7%	\$490	+9.5%	\$420	+23.4%
	Key Largo, FL+	82.0%	+0.2%	\$365	+1.5%	\$299	+1.8%
	Key West, FL	89.6%	+4.4%	\$421	+4.4%	\$378	+9.0%
	Marathon+	80.2%	+6.4%	\$392	+0.0%	\$315	+6.5%
	Upper Florida Keys	82.6%	+6.8%	\$418	+4.5%	\$345	+11.5%

Source: STR

## Fiscal Year-to-Date Performance

### Florida Keys

**Occupancy** 78.6% +4.3%  
**ADR** \$415 +5.3%  
**RevPAR** \$326 +9.8%  
**Supply** 4.5M +0.0%  
**Demand** 3.6M +4.4%  
**Revenue** \$1.5B +9.9%



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# Hotel Competitive Performance

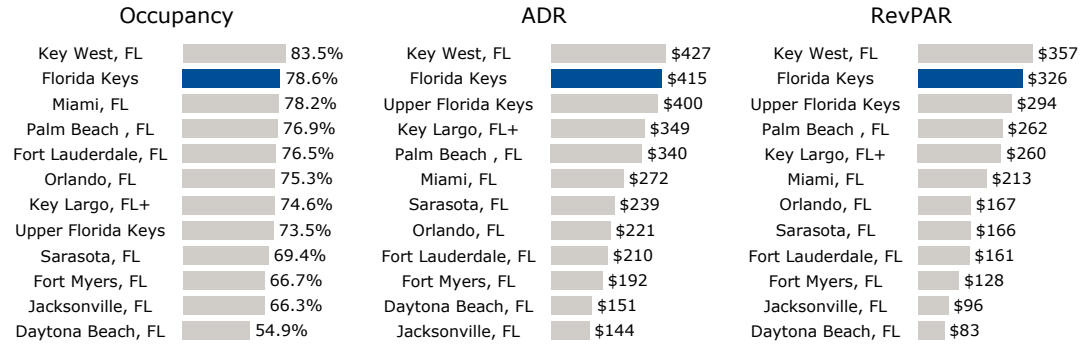
## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Feb	Daytona Beach, FL	64.9%	-1.3%	\$201	+2.2%	\$131	+0.9%
	Florida Keys	88.1%	+2.9%	\$493	+7.0%	\$434	+10.1%
	Fort Lauderdale, FL	85.7%	+3.5%	\$253	+5.0%	\$217	+8.7%
	Fort Myers, FL	80.9%	+3.2%	\$235	+0.4%	\$190	+3.6%
	Jacksonville, FL	70.9%	-1.7%	\$142	+0.4%	\$101	-1.3%
	Key Largo, FL+	85.9%	-2.6%	\$401	+2.9%	\$345	+0.2%
	Key West, FL	91.4%	+2.1%	\$524	+6.9%	\$479	+9.1%
	Miami, FL	84.9%	-0.8%	\$322	+6.0%	\$274	+5.1%
	Orlando, FL	81.6%	+1.4%	\$241	+6.3%	\$196	+7.8%
	Palm Beach, FL	87.5%	+2.6%	\$431	+11.9%	\$377	+14.7%
Sarasota, FL	81.0%	-1.2%	\$283	+7.0%	\$229	+5.8%	
Upper Florida Keys	84.6%	+3.7%	\$458	+7.2%	\$387	+11.3%	
Mar	Daytona Beach, FL	65.0%	-5.5%	\$158	-8.4%	\$103	-13.4%
	Florida Keys	87.9%	+1.7%	\$500	+8.0%	\$440	+9.8%
	Fort Lauderdale, FL	83.7%	+5.5%	\$239	+5.4%	\$200	+11.2%
	Fort Myers, FL	77.7%	+4.8%	\$256	+2.9%	\$199	+7.8%
	Jacksonville, FL	75.4%	+0.0%	\$169	+3.1%	\$128	+3.0%
	Key Largo, FL+	86.4%	-1.0%	\$431	+5.3%	\$372	+4.2%
	Key West, FL	90.3%	+0.9%	\$509	+8.2%	\$460	+9.2%
	Miami, FL	83.9%	+0.7%	\$323	+14.2%	\$271	+15.0%
	Orlando, FL	79.2%	+3.3%	\$241	+4.1%	\$191	+7.5%
	Palm Beach, FL	84.4%	+1.7%	\$439	+10.8%	\$371	+12.7%
Sarasota, FL	81.8%	+1.1%	\$312	+8.3%	\$255	+9.5%	
Upper Florida Keys	85.4%	+2.4%	\$491	+7.8%	\$419	+10.5%	
Apr	Daytona Beach, FL	61.1%	+0.1%	\$163	+0.2%	\$99	+0.3%
	Florida Keys	86.2%	+5.5%	\$420	+4.4%	\$362	+10.2%
	Fort Lauderdale, FL	77.0%	+2.0%	\$211	+4.8%	\$162	+6.8%
	Fort Myers, FL	67.8%	+5.1%	\$196	+1.9%	\$133	+7.1%
	Jacksonville, FL	71.0%	+1.1%	\$156	+1.6%	\$110	+2.7%
	Key Largo, FL+	82.0%	+0.2%	\$365	+1.5%	\$299	+1.8%
	Key West, FL	89.6%	+4.4%	\$421	+4.4%	\$378	+9.0%
	Miami, FL	78.8%	-2.3%	\$283	+12.5%	\$223	+9.8%
	Orlando, FL	77.3%	+5.8%	\$235	+4.8%	\$182	+10.9%
	Palm Beach, FL	75.1%	+1.7%	\$343	+9.1%	\$257	+11.0%
Sarasota, FL	72.9%	+2.2%	\$259	+5.0%	\$189	+7.4%	
Upper Florida Keys	82.6%	+6.8%	\$418	+4.5%	\$345	+11.5%	

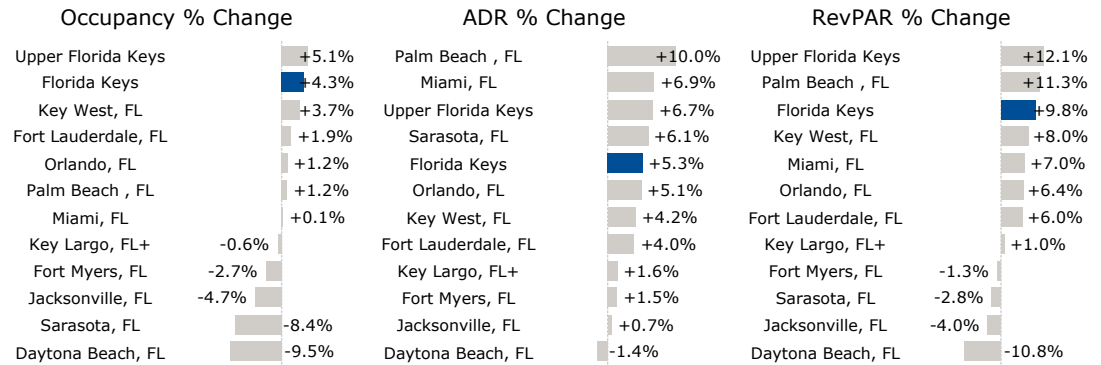
Source: STR

## Fiscal Year-to-Date Performance

### Performance by Market



### % Change vs. Previous Year



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# Preliminary Hotel Performance

## Preliminary May 2026 Hotel Performance

### Florida Keys

Occupancy  
**78.9%**  
+7.8%

ADR  
**\$342**  
+7.2%

RevPAR  
**\$269**  
+15.6%

### Hotel Performance by Market

	Occupancy		ADR		RevPAR	
Florida Keys	78.9%	+7.8%	\$342	+7.2%	\$269	+15.6%
Daytona Beach, FL	59.6%	-2.5%	\$162	-0.3%	\$99	-2.1%
Florida Central North	61.1%	+8.9%	\$129	+11.7%	\$80	+22.9%
Florida Central South	58.6%	+4.4%	\$142	+2.5%	\$83	+7.0%
Florida Panhandle	66.2%	-2.0%	\$163	-3.3%	\$108	-5.4%
Fort Myers, FL	58.8%	+3.8%	\$151	+0.7%	\$89	+4.3%
Jacksonville, FL	68.6%	+0.4%	\$148	+1.5%	\$101	+1.9%
Key West	83.4%	+7.4%	\$345	+7.5%	\$287	+15.4%
Key West, FL	83.4%	+7.4%	\$345	+7.5%	\$287	+15.4%
Melbourne, FL	66.6%	+4.2%	\$142	-1.2%	\$94	+3.0%
Miami, FL	70.6%	+1.0%	\$233	+14.0%	\$165	+15.5%
Monroe Cty Ex Key West+	74.0%	+7.8%	\$328	+7.0%	\$243	+15.3%
Orlando, FL	71.5%	+6.4%	\$217	+9.6%	\$155	+16.3%
Palm Beach, FL	69.9%	+3.6%	\$256	+9.4%	\$179	+13.0%
Sarasota, FL	71.2%	+11.2%	\$202	+5.6%	\$144	+17.5%

Note: Includes daily data through 5/23/2026  
Source: STR

## Preliminary May 2026 by Day-of-Week

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Florida Keys	73.9%	+8.1%	\$307	+4.5%	\$227	+13.0%
Daytona Beach, FL	53.3%	-2.9%	\$143	-1.5%	\$78	-3.0%
Florida Central North	56.7%	+7.8%	\$109	+0.8%	\$62	+8.5%
Florida Central South	56.1%	+5.4%	\$136	+2.9%	\$77	+8.4%
Florida Panhandle	63.2%	-1.7%	\$151	-4.8%	\$95	-6.8%
Fort Myers, FL	57.0%	+3.1%	\$144	+0.3%	\$82	+3.1%
Jacksonville, FL	65.8%	+0.9%	\$139	+0.5%	\$92	+1.3%
Key West, FL	79.6%	+7.4%	\$314	+5.5%	\$251	+13.3%
Melbourne, FL	60.4%	+3.8%	\$127	-3.1%	\$77	+0.6%
Miami, FL	67.8%	+2.1%	\$224	+14.0%	\$154	+17.5%
Orlando, FL	68.7%	+7.5%	\$221	+10.6%	\$152	+18.2%
Palm Beach, FL	67.7%	+4.0%	\$241	+6.6%	\$163	+10.8%
Sarasota, FL	65.4%	+10.2%	\$185	+4.6%	\$121	+15.2%

**Week Days**

**Week Ends**

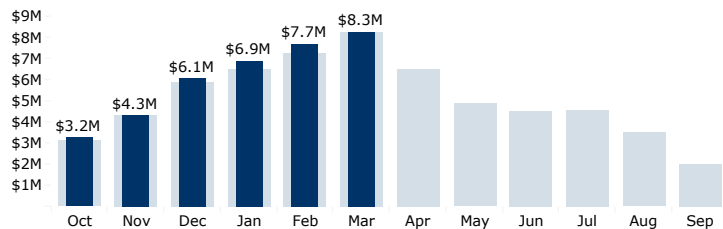
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Florida Keys	91.3%	+7.3%	\$409	+11.8%	\$375	+19.7%
Daytona Beach, FL	75.6%	-1.6%	\$193	+0.9%	\$151	-0.9%
Florida Central North	72.1%	+11.2%	\$162	+25.0%	\$124	+47.6%
Florida Central South	64.9%	+2.3%	\$155	+2.3%	\$101	+4.5%
Florida Panhandle	73.6%	-2.8%	\$189	-0.7%	\$141	-3.1%
Fort Myers, FL	63.5%	+5.3%	\$166	+1.5%	\$106	+6.6%
Jacksonville, FL	75.4%	-0.5%	\$166	+3.4%	\$126	+3.0%
Key West, FL	92.9%	+7.4%	\$408	+11.1%	\$380	+19.1%
Melbourne, FL	82.2%	+5.0%	\$169	+1.5%	\$139	+6.4%
Miami, FL	77.6%	-1.4%	\$250	+13.2%	\$194	+11.6%
Orlando, FL	78.4%	+4.1%	\$208	+7.5%	\$163	+12.1%
Palm Beach, FL	75.4%	+2.7%	\$291	+14.9%	\$219	+17.5%
Sarasota, FL	85.6%	+13.2%	\$235	+7.4%	\$201	+21.1%

# The Florida Keys & Key West Hotel Occ Tax Tax Collections

## Hotel Occ Tax Tax Collections by Month

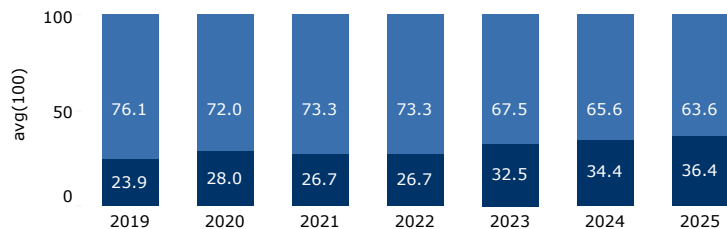
Fiscal Year 2026 | Location: All

■ Current YTD ■ STLY YTD



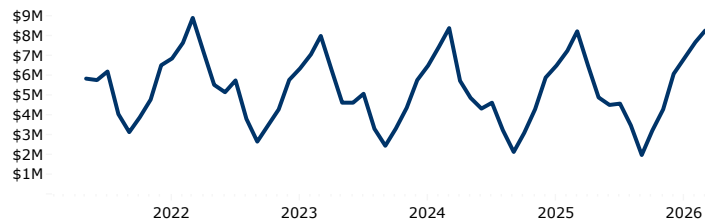
## Bed Tax Contribution

Fiscal Year | ■ Non - STR ■ STR



## Hotel Occ Tax Tax Collections

Long Term Trend | Location: All



Source: The Florida Keys & Key West

Oct 2025 - Mar 2026 Collections

**\$36.6M**

-12.8% YOY

## Hotel Occ Tax Tax Collections by Month

Fiscal Year 2026

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
District I	\$1.8M	\$2.3M	\$2.9M	\$3.4M	\$3.7M	\$3.7M							\$17.8M
District II	\$256.3K	\$364.6K	\$525.0K	\$692.4K	\$673.5K	\$683.5K							\$3.2M
District III	\$409.3K	\$600.3K	\$1.1M	\$1.2M	\$1.4M	\$1.6M							\$6.3M
District IV	\$315.7K	\$429.9K	\$652.6K	\$677.3K	\$818.9K	\$973.6K							\$3.9M
District V	\$469.6K	\$619.9K	\$915.3K	\$977.5K	\$1.1M	\$1.3M							\$5.5M
<b>Total</b>	<b>\$3.2M</b>	<b>\$4.3M</b>	<b>\$6.1M</b>	<b>\$6.9M</b>	<b>\$7.7M</b>	<b>\$8.3M</b>							<b>\$36.6M</b>

## Change vs. Previous Year

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
District I	+1.1%	-1.5%	+2.5%	+3.9%	+6.7%	+0.8%							-12.8%
District II	+14.9%	+12.3%	-1.5%	+9.6%	+5.8%	-0.9%							-11.2%
District III	+1.8%	-3.2%	+3.0%	+7.8%	+8.0%	-3.2%							-13.3%
District IV	+19.1%	+10.4%	+8.7%	+15.5%	+10.8%	+5.3%							-8.8%
District V	+0.5%	-5.3%	+4.9%	+1.7%	-1.1%	+1.3%							-15.8%
<b>Total</b>	<b>+3.6%</b>	<b>-0.2%</b>	<b>+3.2%</b>	<b>+5.8%</b>	<b>+6.0%</b>	<b>+0.5%</b>							<b>-12.8%</b>

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# Airport TSA Checkpoint Volume & Visitor Origins

EYW - Key West International



## Monthly TSA Checkpoint Volume

April 2026 Volume

**92.1K**

+7.8% YOY

## Year-to-Date TSA Checkpoint Volume & Visitor Origins

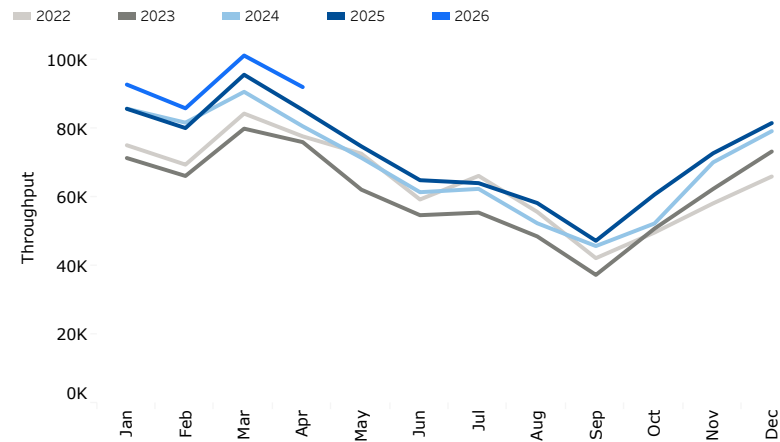
Oct 2025 - Apr 2026 Volume

**587.5K**

+7.1% YOY

### TSA Checkpoint Volume by Month

Last Five Calendar Years

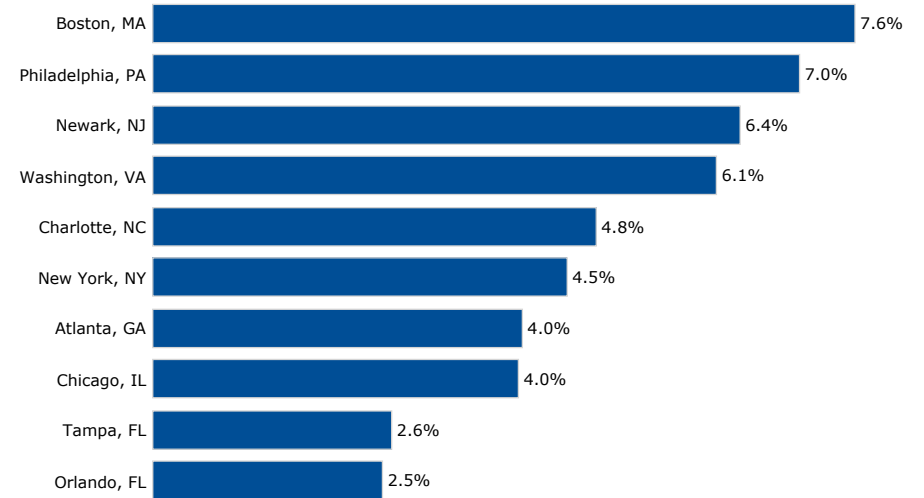


Source: Transportation Security Administration

Source: Transportation Security Administration

### Top Origin Markets - Air

Oct 2025 - Apr 2026 Visitor Arrivals



Source: OAG



# Website Performance Summary

April 2026 | Properties: 321274354



Users  
538.2K  
+123.5% YOY



Sessions  
574.1K  
+119.0% YOY



Engaged Sessions  
223.6K  
+55.7% YOY



Engagement Rate  
38.9%  
-15.84% pt YOY



Page Views  
830.5K  
+57.8% YOY



Pages Per Session  
1.45 pages  
-0.56 pages YOY

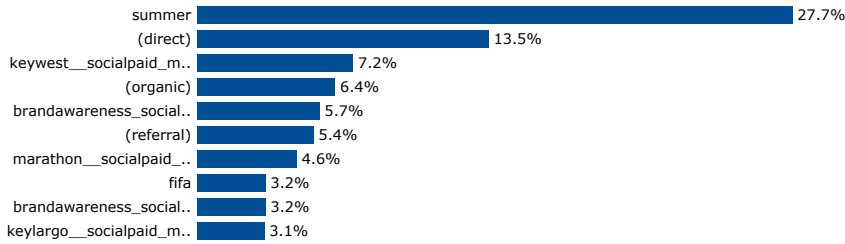


Avg. Session Duration  
00:07:02  
-461 sec YOY

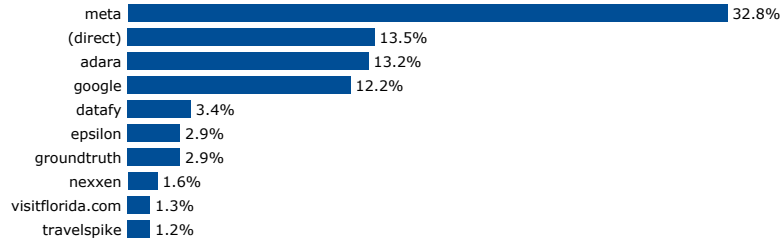


Bounce Rate  
61.1%  
+15.84% pt YOY

## Campaigns



## Sources

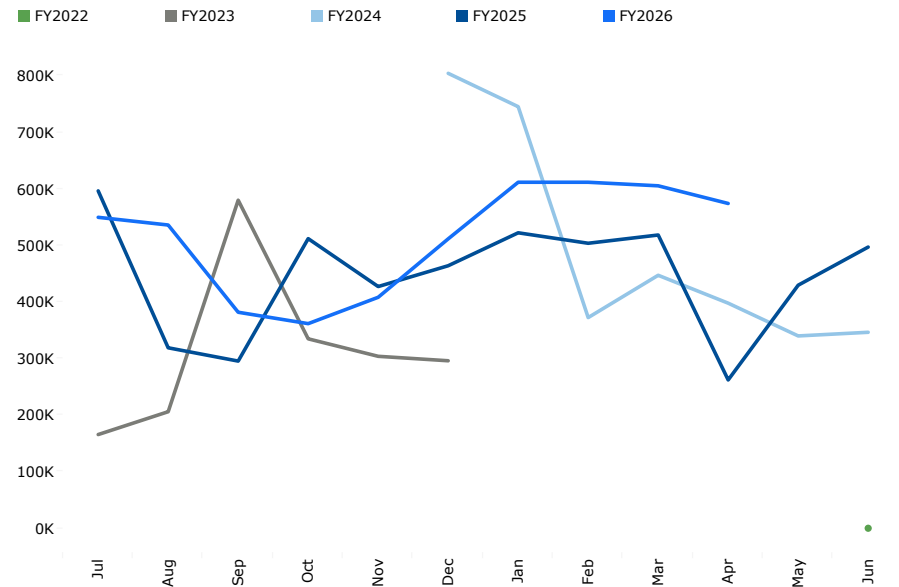


Source: Google Analytics

Note: Due to Google's practice of exporting sampled data to protect user identities, figures may not precisely match data viewed in the Google Analytics platform.

## Sessions Analysis

Monthly Trend

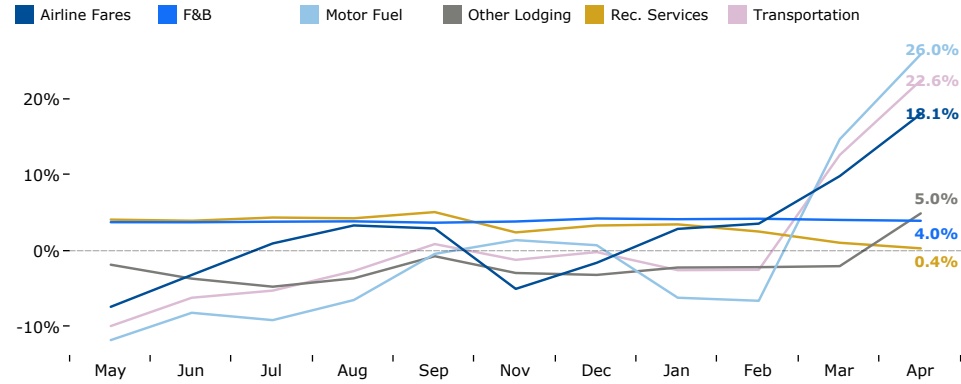


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# National Travel Trends

## Travel Price Index

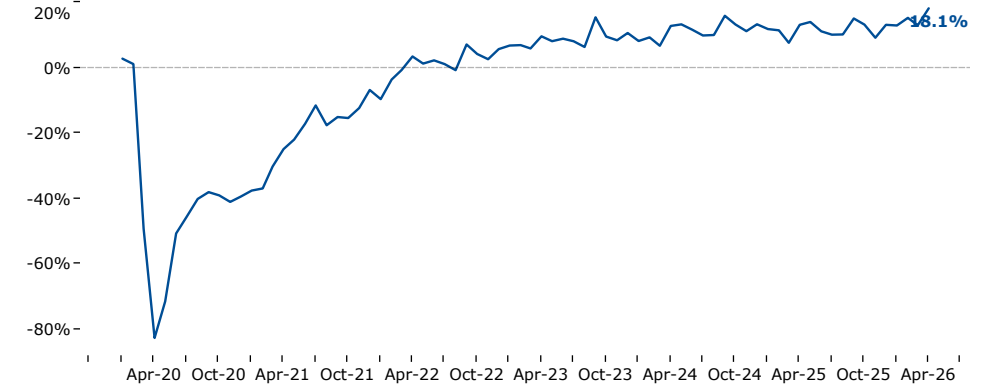
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

## Travel Spending (% change vs 2019)

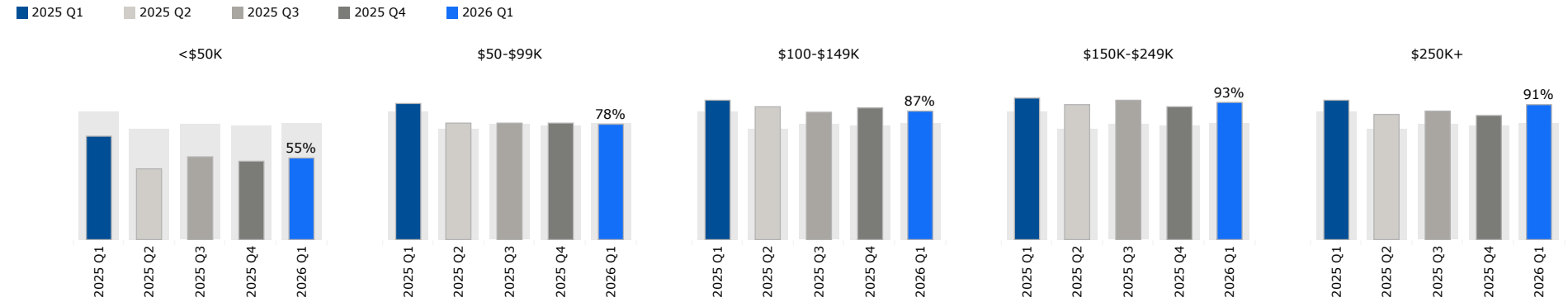
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

## Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



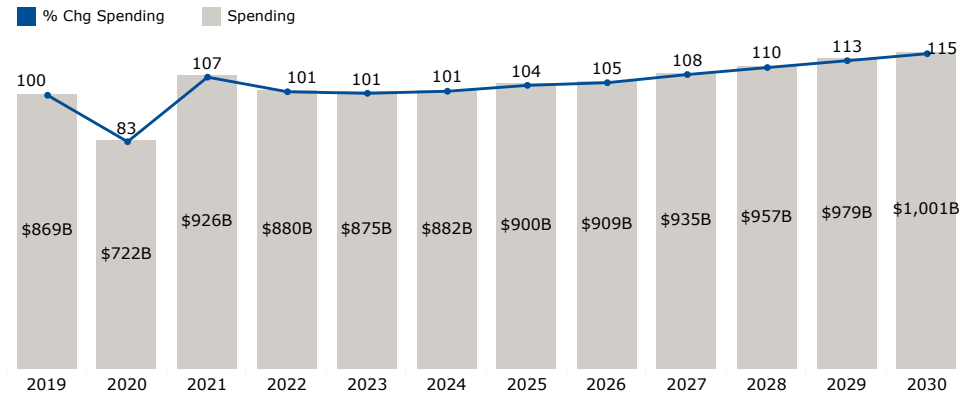
Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers



# Domestic Travel Forecast

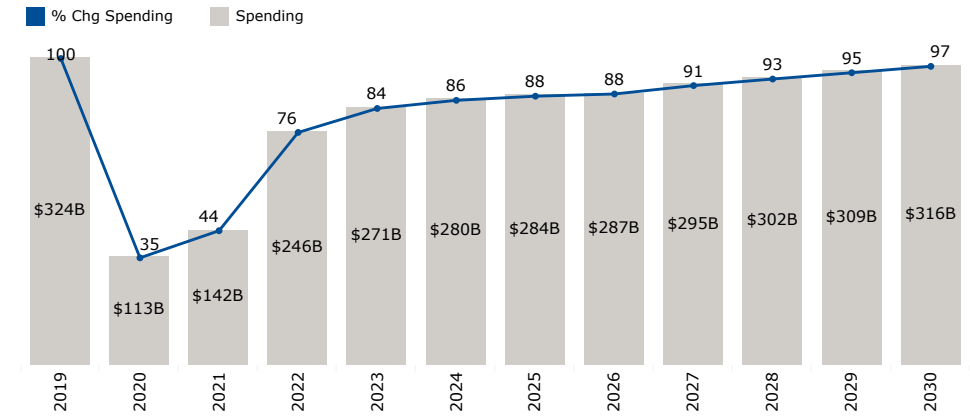
## Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



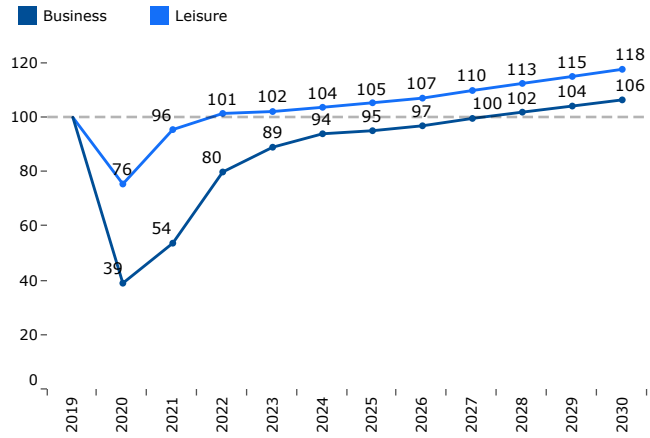
## Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



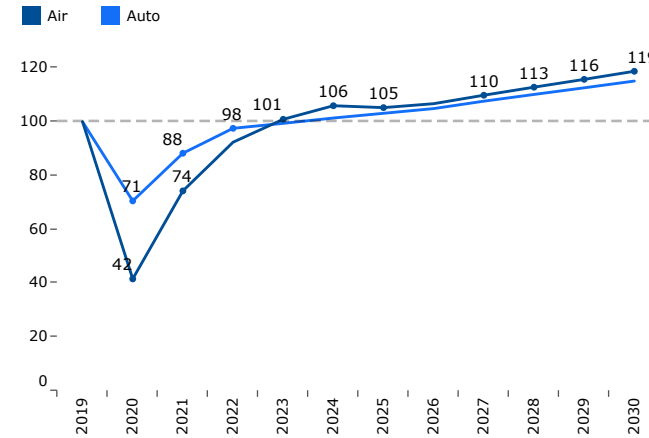
## Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



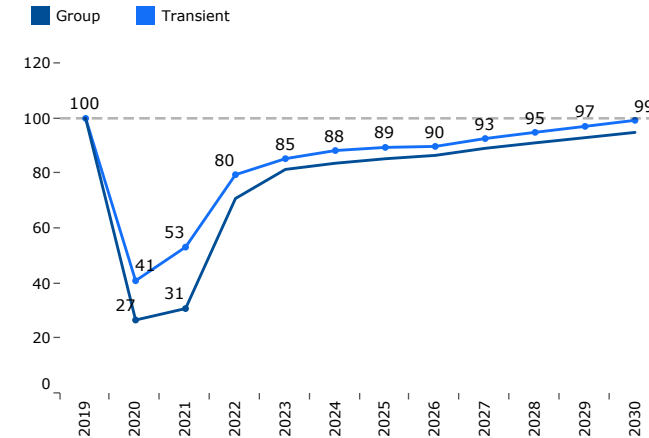
## Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



## Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of May 2026  
Source: Tourism Economics via U.S. Travel Recovery Tracker